# LANCASTER / BERKS



 MISSION
 To EMPOWER individuals to live a healthier lifestyle on a healthier planet.

 STATEMENT
 To EDUCATE communities on the latest in natural health and sustainability.

 To CONNECT readers with local wellness resources and events, inspiring them to lead more balanced lives.



# **OUR** READERS

### TOTAL PRINT READERSHIP 55,000

**DISTRIBUTION** 500 locations throughout Lancaster & Berks counties

### **DIGITAL MEDIA**

Facebook • Instagram • Twitter • YouTube • Digital Edition • e-Newsletter

### Who Is The Natural Awakenings Reader?

We've spent the last 25-plus years serving the LOHAS market, and we know what it takes to reach these consumers. According to our readership surveys conducted over the years, our total readership is majority **female (54%)**, and:

- 88% have been reading Natural Awakenings for at least 6 months,
- 44% purchase from our advertisers between 2 and 3 times per month,
- 69% are between the ages of 25-44,
- 81% are college educated,
- 65% have an annual income in excess of \$45K,
- 49% purchase healthy or organic food, and
- 51% attend exercise or fitness events.

(According to a 2021 survey of our readers)



# WHERE TO FIND US

A free community publication, *Natural Awakenings* reaches over 55,000+ readers in print and online. Print copies of the monthly magazine are distributed at 500 locations throughout Lancaster and Berks counties.

Health food stores and markets • Food co-ops • Vitamin and herb shops • Retail stores • Gift shops • Restaurants, cafés and coffee shops Holistic clinics and centers • Practitioner offices • Fitness centers • Recreational centers • Spas & retreat centers • Nonprofit organizations Local and regional expos and conferences • Schools and educational centers • Newsstands • Bookstores • And many other locations!



# NATURAL AWAKENINGS WILL GIVE YOUR BUSINESS **EXPOSURE IN MULTIPLE WAYS**

### - IN PRINT AND ONLINE -



### **Display Ad**

Your very own ad space comes in many sizes to choose from to fit your advertising budget. Custom packages available. Bring vour own ad or we can design one for you.



ad, page xx.

Plastics contaminate our air, tood and water; 22 million pounds of plastic enter the Great Lakes each year, half of which ends up in Lake Michigan (EcoWatch.com/plastic-great-lakes-2157466316.html). Plastic Free MKE recently partnered with scientists at the School of Freshwater Sciences to present a webinar exploring

School of Preshwater Sciences to present a webinar exploring the Great Lakes yeaken in relation to platic pollution, and with Milwauke Riverkeeper for a webinar covering brand audits to hold pollutera sciencumble Platic Free MER's waterway protec-tion initiatives include the Lake Friendly Certification program. Which certifies and promote restaurances, have and calles that have taken areps to reduce angle-are platic. plastic on the Great Lakes and on our health and our climate, as well as tips on how to live plastic-free.

Local Organization Strives for Plastic-Free Living

Plastic Free MKE is a collaboration of community members

small business owners, engineer small business owners, engineers, agencies and local nonprofits working to eliminate pollution from single-use plastics in our city.

Plastics contaminate our air, food

For more information or to get involved, visit PlasticFreeMKE.org.

### **News Brief**

...announces a piece of news about your business and gives additional details.

### **Content Article** ...are original pieces of editorial, written by you.



OSTFOPOD

Caring for Self and Home Motivates and Inspires Us COMMUNITY HERBALIST SARAH ENCOURAGES SELF-LOVE AND G



...are about you and your business.



In addition to our online magazine, we offer display ads, premium business listings and event highlights through our website and social media channels.



### WEDNESDAY, JUNE 20

**Community Resource Guide** 

contact info and a brief description.

...lists your business with an image/logo,

Healthy Home & Body - 6-8pm. Learn how to keep home and body clean while minimizing the impact on our planet. RSVP required. Creative Spa Center, 111 Main St. Sampleville, 123-456-0123. YourUrl com

### **Event Calendar**

... contains listings for that issue month or to "plan ahead".

> **Mark Your** Calendar

Highlights your event(s) within the calendar section.

### markyourcalendar

### **SATURDAY NOVEMBER 6** SUNDAY, NOVEMBER 7

Inner Peace Holistic Expo - 10am-6pm (Sat); 10am-5pm (Sun). Holistic and natural products and services for a healthy mind, body & home, spiritual readings, crystals & gemstones, jewelry, massage, reiki, CBD products, pet wellness and so much more. \$5/weekend. Hamburg Field House, Pine St, Hamburg. 610-401-1342. InnerPeaceHolisticExpo.com







# PRINT AD SPECS

### PDF

- Please create **PDF/X1a** compliant files; CMYK.
- Please submit to: Publisher@NALancaster.com

### **File Specifications/General Guidelines**

- Include/embed all fonts and artwork.
- 300 dpi for images
- CMYK only. Convert any Spot colors not intended to print into CMYK.
- All RGB elements must be converted to CMYK. Pantone Elements must be converted to CMYK. Do not use illegal characters in file names.

### Fonts

- 4 Color black type should not be used. If used, note there is a potential for registration concerns.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
- 4 Color type should not exceed 300% density.

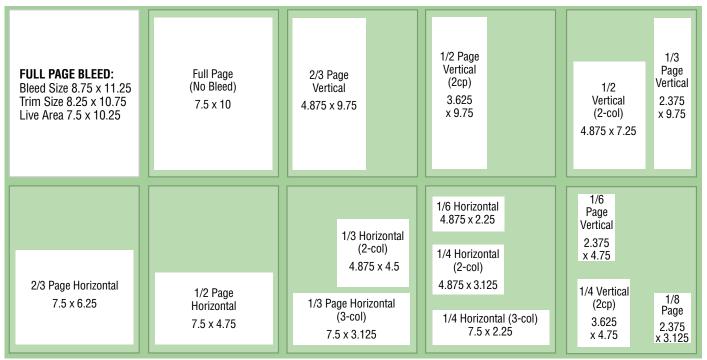
### **Document Settings**

- Ads should be built at 100% trim size.
- Full Page bleed ad, extend bleed to .25" on all sides.
- Full Page bleed ad, all live content intended to print must be kept at least .375" inside trim size.



### File Preparation

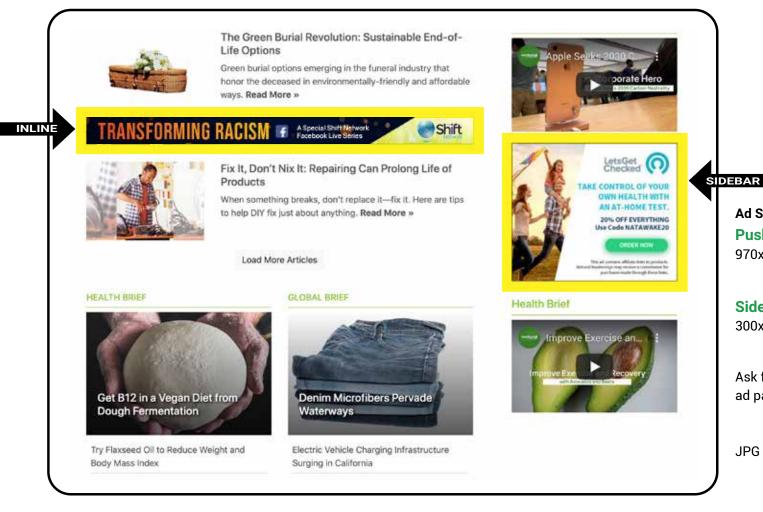
Please adhere to the guidelines to the left when preparing files.



No computer-printed material or website images are accepted.



# **DIGITAL** ADS



Sidebar ads appear on all pages and **inline** banner ads appear on the home page and all landing pages

## Ad Sizes Pushdown 970x66

Sidebar 300x250

**Snapshot** 300x125

Inline

628x60

Ask for individual pricing and ad packages.

JPG and animated GIF files are accepted.

### Why It Works ...

Banner ads can help you stand out in multiple ways with a consistent presence on our web page, driving traffic to your site and generating leads for your business.



### **BANNER** ADS

### What Is It?

Banner ads are within our monthly email newsletters. Given their highly targeted nature they are considered one of the most effective methods for reaching potential customers.

\$89/month

### Ad Size Banner 728x90

JPG and animated GIF files are accepted.





### Why It Works ...

Banner ads and dedicated emails can help you stand out in multiple ways with a consistent presence to promote a product or service and drive traffic to your site, generating leads for your business.

# **ONLINE** BUSINESS DIRECTORY

Natural Awakenings September Newsletter



Hempfield Botanicals 336 N Charlotte Street Suite 100 Lancaster, PA 17603 717-874-8480 Featured Online Business Listing \$49/month Aqua Blue Wellness Center 2435 Old Philadelphia Pike Smoketown, PA 17576 717-656-8615



Premium Online Business Listing \$25/month





## **EDITORIAL CALENDAR**

### **NATURAL AWAKENINGS DEPARTMENTS:**

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

JANUARY HEALTH & WELLNESS FEBRUARY HEART-HEALTHY LIVING MARCH FOOD & NUTRITION APRIL ECO-TRAVEL MAY WOMEN'S WELLNESS JUNF MEN'S HEALTH JULY **KEEPING IT COOL** AUGUST **FINDING YOUR TRIBE** SEPTEMBER **EMOTIONAL HEALING** OCTOBER **WHOLE BODY ALIGNMENT** NOVEMBER **GRATEFUL AGING** DECEMBER **RECONNECT & REJUVENATE** 

natural

717-399-3187 | NALancaster.com • NABerks.com

# CONTACT US

# **Natural Awakenings** Lancaster & Berks Counties

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