



natural awakenings

SOUTH JERSEY - PHILADELPHIA
MEDIA KIT - 2024

Our mission is to provide cutting-edge health and wellness news that improves our readers' physical, mental, emotional and spiritual lives. In each issue, readers get connected with natural health, nutrition, fitness, personal growth, green living, creative expression and the products and services that support a healthy lifestyle.



OUR READERS' **TOP 5** INTERESTS ARE:

- 1. HEALTHY LIVING:** Interest in organic foods, natural products, nutritional supplements and a variety of health and fitness pursuits.
take yoga, meditation and tai chi classes, as well as purchase books, videos and CDs on related subjects.
- 2. COMPLEMENTARY & HOLISTIC HEALTHCARE:** Seek out integrative healthcare and holistic disease prevention, including practices such as acupuncture, chiropractic and homeopathy.
- 3. PERSONAL DEVELOPMENT:** Take a strong interest in new experiences and personal growth, including investigations of mind-body-emotion-spirit connections, self-help, leadership and life-balance topics; likely to
- 4. ECOLOGICAL LIFESTYLES:** Early adopters, embracing recycling, green building, ecotourism and all sorts of eco-friendly home and office products.
- 5. SUSTAINABLE ECONOMY:** Choose renewable energy sources, socially responsible investing and fair-trade principles to promote fair, ethical and sustainable business practices that promote a holistic world view.



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

JANUARY HEALTH & WELLNESS

FEATURE: AGING GRACEFULLY
PLUS: ALZHEIMER'S DISEASE

JULY KEEPING IT COOL

FEATURE: EATING SEASONALLY
PLUS: SKIN-SAFE SUMMER

FEBRUARY HEART-HEALTHY LIFESTYLE

FEATURE: ORAL HEALTH FOR HEALTHY HEART
PLUS: BREATHWORK FOR STRESS REDUCTION

AUGUST FINDING YOUR TRIBE

FEATURE: THE POWER OF COMMUNITY
PLUS: KIDS' SPORTS SAFETY

MARCH FOOD & NUTRITION

FEATURE: PLANT-BASED HEALING
PLUS: COLON HEALTH

SEPTEMBER EMOTIONAL HEALING

FEATURE: TRAUMA & ADDICTION RECOVERY
PLUS: YOGA FOR RECOVERY

APRIL ECO-TRAVEL

FEATURE: NORTH AMERICAN ECO-ADVENTURES
PLUS: PARKINSON'S DISEASE

OCTOBER WHOLE BODY ALIGNMENT

FEATURE: CHIROPRACTIC & BODYWORK
PLUS: BREAST HEALTH

MAY WOMEN'S WELLNESS

FEATURE: HORMONAL HEALTH JOURNEY
PLUS: LYME DISEASE

NOVEMBER GRATEFUL AGING

FEATURE: BECOMING A WISE ELDER
PLUS: FOOD CELEBRATIONS

JUNE MEN'S HEALTH

FEATURE: MENTAL HEALTH FOR MEN
PLUS: VEGAN FITNESS

DECEMBER RECONNECT & REJUVENATE

FEATURE: THE GIFT OF SELF CARE
PLUS: THE PLACEBO EFFECT



MAGAZINE AD RATES: Cost Per Month

Size:	1 Month	6 Months* <i>15% discount</i>
Full Page	\$1150 mo.	\$977 mo.
1/2 Page	665	565
1/3 Page	462	393
1/4 Page	369	314
1/6 Page	269	190

Premium Positioning (full page only)

Inside Front	\$1397	\$1188
Page 3	1397	1188
Inside Back	1304	1108
Outside Back	1546	1314

Calendar of Events

Calendar Listing: **\$28** (50 words or less)
Submit your listing online by the 12th of the month prior to publication to: Publisher@NASouthJersey.com

Classified Ads

\$28 (up to 20 words)+ **\$1** per word over 20 words. Must be pre-paid.
Email listing, include billing contact information by 12th of month prior to publication to: Publisher@NASouthJersey.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 **\$28** per 15 mins. of design time. (Minimum charge: **\$28**)

Deadlines

Display ads, classifieds and calendar listings must be received by the 12th of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 12th.

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

COMMUNITY RESOURCE GUIDE

Category Name

YOUR BUSINESS NAME

Contact Name
Address / City
Phone
Email
Website



Description: 25 words about you. 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.

Resource Guide Pricing

\$109/month

Run w/Display Ad: \$55/month
(for length of contract)

Listing includes

4 name/address lines and up to a 25-word description

- Extra name/address lines: **\$8** each
- Extra words in description: **\$1** each

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

NASJProduction@gmail.com

Contact Us

Natural Awakenings – South Jersey - Philadelphia

Shae Marcus, *Publisher*

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Marlton, NJ 08053

ph. 856-797-2227

Publisher@NASouthJersey.com

NASouthJersey.com

South Jersey Philadelphia

ORDER DESCRIPTION	SIZE/QTY	MONTHLY FEE
Display Ad		
Resource Guide		
Calendar Items		
Online Business Listing		
In-Depth Marketing		
Funnel Strategy		
Banner Ad / NA Website		
Banner Ad / Email		
Email / E-Blast		
Social Media Mgmt		
Advertorial		
Initial Design Fee		
HHH Expo New Jersey		
HHH Expo Workshop		
Total Charge for 1st Month		\$
Each Additional Month		\$

CONTRACT LENGTH: 12 mo 6-11 mon 1-5 mo

From ____/____ Through ____/____

Editorial Placements:

News Brief: (up to) _____ Health Brief (up to): _____

Article(s) : _____ Spotlight (month): _____

Qty of Magazines to Location: _____

Notes:

Shae Marcus, Publisher

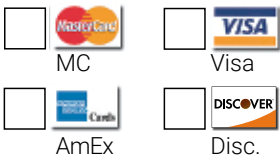
Date

In House: Distribution Data Billing Social Media

I authorize *Natural Awakenings* to bill this credit card for the amounts and frequency specified by this contract, and am aware that it is my responsibility to provide updated billing information by the 15th of the month prior to publication:

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. *Six month contracts will automatically renew.*

Please initial. "Yes, I read the fine print."

Credit Card # _____

3-Digit Code _____

Expiration Date _____

Date _____

Name _____

Business Name _____

Address _____

City _____

State _____

Zip _____

Telephone () _____

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 _____

DATE _____

Cancellation Policy: To cancel, notify us in writing at least one month before the end of your agreement term. Email with confirmed receipt is acceptable. **Broken Agreements:** Unearned discounts and an administrative fee up to 25% of your nondiscounted rate (minimum \$35) are imposed on broken agreements. For annual contracts, there is a \$300 charge if cancelled prior to 7 months.

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

**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 and Publisher will not be accepted for print-ready ads.
Emailed files must be under 15 MB.

half-page
vertical
(2cp)

3.625
x
9.75

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 horizontal (3-col)

7.5 x 2.25

1/6
vertical

2.375
x
4.75

1/6 horizontal

4.875 x 2.25

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

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

Please send all advertising graphic files to:
NASJProduction@gmail.com