

natural awakenings

LANCASTER / BERKS

2024 MEDIA KIT

MISSION STATEMENT

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

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!



Lemon Street Market
Oley Valley Organic Market
Redners
Stauffers
Wawa
Wegmans
...just to name a few



NATURAL AWAKENINGS WILL GIVE YOUR BUSINESS EXPOSURE IN MULTIPLE WAYS

- IN PRINT AND ONLINE -

Hand-Crafted Oil Blends for Your Health - Pure & Safe

Purity-tested essential oils, oil blends, hand-crafted soaps, inhalers & more
Full Spectrum CBD Extracts, federally regulated & organic

SAVE 10% on your 1st online purchase using promo code: **NATURAL**



Inshanti
PURE ESSENTIAL OILS
The harvest of nature, expertly crafted in Leicestershire county

48 Slaymaker Hill Rd | Kinzers • 717-587-3990 • Inshanti.com


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

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



CATEGORY

BUSINESS NAME HERE
Info Line #2
Info Line #3
Info Line #4



Your short, 35-word description goes here. Let us know if you would like help condensing your message. See ad, page xx.

Community Resource Guide
...lists your business with an image/logo, contact info and a brief description.

WEDNESDAY, JUNE 20

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.

Local Organization Strives for Plastic-Free Living

Plastic Free MKE is a collaboration of community members, small business owners, engineers, agencies and local nonprofits working to eliminate pollution from single-use plastics in our city. Plastics contaminate our air, food and water. 22 million pounds of plastic enter the Great Lakes each year, half of which ends up in Lake Michigan (EcoWatch.com/plastic-free-lake: 2157666316.html).



Plastic Free MKE recently partnered with scientists at the School of Freshwater Sciences to present a webinar exploring the Great Lakes system in relation to plastic pollution; and with Milwaukee Riverkeeper for a webinar covering brand audits to hold polluters accountable. Plastic Free MKE's waterway protection initiatives include the Lake Friendly Certification program, which certifies and promotes restaurants, bars and cafes that have taken steps to reduce single-use plastics.

Plastic Free MKE's website lists information about the effect of plastic on the Great Lakes and on our health and our climate, as well as tips on how to live plastic-free.

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

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

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.

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



Preventing and Managing OSTEOPOROSIS
Collagen is a structural protein that makes up bones. The collagen fibers in our bodies are constantly being broken down and replaced. This process is called turnover. If the breakdown process is faster than the replacement process, we have osteoporosis. This is a condition where bones become brittle and more likely to break.

Caring for Self and Home Motivates and Inspires Us
COMMUNITY HERBALIST SARAH PRESTON ENCOURAGES SELF-LOVE AND GRATITUDE
By Sarah Preston

Collagen
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How to Start a Wellness Business
If you're looking to start a wellness business, there are several key factors to consider. First, you need to identify your niche and target audience. Next, you need to create a business plan and secure funding. Finally, you need to build a strong brand and marketing strategy.

Spotlight Article
...are about you and your business.



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.

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 Page (No Bleed) 7.5 x 10	2/3 Page Vertical 4.875 x 9.75	1/2 Page Vertical (2cp) 3.625 x 9.75	1/3 Page Vertical 2.375 x 9.75
2/3 Page Horizontal 7.5 x 6.25	1/2 Page Horizontal 7.5 x 4.75	1/3 Horizontal (2-col) 4.875 x 4.5	1/6 Horizontal 4.875 x 2.25	1/3 Horizontal (3-col) 7.5 x 3.125
		1/4 Horizontal (2-col) 4.875 x 3.125	1/4 Horizontal (3-col) 7.5 x 2.25	1/6 Page Vertical 2.375 x 4.75
				1/4 Vertical (2cp) 3.625 x 4.75
				1/8 Page Vertical 2.375 x 3.125

No computer-printed material or website images are accepted.

This collage features several diverse print ads. 'Slippery Situation' is a text-based ad about environmental cleanup. 'Rescue Bugs' is a colorful ad for pest control services. 'Spawning Saga' is a nature-themed ad about salmon. 'Lady Lanora's Gemstone Treasures & Gifts' is a jewelry ad with a 'FREE SHIPPING' offer. 'ANYLAA TEST' is a health-related ad. 'TAKE CONTROL OF YOUR HEALTH' is a large, bold ad for a health clinic. 'INNER PEACE HOLISTIC EXPO' is an event ad with dates and location.

This collage is primarily composed of spa and wellness advertisements. 'nature' is a small ad for a natural products company. 'A New You IN THE NEW YEAR' is a large ad for a spa treatment. 'VALENTINE'S MASSAGE' and 'OH LOVERBOY OR LOVERBILLY' are promotional offers for couples. 'THE VERY BEST TREATMENT YOU'VE EVER HAD!' is another spa ad. 'LOVE YA HEAL TO YOU SPA PACKAGE' and 'SLOW FOR MY VALENTINE' are more spa-related offers. 'SPECIFIC LAB/LIFT/TINT' is an ad for hair services. 'THE SPA AT WILLOW POND' is an ad for a resort spa.

This collage includes a variety of community and health-related ads. 'UNLIMITED YOGA' is a studio ad. 'Rudra Institute Spring Events' is an event ad. 'Integrative Health Care Studio' is a holistic health ad. 'Maha Therapeutic Soaps at Home' is a soap brand ad. 'SHE YOUR CHILD'S JOYFUL EDUCATION' is an ad for Waldorf schools. 'Optimal Health' is a health and wellness ad. 'Become a Lusha Matura Am-Bassador!' is an ad for a beauty brand.



DIGITAL ADS

INLINE →

The Green Burial Revolution: Sustainable End-of-Life Options
Green burial options emerging in the funeral industry that honor the deceased in environmentally-friendly and affordable ways. [Read More »](#)

TRANSFORMING RACISM A Special Shift Network Facebook Live Series

Fix It, Don't Nix It: Repairing Can Prolong Life of Products
When something breaks, don't replace it—fix it. Here are tips to help DIY fix just about anything. [Read More »](#)

Load More Articles

HEALTH BRIEF
Get B12 in a Vegan Diet from Dough Fermentation
Try Flaxseed Oil to Reduce Weight and Body Mass Index

GLOBAL BRIEF
Denim Microfibers Pervade Waterways
Electric Vehicle Charging Infrastructure Surging in California

Health Brief
Improve Exercise and Recovery with Avocado and Seeds

SIDEBAR ←

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

Ad Sizes

Pushdown
970x66

Inline
628x60

Sidebar
300x250

Snapshot
300x125

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.



EMAIL ADVERTISING

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



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





NATURAL AWAKENINGS' 2024 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**

JUNE **MEN'S HEALTH**

JULY **KEEPING IT COOL**

AUGUST **FINDING YOUR TRIBE**

SEPTEMBER **EMOTIONAL HEALING**

OCTOBER **WHOLE BODY ALIGNMENT**

NOVEMBER **GRATEFUL AGING**

DECEMBER **RECONNECT & REJUVENATE**

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