

natural awakenings

DALLAS - FORT WORTH EDITION

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.



NATURAL AWAKENINGS READERS

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)

Our Readers' TOP 5 Interests Are:

1. HEALTHY LIVING
2. COMPLEMENTARY & HOLISTIC HEALTH CARE
3. PERSONAL DEVELOPMENT
4. ECOLOGICAL LIFESTYLES
5. SUSTAINABLE ECONOMY

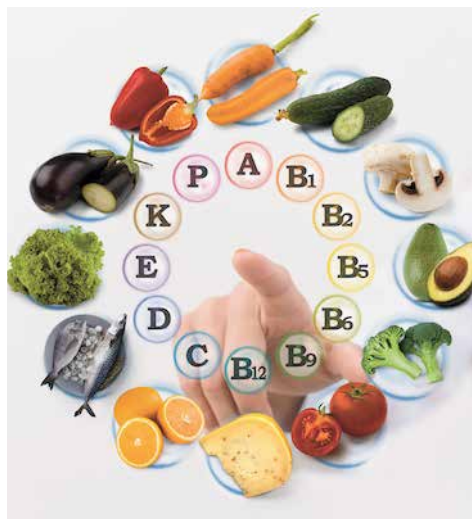


DIVERSE, TARGETED DISTRIBUTION

Reach More than 250,000 Thousand Consumers Monthly

A free community publication, *Natural Awakenings* Dallas-Fort Worth Metroplex Magazine is distributed at hundreds of locations across Dallas, Collin, Rockwall, Denton and Tarrant counties, providing an unsurpassed depth of market penetration. Our readers can pick us up all month at :

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!



PRINT AD SPECS



PDF

- Please create **PDF/X1a** compliant files; CMYK.
- Please submit/upload to:
editor@NADallas.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 below 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 Page Horizontal
(3-col)
7.5 x 3.125

1/4 Horizontal (3-col)
7.5 x 2.25

1/2
Vertical
(2-col)
4.875 x 7.25

1/3 Horizontal
(2-col)
4.875 x 4.5

1/4 Horizontal
(2-col)
4.875 x 3.125

1/4 Vertical
(2cp)
3.625
x 4.75

No computer-printed material or website images are accepted.



ADVERTISING PRINT AD RATES

All rates are per market, per month

MONTHLY

Size	12 Months	6 Months	1 Month	Design
Full Page	\$850/mo	\$1175/mo	\$1350/mo	\$200
2/3 Page	\$750	\$874	\$900	\$190
1/2 Page	\$520	\$589	\$695	\$150
5/12 Page	\$500	\$550	\$600	\$150
1/3 Page	\$339	\$395	\$475	\$85
1/4 Page	\$299	\$351	\$454	\$85
1/6 Page	\$225	\$290	\$395	\$65
1/8 Page	\$159	\$199	\$287	\$50

PREMIUM POSITIONING FULL PAGE ONLY

Inside Front	\$1098	\$1198	\$1400	\$200
Page 3	\$1098	\$1198	\$1400	\$200
Page 4 & 5	\$990	\$1100	\$1295	\$200
Inside Back	\$990	\$1100	\$1295	\$200
Outside Back	\$1350	\$1450	\$1495	\$200

COMMUNITY RESOURCE GUIDE

12 Months 6 Months

\$99/mo \$129/mo

Run with Display Ad \$49/mo
for length of contract

Listing includes

4 name/address lines and up to a 50-word description

- Extra name/address lines: \$7 each

- Extra words in description: \$1 each

Email your listing by the 10th of the month prior
to publication to: Publisher@NADallas.com.



Added Value:

**12-month contract
advertisers receive:**

- Resource Guide listing (CRG)
- 4 news briefs (1 per quarter)
- Spotlight article (up to 750 words)
- 5 calendar listings per month

National Digital Add-Ons

**12-month contract
advertisers receive
a discount on:**

- Banner Advertising
- Email Marketing
- National Website Sponsorship
- Sponsored Content

CLASSIFIED ADS

\$25 (up to 20 words)+ \$1 per word over 20 words.
Must be pre-paid. Email listing, include billing
contact information by 10th of month prior to
publication to: Publisher@NADallas.com

CALENDAR OF EVENTS

Save the Date: \$85 (50 words or less)
Display Advertisers: 2 complimentary listings per
month—for ad size 1/6 page or larger. Under 1/6
page and CRG Advertisers: 1 free listing per month.
Submit your listing online by the 10th of the month
prior to publication to: Publisher@NADallas.com.

AD DESIGN AND LAYOUT

The contract rates listed are for camera-ready ads.
If needed, initial ad design/layout fee is as listed.
Subsequent ad design/layout changes will be billed
at \$25 per 15 minutes of design time. (Minimum
charge is \$25.)

DEADLINES:

Display ads, classifieds and calendar listings must
be received by the 10th of the month prior to the
desired month of publication. Requests for changes
to existing ads also must be received via email by
the 10th.

ONLINE RATES

Per Month
Print Advertisers
Receive An
Additional 25% off
Prices listed
and Full Page
advertisers receive
complimentary
Online ads for
term of ad
campaign.

Size		12 Months	6 Months	1 Month
Leaderboard	728x90	\$267	\$275	\$313
Rectangle	300 x 250	\$194	\$221	\$259
Featured Video	300 x 250	\$194	\$221	\$259
1/2 Rectangle	300 x 125	\$105	\$115	\$135
Square	125 x 125	\$58	\$64	\$75

BANNER ADS

INLINE →

The screenshot shows a website layout with several ad placements:

- Inline Banner:** A yellow banner for "TRANSFORMING RACISM" with a Facebook Live Series logo.
- Sidebar Ad:** A vertical ad for "LetsGetChecked" with the text "TAKE CONTROL OF YOUR OWN HEALTH WITH AN AT-HOME TEST. 20% OFF EVERYTHING Use Code NATAWAKE20".
- Other Content:** Articles like "The Green burial Revolution", "Fix It, Don't Nix It", "Get B12 in a Vegan Diet from Dough Fermentation", and "Denim Microfibers Pervade Waterways".

→ **SIDEBAR**

Each month, our national website receives:

5K

Unique Visitors

14K

Page Views

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

Ad Sizes

Sidebar

300x250

RETAIL: \$250/mo

Inline

970x66

RETAIL: \$200/mo

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.

WEBSITE SPONSORSHIPS

What's Included?

The Community Sponsor Package includes:

- A Premium Directory Listing
- Your logo with a link to your Directory Listing in the footer of every page
- A Banner Ad to highlight your business
- One (1) piece of Sponsored Content per month shared via email and Facebook (+ optionally boosted on Facebook)
- Email Sponsorship
- A badge for your site

RETAIL: \$950/month

Each month, our national website receives:

5K

Unique Visitors

14K

Page Views

NATURAL HAIR CARE/BEAUTY

"Through the 25-plus years as a small business owner, I have spent hundreds of thousands of dollars on advertising. The most effective marketing has been my relationship with *Natural Awakenings* magazine, a community of like-minded people and those seeking knowledge about a healthier way of life. *Natural Awakenings* provides sound advice, profound information and the resources to make the right connections to the answers to concerns of our community. I have had the pleasure of being of service to many new guests and making new connections with like-minded people building lasting relationships. *Natural Awakenings* has helped my business create awareness to a holistic approach to beauty. Because of my relationship with *Natural Awakenings*, my business has grown on so many levels and enjoyed rapid growth. Most of all, I love you!!!!"

Maureen, Fresh Organic Salon
Bedford Hills, NY



2024 Editorial Calendar

January | **Health & Wellness**
Feature: Aging Gracefully

February | **Heart-Healthy Lifestyle**
Feature: Oral Health for Healthy Heart

March | **Food & Nutrition**
Feature: Plant-Based Healing

April | **Eco-Travel**
Feature: N. American Eco-Adventures

May | **Women's Wellness**
Feature: Hormonal Health Journey

June | **Men's Health**
Feature: Mental Health for Men

July | **Keeping It Cool**
Feature: Eating Seasonally

August | **Finding Your Tribe**
Feature: The Power of Community

September | **Emotional Healing**
Feature: Trauma & Addiction Recovery

October | **Whole Body Alignment**
Feature: Chiropractic & Bodywork

November | **Grateful Aging**
Feature: Becoming a Wise Elder

December | **Reconnect & Rejuvenate**
Feature: The Gift of Self Care

