



GENERAL ACUPUNCTURE

More People Accessing Acupuncture Information on the Internet

MORE THAN 300,000 UNIQUE VISITS ON ACUPUNCTURETODAY.COM IN JULY.

Editorial Staff

As more and more people hear about acupuncture and Asian healing, they are bound to have questions. For most people, the first place they look for answers is on the Internet.

During the month of July, 300,229 unique visits were made to the *Acupuncture Today* Web site (www.acupuncturetoday.com). This resulted in almost 1 million page views. With more than 6,000 pages, the Web site provides a number of important features to educate the public:

- The ABCs of Traditional Chinese Medicine and Acupuncture
- Find an Acupuncturist directory
- Ask an Acupuncturist forum
- Herbs & Botanicals section
- Vitamins, Minerals and Dietary Supplements section
- Find an Acupuncture School
- *AT To Your Health* e-newsletter
- *AT News Update* e-newsletter

The e-mail newsletters have a combined subscription of 20,000-plus people. Every month, these 20,000 people are learning more about the practice of acupuncture and Asian healing. The newsletters bring people back to the Web site, where they can access in excess of 1,800 articles. As interest continues to grow, acupuncturetoday.com will continue to provide this important information to inquiring consumers.

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