



## Health Action Network Society

### **How a HANS Professional Membership Can Benefit You**

Hello! Have you ever heard of HANS – Health Action Network Society? Founded in 1984, we're a BC-based natural health educational charity, supported largely by memberships, and we promote awareness of natural and preventive therapeutics.

Our Professional Members play an active role with us in a variety of ways, and we invite you to considering joining our network after answering these questions.

#### **Do you want more business exposure?**

HANS Professional Members are listed in our Wellness Directory at the back of each issue of *Health Action* magazine (90, 000 readers quarterly)

They're also listed in our online Wellness Directory, along with a longer business write-up that is accessible via a search feature for Web browsers.

Above and beyond listing in our directories, HANS Professional Members receive a 25 % discount off display advertising in *Health Action*. Advertising begins for as low as \$138.

As part of handling the thousands of calls from members, the public and the media that we receive annually, we provide referrals to our Professional Members.

#### **Do you like to write? Or do you want media exposure?**

We invite our Professional Members to contribute story ideas and articles to our printed magazine, as well as our bimonthly e-zine, the HANS e-News. These articles are then banked on our website and generate additional hits/exposure.

Sometimes, additional interview opportunities come up (e.g. when our on-staff writer contributes articles to other publications) and we look to HANS Professionals first.

#### **Do you or have you ever thought of public speaking? Attending events?**

The Calendar of Events in our e-News and on our website is an excellent resource for raising your event exposure, and it's exclusively available to HANS Professional Members.

At HANS events (6 to 8 a year), we offer yet more opportunities for promotion, including booths, brochures displays and giveaways. Likewise, at the HANS office, we have a display area to service walk-in members and the public.

#### **Do you think Canada needs an independent, non-government funded natural health organization that acts on behalf of its members and the public on important health issues?**

In addition to serving an educational role in society, HANS is also active in promoting freedom of choice and greater access to complementary medicine at a political level.

#### **Do you want to provide more perks to your clients?**

We offer free multiple copies of *Health Action* magazine, as well as informational brochures on health and environmental matters, to our Professionals for their customers and clients.