



natural

awakenings

MEDIA KIT - 2019

239-851-4729 • LEE /COLLIER, FL EDITION

HEALTHY LIVING HEALTHY PLANET

natural
awakenings

MEDIA KIT

Collier/Lee, Florida Edition

Sharon Bruckman, *CEO/Owner*
ph. 239-434-9392

Collier County - Christine Miller
239-272-8155

Lee County - Lisa Doyle
239-851-4729

Natural Awakenings is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy, with over 70 franchises in markets across the U.S. and Puerto Rico. Compare our rates – they are the most reasonable you will find. Your ad in *Natural Awakenings* works for you much longer than in daily or weekly publications – and readers tell us they keep and refer back to their issues.

Our mission is to provide insights and information to improve the quality of life physically, mentally, emotionally and spiritually. One in four adult Americans are part of the \$1.5 trillion marketplace for goods and services in the categories of health and wellness, the environment and ecological living, social justice, personal development, spirituality and socially responsible investing.

Who is the *Natural Awakenings* Reader?

Results from our 2016 Readership Survey reveal our readership is:

85% female, between the ages of 35 and 54

60% have one or more college degrees

51% have an annual household income of more than 50K

66% have been reading *Natural Awakenings* for more than 2 years

34% share their copy with 2 or more additional readers

21% purchase from our advertisers between 1 and 3 times per month

88% purchase healthy or organic food

47% regularly attend spiritual or healing events

48% regularly attend exercise or fitness events

Targeted Distribution Yields Local Market Penetration

As a free community publication, we're distributed in hundreds of locations throughout Collier and Lee counties for an unsurpassed depth of market penetration of more than **600 distribution points**.

Each month we distribute digital copies of our magazine and newsletter via email. *Natural Awakenings* is read online in our market contributing to our monthly readership of over **75,000**.

CISION[®]



Natural Awakenings recently received the prestigious FBR50 Franchise Satisfaction Award from Franchise Business Review.

Natural Awakenings Magazine is ranked 5th Nationally in Cision's[®]
2016 Top 10 Health & Fitness Magazines list

Cision[®] is the world's leading source of media research. Visit www.cision.com or follow @Cision on Twitter.

80% of our 3+ million readers purchase products or services from ads seen in *Natural Awakenings* which can be found at over 40,000 distribution points nationwide.

Alabama (1)

Gulf Coast AL/MS

Arizona (2)

Phoenix
Tucson

California (1)

San Diego

Colorado (1)

Denver

Connecticut (3)

Fairfield County/
Housatonic Valley

Hartford

New Haven/Middlesex

District of Columbia (1)

Washington

Florida (12)

Daytona/Volusia/Flagler

Ft. Lauderdale

Jacksonville/St. Augustine

Miami & Florida Keys

Naples/Ft. Myers

North Central FL

Northwest FL

Orlando

Palm Beach County

Sarasota

Space & Treasure Coast

Tampa Bay

Georgia (1)

Atlanta

Hawaii (1)

Honolulu

Idaho (1)

Boise/Southern ID

Illinois (1)

Chicago

Indiana (1)

Indianapolis

Louisiana (2)

Lafayette

New Orleans

Massachusetts (1)

Boston

Michigan (4)

Ann Arbor

East Michigan

Wayne County

Western Michigan

Minnesota (1)

Minneapolis/St. Paul

New Jersey (6)

Central NJ

Hudson County

Monmouth/Ocean Counties

North NJ

North Central NJ

South NJ

Nevada (1)

Las Vegas

New Mexico (1)

Albuquerque/Santa Fe

New York (5)

Albany

Long Island

Hudson Valley West

New York City

Westchester/Putnam/
Dutchess Counties

North Carolina (3)

Charlotte

Raleigh/Durham/Chapel Hill

Wilmington/SE NC

Oklahoma (1)

Oklahoma City

Oregon (1)

Portland

Pennsylvania (7)

Bucks/Montgomery Cos.

Chester/Delaware Cos.

South Central PA

Lancaster

Lehigh Valley

Northeast PA

Philadelphia

Rhode Island (1)

Providence

South Carolina (3)

Charleston

Columbia

Greenville

Texas (5)

Austin

Dallas

Houston

San Antonio

S. Houston/Galveston

Virginia (1)

Richmond

Washington (2)

Inland NW/Spokane

Seattle

Wisconsin (2)

Madison

Milwaukee

Puerto Rico (1)



full page
bleed
bleed size: 8.75 x 11.25
trim size: 8.25 x 10.75
live area: 7.5 x 10

full page
no bleed
7.5 x 10

Please send all
advertising graphic
files to:
NAAAdvertising@
NaturalAwakeningsMag.com

Formatting for Offset Press-Ready Ads

If you are providing a print-ready digital file, your ad must be submitted using the following specifications:

1) **Press-ready Adobe Acrobat® PDF file; PDF/X1a** is the preferred file preset. Compatibility should be set for Acrobat 4 (1.3). Please "flatten" all files with fonts embedded before saving. Export from InDesign or Quark Express as 'Press Quality'.

2) **Press-ready JPG & EPS files** are accepted. Save Adobe Illustrator files as EPS with embedded photos & art. All fonts converted to outline. Save Adobe Photoshop files as flattened JPG, 300 dpi, in CMYK. 100% black text should be the top layer before flattening so it will overprint any background.

3) Layout:

- Build ads to exact size dimensions, only full page bleed ads require 1/4th inch beyond the trim area on all four sides
- Do not add printer's crop marks to any file
- Use high resolution images, 300 dpi for photos and 1200 dpi for non-vector line art is recommended
- All files must be CMYK or Grayscale. Do not use spot, RGB or LAB colors.
- Do not embed ICC profiles in images
- Avoid scaling images. If necessary, stay within 50%-150% range
- Flatten all transparent objects at a high resolution. Avoid placing transparent object over text or other critical vector objects
- Total ink coverage shouldn't exceed 280%
- Files should be right-reading, portrait mode, 100% to size with no rotations

4) Fonts:

- All fonts must be embedded and/or attached.
- Ensure all black text is 100% black (no rich black).
- Set all black text to OVERPRINT color backgrounds
- Ensure all reverses and colored text are 10 pt or larger, using a thick font.

No computer-printed material or website images will be accepted.

Microsoft Word, Publisher or Canva files will not be accepted for print-ready ads.

Emailed files must be under 15 MB.

2/3 page
vertical
4.875 x 9.75

2/3 page horizontal
7.5 x 6.25

5/12
4.875 x 6.4375

half-page
vertical
(2cp)
3.625
x
9.75

half-page
vertical
4.875 x 7.25

half-page
horizontal
7.5 x 4.75

1/3
vertical
2.375
x
9.75

1/3 horizontal
(2-col)
4.875 x 4.75

1/3 horizontal
(3-col)
7.5 x 3.125

1/4 vertical
(2cp)
3.625
x 4.75

1/4 horiz.
(2-col)
4.875 x 3.125

1/4 horizontal (3-col)
7.5 x 2.25

1/8
2.375
x
3.125

1/6
vertical
2.375
x
4.75

1/12
2.375
x 2.25

bus. card
(2cp)
3.625 x 2.25

1/6 horizontal
4.875 x 2.25



AD RATES: Full Color / Cost Per Month

Size:	12 Months* 25% discount	6 Months* 15% discount	1 Month	Layout/ Design
Full Page	\$785 mo.	\$890 mo.	\$1045 mo.	\$260
2/3 Page	575	650	765	190
1/2 Page	455	515	605	150
5/12 Page	400	450	530	135
1/3 Page	315	355	420	105
1/4 Page	250	285	335	85
1/6 Page	190	215	250	65
1/8 Pg/BC	140	160	185	50

Premium Positioning (full page only)

Inside Front	\$955	\$1080	\$1270	\$320
Page 3	955	1080	1270	320
Page 4 & 5	890	1010	1185	295
Inside Back	890	1010	1185	295
Outside Back	1055	1195	1405	350

Community Resource Guide

CATEGORY NAME

YOUR BUSINESS NAME

Contact Name
Address / City
Phone / Website URL



Description: 25 words. The Community Resource Guide listings are a reference tool allowing our readers to find you when they are in need of your product or service. Special pricing for display advertisers. *Page number of your display ad here (if applicable).*

Guide Pricing

12 months:	6 months	1 month
\$95/month	\$110/month	N/A

Run w/Display Ad: **\$65/month** (for length of contract)

Listing includes

- 4 name/address lines and up to a 25-word description
 - Extra name/address lines: **\$5** each
 - Extra words in description: **\$1** each

Email your listing by the 10th of the month prior to publication to:

NAAAdvertising@NaturalAwakeningsMag.com

Contact Us

Natural Awakenings – Lee/Collier Edition

Lisa Doyle, Sales/Marketing Director

4933 N. Tamiami Trail, Suite 203

ph./ fx. 239-851-4729

LisaD@NaturalAwakeningsMag.com

Calendar of Events

Events Listing: **\$20**; Plan Ahead Listing: **\$30** (50 words or less)

Ongoing Events Listing: **\$15**; (25 words or less)

Display Advertisers: 5 complimentary listings per month—for ad size 1/6 page or larger. Under 1/6 page ad and CRG Advertisers: up to 2 free listings per month.

Submit your listing online by the 10th of the month prior to publication to: SWFL.NaturalAwakeningsMag.com

Classified Ads

\$25 (up to 20 words)+ **\$1** per word over 20 words. Must be pre-paid. Email listing, include billing contact information by 10th of month prior to publication to: NAClassified@NaturalAwakeningsMag.com

Ad Design and Layout

The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee is 25% of the non-discounted rate of your ad size. Subsequent ad design/layout changes will be billed at **\$25** per 15 minutes of design time. (Minimum charge is **\$25**.)

Deadlines

Display ads, classifieds and calendar listings must be received by the 10th of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 10th.

DIGITAL ADVERTISING

Natural Awakenings offers several media choices for your digital advertising needs, some include:

- Our Website • E-Newsletters • Smartphone App • Special Ad Packages

Pricing available upon request

* Pricing is based on consecutive month placement in *Natural Awakenings* magazine. Prices listed are per month.

MAGAZINE AD RATES: Cost Per Month

Size:	12 Months* <i>25% discount</i>	6 Months* <i>15% discount</i>	1 Month	Layout/ Design
Full Page	\$785 mo.	\$890 mo.	\$1045 mo.	\$260
2/3 Page	575	650	765	190
1/2 Page	455	515	605	150
5/12 Page	400	450	530	135
1/3 Page	315	355	420	105
1/4 Page	250	285	335	85
1/6 Page	190	215	250	65
1/8 Pg/BC	140	160	185	50

Premium Positioning (full page only)

Inside Front	\$955	\$1080	\$1270	\$320
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Inside Back	890	1010	1185	295
Outside Back	1055	1195	1405	350

Community Resource Guide

12 Mos. **\$95** 6 Mos. **\$110** 1 Mo. **NA** **Display Advertisers: \$65**
Includes: photo/logo, 4 lines of contact info. and 25-word description.

___ Extra words @ **\$1** ___ Extra items @ **\$5**

Calendar of Events

Events Listing: **\$20**; Plan Ahead Listing: **\$30** (50 words or less)

Ongoing Events Listing: **\$15**; (25 words or less)

Display Advertisers: up to 5 free listings per mo. for 1/6 ad or larger.

Submit your listing online by the 10th of the month prior to publication to: SWFL.NaturalAwakenings.com

Classified Ads

\$25 (up to 20 words)+ **\$1** per word over 20 words. Must be pre-paid. Email listing, include billing contact information by 10th of month prior to publication to: NAClassified@NaturalAwakeningsMag.com

Ad Design and Layout

Ad design is 25% of the 1 month ad size rate. Subsequent design changes will be billed at the rate of **\$25** per 15 mins. of design time.

Deadlines

Display ads, classifieds and calendar listings must be received by the 10th of the month prior to the month of publication. Requests for changes to existing ads also must be received via email by the 10th.

* Pricing is based on consecutive month placement in *Natural Awakenings* magazine.

Name _____ Date _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Invoice by Mail

Email _____

Website _____ Invoice by eMail

12 Months 6 Months 1 Month

From ____ / ____ Through ____ / ____

INITIAL MONTH
Display Ad Price/Month _____

Premium Package/Month _____

Comm. Res. Guide _____

Calendar Listings _____

Classified Ad _____

Design _____

Per Issue TOTAL* _____

2nd Month thru
Contract End

\$ _____
Total Per Month

*Contract payment in full: 5% discount for 12-month advertising contracts prepaid in full.

Payment via credit/debit card only. We gladly accept:



Credit card charges: Your account will be billed on the 15th of the month prior to publication. All advertising must be prepaid.

Broken contracts: Unearned discounts and an administrative fee of 25% of your monthly rate may be imposed (minimum of \$20). Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

I agree to the terms of this contract. I understand the cancellation penalties and payment policies. I authorize the above charges to my credit card.

Signature and Date:

Card No. _____

Exp. Date _____ CVV _____

Contact Us

Natural Awakenings – Collier/Lee Edition

Lisa Doyle, Sales/Marketing Director

4933 N. Tamiami Trail, Suite 203

ph./ fx. 239-851-4729

LisaD@NaturalAwakeningsMag.com

SWFL.NaturalAwakenings.com

natural awakenings

HEALTHY LIVING | HEALTHY PLANET



2019 EDITORIAL CALENDAR



HEALTH & WELLNESS ISSUE

JAN

Feature: Strengthen Organ Vitality
Plus: Healthy Homes

FEB

Feature: Heart Health
Plus: Socially Conscious Investing

NATURAL FOOD ISSUE

MAR

Feature: Nutrition Upgrades
Plus: Managing Allergies

APR

Feature: Sustainable Living
Plus: Creative Arts Therapy

WOMEN'S HEALTH ISSUE

MAY

Feature: Mental & Emotional Well-Being
Plus: Healthy Vision

JUNE

Feature: Brain Health
Plus: Green Building Trends

LOCAL FOOD ISSUE

JULY

Feature: Urban & Suburban Agriculture
Plus: Gut Health

AUG

Feature: Children's Health
Plus: Natural Pet Care

VIBRANT AT ANY AGE ISSUE

SEPT

Feature: Age-Defying Bodywork
Plus: Yoga Therapy

OCT

Feature: Oral Health
Plus: Chiropractic Care

BETTER SLEEP ISSUE

NOV

Feature: Natural Sleep Solutions
Plus: Optimal Thyroid Function

DEC

Feature: Uplifting Humanity
Plus: Earth-Friendly Holidays

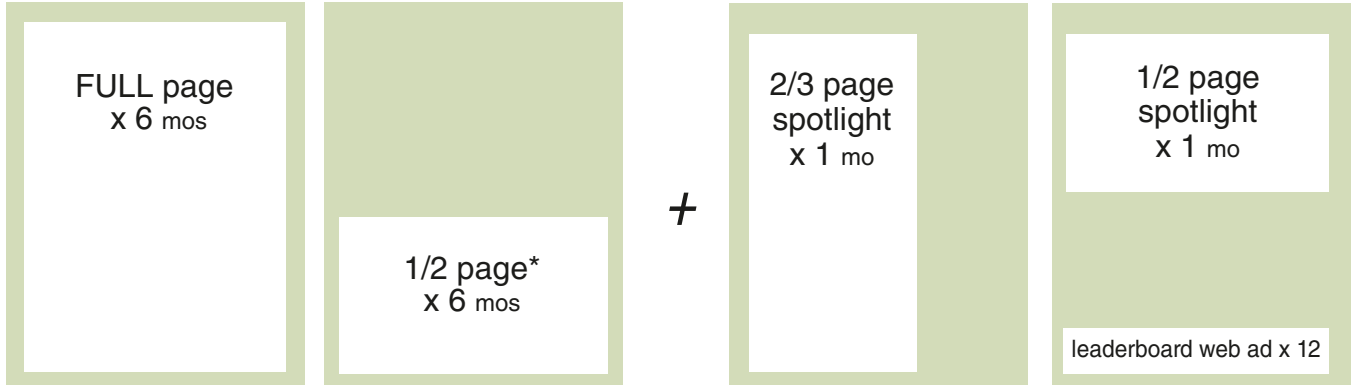
IN EVERY
ISSUE...

HEALTH BRIEFS | GLOBAL BRIEFS | ECO TIP | GREEN LIVING | HEALING WAYS | FIT BODY
CONSCIOUS EATING | HEALTHY KIDS | WISE WORDS | INSPIRATION | NATURAL PET

ADVERTISING PACKAGES

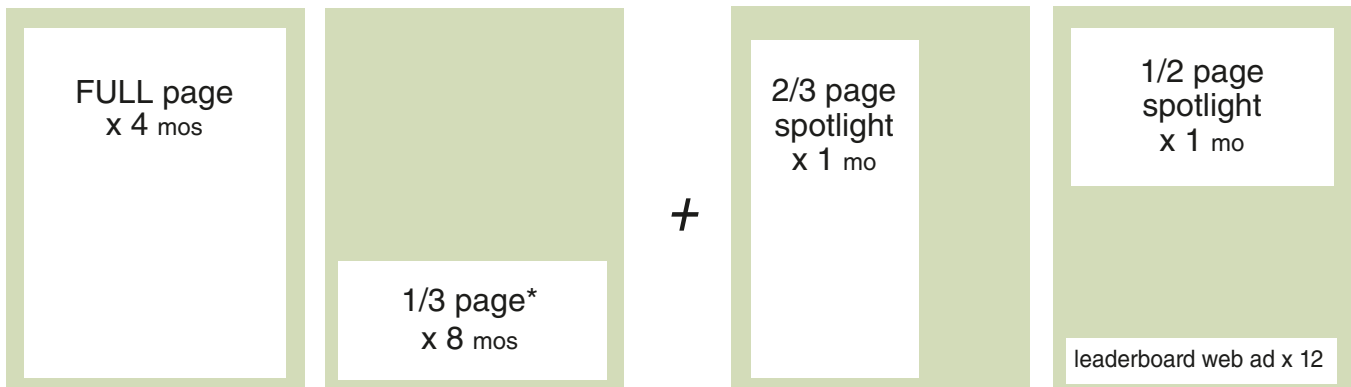
Premium Package 1

\$800/mo for 12 months (regular 12 month rate: \$870/mo)



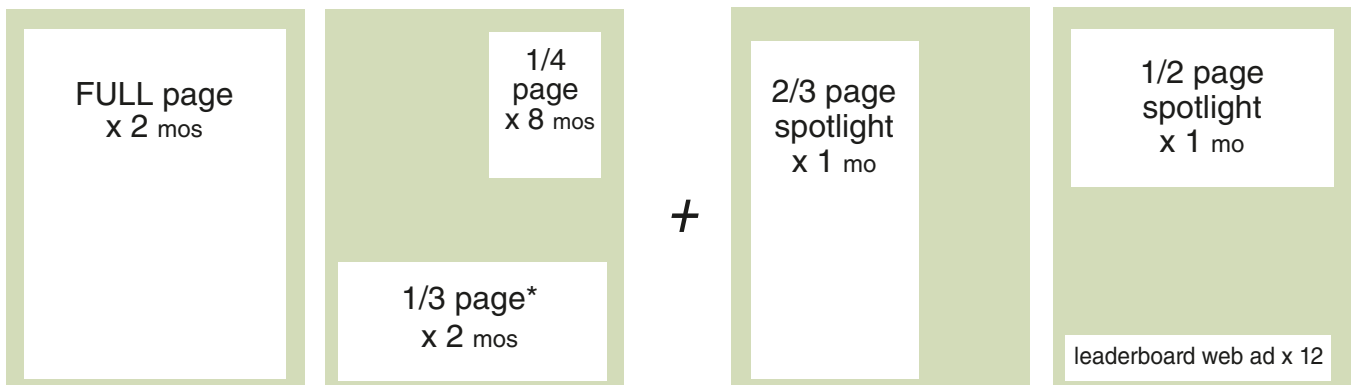
Premium Package 2

\$650/mo for 12 months (regular 12 month rate: \$740/mo)



Premium Package 3

\$530/mo for 12 months (regular 12 month rate: \$615/mo)



All packages on this page also include:

- Community Resource Guide with Color Photo or Logo: x 12 months
- News Briefs: x 3 months • 5 Calendar Listings per month: x 12 months

**Alternate page configuration available*

Notes/Conditions

- The discounted package rates will compliment your advertising budget and give you more exposure to customers over the period of time and using the tools that we have found most effective in getting results.
- The value-added editorial content, in both advertorial spotlights and NewsBriefs, highlights your company, products, services, and/or event. Using these enhances the visibility of your ad over the term of the package.
- Editorial and proofing services are available for additional opportunities in submitting regular articles and HealthBriefs (contact us for details).
- *Natural Awakenings* can design your advertising at a reasonable fee of if you are unable to provide print-ready artwork (see our submission guidelines for details or contact us).
- Placement in each month's magazine is determined during layout and solely at the discretion of the magazine.
- These advertising packages are all-inclusive and offered based on an annual agreement only, with monthly billing to your credit card and subject to your acceptance of our terms and completion of our Advertising Agreement Form (see media kit for details).

BUILD A PACKAGE

CONTACT US

Lisa Doyle

Sales/Marketing Director

ph. 239-851-4729

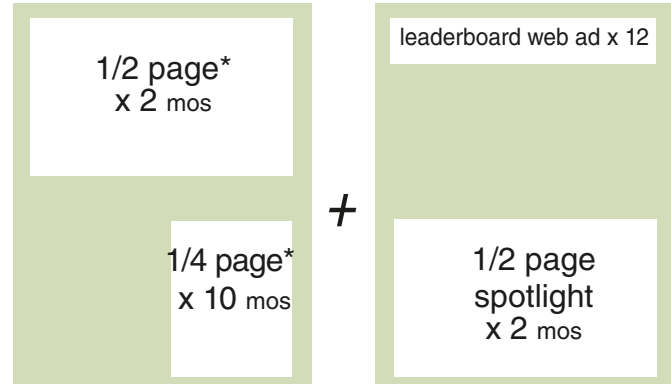
LisaD@NaturalAwakeningsMag.com

SWFL.NaturalAwakenings.com



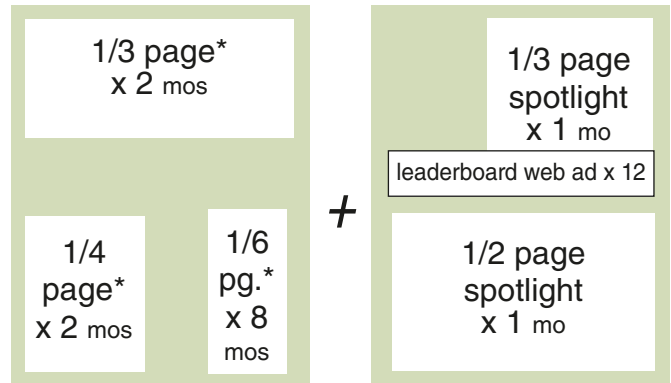
Premium Package 4

\$480/mo for 12 months (regular \$560/mo)



Premium Package 5

\$400/mo for 12 months (regular \$465/mo)



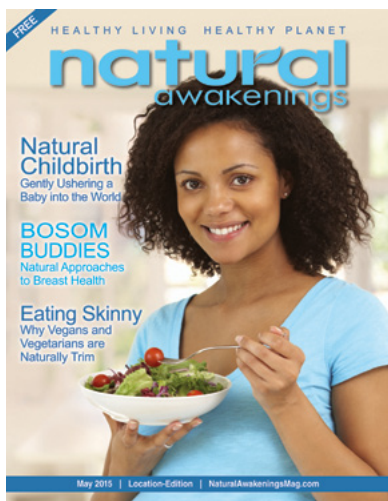
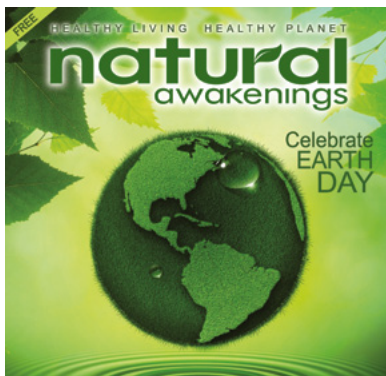
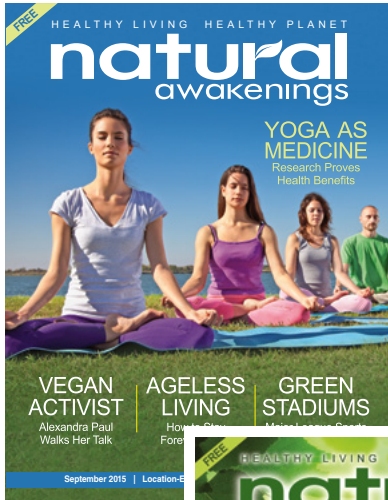
All packages above also include:

- Premium National Directory: x12
- Color Photo or Logo for Community Resource Guide: x12
- News Briefs: x2 • 5 Calendar Listings per month (for events under \$25): x 12

*Alternate page configuration available

We offer local and national editorial content that compliments your service and/or products. Your business is showcased as a leading authority in the community when you advertise in *Natural Awakenings* magazine. By offering *Natural Awakenings* in your waiting room or storefront for your clients to read, your advertisement goes with them into their homes or place of business. *Natural Awakenings* is picked up by others to read which increases the exposure of your advertising from one person to approximately three per magazine. We offer this valuable service free of charge.

CONTACT Lisa Doyle at LisaD@NaturalAwakeningsMag.com to offer our free publication to your customers and clients.



Feature Articles

Length: 600-1100 words in local markets; 1400 for national features
Due on or before the 5th of the month prior to publication.

Articles featured in *Natural Awakenings* cover a wide range of subjects in the areas of health, healing, inner growth, fitness and Earth-friendly living. Articles should be written in layman's terms and impart information in a way that does not sound self-serving. Rather than tackling a vast subject, it is better to focus on a particular segment. We reserve the right to edit all submissions if necessary. A copy of revisions can be sent upon request. Please include a brief biography at the end of your article. The author of a feature-length article accepted for publication will receive a free Community Resource Guide listing that month.

Spotlight

Length: 500 to 750 words
Due on or before the 5th of the month prior to publication.

A local writer may profile a local entrepreneur or another person of interest, including some personal perspective and biographical information exploring what they do and why. This may include a spiritual angle elaborating on the motives that drive them to contribute to the community. A **Business Spotlight** focuses mainly on the enterprise; a **Community Spotlight** adds a few paragraphs about the owner's personal background to see what makes them tick.

Briefs

Length: 50 to 200 words
Due on or before the 5th of the month prior to publication.

These "clips" of information, with a timely news hook, update readers on wellness and sustainability news and trends: **Global Briefs**, **Action Alerts** and **Eco Tips** are written in-house at our national office. **News Briefs**, generated at the local level, highlight updates on local organizations, businesses and individuals. **Health Briefs, compiled both in-house and locally**, cover findings from leading-edge research or a new health trend in a relevant field. Health claims must be attributed to professional journals, studies or other credible sources. Submissions are accepted.

How to Submit Editorial

Please submit your typed editorial in digital format as a MS Word or text file. No faxed or printed submissions will be accepted.

- Email to: NAEditor@NaturalAwakeningsMag.com
- Save to CD/DVD/Flash Drive –mail or hand-deliver

Include name, business and phone number with all editorial submissions. We reserve the right to edit all submissions for length, style and clarity. Must be informative and educational. Editorial content submissions are judged separately from advertising contracts.

Photos and Graphics

Be sure to include any photos or graphics in high resolution **JPG, TIFF, EPS** or **PDF** formats as email attachments. Raw photos "right out of the camera" are preferred. **Computer-printed material, website images or graphics embedded into Microsoft Word documents are not acceptable.**

Submit all graphics to: NAAdvertising@NaturalAwakeningsMag.com.

Contact Us

Natural Awakenings – Lee/Collier Edition

Lisa Doyle, Sales/Marketing Director

4933 N. Tamiami Trail, Suite 203

ph./ fx. 239-851-4729

LisaD@NaturalAwakeningsMag.com SWFL.

SWFL.NaturalAwakenings.com



National Directory Listings

Natural Awakenings' National Directory is **THE** premier resource for healthy/green businesses. Now, our newly improved smartphone app technology delivers all of our website's National Directory listings to our Apple and Android smartphone and tablet users!

Natural Awakenings' Community Resource Guide advertisers are eligible to be listed in our National Directory for a nominal upcharge during the entire length of the advertising term. We will include your basic contact information, 25-word description and an appropriate category for Search functions.

LISTING INCLUDES:

Nominal Upcharge for All Contract Advertisers
Basic Contact Information with 25-word business description

PLACEMENT:

Choice of Categories:
Beauty & Skin Care, Community, Eat Well, Education, Fit Body, Green Living, Health, Inspiration, Pets, Travel

FREQUENCY:

Length of Advertising Term

NATIONAL DIRECTORY RATE:

\$25 upcharge per month for length of contract

SWFL.NaturalAwakenings.com

Online Rates & Specifications

Available Ad Types	12 Months* 25% discount		6 Months* 15% discount		3 Months* no discount	
	Print Advertisers	Non-Print Advertisers	Print Advertisers	Non-Print Advertisers	Print Advertisers	Non-Print Advertisers
Leaderboard 728 x 90 / 72 dpi 300 x 50 / 72 dpi for mobile phones (must supply both sizes)	\$125	165	\$140	190	\$165	220
Splash 920 x 516 / 72 dpi	115	150	125	170	150	200
Rectangle 300 x 250 / 72 dpi	100	135	115	150	135	180
Options:	Home Page: Add 25% Add advertorial article with link from any display ad for \$50 per month (6-month minimum)					

Accepted File Types: JPG / GIF / PNG - No Sound, No Animation



Available Ad Types

Select a Page

Most of our ad sizes may be placed on the Home page or on any of our popular internal Landing pages. Select from Health, Fit Body, Eat Well, Green Living, Inspiration, Pets, Community or Travel.

Advertorial

Common online advertising allows the site visitor to click directly to your website. We also offer full-page (webpage) "advertorial" for those that prefer to provide educational background to the reader prior to driving qualified leads. Editorial pages include photos, graphics and links to your website.

***Pricing is based on consecutive month placements on: SWFL.NaturalAwakenings.com. Prices listed are per month.**

All ads that require *Natural Awakenings* to provide graphics or advertorial writing require first and last month's deposit upon signing to partially defray production costs. Contracts less than six months do not include ad design or advertorial writing. Any additional design or writing, or changes or revisions, are billed at \$25 per 15 minutes with \$25 minimum, payable by credit card or PayPal.