



natural awakenings

Northwest Florida
MEDIA KIT - 2024

READER DEMOGRAPHICS

85% female, 35-54 yrs old.

60% have college degrees.

51% have an annual household income of more than 50K.

66% reading Natural Awakenings more than 2 yrs.

34% share their copy with 2 or more additional readers.

21% purchase from our advertisers 1-3 times per month.

88% purchase healthy or organic food.

47% regularly attend spiritual or healing events.

48% regularly attend exercise or fitness events.



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

reach our readers

PRINT

ONLINE

MOBILE



- Available for FREE in Health Food Stores, Fitness Clubs, Yoga Studios, Medical Offices, Chiropractic Offices, Libraries, including Wholefoods. Ever'man, select Publix Grocery Stores and where other free publications are found, more than 700 sites.

- **Distribution in Escambia & Santa Rosa County** covers the entire Pensacola, Gulf Breeze, Milton, Pace and Navarre area.

- **Distribution in Okaloosa and Walton County** covers Crestview, Destin, Defuniak Springs, Ft. Walton Beach, Eglin & Hurlburt AFB, Miramar Beach, Niceville and Santa Rosa Beach.

- **Distribution in Bay County** covers Panama City, Panama City Beach, Calloway, Lynn Haven and Mexico Beach.

- We can also expand your marketing efforts to include as many of our NA reader communities across the country that fit your needs. We have national program to reach more than 70 markets and 1.4 million readers per month that will bring your products or services to our highly targeted customer base.



- NWFNaturally.com features content and local editorial from our print magazine on our website which is translatable into every language and searchable by google internationally.

- Online ads are site-wide in a dynamic position down the right-hand side of each page.

- Our online ads are integrated by packages from the print version but can also be purchased separately as a stand-alone program.

- *Natural Awakenings* shares content and supports our advertisers through our social media sites, Facebook, Twitter and LinkedIn



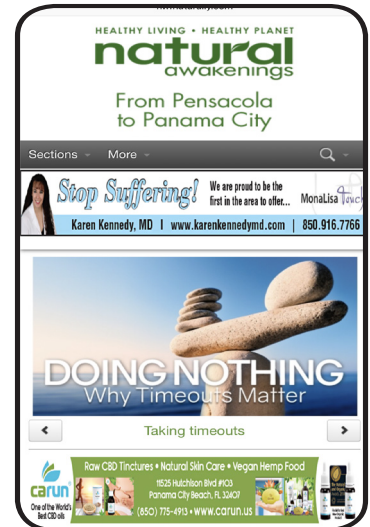
Like Us at
Natural Awakenings
NWF



Follow Us at
Natural Awakenings
NWF



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Natural Awakenings
NWF



- The Natural Awakenings of Northwest Florida is mobile. The site is responsive on both Apple or Android mobile platforms. Its easy to view and navigate and no need to download any additional apps. Quickly view articles, digital magazines, calendar events and local resources, plus submit events and news, perfect for our readers on the go

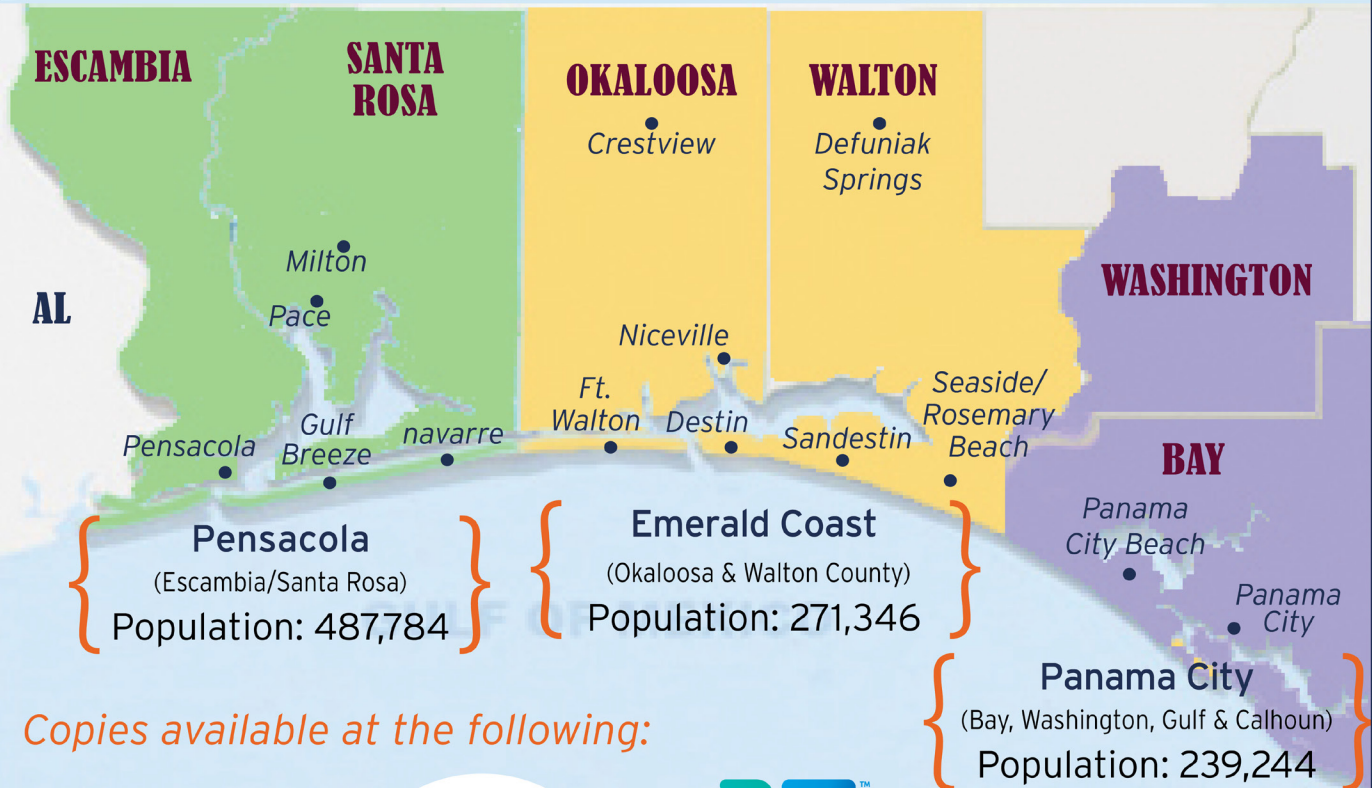


- The digital version of our magazine, which is a mirror copy of our print magazine, is emailed to more than 4000 digital subscribers each month and published on ISSUU, the world's largest digital news stand.

distribution map

natural
awakenings

**EXTENSIVE
DISTRIBUTION**



Copies available at the following:



Publix®

SELECTED

Winn-Dixie



Also found in more than 700 distribution sites including:

- Health Food & Nutritional Stores
- Fitness Clubs
- Medical Offices
- Chiropractic Centers
- Yoga Studios
- Spas
- Massage Clinics
- Libraries

For information call: (850)687-0825

Digital Magazine available at NWFNaturally.com
website, social media and on popular digital news stands

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, Publisher or Canva files will not be accepted for print-ready ads.

Emailed files must be under 15 MB.

***full page bleed**
bleed size: 8.5 x 10.5
trim size: 8 x 10
live area: 7.5 x 9.355

***full page no bleed**
7.5 x 9.355

Please send all advertising graphic
Files to:
Scott@NWFNaturally.com

***2/3 page vertical**
4.875 x 9.355

***2/3 page horizontal**
7.5 x 6.18 in

***half-page vertical (2cp)**
3.625 x 9.355

***half-page vertical**
4.875 x 6.972

***half-page horizontal**
7.5 x 4.615

***1/3 vertical**
2.375 x 9.355

***1/3 horizontal (2-col)**
4.875 x 4.615

***1/3 horizontal (3-col)**
7.5 x 3.1

***1/4 vertical (2cp)**
3.625 x 4.615

***1/4 horiz. (2-col)**
4.875 x 3.1

***1/4 horizontal (3-col)**
7.5 x 2.32

***1/6 horizontal**
4.875 x 2.32

***1/6 vertical**
2.375 x 4.615

PRINT AD RATES

AD RATES

All rates are per month

Size	12 Months	6 Months	1 Month	Design
Full Page	\$775	\$900	\$1100	\$200
2/3 Page	\$640	\$675	\$750	\$175
1/2 Page	\$525	\$595	\$675	\$150
5/12 Page	NA	NA	NA	NA
1/3 Page	\$365	\$400	\$475	\$100
1/4 Page	\$295	\$325	\$350	\$85
1/6 Page	\$200	\$230	\$255	\$75
BC	NA	NA	NA	NA



Added Value:

12 month Display advertisers receive:
(see samples, page 8)

- 4 news briefs (1 per quarter)
- 5 calendar listings per month
- Basic digital package

Digital Add-Ons

Print advertisers receive special discounts on:

- Premium Directory Listing
(See page 13)
- Online Sponsored or Exclusive Content
- Website Community Sponsorship
- Giveaways, Offers, Featured Events

Ask us for more information on digital advertising options.

PREMIUM ADS

Size	12 Months	6 Months	1 Month	Design
Inside Front	\$1000	\$1150	\$1300	\$200
Page 3	\$950	\$1100	\$1300	\$200
Page 4 & 5	\$900	\$1000	\$1250	\$200
Inside Back	\$900	\$1000	\$1250	\$200
Outside Back	\$1200	\$1375	\$1500	\$200

DIRECTORY (CRG)

12 months:	6 months	1 month
\$75/month	\$100/month	N/A

Run w/Display Ad: \$50/month (for length of contract)

Additional Directory Listings 50% off

Listing includes:

Photo/logo, 4 name/address items and up to a 25-word description
Email your listing by the 10th of the month prior to publication. All listing are in print AND digital formats

CATEGORY

BUSINESS NAME HERE

Info Line #2

Info Line #3

Info Line #4



Short, 25-word description goes here. The description in this example is 25 words. Let us know if you would like help condensing your message. See ad, page xx.

2024 ad rates ad packages

FEATURED PACKAGE

Full Page Ad - 6 months
1/2 Page Ad - 6 months
Banner Website Ad
1 Community Resource Guide Listing

Added Value:

Ad Design Included
1 Community Spotlight Article
1 Business Profile in Annual Directory
4 News Briefs per year
5 Calendar Listings per month

\$650/ per month/12 months

PREMIUM PACKAGE

Full Page Ad - 2 months
1/2 Page Ad - 4 months
1/4 Page Ad - 6 months
Banner Website Ad
1 Community Resource Guide Listing

Added Value:

Ad Design Included
1 Community Spotlight Article
4 News Briefs per year
5 Calendar Listings per month

\$525/ per month/12 month

STANDARD PACKAGE

Full Page Ad - 1 months
1/2 Page Ad - 2 months
1/4 Page Ad - 9 months
Splash Page Website Ad
Community Resource Guide Listing

Added Value:

Ad Design Included
1 Advertorial Online
4 News Briefs per year
5 Calendar Listings per month

\$425/ per month/12 month

ECONOMY PACKAGE

1/2 Page Ad - 2 months
1/4 Page Ad - 10months
Community Resource Guide Listing

Added Value:

Ad Design Included
4 News Briefs per year
5 Calendar Listings per month

\$375/ per month/12 month

EVENT PACKAGE

1/4 Display Ad
1-24months
\$40 Ad Design Fee

Added Value :

In Print:
News Brief (1st Month)
Event Spotlight (2nd Month)
Save The Date (each Month)
Online;
Splash page ad w/ Link
Eblast (weekly each Month)
Social Media Promotion Monthly

\$300 / per month/2 months

UPCOMING OPPORTUNITIES

Annual Holistic Health Expo
September 7th & 8th

Any Advertiser who contracts for a Full Page ad for 12 months at the regular rate will receive a free basic booth at the Expo for free.

