

natural awakenings®

HEALTHY LIVING

mediakit



Your Healthy Living Magazine

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.



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 Brevard and Indian River counties, 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.

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, learn how to place your ad in other markets, call 239-449-8309. For franchising opportunities call 239-530-1377 or visit www.NaturalAwakeningsMag.com.

321-600-1211

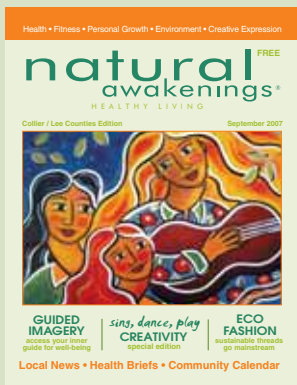
myNaturalAwakenings.com

Brevard-Indian River edition

editorial

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.



FEATURE ARTICLES

Length: 200-1200 words (some articles longer)

Due on or before the 10th 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. Please include a brief biography at the end of your article.

NEWS BRIEFS

Length: 50 to 200 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 third person.

HEALTH BRIEFS

Length: 50 to 250 words

Due on or before the 10th 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 Kris@myNaturalAwakenings.com
- Save to CD - saved in MS Word or text format; mailed or hand-delivered.

Include name, business and phone number with all editorial submittals. 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" is preferred.
- 2) Professionally printed photos scanned at 300 dpi. TIFF, EPS, PDF or JPG Windows format accepted. Matte finish not accepted.
- 3) Professionally printed photos (to be scanned). No matte finish photos, computer printed material or website images are accepted. Submit all graphics to Kris@myNaturalAwakenings.com.

contactus

Natural Awakenings – Brevard and Indian River Counties

438 St. Johns Drive
Satellite Beach FL 32937
Phone: 321-600-1211
Fax: 321-773-1536

Email: Kris@myNaturalAwakenings.com



The Natural Directory

Due on or before the 10th of the month

naturaldirectory

Basic Listing includes: (Choose 4 Items and up to 25-word Description)

Items*

- Business or Professional Name
- Contact Name
- Address
- Phone (+ City)
- Additional Phone (Cell)
- Fax
- E-Mail Address
- Web Address

*Additional items can be included in the listing at a charge of \$3 each (per month). To include a photo or logo (choose one), add \$10 per month. Professional license numbers are listed in this section.

Note: Cross-referencing a display ad is free of charge, i.e., See ad page XX.

Description: Up to 25 free words. Additional words may be added at 50¢ per word.

SAMPLE BASIC LISTING

PUBLICATIONS

NATURAL AWAKENINGS

Kris Urquhart, Publisher
321-600-1211, Satellite Beach
www.naturalawakeningsmag.com

A monthly publication dedicated to providing health-conscious individuals with insights and information to improve the quality of life physically, mentally, emotionally and spiritually.

Listing Cost: \$75

15% discount w/ 6-month contract: \$63.75

25% discount w/ 12-month contract: \$56.25

DISPLAY ADVERTISERS—

50% off Listing Cost: \$37.50

To Submit Your Listing:

Choose a category.

Type in plain text format:

No *italics*, **bold face**, or underlined styles are used in the listing description. Emphasized words may be typed in UPPERCASE.

Words are counted as any set of letter/numbers separated by a space, hyphen or a slash.

SAMPLE LISTING with ITEMS and PHOTO added

PUBLICATIONS

NATURAL AWAKENINGS

Kris Urquhart, Publisher
438 St. Johns Drive
Satellite Beach, FL 32937
Phone: (321) 600-1211
Fax: (321) 773-1536
Email: Kris@myNaturalAwakenings.com
www.naturalawakeningsmag.com



A monthly publication dedicated to providing health-conscious individuals with insights and information to improve the quality of life physically, mentally, emotionally and spiritually. 15,000 FREE copies are distributed at over 450 locations.

32 words (32-25 words = 7 extra words x \$0.50) = \$3.50
4 extra items @ \$3 each = \$12.00;
photo @ \$10 = \$10

Listing Cost: \$75 [+ \$3.50 + \$12 + \$10] = \$100.50

15% discount w/ 6 month contract

\$63.75 [+ \$3.50 + \$12 + \$10] = \$89.25

25% discount w/ 12 mo. contract

\$56.25 [+ \$3.50 + \$12 + \$10] = \$81.75

DISPLAY ADVERTISERS - 50% off Listing Cost:

\$37.50 [+ \$3.50 + \$12 + \$10] = \$63

My ad in Natural Awakenings has more than paid for itself. It has also been very helpful for clients attending my classes. Natural Awakenings is the only advertising we do. The exposure and circulation is great. Thank you!

—C.W., Oil Lady Aromatherapy

Natural Awakenings is a professionally recognized publication that has provided me and many of my clients with an opportunity where we can successfully advertise and gain exposure through the many forms of promotion that the magazine has to offer. My client base and exposure to the local marketplace has greatly expanded due to the support of the creative and professional Natural Awakenings staff. Thank you for your invaluable service!

—Patricia Varley, MHSA
Professional Speaker
Business and Personal Coach

Calendar Events

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

calendar

Must be resubmitted each month online at www.myNaturalAwakenings.com.

Click on advertising and then 'Submit Monthly Calendar Events' in the left column.

The Calendar is a wonderful resource for filling your workshops and events. This is a free service (with some restrictions). Please help us by submitting your events in the following format:

1. Title of Event:
2. Time:
3. Brief Description:
4. Admission Price:
5. Location:
6. Phone:

Ongoing Calendar

Must be resubmitted each month online at www.myNaturalAwakenings.com.

Click on advertising and then 'Submit Ongoing Calendar Events' in the left column.

Classes and other events that meet on an on-going basis are placed in this section. Submit in the same format as above, as brief as possible.

Brevard/Indian River Edition

438 St. Johns Drive • Satellite Beach, FL 32937
 Phone: (321) 600-1211 • Fax: (321) 773-1536
 Email: Kris@myNaturalAwakenings.com

ad rates

REPETITION IS THE KEY TO SUCCESSFUL ADVERTISING.

Size:	1 Month	6 Month <i>15% Discount</i>	12 Month <i>25% Discount</i>	Color	Design <i>Layout Fee</i>
Full Page	\$720.00	\$612.00	\$540.00	\$200.00	\$180.00
2/3 Page	525.00	446.25	393.75	175.00	131.25
1/2 Page	414.00	351.90	310.50	155.00	103.50
5/12 Page	370.00	314.50	277.50	125.00	92.50
1/3 Page	287.00	243.95	215.25	110.00	71.75
1/4 Page	247.00	209.95	185.25	90.00	61.75
1/6 Page	170.00	144.50	127.50	60.00	42.50
1/8 Page	130.00	110.50	97.50	45.00	32.50
Business Card	115.00	97.75	86.25	40.00	28.75
1/12 Page	97.00	82.45	72.75	35.00	24.25

Covers

Inside front	897.00	762.45	672.75	200.00	\$156.25
Page 3	897.00	762.45	672.75	200.00	\$156.25
Page 4	830.00	705.50	622.50	200.00	\$156.25
Inside Back	830.00	705.50	622.50	200.00	\$156.25
Outside Back	999.00	849.15	749.25	200.00	\$156.25

The Natural Directory

(Minimum 3 month consecutive placement required)
 without Display Ad 75.00 63.75 56.25
 Display Advertisers 50% off one month rate... 37.50
 ___ Extra words @50¢, ___ Extra items @\$3,
 ___ Photo/Logo@\$10

Online Advertising

(monthly rates – print combination packages available)
 Tower Banner \$125 \$106.25 \$93.75
 Tall Banner \$75 \$63.75 \$56.25
 Tile Banner \$40 \$34 \$30

Calendar

Advertisers – up to 5 free listings, additional listings as space available.

Mark Your Calendar (MYC) \$35 per inch, 2 inch min.

Save the Date (STD)

\$40 per listing. Current Display Advertisers get 1 Save the Date **FREE**.

Classified Ad

\$15 minimum includes 10 words. \$1.50 per additional word. Must be pre-paid by credit card. Listing must be submitted online at mynaturalawakenings.com/advertising/submitclassified by the 10th of the month.

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

****Ad Design and Layout** The contract rates listed are for camera-ready ads. Should layout and/or design work be needed there will be a one-time charge. Add 25% of the non-discounted rate of your ad size. Subsequent ad design/layout changes will be billed at \$20 per 15 minutes of design time, not to exceed the cost of the design fee for the ad size.

Deadlines Advertisements must be received by the 10th of the month prior to the issue the ad is to appear. We must receive any changes to an existing ad in writing by the 10th as well. Changes to the layout/design of an ad may be subject to a layout/design fee.

Waiver of Responsibility Natural Awakenings is not responsible for color variations that may result given the nature of the recycled paper used.

Brevard/Indian River Edition

438 St. Johns Drive • Satellite Beach, FL 32937
 Phone: (321) 600-1211 • Fax: (321) 773-1536
 Email: Kris@myNaturalAwakenings.com

ADVERTISING AGREEMENT

Please complete this form and fax it back to us by the 10th of the month prior to publication. FAX: 321-773-1536
DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL. All requested information is required. For assistance call 321-600-1211.
 Email print-ready ad or ad copy and graphics to Kris@myNaturalAwakenings.com. Ad proofs will be sent via email.

One Month Six Month Twelve Month

From ___/___ Through ___/___

Display Ad Size _____

Display Ad Price/Month _____

Color _____

Natural Directory _____

Calendar: MYC/STD _____

Classified _____

Online Advertising _____

TOTAL Monthly Investment _____

**Layout/Design _____

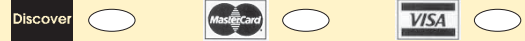
TOTAL with Layout _____

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 understand cancellation penalties, deadlines, waver of responsibility, layout fees, and payment policies.

Signature _____

Payment: Credit Card Only



CC# _____

3 Digit Code _____ Exp. ____/____
 (from signature line on back of credit card)

Name as it appears on Credit Card:

Billing Address for Credit Card:

City: _____

State: _____ Zip _____

I authorize Natural Awakenings to bill the card listed above for the amount specified in the Total sections of the worksheet for the duration of this contract. I understand my credit card will be charged on or about the 15th of the month prior to publication.

Card Holder's
 Signature _____

*Fill out this form. Calculate your price in the worksheet. E-Mail camera ready ad or ad material.
 Complete payment section. Fax contract to 321-773-1536. For assistance call 321-600-1211.*

Name _____ Date _____

Business Name _____

Address (if different from billing address) _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

E-mail _____ Website _____

Magazines for Distribution: 25 50 75 100 150 200

adsizes

Format for Print-Ready Ad

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

- 1) All files must be 300 dpi. Acceptable formats are: TIFF, EPS, JPG, PSD or PDF file for PC. All fonts must be embedded and/or attached. Please “flatten” all files before saving.
- 2) Adobe Acrobat® PDF file, distilled from Pagemaker/InDesign as ‘Press Optimized’ with all fonts embedded.
MICROSOFT WORD files are NOT ACCEPTED as print-ready ads.
PUBLISHER files are NOT ACCEPTED.
- 3) Native application files: PC PageMaker/InDesign files with “ALL 300dpi files needed for remote printing.” This should include the original one page PageMaker/InDesign file, any linked 300dpi graphics and all fonts.

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” is 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 files and digital graphic files to: Kris@myNaturalAwakenings.com**

FULL PAGE BLEED:
Bleed Size 8.75 x 11.25
Trim Size 8.25 x 10.75
Live Area 7.5 x 10.25
FULL: 7.5 x 10
2/3 V: 4.75 x 9.75
2/3 H: 7.5 x 6.25
1/2 V: 4.75 x 7
1/2 V (2cp): 3.5 x 9.75
1/2 H: 7.5 x 4.5
5/12: 4.75 x 5.75
1/3 H (3c): 7.5 x 3.25
1/3 H (2c): 4.75 x 4.5
1/3 V: 2.25 x 9.75
1/4 H (2c): 4.75 x 3.25
1/4 H (3c): 7.5 x 2.25
1/4 V (2cp): 3.5 x 4.5
1/6 H: 4.75 x 2.25
1/6 V: 2.25 x 4.75
1/8: 2.25 x 3.25
B/C: 3.5 x 2
1/12: 2.25 x 2.25

