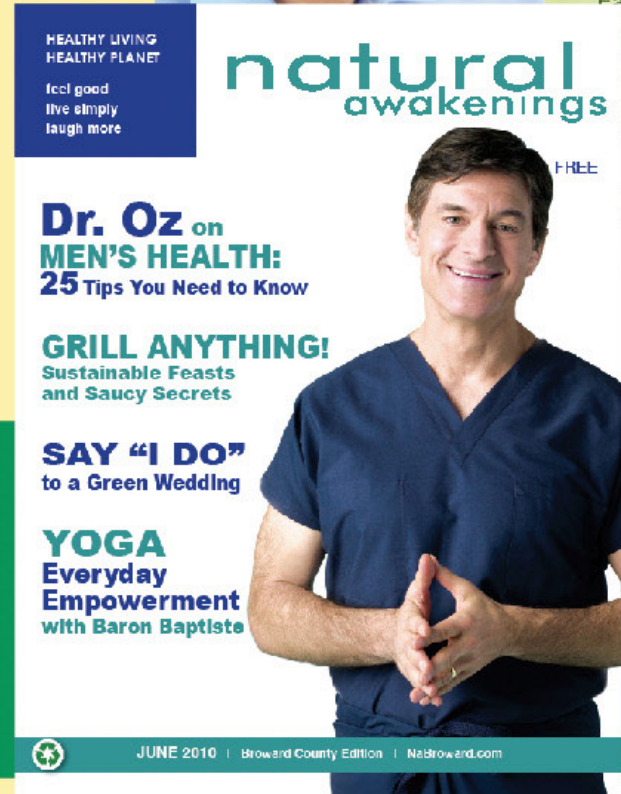




natural awakenings

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**.

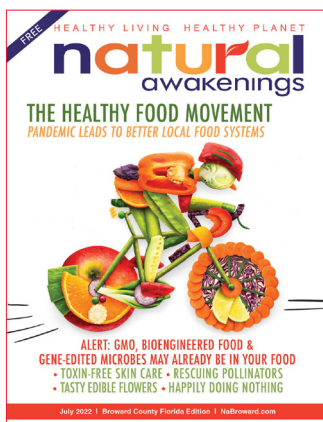
CISION®



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.



Contact Us

Broward Co.
Office: 954-630-1610
Palm Beach Co.
Office: 561-626-5584
NaturalAwakeningsFla@gmail.com
NAbroward.com
NApalmbeach.com

Feature Articles

Length: 450 to 700 words • Original articles featured in Natural Awakenings cover a broad 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. Use third person and kindly include a brief biography at the end of your article and contact information.

Content like News Article Briefs or Book-In Views

Length: 50 to 200 words • What's new? Kindly 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 welcome any hot tips or suggestions you may have for a news item. Kindly write your Brief in the third person.

Health Briefs

Length: 50 to 200 words • The Health Briefs are short bits of information, often referring to a new health fact or leading-edge research in a particular field. It is an opportunity to share your specific therapy (examples: massage lowers blood pressure; acupuncture shortens labor; exercise eases depression). Kindly include references.

Due Date and How to Submit Content

All content submissions are due by 5:00 PM on the 10th of the month before publication.

- Kindly paste your content directly into an email (preferred) or email your submission in digital format as an MS Word or text file. No faxed or printed submissions will be accepted. No formatting is required; we will format it to meet our corporate guidelines. *Natural Awakenings* Magazine reserves the right to edit all submissions if necessary.
- Email to: **NaturalAwakeningsFla@gmail.com**

Include name, business, and phone number with all editorial submissions. Our Editorial Department reserves the right to edit all submissions for length, style, and clarity. Submitted content must be informative and educational. Content submissions are judged separately from advertising contracts.

Additional Notes

- We are looking for fresh, original content that has not been published elsewhere.
- On a monthly basis, we receive more content submissions than we can place in print. Priority is given to our advertisers and placement is dependent on many factors as determined by our Editorial, Advertising, and Layout Departments.
- Those that do not have either a Display ad or Natural Directory ad placed along with a News Article Brief are subject to a \$398 publishing fee.
- To align with our corporate guidelines for the magazine's style, we reserve the right to edit all submissions for length, style, and clarity.
- Briefs and articles are not subject to copy review. We'll call to check facts as needed.
- Footnote all sources cited in detail: Books and magazine title, author, publisher, year, and the page number. Individuals need name, title, organization, phone, email, city, and company website. We won't publish most of this, but it saves hours in fact-checking. Thank you.

Photos and Graphics

Be sure to include any photos or graphics in high resolution **JPG, 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: **NaturalAwakeningsFla@gmail.com**

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.

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.

AQUAMARINE PACKAGE

- Standard in-print Directory
- Online Premium Listing • 1 Calendar item
- 2 Briefs/year. 12 monthly payments of \$120.

IN-PRINT DIRECTORY

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. *Page number of your display ad here at no additional charge.*

Monthly Standard Pkg. Rates**

12 months	6 months	1-5 months
\$120	\$135	\$179***

**Standard in-print Directory portion of package 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 (max, 50 words).

***Certain Restrictions Apply

MULTI-PLATFORM AD PACKAGES, A PARTIAL LIST:

AMETHYST (full page)
PERIDOT (1/2 page)
JADE (1/4 page)

GARNET (1/6 page)

RUBY (1/8 page)

AQUAMARINE with all multi-platform pkgs.

ONLINE ONLY PACKAGES

CITRINE, SUNSTONE, & TOPAZ.

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:

Enter only last 4 digits: we
will call for full numbers

Credit Card Number

Expiration: MMY

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 _____

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 auto-renewal, kindly notify us in writing (email) at least one month before the end of your agreement term. Example: if your last advertising month is December, your auto-renewal cancellation is to be received no later than November 1st.

Due Dates and Layout/Design Charge: Submission of content or advertising changes must be received in writing (email) by the 10th of the month prior to publication (5pm). Example: for a December ad, due date/time is November 10 at 5pm. Should ads come in past the due date and adjustments need to be made to submitted ads, like correcting the ad size to conform to our requirements, fixing of typos, or other appropriate changes, there is a minimum adjustment charge of \$35.

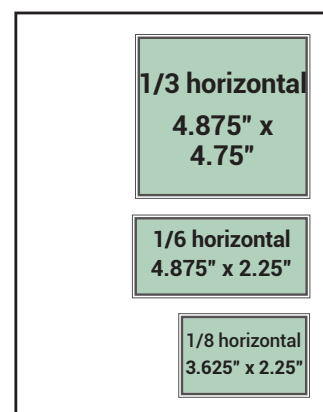
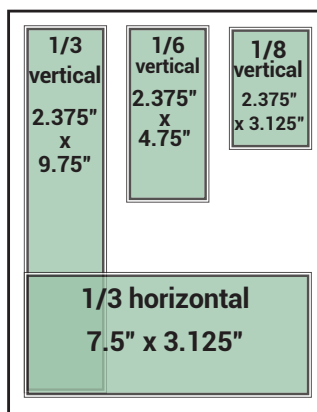
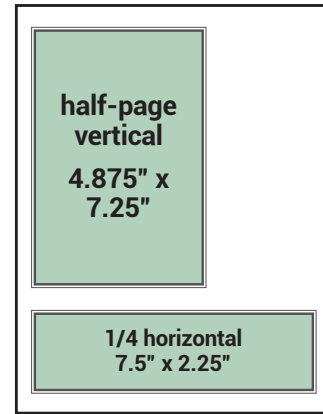
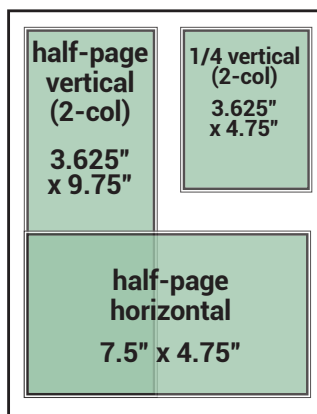
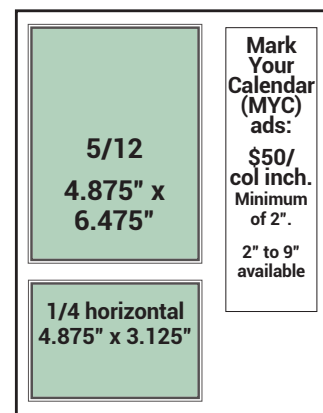
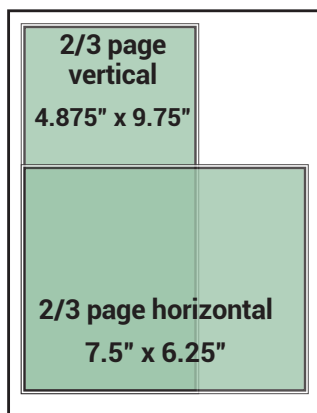
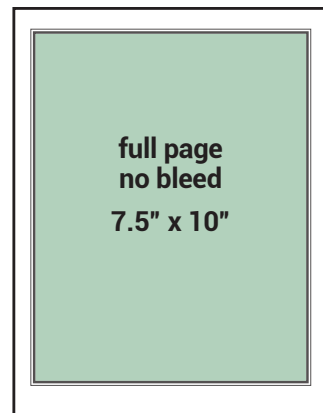
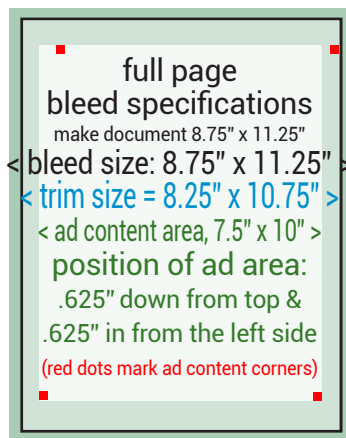
Early Cancellation Policy: To cancel an agreement, publisher must receive a written notice (email NaturalAwakeningsFla@gmail.com) from the advertiser. The final authorized charge to close the account in good standing will include "unearned discounts" for each month the ad was published plus an administrative 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.

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.

Emailled 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.

Email advertising & graphic ad files to:

NaturalAwakeningsFla@gmail.com

Questions? 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

JULY

THE FOOD CONNECTION

FEBRUARY

HEART-CENTERED LIVING

AUGUST

SELF-EMPOWERMENT

MARCH

FOOD & NUTRITION

SEPTEMBER

INSPIRED LIVING

APRIL

SUSTAINABLE LIVING

OCTOBER

HEALTHY PLANET

MAY

WOMEN'S WELLNESS

NOVEMBER

MENTAL HEALTH & WELL-BEING

JUNE

MEN'S HEALTH

DECEMBER

UPLIFTING HUMANITY

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NaturalAwakeningsFla@gmail.com | NAbroward.com | NApalmbeach.com