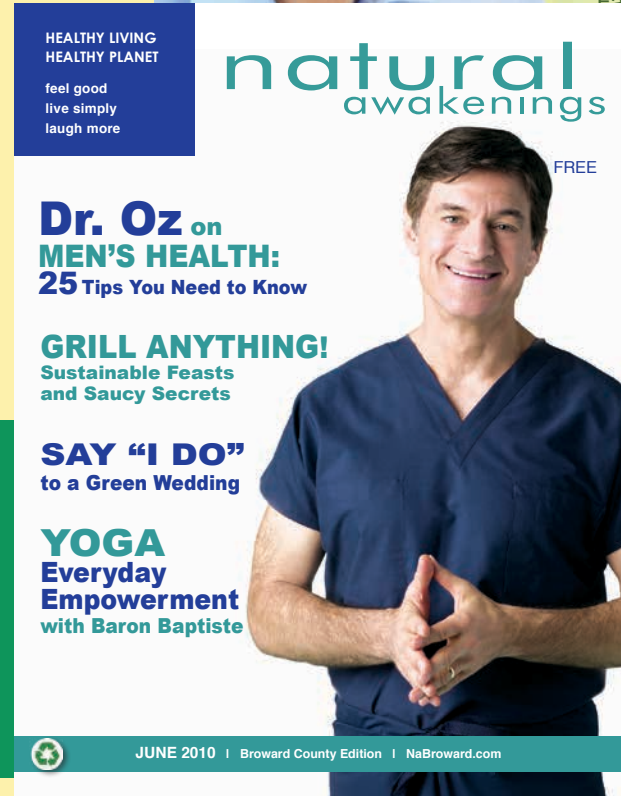
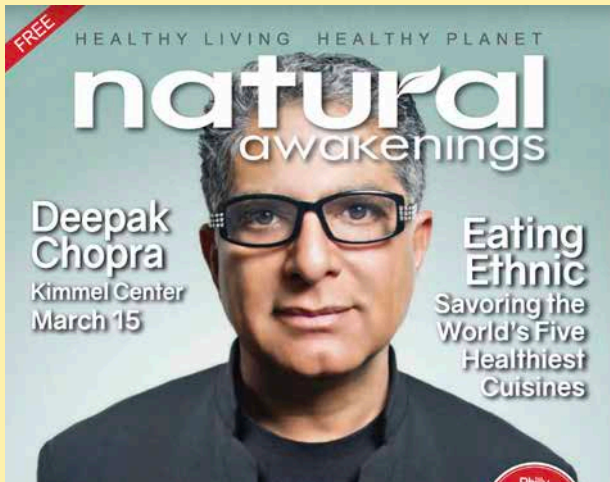




natural awakenings

2023



BROWARD AND PALM BEACH FL EDITIONS

954-630-1610 OR 561-626-5584

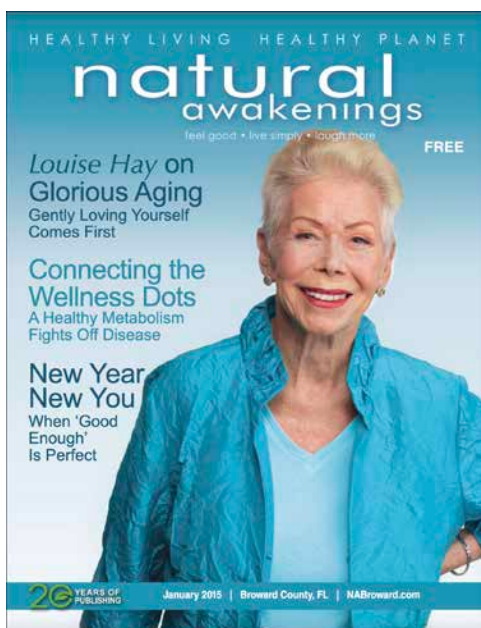
HEALTHY LIVING HEALTHY PLANET

natural
awakenings

media kit

**Broward & Palm Beach County,
Florida Editions**

**Office: 954-630-1610 or
561-626-5584**



Natural Awakenings is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy. With more than 40 franchises in markets across the U.S. 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.

Natural Awakenings Magazines are considered current even if they are two years old because the information in each issue/edition is not political news. It is based on the newest medical and scientific research on health and wellness from the United States and all over the world. The dates of the issues are only there for people to be able to find the articles. As a matter of fact we know this, because we have been publishing our magazine for almost thirty years. Our loyal readers keep them in their libraries or wherever they keep their favorite books and magazines to share health and wellness news with family and friends. It's very common for people to call us to let them know if we can mail them an old issue where they read about such and such.

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 \$290 billion 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 2022 Readership Survey reveal our readership is:

- 80%+** of readers make purchases from ads seen in our magazine
- 88%** have been reading Natural Awakenings for at least 6 months
- 44%** purchase from our advertisers between two and three times per month
- 51%** share their copy of our magazine with two or more additional readers
- 53%** are female
- 69%** are between 25 and 44 years of age
- 81%** are college educated
- 49%** purchase healthy or organic food
- 51%** attend events as seen in our magazine

Targeted Distribution Yields Local Market Penetration

As a free community publication, we're distributed in hundreds of locations in each franchise market for an unsurpassed depth of market penetration of **tens of thousands of distribution points**.

Each month we distribute more than **75,000 digital copies** of our magazines via email. *Natural Awakenings* is read online in each market contributing to our readership of multiple **millions**.

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 cision.com or follow @Cision on Twitter.



Submitting Content: News Article Briefs or Book-In Views

Length: 50 to 200 words • As part of our Advertising Packages, we offer at least one News Article Brief every six months. Briefs have a value of up to \$500 and are published in the front part of the magazine under our LOCAL BRIEFS section. This format provides a powerful opportunity for our advertisers to introduce their business to our readers, highlighting what sets them apart, their philosophical approach to wellness, and their specialized methods for supporting a healthy lifestyle. Advertisers with specialized treatments or therapies can emphasize the benefits and effectiveness of these therapies. For those promoting products, the Briefs offer a chance to showcase the benefits of their offerings, such as being fragrance-free or environmentally friendly.

Subsequent Briefs may cover changes in your business, such as new personnel, products, services, therapy certifications, or special events. This Brief Format is specifically designed to complement your advertising efforts. We also welcome any news items relevant to the subject matter of our publication. Please write your Brief in the third person. At the end of News Article Briefs, we will reference the page number for your ad(s).

Health Briefs

Length: 50 to 200 words • Advertisers have the option to submit Health Briefs, which are short pieces of information discussing new health facts or leading-edge research in a particular field. This is an opportunity to share specific therapy-related insights, such as how massage lowers blood pressure or how acupuncture shortens labor. Your company name and the page number of your ad will be published at the end of the Health Brief.

Advertorials

Many times, Advertorials are the most effective way to have content placed in our publication, as they provide an opportunity to tell a targeted story about your products and services using a style similar to an article. Here are some example rates for a single month: \$398 for a 1/4-page ad size (fits up to 200 words with photo) and \$1,080 for a full-page 700-word advertorial (optional ad design is extra). Please email us your word count to receive a quote.

Due Date and How to Submit Content

- 5:00 PM on the 10th of the month before publication.

Additional Notes

- We publish fresh, original content that has not been published elsewhere.
- To maintain consistency with our magazine's style, we reserve the right to edit all submissions for length, style, and clarity.
- Content is not subject to copy review, we may contact you to verify information.
- Please paste your content directly into an email (preferred) or email your submission in digital format as an MS Word or text file. No formatting is required. Include your name, business, and phone number with all submissions.

Photos and Graphics

Please include any photos or graphics as high-resolution JPG, EPS, or PDF attachments in your email submission. Raw photos straight from the camera are preferred. Computer-printed material, low-resolution website images, or graphics embedded into Microsoft Word documents are not acceptable.

Submit to: **NaturalAwakeningsFla@gmail.com**

Contact Us

Broward & Palm Beach Co.

Office: 954-630-1610

561-626-5584

NaturalAwakeningsFla@gmail.com

NABroward.com

NAPalmbeach.com

Natural Awakenings Directory

CATEGORY NAME

BUSINESS NAME

Address Line

Phone

Website



The Natural Awakenings Directory 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 at no additional charge.*

Monthly Standard Directory Rates**

12 months	6 months	Single Issue Only
\$120	\$135	\$179***

Add Directory w/Display Ad for length of term: \$80/month.

Online Premium Directory Listing included for duration of agreement.

**Standard rate includes:

- A photo or logo image, 4 lines of contact information (above image), and a 25-word description.
- Contact information is placed in the following order: Business name or Contact Person, Address, telephone numbers (may include city), email, and website.
- Extra lines above image area are \$5 each
- Extra words in description are \$1 each.

***Certain Restrictions Apply

Due Date, 10th of month before publication.

Online Marketing

Print advertisers receive discounted ONLINE Marketing. Ask us about Online Premium Directory Listings, Web Sponsorships (limited availability) and Web Ads.

AD RATES: Full Color / Cost Per Month

Size:	12 Months*	6 Months*	1 Month	Design (optional)
Full Page	\$848	\$940	\$1080	\$324
2/3 Page	660	728	829	249
1/2 Page	548	605	689	207
5/12 Page	481	528	599	180
1/3 Page	379	417	472	142
1/4 Page	324	354	398	120
1/6 Page	243	265	298	90
1/8 Page	187	202	224	68

Premium Positioning (full page only)

Pg 2 or 3	\$1002	\$1115	\$1285	\$324
Page 4 & 5	942	1047	1150	324
Inside Back	1002	1115	1285	324
Outside Back	1092	1217	1405	324

* Pricing: Monthly prices (rates) listed are per issue/per market and based on consecutive month placement.

Classified Ads

Three months: \$90 (up to 15 words) + \$6/word over 15 words.

Calendar of Events & Ongoing Calendar Ads

Date Specific Events Listing: \$20; (35 words or less)

Login/Join our website: NAPalmbeach.com or NABroward.com to order calendar items, or to post online. Each listing is \$20 and is limited to 35 words total for in-print. The online version of your event notification can include additional words, and an image.

Mark Your Calendar ads are \$100 for the first two inches, \$75 for each additional inch.

Ongoing Calendar items are billed quarterly: \$20/mo. (\$60 for the quarter). **ORDER CALENDAR ITEMS ONLINE.** Display Advertisers: up to 5 complimentary listings per month. Directory Advertisers: one complimentary calendar listing per month. Credit(s) for ordering in-print calendar items are conveniently applied at the "online checkout" for our advertisers.

Advertising Agreements – Corporate Policy

Credit card auto-charges & auto-renewals: First payment may be charged the day of order (the month before publication). Subsequent credit/debit card auto-charges – Broward advertisers are charged on the 10th and Palm Beach County advertisers are charged on the 11th, unless pre-approved for another date. Charge confirmations will appear on your card statement and email confirmations are sent, if a valid email address is provided. Agreements are renewed automatically and will be based on the rates in force at the time of renewal. To cancel renewal, kindly notify us in writing at least one month before the end of your agreement term.

Layout/Design Charge: Should ads come in at the last minute and adjustments need to be made to submitted ads, like correcting the ad size to conform to our requirements, fixing of typos, or other changes, there is a minimum adjustment charge of \$35.

Early Cancellation Policy: To cancel an agreement publisher must receive a written notice (email NaturalAwakeningsFla@gmail.com) from the advertiser. The final authorized charge to close the account in good standing will include "unearned discounts" for each month the ad was published plus an administrative fee of 25% of the one month, non-discounted rate. The unearned discount is calculated as the difference between the one month non-discounted rate and the discounted rate the advertiser was paying. Should this become a collection problem, the advertiser will assume all reasonable costs of collection, including, but not limited to court costs, interest, and legal fees.

Breached Agreement: In the event the advertiser is in breach of the Agreement, the publisher shall charge the advertiser as per the "Early Cancellation Policy" and thereafter the Agreement will be deemed to be null and void with the advertiser in good standing.

Month to Month Advertisers ~ Cancellation Policy: For any paid advertising that is placed on a month to month basis, the corporate policy is to offer a refund if notification is received by the 9th of the month prior to publication. If cancellation is requested after billing has taken place on the 10th or 11th of the month prior to the scheduled month of publication, a service charge of \$10 will be assessed and deducted from a credit. Refunds are not available after the 10th or 11th of the month (billing date) prior to publication.

Contact Us NaturalAwakeningsFla@gmail.com

954-630-1610, Broward Co., NABroward.com • **561-626-5584** Palm Beach Co., NAPalmbeach.com

BUSINESS INFORMATION

Name _____ Professional Name/Company _____

Business Street Address _____

Business City, State, & Zip _____

Phone _____ Email _____

Website _____ How did you find out about us? _____

Print Ad placement, check all that apply.

Natural Awakenings Magazine: ☐ Broward County ☐ Palm Beach County ☐ Other _____

Advertising series to run:

From ____ / ____ Through ____ / ____

Display Ad size _____

Display Ad Package* \$ _____

Design \$ _____

Directory Package \$ _____

Calendar \$ _____

Other \$ _____

1st Month Total \$ _____

2nd Month through Series completion,

Monthly Total \$ _____

BILLING / CREDIT CARD INFO:

Credit Card Number

Expiration: MMYY

Name as it appears on card _____

Professional Name _____

Billing Address _____

City, State & Zip _____

Email for receipts _____

*Additional Advertising
Description
or other notes:

Magazine request for free distribution: ☐ 25 ☐ 50 ☐ 75 ☐ 100 ☐ Other _____

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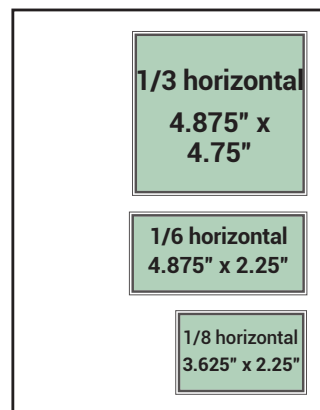
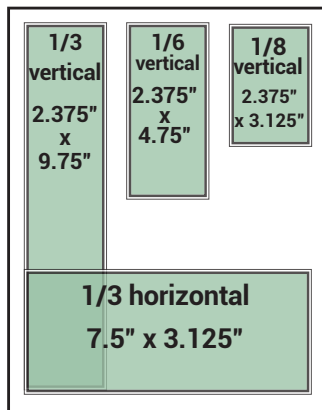
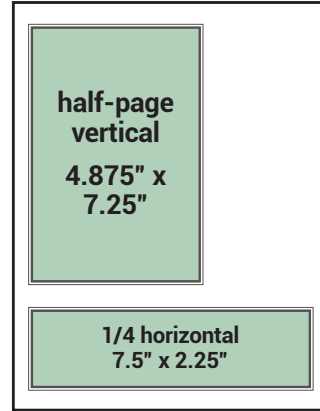
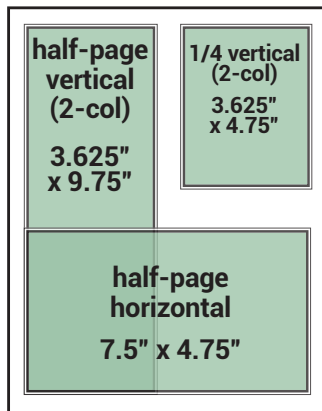
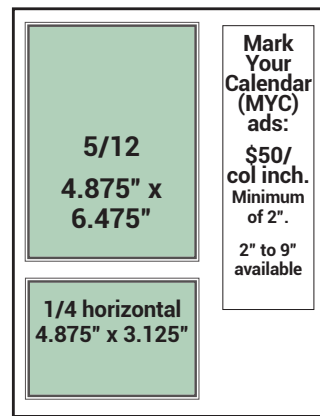
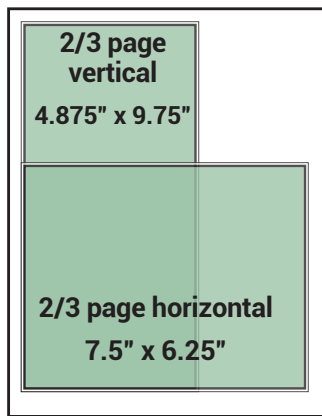
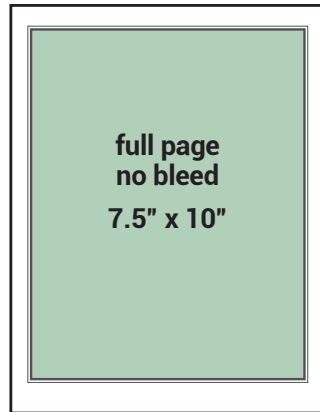
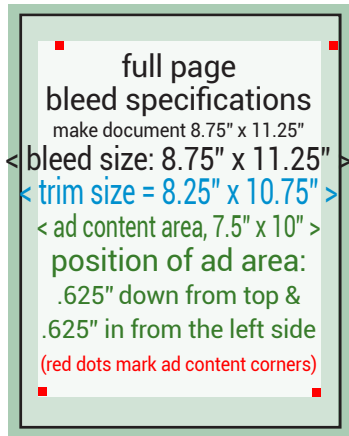
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X Name/Signature _____ Date _____

I have read and understand the above fine print and agree to allow the credit card on file with Natural Awakenings magazine to be charged in full each month as per this agreement.

AD SIZES & SPECIFICATIONS



Formatting for Offset Press-Ready Ads

We highly recommend emailing new ads by the 8th of the month in order to give us time to review your file, giving you time to make adjustments if necessary.

KINDLY NOTE: Should ads come in at the last minute and adjustments need to be made to submitted ads, like correcting the ad size to conform to our requirements, fixing of typos, or other changes, **there is a minimum adjustment charge of \$35.**

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. "Flatten" all files with fonts embedded before saving to export from InDesign 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.
 - Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
 - **REMOVE 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.
 - Convert all elements to CMYK.
 - Remove any embedded 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 objects over text or other critical vector objects.
 - Total ink coverage shouldn't exceed 260%.
 - 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 (avoid rich black (4 color) to avoid registration issues).
 - Set all black text to OVERPRINT color backgrounds.
 - For reverses & colored text, use a thick font, 10 pt or larger.

No computer-printed material or low-resolution 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.

Display Ad Design Services – Our Graphic Department can Design a Display Ad for your business. Fee is based on ad size. It may include the selection of an image for your ad. Our service includes emailing you a proof for you to review and approve, or if necessary, provide an additional three proofs to get the colors, and text fonts just right! Additional proofs with modifications or variations are \$35 each.

Broward County / Palm Beach County
Email files to: NaturalAwakeningsFla@gmail.com
Solutions Office: 954-630-1610 or 561-626-5584



YEAR CALENDAR 2023

NATURAL AWAKENINGS DEPARTMENTS:

HEALTH BRIEFS | GLOBAL BRIEFS | GREEN LIVING | HEALING WAYS | CONSCIOUS EATING
| FIT BODY | HEALTHY KIDS | WISE WORDS | INSPIRATION | NATURAL PET*Monthly Topics Subject to Change.

JANUARY

HEALTH & WELLNESS

FEBRUARY

HEART-HEALTHY LIVING

MARCH

FOOD & NUTRITION

APRIL

SUSTAINABLE LIVING

MAY

WOMEN'S WELLNESS

JUNE

MEN'S HEALTH

JULY

THE FOOD CONNECTION

AUGUST

BACK TO SCHOOL

SEPTEMBER

WELLNESS TRAVEL

OCTOBER

TRADITIONAL WORLD MEDICINE

NOVEMBER

ECO-LIVING

DECEMBER

HOLIDAY & UPLIFTING HUMANITY

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