

Law of Attraction Magazine Now Online

By Beth and Lee McCain Law of Attraction Web Site

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The Indicator, Your Law of Attraction Quarterly magazine is now online.

The free online version of The Indicator: Your Law of Attraction Quarterly, goes live on Tuesday, July 1, 2008 at noon pacific time. This unique site blends articles, features, profiles, and Law of Attraction instruction provided by numerous luminaries in the Life Coaching field.

The published hard copy version of The Indicator was launched January 1, 2008 to a distribution and subscription base of 10,000. That figure was upped to 17,000 by the second issue published April 1, 2008, and by the fall issue (October 2008) circulation is expected to surpass 25,000 when distribution into larger independent and chain newsagents is achieved.

The magazine is published and edited by noted Law of Attraction personalities, Beth and Lee McCain, who provide a question and answer column in the magazine called "Ask Beth & Lee" which mirrors in print what the couple perform on their weekly syndicated radio program.

For the uninitiated, the Law of Attraction is a universal Law of the Universe that states that anything a person focuses upon and is grateful for will manifest physically for him or her. The belief gained national attention in 2006 with the release of the phenomenally successful motion picture, The Secret, which was later feted by Oprah Winfrey, Larry King, and Ellen Degeneres, among other celebrities.

The Indicator: Your Law of Attraction Quarterly is available at fine New Age booksellers nationwide, at Amazon.com, and by subscription. The online Web version contains mixes of articles from various editions of the magazine (articles are changed out frequently), and serves as a contact point for the reader.

The business model of The Indicator is achieved through large display advertising, with distribution costs offset by cover price and annual subscriptions. National advertising includes Amtrak, Virgin Atlantic Airlines, and Pacific Northwest innkeepers McMenamins. Other accounts include service providers, instructors, New Age products, and general use products and services.

The Web site URL is <http://www.indicator.bethandleemccain.com>

Feel free to visit Beth and Lee at <http://www.bethandleemccain.com>

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Beth and Lee McCain are noted lecturers and practitioners of Law of Attraction, otherwise known as The Secret. They travel the world teaching LOA and also host a popular LOA radio show on WARL in Boston and on <http://www.Universal7radio.com>.

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