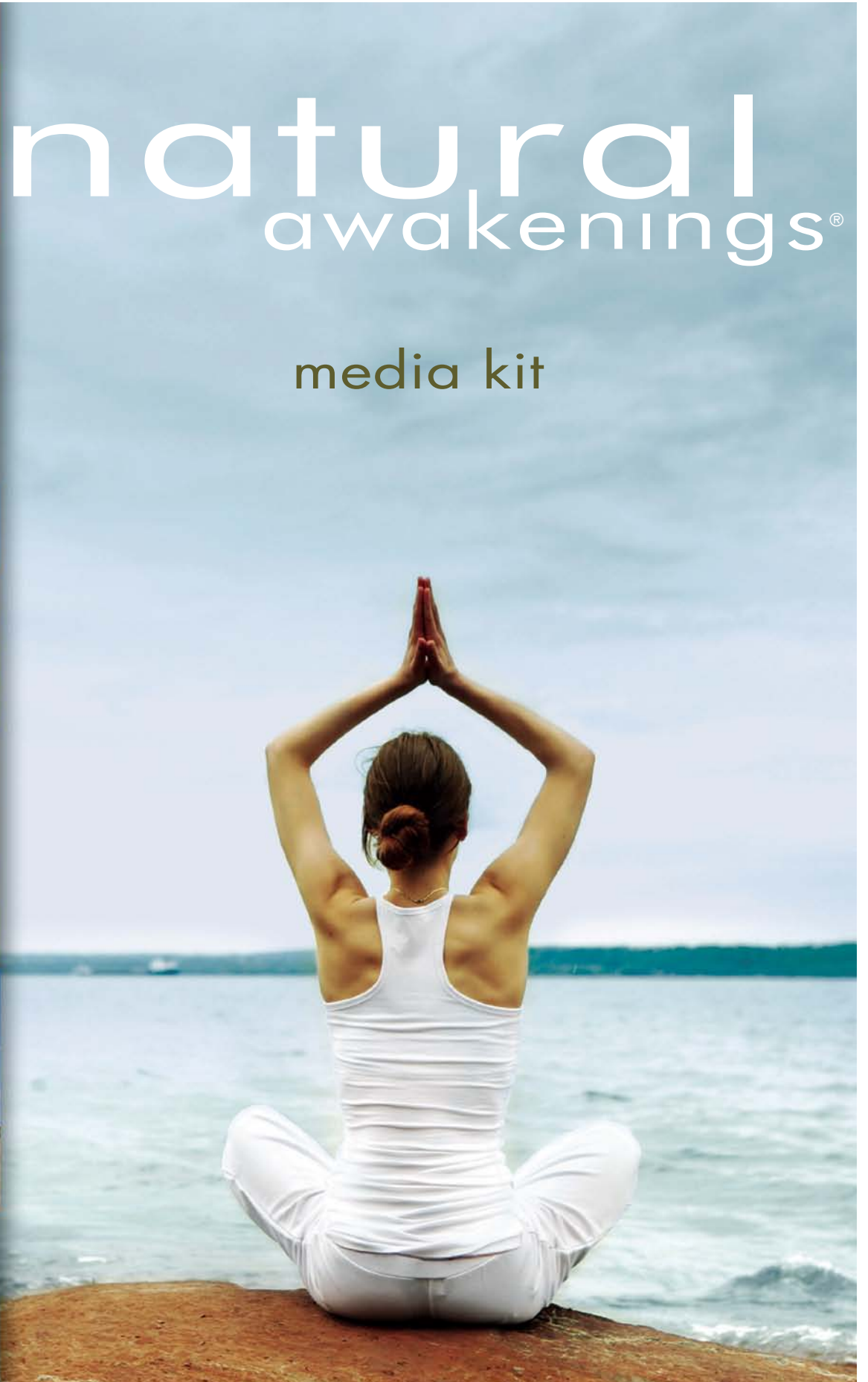




# natural awakenings®

media kit



239.851.4729 • Lee/Collier Edition

# healthy living

## CUTTING-EDGE INFORMATION

Each month, *Natural Awakenings* advertisers and writers provide the tools you need to assist you on your personal path to wellness. We feature articles by both nationally known authors and local leaders in the natural health field. Additionally, we bring you news and events that are happening in our community and around the globe.

## TARGETED DISTRIBUTION

Reach our affluent, well-educated and health-conscious readers who are eagerly seeking resources that will improve their health and well-being. With wide distribution throughout Southwest Florida, *Natural Awakenings* is picked up each month at your local health food stores, fitness centers, book stores, health care facilities, and wherever free publications are generally seen.

## COST-EFFECTIVE MARKETING

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.



*Natural Awakenings* is your guide to a healthier, more balanced life. Our mission is to provide insights and information to improve the quality of life physically, mentally, emotionally and spiritually. In each issue, readers find cutting-edge information on natural health, nutrition, fitness, personal growth, green living, creative expression and the products and services that support a healthy lifestyle.

## REGIONAL MARKETS

Advertise your products or services in multiple markets! *Natural Awakenings* Publishing Corp. is a growing, franchised family of locally owned magazines, serving communities since 1994. To find our many locations or learn how to place your ad in other markets, call 239.434.9392. For franchising opportunities, call 239.530.1377 or visit [www.NaturalAwakeningsMag.com](http://www.NaturalAwakeningsMag.com).

We inspire as well as inform, providing cutting-edge articles and interviews that really make our readers take notice. Past editorial has featured such nationally recognized healers, teachers and leaders as Bill McKibben, Michael Pollan, Judith Orloff, Debbie Ford, Ed Begley, Jr., Wayne Dyer and Nell Newman; and physicians Mehmet Oz, Andrew Weil, Deepak Chopra and Christiane Northrup, among many others.

# healthy planet



## WHO IS THE NATURAL AWAKENINGS READER?

According to audits conducted by the CVC Verification Council, our readership is overwhelmingly female (75%), and:

- 80% purchase products or services from ads seen in *Natural Awakenings*.
- Over 51% have an annual household income of more than 50K.
- 72% are between the ages of 25-54.
- *Natural Awakenings* magazine rated higher over TV, radio, Internet and other print publications as the #1 source for health-related information.

## UNSURPASSED LOCAL MARKET PENETRATION

As a free community publication, we're distributed in hundreds of locations in each franchise city or metropolitan area for an unsurpassed depth of market penetration of more than 43,000 distribution locations. *Natural Awakenings* readers are intensely loyal; our list of distribution points is broad and numbers in the hundreds in every area.

Our readers can pick us up all month at:

- Health Food Stores/Markets
- Food Co-ops
- Holistic Clinics/Centers
- Practitioner Offices
- Schools/Educational Centers
- Restaurants/Coffee Shops
- Public Libraries/Bookstores
- Vitamin/Herb Shops
- Fitness Centers
- Spas/Retreat Centers
- Retail Stores/ Gift Shops
- Nonprofit Organizations
- Recreational Centers
- Newsstands
- Expos/Conferences
- And many others

In fact, we're everywhere our readers visit, so we're always available. When there's a local or regional body/mind/spirit or natural living type of expo, you can bet we'll be there – probably as a sponsor! And because our community calendars are updated monthly, *Natural Awakenings* is retained as a reference and consulted often for local events and resources.

# editorial

## FEATURE ARTICLES

*Length: 250-1200 words (some articles longer)*

*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 (example: Using Chinese Medicine to Treat Menopause, rather than Everything You Want to Know About Chinese Medicine). We reserve the right to edit all submissions if necessary; for longer features, a copy of revisions can be faxed 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.

## NEWS BRIEFS

*Length: 50 to 250 words*

*Due on or before the 10th of the month prior to publication.*

What's new? Share it with us! Did you open a new office, recently become certified in a new therapy, or do you have a special event coming up? We welcome any news items relevant to the subject matter of our publication. We also welcome any hot tips or suggestions you may have for a news item. Please write your News Briefs in the third person.

## HEALTH BRIEFS

*Length: 50 to 250 words Due on or before the 5th of the month prior to publication.*

The Health Briefs are short, interesting clips of information often referring to a new health fact or leading-edge research in a particular field. This is an opportunity to share bits of information about your particular therapy, (examples: massage lowers blood pressure; acupuncture shortens labor; exercise eases depression). Please include any references.

## HOW TO SUBMIT EDITORIAL

Please submit your typed editorial in the following formats:

- All editorial must be in digital format. No faxed or printed submissions will be accepted.
- Email - as an attached MS Word or text file to: [NAEditor@NaturalAwakeningsMag.com](mailto:NAEditor@NaturalAwakeningsMag.com)
- Save to CD/DVD - saved in MS Word or text format; mailed or hand-delivered.

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 one of the following formats as an email attachment. **Graphics embedded into Microsoft Word documents are not acceptable.**

- 1) Digital photos (JPG or TIFF) unretouched "right out of the camera" are preferred.
- 2) Professionally printed photos scanned at 300 dpi. TIFF, EPS, PDF or JPG Windows format accepted.
- 3) Professionally printed photos (to be scanned). No computer-printed material or website images are accepted. Submit all graphics to [NAAdvertising@NaturalAwakeningsMag.com](mailto:NAAdvertising@NaturalAwakeningsMag.com).

## CONTACT US

### Natural Awakenings - Lee/Collier Edition

Lisa Doyle, Sales/Marketing Director

ph. 239.851.4729

[LisaD@NaturalAwakeningsMag.com](mailto:LisaD@NaturalAwakeningsMag.com)

4933 N. Tamiami Trail, N., Suite 203

Naples, FL 34103-3028

ph. 239.434.9392 fx. 239.434.9513

[napcsupport@NaturalAwakeningsMag.com](mailto:napcsupport@NaturalAwakeningsMag.com)

[SWFL.NaturalAwakeningsMag.com](http://SWFL.NaturalAwakeningsMag.com)

[NaturalAwakeningsMag.com](http://NaturalAwakeningsMag.com)



## NATURAL AWAKENINGS WELCOMES AND ENCOURAGES YOUR PARTICIPATION!

Your editorial submissions are what make *Natural Awakenings* a community resource for holistic and natural living. We want our readers to get to know you. Submitting editorial for one or more of our departments provides you with the opportunity to share knowledge and bring focus to your business.

# natural awakenings<sup>®</sup>

## magazine ad rates

COLLIER/LEE COUNTY FLORIDA EDITION

# advertising agreement

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

### PREMIUM POSITIONING

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

### COMMUNITY RESOURCE GUIDE

1 Mo. \$110 6 Mos. \$95 12 Mos. \$85 Display Advertisers: \$55  
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 complimentary listings per mo. for 1/6 ad or larger. Submit your listing online by the 10th of the month prior to publication to: [www.SWFL.NaturalAwakeningsMag.com](http://www.SWFL.NaturalAwakeningsMag.com)

### CLASSIFIED AD

\$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](mailto:NAClassified@NaturalAwakeningsMag.com)

### AD DESIGN AND LAYOUT

Ad design and layout 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 desired month of publication. Requests for changes to existing ads also must be received via email by the 10th.

\* Pricing is per month based on consecutive month placement in *Natural Awakenings* magazine or online at [www.SWFL.NaturalAwakeningsMag.com](http://www.SWFL.NaturalAwakeningsMag.com)

Name \_\_\_\_\_ Date \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_  Invoice by Mail

Email \_\_\_\_\_

Website \_\_\_\_\_  Invoice by eMail

1 Month  6 Months  12 Months

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 \_\_\_\_\_

\_\_\_\_\_  
Name as it appears on credit card

\_\_\_\_\_  
Billing address for credit card

### CONTACT US

Lisa Doyle, Sales Director  
ph. 239.851.4729 • fx. 239.434.9513  
[LisaD@NaturalAwakeningsMag.com](mailto:LisaD@NaturalAwakeningsMag.com)  
4933 N. Tamiami Trail, N., Suite 203  
Naples, FL 34103-3028  
ph. 239.434.9392 • fx. 239.434.9513

# ad sizes & specifications

## Format for Print-Ready Ad

If you are providing print-ready copy, your ad must be submitted in one of the following formats:

- 1) EPS, JPG, PSD or PDF file. All fonts must be embedded and/or attached. Please "flatten" all files before saving. Emailed files must be under 6 MB.
- 2) Adobe Acrobat® PDF file, distilled from InDesign as 'Press Quality' with all fonts embedded. Microsoft Word or Publisher files are not accepted as print-ready ads.
- 3) Native application files: InDesign files with "ALL 300 dpi files needed for remote printing." This should include the original one-page InDesign file, any linked 300 dpi graphics and all fonts. Adobe Illustrator files saved as EPS with embedded photos & art. All fonts converted to outline and set at 100% black. Adobe Photoshop files saved as flattened JPG or PSD, at 300 dpi & CMYK.

## Photos and Graphics

Be sure to include any photos or graphics in one of the following formats as an email attachment. Graphics embedded into word documents are not acceptable.

- 1) Digital photos (JPG or TIFF) unretouched "right out of the camera" are preferred.
- 2) Professionally printed photos scanned at 300 dpi. TIFF, EPS, PDF or JPG windows format accepted.
- 3) Professionally printed photos (to be scanned).

**No computer-printed material or website images are accepted.**

Please send all advertising and digital graphic files to:

[NAAdvertising@NaturalAwakeningsMag.com](mailto:NAAdvertising@NaturalAwakeningsMag.com)

LEE/ COLLIER EDITION  
NATURAL AWAKENINGS

Lisa Doyle, Sales Dir.

4933 N. Tamiami Tr., #203

Naples, FL 34103

ph: 239-851-4729 • fx: 239-434-9513

SWFL.NaturalAwakeningsMag.com

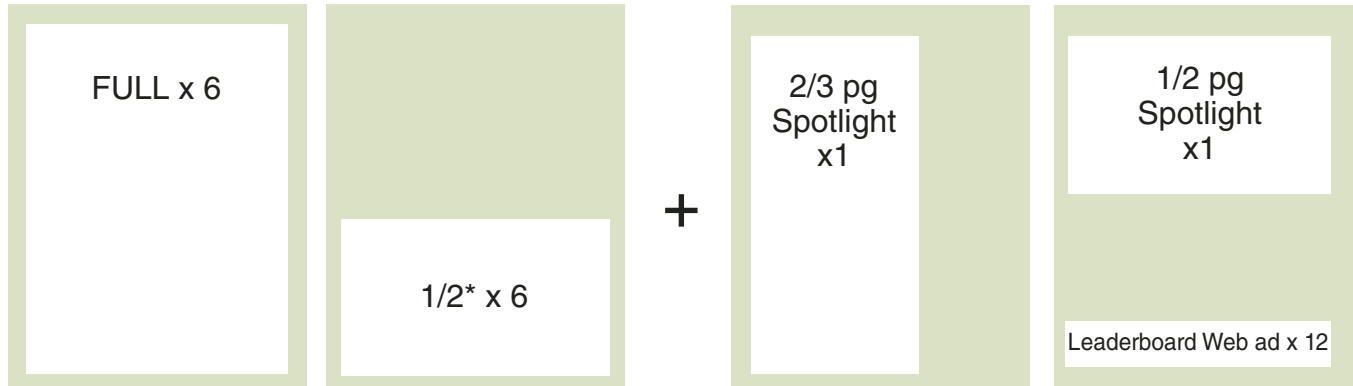


<p>full page bleed bleed size: 8.75 x 11.25 trim size: 8.25 x 10.75 live area: 7.5 x 10</p> <p>full page no bleed 7.5 x 10</p>	<p>2/3 page vertical 4.75 x 9.75</p>	<p>half-page vertical (2-column) 3.5 x 9.75</p>	<p>1/3 vertical 2.25 x 9.75</p>	<p>1/6 vertical 2.25 x 4.75</p> <p>1/4 vertical (2-column) 3.5 x 4.5</p>
<p>2/3 page horizontal 7.5 x 6.25</p>	<p>half-page horizontal 7.5 x 4.5</p>	<p>1/3 horizontal (3-column) 7.5 x 3.25</p>	<p>1/4 horizontal (3-column) 7.5 x 2.25</p>	<p>1/6 horizontal 4.75 x 2.25</p>
<p>half-page vertical 4.75 x 7</p>	<p>5/12 4.75 x 5.75</p>	<p>1/3 horizontal (2-column) 4.75 x 4.5</p>	<p>1/4 horizontal (2-column) 4.75 x 3.25</p>	<p>1/8 2.25 x 3.25</p> <p>3.5 x 2 business card</p>

# print ad packages

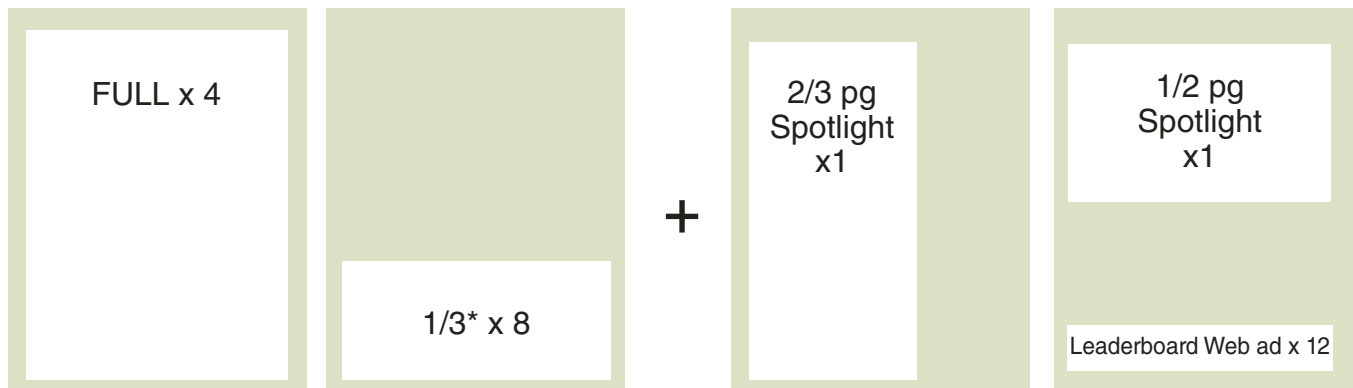
## Premium Package 1

\$800/mo. Full Page 6 months - 1/2 Page 6 months (Reg: \$870/mo.)



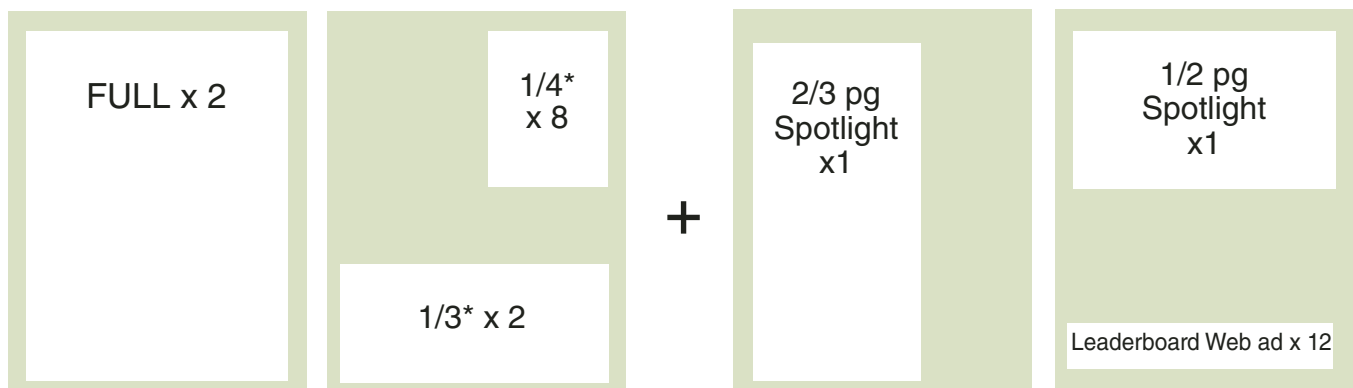
## Premium Package 2

\$650/mo. Full Page 4 months - 1/3 Page 8 months (Reg: \$740/mo.)



## Premium Package 3

\$530/mo. Full Page 2 months - 1/3 Page 2 months - 1/4 Page 8 months (Reg: \$615mo.)



### All packages on this page also include:

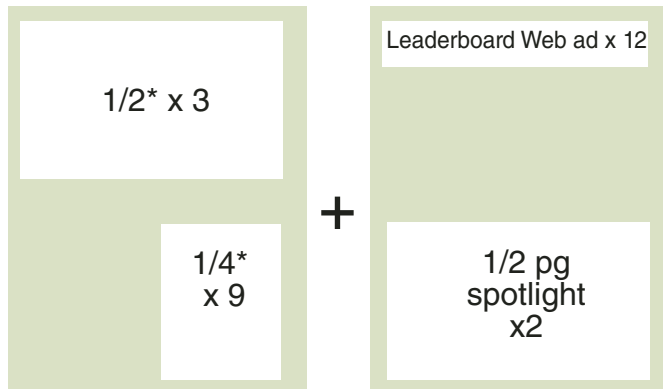
- Premium National Directory: x 12
- Color Photo or Logo for Community Resource Guide: x 12
- NewsBriefs: x 3
- 5 Calendar Listings per month (for events under \$25): x 12

*\*Alternate page configuration available*

# print ad packages

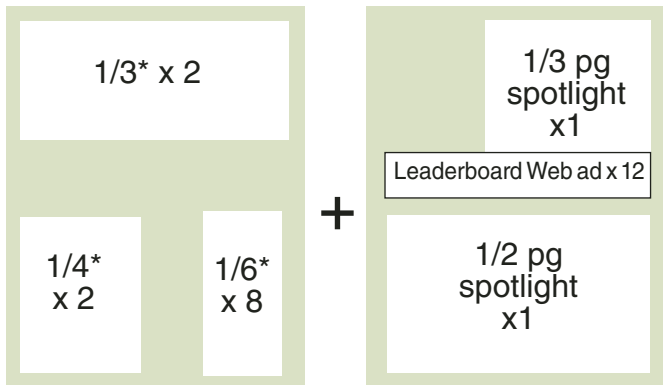
## Premium Package 4

\$480/mo. for 12 Months (Reg. \$560/mo.)



## Premium Package 5

\$400/mo. for 12 Months (Reg. \$465/mo.)



### All packages above also include:

- Premium National Directory: x 12
- Color Photo or Logo for Community Resource Guide: x 12
- NewsBriefs: x 2 • 5 Calendar Listings per month (for events under \$25): x 12

*\*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).
- Free calendar listings subject to Natural Awakenings guidelines and limited to events priced at \$25 or less admission. Discounts available for Mark Your Calender listings needed for events over \$25.
- All Natural Directory listing photos are in 4 color.
- Placement in each month's magazine is determined during layout and solely at the discretion of the magazine.
- Some packages eligible for upgrades to premium placement. (contact us for details).
- 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).

## COMPARE OUR UNBEATABLE VALUE!

Contact Sales for a custom package at: [NAAdvertising@NaturalAwakeningsMag.com](mailto:NAAdvertising@NaturalAwakeningsMag.com)

Alternate page configuration available

All rates are net design fee

Reworking of existing ads are billed at \$20 per 15 minutes of design time



**SWFL.NaturalAwakeningsMag.com**

# online rates & specs

## ONLINE AD PRICING

### Available Ad Types

Available Ad Types		12 Months* <i>25% discount</i>		6 Months* <i>15% discount</i>		3 Months* <i>no discount</i>	
		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

## 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 [www.SWFL.NaturalAwakeningsMag.com](http://www.SWFL.NaturalAwakeningsMag.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.



# 2016 editorial calendar

## departments

**health**briefs      **conscious**eating  
**global**briefs      **wise**words  
**eco**tips            **fit**body  
**green**living        **inspiration**  
**healing**ways      **natural**pet  
**healthy**kids



## themes

**JANUARY**      health & wellness  
                         plus: dance power

**FEBRUARY**    friendship  
                         plus: dental health

**MARCH**        food matters  
                         plus: eye health

**APRIL**          everyday sustainability  
                         plus: freshwater scarcity

**MAY**            women's wellness  
                         plus: thyroid health

**JUNE**            happiness  
                         plus: balanced man

**JULY**            independent media  
                         plus: summer harvest

**AUGUST**        empowering youth  
                         plus: creativity

**SEPTEMBER**    healing music  
                         plus: yoga

**OCTOBER**      community game changers  
                         plus: chiropractic

**NOVEMBER**    mental wellness  
                         plus: beauty

**DECEMBER**    uplifting humanity  
                         plus: holiday themes

**natural**  
awakenings®

