

spirit of change

MAGAZINE ONLINE

Holistic News • Self-Healing • Planetary Consciousness

No-Waste Uses For Strawberry Tops

You'll love these clever waste-not, want-not ideas to put those vitamin-packed tops to use.



Strawberry tops—the part you cut and toss into the garbage or compost—can be repurposed in a variety of ways. For example, you can use them in smoothies, or you can use them in a salad. The green tops themselves don't sound all that appetizing, you'll be surprised to learn that they are quite delicious.

Have Health Benefits

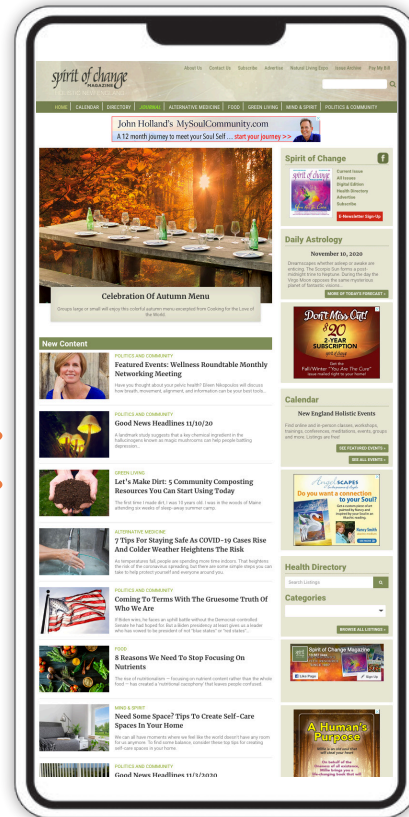
8 Ways Your Home Is Wasting Energy And How To Fix Them

Published: August 28, 2022
BY ROSE MORRISON



Photo: iStockphoto/123RF

Wasting energy is like taking your hard-earned cash and throwing it in the garbage. You may only feel the impact on your wallet once a month when your utility bills arrive, but it still dents your monthly budget. Not to mention, its contribution to climate change. Fortunately, you can make your footprint a lot more green with simple once-and-done repairs and adjustments.



What Is Acupressure Shiatsu?

Published: August 28, 2022
BY BARBARA BLANCHARD AND LAUREN PAAP

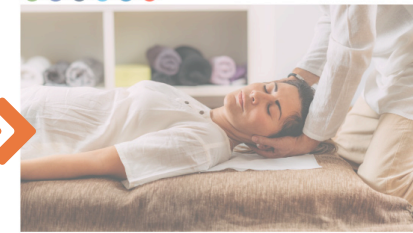


Photo: iStockphoto/123RF

Asian Bodywork Therapy (ABT), acupuncture, and Chinese herbs are the three major healing arts of Chinese medicine recognized by the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM). In the United States, Asian Bodywork Therapy is less well known and is often confused with massage therapy. While the academic structure and hours (500-1,000) are comparable, the training content is more similar to that of acupuncture. Additionally, the US Department of Education recognizes the distinct ABT professional entry-level curriculum.

Natural Remedies For Your Dog's Skin Allergies

Published: August 28, 2022
BY FARMERS' ALMANAC STAFF



Photo: iStockphoto/123RF

Is your dog constantly itching, scratching, and biting at his skin and fur? You've tried changing his diet, special shampoos, and medications with no luck. We checked in with our friends at the University of Illinois, who offer some natural solutions to treat your dog's skin allergies.

ONLINE ADVERTISING INFORMATION

carol@spiritofchange.org | (508) 278-9640 ext 3

WHO WE ARE

In the early weeks of 1987 in a cozy little natural foods store in central Massachusetts, three friends lamented the lack of a local holistic magazine. “Why not publish one ourselves?” mused one. “Let’s do it!” cried another. “I’ll advertise!” declared the third, the owner of the store. And so the seed was planted for 7,500 copies of the very first issue of Spirit of Change to be delivered in October, 1987.

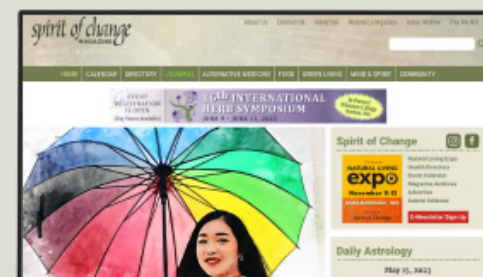
After 35 years as New England’s favorite holistic magazine, the final print issue of Spirit of Change was released on August 22, 2022. We are now available exclusively online through our weekly newsletters and **spiritofchange.org**. The website contains the archive of magazine articles and back issues, and is updated daily with a directory of alternative health practitioners, current holistic events calendar, the daily astrology reading, holistic news, self-healing information and inspiration for planetary consciousness.

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Exclusively Online

*Check out our
new website!*



🔍 Search 3000+ Articles

OUR REACH



WEEKLY E-NEWSLETTERS

14,000+

Qualified E-Newsletter Subscribers



SOCIAL MEDIA FOLLOWING

14,000+

Facebook and Instagram Followers



NATURAL LIVING EXPO

5,000+

Attend Our Expo Each November



NATURAL LIVING EXPO PROGRAM GUIDE

25,000

Copies Printed



SPIRITOFCHANGE.ORG

25,000+

Unique Visitors Monthly

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NATURAL LIVING expo

The Natural Living Expo, presented by Spirit of Change, is the largest yearly holistic event in New England. Founded in 2007 by Michella Brudner, daughter of Spirit of Change publisher Carol Bedrosian, it is held the second weekend of November in Marlboro, MA. The expo hosts vendors from across the country and attracts over **5,000 weekend attendees** to explore **225 exhibits** and **60 workshops** for one low weekend fee. For ticket, vendor or program guide advertising info contact Michella@naturalexpo.org.

MENU OF SERVICES

IN PARTNERSHIP SPONSORED CONTENT

Starting at \$300 / See page 5

WEBSITE BANNER ADS

Starting at \$395 / See page 6

NEWSLETTER BANNER ADS

Starting at \$175 / See page 7

WEEKLY HOLISTIC EVENTS DIGEST

Starting at \$40 / See page 8

CURRENT EVENTS CALENDAR

Free and upgraded listings starting at \$20

See page 8

ALTERNATIVE HEALTH DIRECTORY

Free and featured listings starting at \$75

See page 9

PRINT ADVERTISING IN THE NATURAL LIVING EXPO PROGRAM GUIDE

Starting at \$295

See page 3

We accept payments through our secure virtual terminal at
www.spiritofchange.org/payments/ and via PayPal at advertise@spiritofchange.org

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SPONSORED CONTENT

IN PARTNERSHIP SPONSORED CONTENT

This exclusive email marketing opportunity is sent to over 14,000 subscribers, and devoted to you and your business. Marked as “In Partnership with Spirit of Change,” it includes two images/calls to action, your text, social media and contact info, plus social media links.

The Extended Sponsored Content includes your text, contact info and social media links, plus up to eight images/call to action buttons, and is perfect for highlighting multiple classes, products or events with individual links in one email.

Basic Sponsored Content \$350 or \$300 for 2+
Extended Sponsored Content \$495 or \$450 for 2+

Publisher reserves the right to reject sponsored content for any reason

Inquire about sponsored blog posts with
do-follow links at carol@spiritofchange.org.



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*Saturday, November 11 • 9am-6pm
Sunday, November 12 • 9:30am-4:30pm
Royal Plaza Trade Center, Marlborough, MA*



Experience the World of Natural Health in One Weekend!

New England's premiere holistic health event! Now in its 16th year, the expo features 200 exhibits, over 60 workshops, healthy foods, holistic treatments, intuitive readings and welcomes thousands of attendees throughout the weekend.

200 Exhibits and 60 Workshops

Natural Health Products, Intuitive Readings
Healing & Bodywork Session, Healthy Food Vendors
Unique Gift Shopping from Around the World, 1000's of Crystals
Alternative Health Practitioners, Books & Information
Transformation & Educational Opportunities
Trusted Wellness Consultants, Vitamins & Supplements
Essential Oils, Detoxification Solutions, Healing Art
Organic Clothing, Spiritual Tools, EMF Protection

Get all-event access with the advanced purchase
\$21 Weekend Admission Pass.

SAVE THE DATE — EVENT DETAILS HERE



EXHIBIT AT THE EXPO!

Booths start at \$699 and offer an opportunity to connect with thousands of like-minded attendees.
Apply Early! Booths are 85% sold out!

[Get Exhibit Details](#)

WEBSITE BANNER ADVERTISING

Banners run sitewide on nearly every page of the website.

Begin running your banner at any time. 25,000+ unique visitors monthly.

EXCLUSIVE HEADLINE BANNER

728 pixels wide x 90 pixels high, 72 dpi

Ad runs at the top of every page on the site 24/7.

\$395/month*

STANDARD ROTATING BANNER

300 pixels wide x 250 pixels high, 72 dpi

Ad runs on every page of the site, rotating with up to 10 other ads.

\$395/3 months or \$1185/year*

LARGE ROTATING BANNER

300 pixels wide x 600 pixels high, 72 dpi

Ad runs on every page of the site, rotating with rotating with up to 5 other ads.

\$595/3 months or \$1785/year*

*Banner ad design fee is \$25

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The screenshot displays the Spirit of Change Magazine Online website. At the top, there is a navigation bar with links like 'HOME', 'CALENDAR', 'DIRECTORY', 'JOURNALS', 'ALTERNATIVE MEDICINE', 'FOOD', 'GREEN LIVING', 'MIND & SPIRIT', and 'POLITICS & COMMUNITY'. Below the navigation bar, a large banner ad for 'John Holland's MySoulCommunity.com' is featured, with the text 'A 12 month journey to meet your Soul Self... start your journey >>'. To the right of this banner, there is a sidebar with links to 'Current Issue', 'All Issues', 'Digital Edition', 'Health Directory', 'Advertise', and 'Subscribe'. Below the main banner, there are several smaller rotating banners, including one for 'Jin Shin Jyutsu: A Way To Help Ourselves', one for 'Your connection to the wellness world', and one for 'healing space'. The website also features a 'Daily Astrology' section, a 'Calendar' section, and a 'Health Directory' section. The overall layout is clean and professional, with a focus on wellness and spirituality.

EXCLUSIVE HEADLINE BANNER 728 x 90

STANDARD ROTATING BANNER 300 x 250

LARGE ROTATING BANNER 300 x 600

WEEKLY E-NEWSLETTER ADVERTISING OPTIONS

The e-newsletter is sent weekly
to 14,000+ qualified subscribers.

EXCLUSIVE E-NEWSLETTER BANNER AD

(1200 x 500 pixels)

\$175/week*

Exclusive banner ad runs each week in the
e-newsletter directly beneath the feature article.

Requires advance reservation. Reserve now!

HIGHLIGHT YOUR ALTERNATIVE HEALTH DIRECTORY LISTING

\$50/week


*Banner ad design fee is \$25

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Holistic News • Self-Healing • Planetary Transformation





Announcing the Next Generation: Spirit of Change Magazine Online

The last time I wrote from this space, I was bidding farewell to a beloved, old friend and source of livelihood for 35 years—Spirit of Change Magazine in print.

Faced with an uncertain future for the feasibility of continuing with Spirit of Change online, I set a timeline for the end of February 2023, to determine whether this was possible. As the February fork in the road loomed closer, requiring a choice to be made and action taken, I realized there was nothing I wanted more than to continue sharing holistic news, self-healing information, and planetary transformation by publishing Spirit of Change online...

[Read More](#)





Vandana Pitke

Vandana Pitke is a board-certified homeopath. A strong sense of compassion and empathy, intent listening skills, keen observation, plus an in-depth individualized Master Wellness Plan are the hallmarks of her practice.

In her 18 years of experience in homeopathy she has treated hundreds of acute and chronic cases successfully.

[Learn More](#)

[Like Spirit of Change on Facebook](#) [Visit Our Website](#) [Email Us](#)

EXCLUSIVE
E-NEWSLETTER
BANNER AD
\$175

HIGHLIGHTED
AHD LISTING
\$50

EVENT PROMOTION

The online calendar is one of our website's most popular pages. Businesses may list up to **5 free basic listings** in the calendar, which include unlimited text, no image. Add unlimited images to your listing for \$20.

Provide additional exposure to your listing with any of the options below.

1 FEATURED EVENT ONLINE LISTING + HOMEPAGE + HOLISTIC EVENTS DIGEST + SOCIAL MEDIA + PHOTOS \$250/3months or \$75/week

Receive 3 months of your online calendar listing on the Featured Event Page, with your listing highlighted on the homepage twice, and a minimum of four times in the Holistic Events Digest, plus social media exposure and unlimited photos.

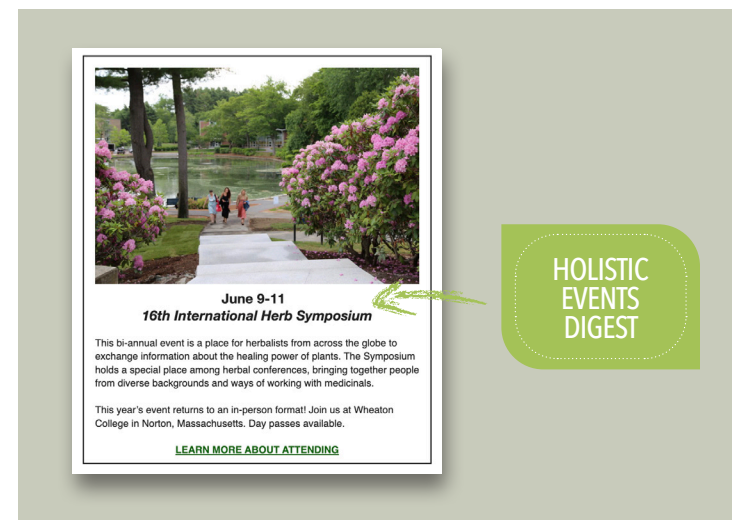
2 UNLIMITED PHOTO AND VIDEO EMBEDS IN YOUR ONLINE CALENDAR LISTING \$20/per event

3 HOLISTIC EVENTS DIGEST \$50/1 week | \$40/week for 2+ weeks

Sent to 14,000 addresses weekly, and links directly to your website or registration page.

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ALTERNATIVE HEALTH DIRECTORY

FREE BASIC LISTINGS

Holistic businesses may add up to **3 free basic listings** in the categories of their choice with up to 35 words of description. Over 200 categories available!

FEATURED LISTINGS

\$75 per category/annually

Basic listings may be upgraded to Featured listings and include photos, unlimited description and a highlighted Quick Facts feature. Featured listings appear in a colored background box at the top of their category as well as at the top of the View All Listings display.

BONUS Receive one free newsletter highlight week with your Featured listing purchase or renewal (\$50 value).

HIGHLIGHTED E-NEWSLETTER LISTING

\$50/week

Highlight your listing in the weekly e-newsletter and reach 14,000 subscribers.

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HOME | CALENDAR | DIRECTORY | JOURNAL | ALTERNATIVE MEDICINE | FOOD | GREEN LIVING | MIND & SPIRIT | POLITICS & COMMUNITY

John Holland's MySoulCommunity.com
A 12 month journey to meet your Soul Self... start your journey >>

Alternative Health Directory

Search: FILTERED BY: Submit a New Listing

Category

- ☐ Acid/Alkaline Balancing (4)
- ☐ Acupressure (8)
- ☐ Acupuncture and Oriental Medicine (26)
- ☐ Addiction Treatment (6)
- ☐ Akashic Records (10)
- ☐ Allergy Treatments (4)
- ☐ AlphaBrain (2)
- ☐ Angels (16)
- ☐ Animal Services (20)
- ☐ Applied Kinesiology (5)
- ☐ Archetype Readings (1)
- ☐ Aromatherapy (19)
- ☐ Arts (9)
- ☐ Arvigo Maya Abdominal Therapy (5)
- ☐ Astrology (9)
- ☐ Aura Photography (3)
- ☐ Ayurveda (11)
- ☐ Beauty Salons (3)
- ☐ Bioenergetic Analysis (2)
- ☐ Biofeedback (1)
- ☐ Biobiochemical Hormone Restoration
- ☐ Bodywork (25)
- ☐ Books/Publishers (2)
- ☐ Bookstores/Giftshops (5)
- ☐ Boutiques (4)
- ☐ Brainwave Optimization (2)
- ☐ Breastfeeding Support (1)
- ☐ Breathwork (2)
- ☐ Breima Bodywork (1)
- ☐ Brennan Healing Science (4)
- ☐ Business Opportunities (1)
- ☐ Business Services (6)
- ☐ Cancer Treatment (2)
- ☐ Career Counseling (3)
- ☐ Centers (19)
- ☐ Ceremonies (5)
- ☐ Certifications & Trainings (20)
- ☐ Chakra Healing (21)
- ☐ Channeling (3)

Worcester Yoga Center
21 West Street, Worcester, Massachusetts, 01609
(508) 829-6300
CATEGORY: Yoga

YogaLife Institute of NH
6 Chestnut Street, Suite A, Exeter, New Hampshire, 03833
603-867-3969
CATEGORY: Yoga

YogaAnita
47 Winter St, Leominster, Massachusetts, 01453
978-227-8297
CATEGORY: Yoga

Akasha Yoga School
14 Meehan Street, Floor 2, Boston, Massachusetts, 02130
339-532-7500
CATEGORY: Yoga

Annie B Kay MS, RDN, E-RYT500, C-IAYT
Alford, Massachusetts
413-644-6440
CATEGORY: Nutrition, Shamanic Healing, Yoga

Bliss Through Yoga
(508) 331-3564
CATEGORY: Classes & Workshops, Healing, Yoga

Central Mass Yoga & Wellness
45 Sterling Street #20, West Boylston, Massachusetts, 01583
508-835-1176
CATEGORY: Classes & Workshops, Reiki, Yoga

Elder-Yoga DVD
P.O. Box 1211, Watertown, Massachusetts, 02471
617-923-1440

FEATURED
LISTINGS

FREE BASIC
LISTINGS

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John Holland's MySoulCommunity.com
A 12 month journey to meet your Soul Self... start your journey >>

Alternative Health Directory

YogaAnita
Anita Perry
47 Winter St, Leominster, MA 01453
978-227-8297
http://www.yoganita.com
info@yoganita.com

QUICK FACTS

Services

- Yoga
- Meditation
- Group
- Private
- Corporate
- Yoga
- Continuing education provider

Books

- Yogaminate
- Yoga Wisdom

Add A New Listing
Return To Search

Anita Perry is an author, educator, yogi, and blogger and has been in the fitness business since 1978. As the center of Healthwatch Workshops, she trained individuals to be aerobic instructors, provided on site corporate fitness programs, and was a continuing education provider to the fitness industry. Though her practice has students from all age groups, her core group is women like herself, in a certain group, going through challenges of self worth, beauty, and relevancy. She writes for her own blog, is a guest blogger and has been featured on Vibrant Nation, Alignable.com, Garagegymplanner, and Fitmattbusiness.com.

Ms. Perry is the author of "Yogaminate," "Yoga Wisdom," and a frequent guest wellness speaker. Ms. Perry was voted Best Yoga and Meditation Instructor by Thumbtack, Inc. for the second year in a row. Ms. Perry received her yoga training at Frog Pond Yoga Centre and is registered with Yoga Alliance.

Testimonials:

"Anita is a wonderful yoga instructor. She guides the class with fluidity and creates a very calm, relaxed environment. I really like how the class blends hatha yoga, breathing techniques, and meditation. I leave feeling de-stressed and refreshed." — Jessica Johnson

"I loved coming to classes with Anita. I learned a lot of techniques I found very helpful in managing chronic pain and stress/anxiety. Anita was tremendous." — Bonnie Isakson-Grey

"She was timely, organized, calm, kind, capable, and versatile. She responded gently to the differing needs of our diverse group and led us skillfully with easy directions thru multiple poses and some breath work. On a recent day, we found ourselves in need of a yoga teacher and despite her own unavailability, Anita found a teacher for us! She is generous in so many ways with her words and time, we would be blessed to hire her again. Thank you Anita!" — Tracy Wash, DC

FEATURED
LISTING
\$75

A decorative border of olive branches with green leaves and small olives frames the top and sides of the page.

CONTACT US

Get in touch with us today!

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