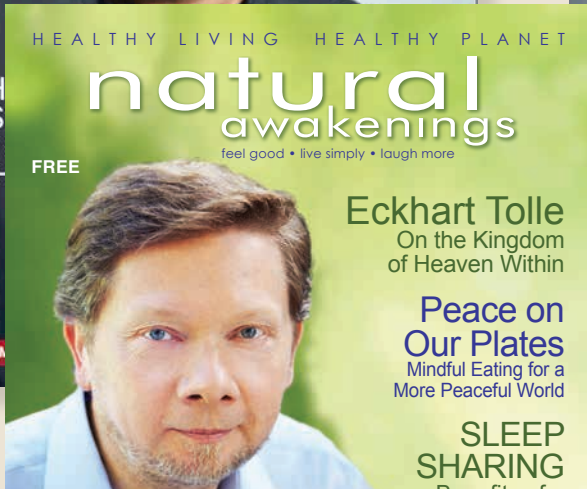
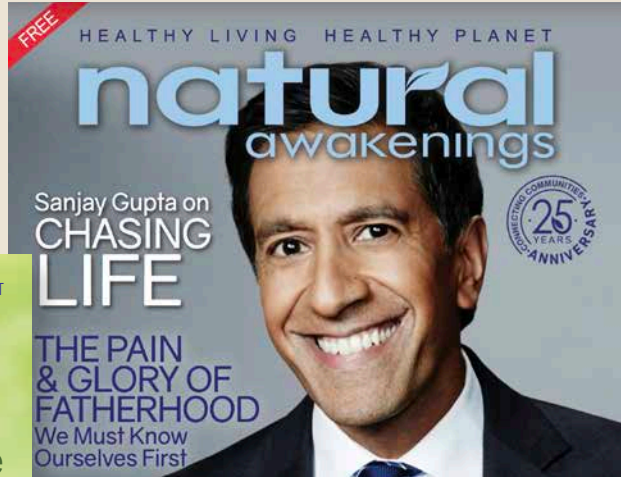




natural awakenings

2025



rd.com

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.

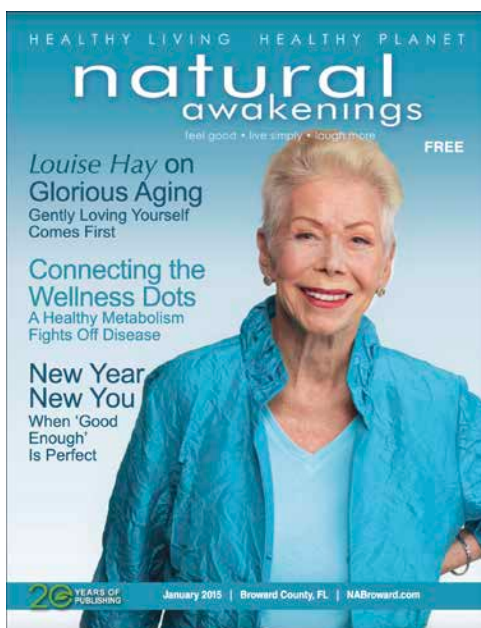
Natural Awakenings Magazines are considered current even if they are two years old because the information in each issue/edition is not political news. It is based on the newest medical and scientific research on health and wellness from the United States and all over the world. The dates of the issues 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**.

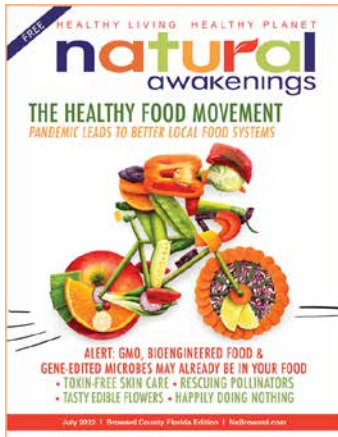
CISION[®]



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

Natural Awakenings Magazine is ranked 5th Nationally in Cision's[®] 2016 Top 10 Health & Fitness Magazines list

Cision[®] is the world's leading source of media research. Visit 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. **Briefs: News, Local, or Health are published in the front part of the magazine and are presented from the third party perspective (submit using third-person).**

News or 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 Formats are specifically designed to complement your advertising efforts, keeping you top-of-mind. Once the Brief has been published in print they are published online, and used to additionally highlight the advertiser. The end-of-the month e-newsletter would include a snippet and link to the online brief. These Briefs are valued at \$475 with the extra promotions. At the end of Briefs in print, we can reference the page number for your ad(s).

Business Spotlight

Length: up to 450 words • Available with monthly 1/3-page display ads or larger.

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). Kindly email your advertorial for 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

Contact Us

Broward County.

954-630-1610

NABroward.com

Palm Beach County

561-626-5584

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 ad: \$100 for the first 2", \$75/addt'l inches.

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. Community Resource Guide (CRG) 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 (CRG) ad in print (example below),
- Ongoing Online Premium Listing,
- Monthly Calendar item (in print),
- 2 Articles/year: Published in print and promoted online!

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) \$330

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 _____

First 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 quantity _____

Advertising Agreements – Corporate Policy

Credit Card Auto-Charges & Auto-Renewals: Your first payment may be charged at the time of order (the month before publication). Monthly auto-charges follow: Broward advertisers are billed on the 10th, and Palm Beach County advertisers on the 11th, unless otherwise pre-approved. Charges will appear on your card statement, and we'll email confirmations if a valid address is provided. Agreements automatically renew at current rates unless auto-renewal is canceled in writing (email) at least one month before the term ends. For example, if December is your last ad month, your cancellation request should be received by November 1.

Content Submission Deadlines & Design Adjustments: Content or ad changes must be received in writing (email) by the 10th of the month prior to publication (5 p.m.). Example: for a December ad, content is due by November 10. A minimum adjustment charge of \$35 applies to ads submitted late or requiring size, typo, or other corrections to meet our specifications.

Early Cancellation Policy: To cancel, email notice to NaturalAwakeningsFla@gmail.com. The final authorized charge includes unearned discounts for each published month and a 25% administrative fee on the non-discounted one-month rate. Unearned discounts are the difference between the standard rate and the discounted rate. If collections are required, the advertiser will assume all reasonable collection costs, including court fees, interest, and legal expenses.

Content Promotion Charge for Early Cancellation: If an advertiser cancels before completing six months, a \$475 fee applies to cover the cost of advertorial space, online placement, and promotion via social media and our e-Newsletter. This fee is waived after six months, with the same condition applying to each subsequent six-month period.

Breach of Agreement: In the event of breach, the Early Cancellation Policy will apply, and the Agreement will be considered null and void once charges are settled.

X Name/Signature _____ Date _____

I have read, understand, and agree to the above fine print, including auto-charges and auto-renewals. I authorize Natural Awakenings magazine to charge my card on file 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"

Important Formatting Guidelines

Important: 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 PSD files
- Avoid EPS, JPG and PNG files for ads with black text or QR codes

2) 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

3) Color and Layout:

- 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
- Keep total ink coverage below 260%
- Convert all elements to CMYK, except 100% black elements
- Remove embedded ICC profiles
- Remove printer's crop marks

4) Images:

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

5) Software-Specific Instructions:

- **InDesign:** Preferred for layouts with text. Export as PDF/X1a
- **Illustrator:** Export as PDF or PSD
- **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
- **NOTE: RGB files received are converted to CMYK for publication.**

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



YEAR CALENDAR 2025

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

July ~ The Great Outdoors

February ~ Happy Heart

August ~ Harmonious Living

March ~ Food & Nutrition

September ~ Gut Vitality

April ~ People, Planet, & Purpose

October ~ Brain Gain

May ~ Women's Wellness

November ~ Balancing Energy

June ~ Men's Health

December ~ Embracing Joy

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