

About

Going Bonkers Magazine

Better than a pill....hotter than a stolen tamale...healthier than a carrot.....more helpful than a hotline...
Going Bonkers is the Self-help Magazine with a Sense of Humor.

This entertaining, educational and motivational magazine features articles on a wide range of subjects in the self-help category, ranging from personal growth to self-improvement, family/parenting to the mind/body connection, and much more. Each issue offers trusted advice from experts in their fields such as psychologists, licensed social workers, medical doctors and motivational coaches. Humorous and eclectic, *Going Bonkers* is packed with information that helps readers understand, manage and overcome stress in all areas of their lives by working on breaking through the barriers of confusion and uncertainty that often accompany the stress.

Why focus on *stress*? Issues relating to ourselves: thoughts, actions, beliefs, and emotional injuries, as well as other issues relating to relationships, family, career and life changes all cause stress, which is the body and mind's response to *any* pressure that disrupts their normal balance. Stress occurs when our perception of events doesn't meet our expectations. *Going Bonkers* helps readers gain new perspectives and expectations of life's twists and turns, and offers them the tools to cope with these vicissitudes as well as enhance their well-being and bring about positive change.

Going Bonkers advocates self-help, the most basic form of self-care. By presenting thought-provoking articles which encourage self-examination, -awareness and -reflection, this magazine empowers readers to take charge of their lives, and by exploring the mind/body connection, *Going Bonkers* promotes the idea of stress-free living, offering clarity where once there was only confusion. The priority of this "self-help" magazine is to give readers straightforward, practical and useful solutions.

FORMAT

Each subject is presented in a clear, well-written, easy-to-understand format. This is followed by a brief understanding of **why** something happens, and then offers the reader the **steps** they can take that will help them overcome, improve or cope with whatever has occurred. This step-by-step approach is designed to help readers bring about positive change by encouraging them, and giving them the tools needed to take action.

FEATURED IN EACH ISSUE

- **Wacky Wisdoms** (unique perspectives), such as learning from a 5-year old "not to be attached to what you painted yesterday ..."
- **Bonkeroids** (little known facts), "A twit is the technical term for a pregnant goldfish!"
- **Bonkerisms** (witty wisdom), "If you get out of life what you ask for, you'll be unhappy you didn't ask for more."
- **60-Second Self** (sidebars for clarity), Excerpt from "Be Positive": Fear can make your body sweat, but mind meditation can slow your heart rate and calm you. Filling your mind with positive thoughts can provide healing strength..."

Going Bonkers?

The Self-Help Magazine with a Sense of Humor

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ABOUT THE READERS

Going Bonkers readers are part of the \$9.59 billion dollar self-help market of *believers* -- those who closely follow and participate in self-help trends, and are not satisfied until they've dug under the surface of a situation and peeled back its layers. For this intelligent mega-group, the road to mental/physical wellness and enlightenment always begins and ends with various forms of self-help, like that found in *Going Bonkers*. Our readers are:

- 70% women who are married with children
- Have an average age in their mid-40s
- Spend at least \$100 monthly on self-help products

They are women and men who ask "why" and seek "how-to." More self-aware than most, whose issues and pains are not acutely life-threatening or socially dangerous, they seek clarity, new perspectives and self-transformation and believe in the mind/body connection.

OTHER PRODUCTS IN THE GOING BONKERS FAMILY INCLUDE:

- **Going Bonkers Business Edition.** The same *Going Bonkers* style and humor that readers love is designed especially for readers who are bonkers about business. Each issue is full of information that helps people in business reach new degrees of success while also diffusing the stress that naturally goes along with any job.
- **Bonkers Bits.** Our monthly newsletter that keeps readers learning and laughing between regular issues.
- **Special Editions.** Bonkers publishes special issues on a variety of subjects. Each issue focuses in-depth on one particular subject, such as dieting, or raising kids, or building healthy relationships.

Published quarterly, *Going Bonkers* is currently sold in the U.S. and Canada, at retail chain outlets, including Barnes and Noble, Borders, Hastings, Books-a-million, and others. Subscriptions, \$24.95 yearly, can be purchased through the mail at www.gbonkers.com or at various online subscription services, including www.Amazon.com.

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