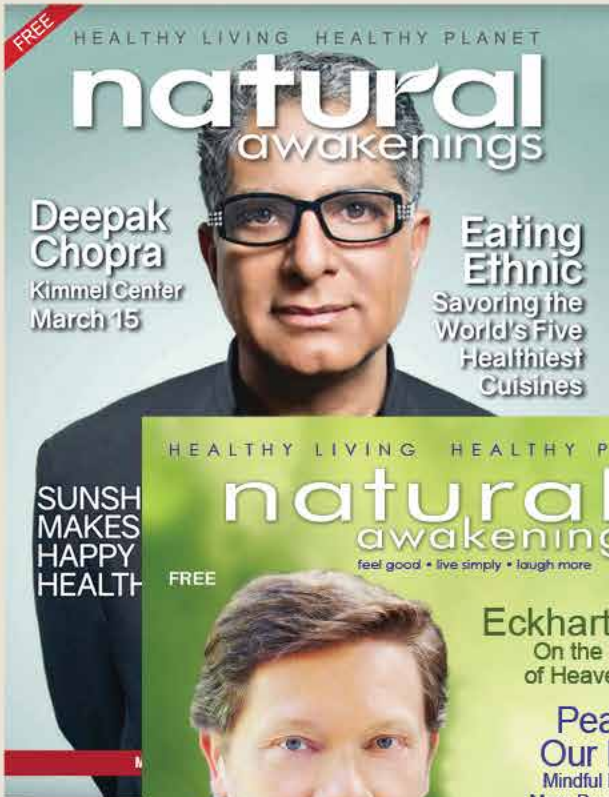
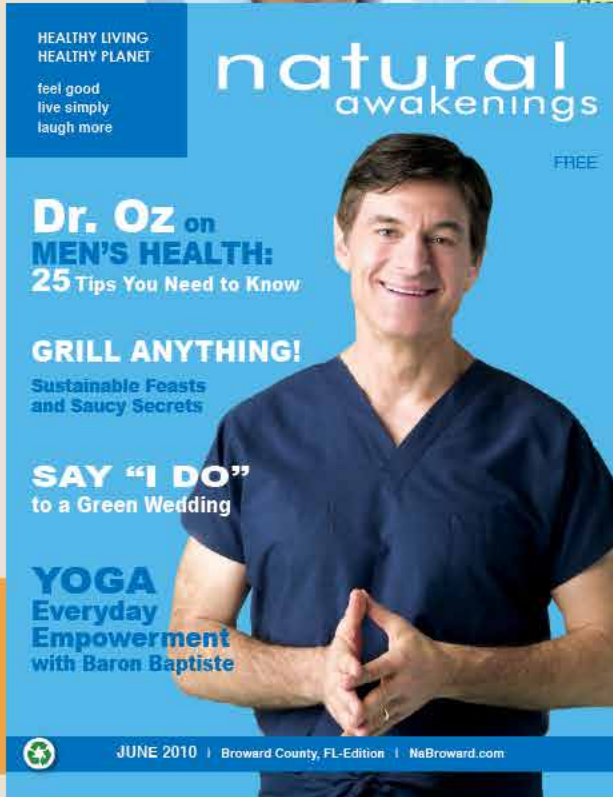




# natural awakenings



## 2024



BROWARD AND PALM BEACH FL EDITIONS  
954-630-1610 OR 561-626-5584

# HEALTHY LIVING HEALTHY PLANET

**natural**  
awakenings

## media kit

**Broward & Palm Beach County,  
Florida Editions**

**Office: 954-630-1610 or  
561-626-5584**



Natural Awakenings is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy. With more than 40 franchises in markets across the U.S. Compare our rates — they are the most reasonable you will find. Your ad in Natural Awakenings works for you much longer than in daily or weekly publications.

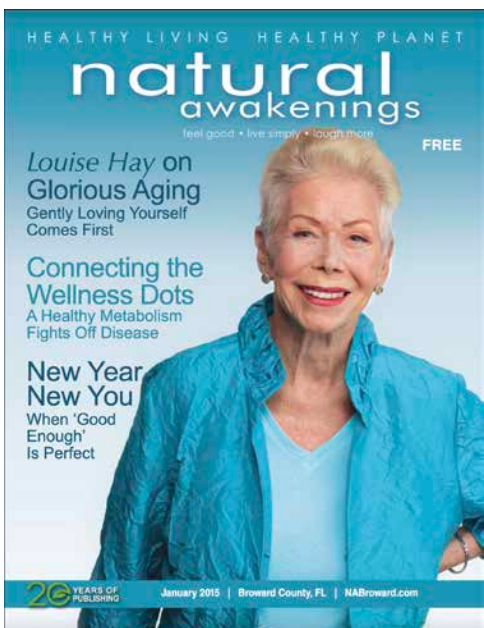
Natural Awakenings Magazines are considered current even if they are two years old because the information in each issue/edition is not political news. It is based on the newest medical and scientific research on health and wellness from the United States and all over the world. The dates of the issues are only there for people to be able to find the articles. As a matter of fact we know this, because we have been publishing our magazine for almost thirty years. Our loyal readers keep them in their libraries or wherever they keep their favorite books and magazines to share health and wellness news with family and friends. It's very common for people to call us to let them know if we can mail them an old issue where they read about such and such.

Our mission is to provide insights and information to improve the quality of life physically, mentally, emotionally, and spiritually. One in four adult Americans are part of the \$290 billion marketplace for goods and services in the categories of health and wellness, the environment and ecological living, social justice, personal development, spirituality and socially responsible investing.

## Who is the *Natural Awakenings* Reader?

Results from our 2022 Readership Survey reveal our readership is:

- 80%+** of readers make purchases from ads seen in our magazine
- 88%** have been reading Natural Awakenings for at least 6 months
- 44%** purchase from our advertisers between two and three times per month
- 51%** share their copy of our magazine with two or more additional readers
- 53%** are female
- 69%** are between 25 and 44 years of age
- 81%** are college educated
- 49%** purchase healthy or organic food
- 51%** attend events as seen in our magazine



## Targeted Distribution Yields Local Market Penetration

As a free community publication, we're distributed in hundreds of locations in each franchise market for an unsurpassed depth of market penetration of **tens of thousands of distribution points**.

Each month we distribute more than **75,000 digital copies** of our magazines via email. *Natural Awakenings* is read online in each market contributing to our readership of multiple **millions**.

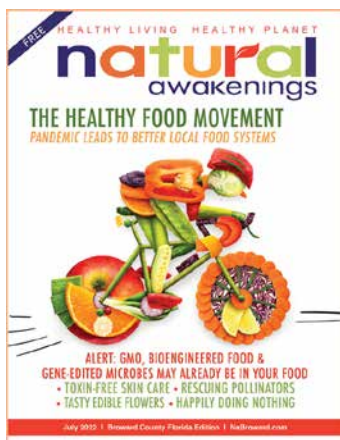
**CISION**<sup>®</sup>



**\*Natural Awakenings recently received the prestigious FBR50 Franchise Satisfaction Award from Franchise Business Review.**

**Natural Awakenings Magazine is ranked 5th Nationally in Cision's<sup>®</sup> 2016 Top 10 Health & Fitness Magazines list**

Cision<sup>®</sup> is the world's leading source of media research. Visit [cision.com](http://cision.com) or follow @Cision on Twitter.



## Submitting Content:

### Article Briefs – News, Local, or Health

Length: 50 to 200 words • As part of our Advertising Packages, we offer the opportunity to submit an Article at least once every six months. **Article Briefs** have a value of up to \$500 and are published in the front part of the magazine.

**Local Briefs** may introduce your company to our readership, announce a new product or service, a completed certification, special upcoming event, or perhaps a change in personnel, expansion of an additional location, or a move to a newer location.

**Health Briefs** are short pieces of information discussing new health facts or leading-edge research in a particular field. This is an opportunity to share specific therapy-related insights, such as how laser treatments can reduce pain or how recovery therapies are being used for wellness.

These Brief Formats are specifically designed to complement your advertising efforts, keeping you top-of-mind. Please write your Brief in the third person. At the end of Briefs, we will reference the page number for your ad(s).

### Business Spotlight

Length: up to 450 words • Available for our advertisers after the first six months of advertising in place of a Brief. Spotlights can be a hyper-focus on the business owner(s). This third-person format provides a powerful opportunity for our advertisers to introduce themselves or their business, highlighting what sets them apart, their philosophical approach to wellness, and their specialized methods for supporting a healthy lifestyle. Emphasize the benefits and effectiveness of specialized treatments or therapies you may offer.

### Advertorials

Advertorials are the most effective way to have content placed in our publication, as they provide an opportunity to tell a targeted story about your products and services using a style similar to an article. Here are some example rates for a single month: \$398 for a 1/4-page ad size (fits up to 200 words with photo) and \$1,080 for a full-page 400-700-word advertorial (optional ad design is extra). Please email your advertorial to receive a quote.

### Due Date and How to Submit Content

• 5:00 PM on the 10th of the month before publication.

### Additional Notes

• We publish fresh, original content that has not been published elsewhere.

• To maintain consistency with our magazine's style, we reserve the right to edit all submissions for length, style, and clarity.

• Content is not subject to copy review, we may contact you to verify information.

• Please paste your content directly into an email (preferred) or email your submission in digital format as an MS Word or text file. No formatting is required. Include your name, business, and phone number with all submissions.

### Photos and Graphics

Please include any photos or graphics as high-resolution JPG, EPS, or PDF attachments in your email submission. Raw photos straight from the camera are preferred. Computer-printed material, low-resolution website images, or graphics embedded into Microsoft Word documents are not acceptable.

Submit to: [NaturalAwakeningsFla@gmail.com](mailto:NaturalAwakeningsFla@gmail.com)

## Contact Us

Broward & Palm Beach Co.  
Office: 954-630-1610  
561-626-5584  
[NaturalAwakeningsFla@gmail.com](mailto:NaturalAwakeningsFla@gmail.com)  
[NABroward.com](http://NABroward.com)  
[NAPalmBeach.com](http://NAPalmBeach.com)

## DISPLAY AD RATES: Full Color / Cost Per Month with online Premium Listing

Rates below are for either the Broward County edition or the Palm Beach County edition. Contact us for other Edition rates.

Size:	12 Months*	6 Months*	Month/Month	Optional Design
Full Page	\$858	\$953	\$1,093	\$324
2/3 Page	670	741	842	249
1/2 Page	558	618	702	207
5/12 Page	491	541	612	180
1/3 Page	389	430	485	142
1/4 Page	334	367	411	120
1/6 Page	253	278	311	90
1/8 Page	197	215	237	68

### Premium Positioning (full page only)

Pg 2 or 3	\$1,012	\$1,128	\$1,298	\$324
Page 4 or 5	952	1,060	1,163	324
Inside Back	1,012	1,125	1,298	324
Outside Back	1,102	1,230	1,418	324

\* Pricing: Monthly prices (rates) listed are per issue/per market and based on consecutive month placement.

### Classified Ads

Three months: \$90 (up to 15 words) + \$6/word over 15 words.

### Calendar of Events & Ongoing Calendar Ads

**Date Specific Events Listing:** \$20; (35 words or less)

Login/Join our website: NAPalmBeach.com or NABroward.com to order calendar items, or to post online. Each listing is \$20 and is limited to 35 words total for in-print. The online version of your event notification can include additional words, and an image.

**Mark Your Calendar** ads are \$100 for the first two inches, \$75 for each additional inch.

**Ongoing Calendar items are billed quarterly:** \$20/mo. (\$60 for the quarter). ORDER CALENDAR ITEMS ONLINE. Display Advertisers: up to 5 complimentary listings per month. Directory Advertisers: one complimentary calendar listing per month. Credit(s) for ordering in-print calendar items are conveniently applied at the "online checkout" for our advertisers.

**Due Date, 10th of month before publication.**

### Online Marketing

Print advertisers receive discounted ONLINE Marketing. Ask us about Online Premium Directory Listings, Web Sponsorships (limited availability) and Web Ads.

## AQUAMARINE PACKAGE

- Monthly Standard Community Resource Guide ad in print (example below),
- Ongoing Online Premium Listing,
- Monthly Calendar item (in print),
- 2 Articles/year: Starting with an Article Brief, then a Business Spotlight!

### COMMUNITY RESOURCE GUIDE

#### BUSINESS NAME

Address Line

Phone

Website



The Natural Awakenings Community Resource Guide (CRG) listings are a reference tool allowing our readers to find you when they are in need of your product or service. *Page number of your display ad here at no additional charge.*

### Monthly Standard Pkg. Rates\*\*

12 months	6 months	month/month
\$120	\$135	\$179***

### \*\*Standard in-print Resource Guide portion of package includes:

A photo or logo image, 4 lines of contact information (above image), and a 25-word description.

Contact information is placed in the following order: Business name or Contact Person, Address, telephone number (may include city), email, and website.

- Extra lines above image area are \$5 each
- Extra words in description are \$1 each (50 word limit for description section).

\*\*\*Certain Restrictions Apply

## MULTI-PLATFORM AD PACKAGES, partial list (monthly rates with annual agreement):

AMETHYST (full page) \$928

PERIDOT (1/2 page) \$628

JADE (1/4 page) \$404

GARNET (1/6 page) \$323

RUBY (1/8 page) \$267

AQUAMARINE with all multi-platform pkgs.

ONLINE PACKAGES: CITRINE \$696,

SUNSTONE \$186, & MORE...

Contact Us NaturalAwakeningsFla@gmail.com

954-630-1610, Broward Co., NABroward.com • 561-626-5584 Palm Beach Co., NAPalmBeach.com

### BUSINESS INFORMATION

Name \_\_\_\_\_ Professional Name/Company \_\_\_\_\_

Business Street Address \_\_\_\_\_

Business City, State, & Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_ How did you find out about us? \_\_\_\_\_

*Print Ad placement, check all that apply.*

Natural Awakenings Magazine:  Broward County  Palm Beach County  Other \_\_\_\_\_

#### Advertising series to run:

From \_\_\_\_ / \_\_\_\_ Through \_\_\_\_ / \_\_\_\_

Display Ad size \_\_\_\_\_

Display Ad Package\* \$ \_\_\_\_\_

Ad Design \$ \_\_\_\_\_

Resource Guide Pkg. \$ \_\_\_\_\_

Calendar \$ \_\_\_\_\_

Other \$ \_\_\_\_\_

1st Month Total \$ \_\_\_\_\_

2nd Month through Series completion,

Monthly Total \$ \_\_\_\_\_

### BILLING / CREDIT CARD INFO:

*Enter only last 4 digits: we  
will call for full numbers*

Credit Card Number

Expiration: MMY

Name as it appears on card \_\_\_\_\_

Professional Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Email for receipts \_\_\_\_\_

Contact Phone \_\_\_\_\_

\*Additional Advertising  
Description  
or other notes:

Magazine request for free distribution  
at business location with public access:  25  50  75  100  Other \_\_\_\_\_

#### Advertising Agreements - Corporate Policy

**Credit card auto-charges & auto-renewals:** First payment may be charged the day of order (the month before publication). Subsequent credit/debit card auto-charges — Broward advertisers are charged on the 10th and Palm Beach County advertisers are charged on the 11th, unless pre-approved for another date. Charge confirmations will appear on your card statement and email confirmations are sent, if a valid email address is provided. Agreements are renewed automatically and will be based on the rates in force at the time of renewal. To cancel auto-renewal, kindly notify us in writing (email) at least one month before the end of your agreement term. Example: if your last advertising month is December, your auto-renewal cancellation is to be received no later than November 1st.

**Due Dates and Layout/Design Charge:** Submission of content or advertising changes must be received in writing (email) by the 10th of the month prior to publication (5pm). Example: for a December ad, due date/time is November 10 at 5pm. Should ads come in past the due date and adjustments need to be made to submitted ads, like correcting the ad size to conform to our requirements, fixing of typos, or other appropriate changes, there is a minimum adjustment charge of \$35.

**Early Cancellation Policy:** To cancel an agreement, publisher must receive a written notice (email NaturalAwakeningsFla@gmail.com) from the advertiser. The final authorized charge to close the account in good standing will include "unearned discounts" for each month the ad was published plus an administrative fee of 25% of the one month, non-discounted rate. The unearned discount is calculated as the difference between the one month non-discounted rate and the discounted rate the advertiser was paying. Should this become a collection problem, the advertiser will assume all reasonable costs of collection, including, but not limited to court costs, interest, and legal fees.

**Breached Agreement:** In the event the advertiser is in breach of the Agreement, the publisher shall charge the advertiser as per the "Early Cancellation Policy" and thereafter the Agreement will be deemed to be null and void with the advertiser in good standing.

**X** Name/Signature \_\_\_\_\_ Date \_\_\_\_\_

*I have read and understand the above fine print and agree to allow the credit card on file with Natural Awakenings magazine to be charged in full each month as per this agreement.*

# AD SIZES & SPECIFICATIONS

full page  
bleed specifications  
make document 8.75" x 11.25"  
< bleed size: 8.75" x 11.25" >  
< trim size = 8.25" x 10.75" >  
< ad content area, 7.5" x 10" >  
position of ad area:  
.625" down from top &  
.625" in from the left side  
(red dots mark ad content corners)

full page  
no bleed  
7.5" x 10"

## Formatting Guidelines

**Important: Rich Black & Mitigating Printer Registration Issues** – Rich black is black that uses all 4 colors. Convert all black text and QR codes, to 100% black (K only). This would help mitigate any printer registration issues which may occur.

### 1) File Formats

- Preferred: Press-ready Adobe Acrobat® PDF file (PDF/X1a preset)
- Also accepted: Press-ready EPS & PSD files
- Avoid JPG and PNG files for ads with black text or QR codes

### 2) Color and Layout:

- Convert all elements to CMYK, except 100% black elements
- Keep total ink coverage below 260%
- Remove embedded ICC profiles
- Build ads to exact size dimensions (1/4 inch bleed only for full-page ads)
- Files should be right-reading, portrait mode, 100% size, no rotations
- Remove printer's crop marks

### 3) Text, Fonts, and QR Codes:

- For reverses & colored text, use thick font, 10 pt or larger
- Set text in InDesign (preferred)
- Use 100% black (K only) for all black text and QR codes
- Convert black text in Illustrator and Photoshop to shape/outline
- Set black text to overprint color backgrounds
- Embed or attach all fonts

### 4) Images:

- Use high-resolution images: 300 dpi for photos, 1200 dpi for non-vector line art
- Avoid scaling images beyond 50%-150% range
- Flatten transparent objects at high resolution
- Avoid placing transparent objects over text or critical vector objects

### 5) Software-Specific Instructions:

- **InDesign:** Preferred for layouts with text. Export as PDF/X1a
- **Illustrator:** Okay for ads with no black text or QR codes
- **Photoshop:**
  - 300 dpi, CMYK
  - Place 100% black text/QR codes as top layers, convert to shape before flattening
  - For ads with black text or QR codes, save as PSD (flattened)

### 6) Final Steps:

- Flatten all files with fonts embedded
- Verify black text and QR codes are 100% black (K only)
- Double-check all elements meet these guidelines before submission

- **No computer-printed material or low-resolution 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.**

**Display Ad Design Services** – Fee is based on ad size. Our service includes providing up to three proofs to get the colors, and text fonts just right! Each additional proof requested is \$35. **KINDLY NOTE:** After the 10th of the month, should adjustments need to be made to submitted ads, like size corrections or fixing typos, there is a \$35 change fee.

2/3 page  
vertical  
4.875" x 9.75"

2/3 page  
horizontal  
7.5" x 6.25"

5/12  
4.875" x 6.475"

1/4 horizontal  
4.875" x 3.125"

Mark Your Calendar (MYC) ads:  
\$50/col inch.  
Minimum of 2".  
2" to 9" available

half-page  
vertical  
(2-col)  
3.625" x 9.75"

1/4 vertical  
(2-col)  
3.625" x 4.75"

half-page  
horizontal  
7.5" x 4.75"

half-page  
vertical  
4.875" x 7.25"

1/4 horizontal  
7.5" x 2.25"

1/3 vertical  
2.375" x 9.75"

1/6 vertical  
2.375" x 4.75"

1/8 vertical  
2.375" x 3.125"

1/3 horizontal  
7.5" x 3.125"

1/3 horizontal  
4.875" x 4.75"

1/6 horizontal  
4.875" x 2.25"

1/8 horizontal  
3.625" x 2.25"

**Broward County / Palm Beach County**  
Email files to: [NaturalAwakeningsFla@gmail.com](mailto:NaturalAwakeningsFla@gmail.com)  
Solutions Office: 954-630-1610 or 561-626-5584



# YEAR CALENDAR 2024

## NATURAL AWAKENINGS DEPARTMENTS:

HEALTH BRIEFS | GLOBAL BRIEFS | GREEN LIVING | HEALING WAYS | CONSCIOUS EATING  
| FIT BODY | HEALTHY KIDS | WISE WORDS | INSPIRATION | NATURAL PET\* Monthly Topics Subject to Change.

### January ~ Health & Wellness

Feature: **Aging Gracefully**  
Plus: **Alzheimer's Disease**

### February ~ Heart-Healthy Lifestyle

Feature: **Oral Health For Healthy Heart**  
Plus: **Breathwork For Stress Reduction**

### March ~ Food & Nutrition

Feature: **Plant-Based Healing**  
Plus: **Colon Health**

### April ~ Eco-Travel

Feature: **North American Eco-Adventures**  
Plus: **Parkinson's Disease**

### May ~ Women's Wellness

Feature: **Hormonal Health Journey**  
Plus: **Lyme Disease**

### June ~ Men's Health

Feature: **Mental Health For Men**  
Plus: **Strength Training**

### July ~ Keeping It Cool

Feature: **Eating Seasonally**  
Plus: **Skin-Safe Summer**

### August ~ Finding Your Tribe

Feature: **The Power Of Community**  
Plus: **Kids' Sports Safety**

### September ~ Emotional Healing

Feature: **Trauma & Addiction Recovery**  
Plus: **Yoga For Recovery**

### October ~ Whole Body Alignment

Feature: **Chiropractic & Bodywork**  
Plus: **Breast Health**

### November Grateful Aging

Feature: **Becoming A Wise Elder**  
Plus: **Food Celebrations**

### December ~ Reconnect & Rejuvenate

Feature: **The Gift Of Self Care**  
Plus: **The Placebo Effect**

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