



HEALTHY LIVING | HEALTHY PLANET

natural awakenings



media kit 2024
COLLIER & LEE COUNTY EDITION
SWFLNATURALAWAKENINGS.COM



ADVERTISING RATES/CONTRACT

MAGAZINE AD RATES: Cost Per Month

Size:	12 Months* 25% discount	6 Months* 15% discount	1 Month	Layout/ Design
Full Page	\$785 mo.	\$890 mo.	\$1045 mo.	\$260
2/3 Page	575	650	765	190
1/2 Page	455	515	605	150
5/12 Page	400	450	530	135
1/3 Page	315	355	420	105
1/4 Page	250	285	335	85
1/6 Page	190	215	250	65
1/8 Pg/BC	140	160	185	50

Premium Positioning (full page only)

Inside Front	\$955	\$1080	\$1270	\$320
Page 3	955	1080	1270	320
Page 4 & 5	890	1010	1185	295
Inside Back	890	1010	1185	295
Outside Back	1055	1195	1405	350

Community Resource Guide

12 Mos. **\$95** 6 Mos. **\$110** 1 Mo. NA Display Advertisers: **\$65**
Includes: photo/logo, 4 lines of contact info. and 25-word description.
___ Extra words @ **\$1** ___ Extra items @ **\$5**

Calendar of Events

Events Listing: \$40 (50 words or less) / Ongoing Events Listing: **\$30**
(25 words or less)
Submit all listings online by the 10th of the month prior to publication to: NAMcalendar@SWFLnaturalawakenings.com

Classified Ads

\$35 (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: NAMcalendar@SWFLnaturalawakenings.com

Ad Design and Layout

Ad design is 25% of the 1 month ad size rate. Subsequent design changes will be billed at the rate of **\$25** per 15 mins. of design time.

Deadlines

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

* Pricing is based on consecutive month placement in Natural Awakenings magazine.

Name _____ Date _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Telephone (_____) _____ Invoice by Mail

Email _____

Website _____ Invoice by eMail

12 Months 6 Months 1 Month

From _____ / _____ Through _____ / _____

INITIAL MONTH
Display Ad Price/Month _____

Premium Package/Month _____

Comm. Res. Guide _____

Calendar Listings _____

Classified Ad _____

Design _____

Per Issue TOTAL* _____

2nd Month thru
Contract End

\$ _____
Total Per Month

*Contract payment in full: 5% discount for 12-month advertising contracts prepaid in full.

Payment via credit/debit card only. We gladly accept:



Credit card charges: Your account will be billed on the 15th of the month prior to publication. All advertising must be prepaid.

Broken contracts: Unearned discounts and an administrative fee of 25% of your monthly rate may be imposed (minimum of \$20). Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

I agree to the terms of this contract. I understand the cancellation penalties and payment policies. I authorize the above charges to my credit card.

Signature and Date:

Card No. _____

Exp. Date _____ CVV _____

Name as it appears on credit card

Billing address for credit card

Contact Us

Natural Awakenings – Collier/Lee Edition

Publisher:

Sharon Bruckman • Mobile: 239-207-2775
SharonB@SWFLnaturalawakenings.com

Marketing:

Alina Dabrowski • Mobile: 239-595-5287
AlinaD@SWFLnaturalawakenings.com

Visit: SWFLnaturalawakenings.com

AD SIZES & SPECS

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

Emailed files must be under 15 MB.

full page bleed
bleed size: 8.75 x 11.25
trim size: 8.25 x 10.75
live area: 7.5 x 10

full page no bleed
7.5 x 10

Please send all advertising graphic files to:
AlinaD@
SWFLnaturalawakenings.com

2/3 page vertical
4.875 x 9.75

2/3 page horizontal
7.5 x 6.25

5/12
4.875 x 6.4375

half-page vertical (2cp)
3.625 x 9.75

half-page vertical
4.875 x 7.25

half-page horizontal
7.5 x 4.75

1/3 vertical
2.375 x 9.75

1/3 horizontal (2-col)
4.875 x 4.75

1/3 horizontal (3-col)
7.5 x 3.125

1/4 vertical (2cp)
3.625 x 4.75

1/4 horiz. (2-col)
4.875 x 3.125

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

1/8
2.375 x 3.125

bus. card (2cp)
3.625 x 2.25

1/6 vertical
2.375 x 4.75

1/6 horizontal
4.875 x 2.25

EDITORIAL GUIDELINES

Content Articles

Length: 500-750 words (some articles longer)
Due on or before the 5th of the month prior to publication.

Articles featured in Natural Awakenings cover a wide range of subjects in the areas of health, healing, inner growth, fitness and Earth-friendly living. Articles should be written in layman's terms and impart information in a way that does not sound self-serving. Rather than tackling a vast subject, it is better to focus on a particular segment (example: Using Chinese Medicine to Treat Menopause, rather than Everything You Want to Know About Chinese Medicine). We reserve the right to edit all submissions if necessary; for longer features, a copy of revised article can be faxed or e-mailed upon request. Please include a brief biography at the end of your article.

Spotlight

Length: 350 to 500 words (some articles longer)
Due on or before the 5th of the month prior to publication.

A local writer may profile a local entrepreneur or another person of interest, including some personal perspective and biographical information exploring what they do and why. This may include a spiritual angle elaborating on the motives that drive them to contribute to the community. A Business Spotlight focuses mainly on the enterprise; a Community Spotlight adds a few paragraphs about the owner's personal background to see what makes them tick.

Briefs

Length: 50 to 250 words
Due on or before the 5th of the month prior to publication.

These "clips" of information, with a timely news hook, update readers on wellness and sustainability news and trends: **News Briefs** highlight updates on local organizations, businesses and individuals. **Health Briefs** cover findings from leading-edge research or a new health trend in a relevant field. Health claims must be attributed to professional journals, studies or other credible sources. Submissions are accepted.

Kudos

Length: 50 to 250 words
Due on or before the 5th of the month prior to publication.

Receive an award? Reach a milestone? Kudos are small briefs that give a shout out to special accomplishments.

How to Submit Editorial

Please submit your typed editorial in digital format as a MS Word or text file. No faxed or printed submissions will be accepted.

Email to: SharonB@SWFLnaturalawakenings.com

Include name, business and phone number with all editorial submissions. We reserve the right to edit all submissions for length, style and clarity. Must be informative and educational. Editorial content submissions are judged separately from advertising contracts.

Photos and Graphics

Be sure to include any photos or graphics in high resolution **JPG, TIFF, EPS** or **PDF** formats as email attachments. Raw photos "right out of the camera" are preferred. **Computer-printed material, website images or graphics embedded into Microsoft Word documents are not acceptable.**

How to Submit Graphics

Email to: AlinaD@SWFLnaturalawakenings.com



Contact Us

Natural Awakenings – Collier/Lee Edition

Publisher:

Sharon Bruckman
Mobile: 239-207-2775
SharonB@SWFLnaturalawakenings.com

Marketing:

Alina Dabrowski
Mobile: 239-595-5287
AlinaD@SWFLnaturalawakenings.com
Visit: SWFLnaturalawakenings.com



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

JULY

KEEPING IT COOL

FEBRUARY

HEART-HEALTHY LIVING

AUGUST

FINDING YOUR TRIBE

MARCH

FOOD & NUTRITION

SEPTEMBER

EMOTIONAL HEALING

APRIL

ECO-TRAVEL

OCTOBER

WHOLE BODY ALIGNMENT

MAY

WOMEN'S WELLNESS

NOVEMBER

GRATEFUL AGING

JUNE

MEN'S HEALTH

DECEMBER

RECONNECT & REJUVENATE

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