



REWIRE ME
UNLOCK YOUR MIND

MEDIA KIT

2015



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Rewire Me is an online community of people seeking more in their lives - ways to learn, grow, heal, and transform into their best selves.

Our content ranges from personal essays about transformation to articles exploring psychology, spirituality, healing, and other paths to personal fulfillment with an emphasis on neuroscience for the everyday reader.

Rewire Me combines mutual inspiration with resources - the most useful ancient practices combined with the latest scientific discoveries - to guide readers toward wholeness and balance.

Rewire Me was founded by Rose Caiola in 2013.

In her journey of self-discovery, Rose realized that people are often unaware of the many opportunities for well-being. She decided to heighten this awareness by creating a resource where people can learn about and share transforming experiences and find direction.

Rose has overseen a successful real estate business for many years. When a personal crisis led her to transform her life through intensive training (in Tibetan Buddhism, Chinese herbal medicine, neurofeedback, kinesiology, hypnosis, holographic memory resolution, and yoga), she was inspired to create Rewire Me to share her vision with others: that there are many paths to well-being and we have to find the one that's right for us.



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WHO WE ARE



Rose Caiola, Founder & CEO

Rose is a teacher, speaker, and expert practitioner of a number of disciplines that promote wellness—both those derived from ancient wellness wisdom as well as cutting-edge neuroscience. Along her path of discovery, Rose learned that people are often unaware of the many routes to optimum wellness. Her mission was accomplished when she launched Rewire Me in the spring of 2013, an instantly successful website community of seekers looking to heighten their mental, physical, and spiritual self-awareness.

Marcelo Ronchini, Art Director

Marcelo Ronchini brings many years of website design and production experience to the team, and his clarity and focus keep Rewire Me true to its purpose and mission.



Gianna Caiola, Associate Editor

Gianna Caiola has a background in social media and merchandise and a degree in art history. She is happy to be a part of the Rewire Me team, which allows her to explore her love for wellness.

Kaitlin Vogel, Associate Editor

Kaitlin Vogel has a background in journalism and marketing and a degree in psychology. She is following her passion for mind/body wellness as part of the Rewire Me team.





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WHAT SETS OUR CONTENT APART



EXPERTS:

We do our homework! Our roster of expert contacts includes Congressman Tim Ryan, Dr. Joe Dispenza, dating guru Laurie Davis, and industrial/organizational psychologist Marla Gottschalk, among many others. Our experts lend their professional opinions and extensive knowledge to give. Rewire Me articles the credibility that our readers expect.

We call it “woo-woo” when extraordinary ideas are presented without strong scientific evidence. Call it what you want, but we steer clear of “woo-woo” topics that can be backed up by research or an expert’s assessment. Though we’re open to everyone’s beliefs, we maintain factual integrity so our readers can learn about the newest developments in the wellness world while trusting that they’re receiving an informed viewpoint.

RESEARCH:



VIDEO:

Rewire Me videos provide our audience with a deeper connection to our cause, personalities, and a better understanding of our experts and their knowledge. Our in-house video production suite is used to host exclusive interviews with experts and inspirational people. Our video content is continuously updated on a weekly basis.

REWIRE ME MOMENTS:

Most of us have experienced an event in our lives that has changed our perspective or made everything seem clear. We call this a Rewire Me moment, and we’re on a mission to hear everyone’s Rewire Me moments, whether life-changing or subtle. We’re always learning, and our readers are our teachers!



The Rewire Me audience is...

Well-educated

79% of our readers have a four-year college degree or above

Affluent

53% have an income of \$75,000 or above

Action-oriented

- 90% have engaged in meditation, mindfulness, yoga, or a similar practice
- 79% have bought a book about neuroscience, mindfulness, health, or another aspect of well-being
- 61% have attended a conference, workshop, or class
- 36% have taken an online course
- 25% have attended a retreat in the last year

Motivated by Rewire Me

- 66% have committed to changing an outlook or mindset
- 55% have bought a book
- 53% have engaged in meditation, mindfulness, yoga, or a similar practice
- 33% have researched a conference, workshop, or class
- 23% attended a retreat, conference, or workshop as a direct result of something they've read on Rewire Me!

Thrilled with our site!

85% say they're likely to recommend Rewire Me to others, with 61% saying they're "extremely likely"!



OVERVIEW

Our Traffic

As of Spring 2015

- Page Views: 49,000 per month
- Unique Visitors: 24,000+ per month
- 55,000+ likes on Facebook
- 4,500 Twitter Followers
- 4,446 email subscribers
- Rose - 425 Twitter followers
- 925,000 total page views
- 379,000 users

Our Content Makes News.

We've Been Featured on:

- The homepage of Reddit
 - Spirituality & Health
 - Weather.com
 - Parents.com
 - Huffington Post
- and more...*

Opportunities for Advertising, Partnerships and Sponsorships

- We welcome compatible sites to partner with.
- Advertising and sponsorship opportunities are available.
- Rates upon request.

AVAILABLE FEATURED PLACEMENTS

- Mobile Optimized Content
- Homepage Banner
- Sidebar Feature
- Expert Listing
- Rewire Me Recommends
- Affiliates
- Videos
- Events

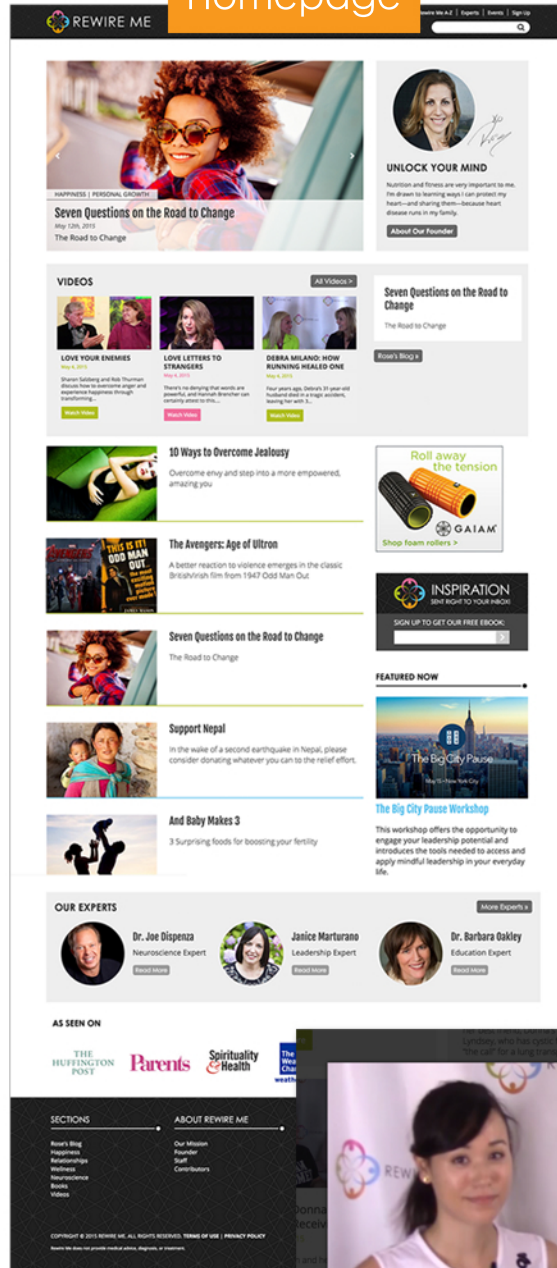
PARTNERS

- Gaiam
- Happify
- HayHouse
- HeartMath Institute
- Sounds True
- Spirituality & Health
- The Garrison Institute
- Omega Institute
- Conscious Living
- The Rubin Museum of Art
- Shift Network

Mobile



Homepage



Affiliates



Gaiam Yoga

There's no denying that words are powerful, and Hannah Brencher can certainly attest to this. After becoming depressed after college, Hannah writing to be a positive, healthy She...

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Kripalu

Kripalu Center

Janice Marturano, founder of the Institute for Mindful Leadership points out the traits of strong leaders. She is an international business speaker who...

OMEGA

Omega Institute

Rosie, 31, wants to start a running club for middle and high school girls at the Lower Eastside Girls Club (8 to 23 year olds), so that girls can see...

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OUR EXPERTS



Dr. Joe Dispenza
Neuroscience Expert

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Janice Marturano
Leadership Expert

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Dr. Barbara Oakley
Education Expert

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Experts

Video



Amaris White One Woman's Inspirational Road to Recovery Through Running