

natural awakenings

METRO PHOENIX EDITION

———— 2025 MEDIA KIT ————



Photo Credit: Tracy Patterson

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.



ABOUT US

Solution-based content empowers readers to make more informed decisions in their lives when it comes to personal health and planetary wellness. *Natural Awakenings* provides readers with the tools for taking charge of their own health as well as making eco-conscious, sustainable choices to build a better world for future generations. Within our pages, readers can find the resources they need to live healthier, more balanced lives.

Each month we take a practical look at the latest natural approaches to healing, nutrition, fitness, creative expression, personal growth and sustainable living. We balance brief, easy-to-digest tips and highlights with in-depth stories, providing relatable, readable content to help people better understand alternatives and options they may not hear about anywhere else.

Awakening one community at a time... naturally.

Our magazine is one of a combined network of independently-published magazines that reach 1.3+ million readers in over 50 population centers across the country. Each locally-owned publication combines global news and insights with local resources, businesses and events to provide readers with a comprehensive holistic resource as well as a direct connection to their local wellness community.



NATURAL AWAKENINGS READERS

The Healthy Lifestyle Marketplace

Natural Awakenings is the fifth largest national publication* serving the vast natural health and sustainable living sectors of our economy, a demographic that research by the Natural Marketing Institute has identified as Lifestyles of Health and Sustainability (LOHAS). **One in four** adult Americans is part of this **\$1.5 trillion** 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.

* **CISION**

Cision is a leading media communication technology and analytics company. For more information, visit www.cision.com or follow @Cision on Twitter.



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 overwhelmingly **female (80%)**, and:

- 62% have been reading *Natural Awakenings* for more than 2 yrs.
- 21% purchase from our advertisers between 1 and 3 times per month.
- 49% are between the ages of 35-54.
- 60% have one or more college degrees.
- 57% have an annual income in excess of \$45K.
- 89% purchase healthy or organic food.
- 46% attend exercise or fitness events.



DISTRIBUTION

Reach an Estimated 40,000 Consumers Monthly

A free community publication, Natural Awakenings is distributed at hundreds of locations across metro Phoenix and Northern Arizona. Our readers can pick us up all month at:

SAFEWAY • ALBERTSONS • WHOLE FOODS

Our readers can also pick us up at:

Health food stores • Farmers' markets • Vitamin and herb shops • Retail stores • Gift shops • Restaurants, cafes and coffee shops
Holistic clinics and centers • Practitioner offices • Fitness centers • Recreational centers • Spas & retreat centers Nonprofit organizations
Local events • Schools and educational centers • Newsstands • Bookstores • And many other locations!





2025

NATURAL AWAKENINGS MAGAZINE EDITORIAL CALENDAR

January

Health & Wellness

February

Happy Heart

March

Food & Nutrition

April

People, Planet & Purpose

May

Women's Wellness

June

Men's Health

July

The Great Outdoors

August

Harmonious Living

September

Gut Vitality

October

Brain Gain

November

Balancing Energy

December

Embrace Joy

NATURAL AWAKENINGS DEPARTMENTS:

News Briefs

Health Briefs

Global Briefs

Eco Tip

Feature Story

Wise Words

Conscious Eating

Inspiration

Green Living

Fit Body

Healing Ways

Healthy Kids

Natural Pet

natural
awakenings

PRINT AD RATES

ALL RATES ARE PER MONTH

Display Ads

Size	12 months	6 months	1-5 months	Design Fee
Full Page	\$809/mon	\$919/mon	\$1079/mon	\$200
1/2	519	589	689	145
1/3	359	409	479	100
1/4	319	359	419	80
1/6	269	299	349	60
1/8 (business card)	189	209	249	40

Pgs 3-6-add \$100 • IFC/IBC-\$200 • OBC-add \$300

Business Directory

- ❖ \$89 (12 months only; \$39/month with display ad for length of contract).
- ❖ 5 name/address lines and maximum 50 word description + logo or head shot.
- ❖ Email listings by the 10th of the month prior to publication to PhoenixAds@NaturalAZ.com.

Mark Your Calendar Event (Print/Featured Online)

- ❖ \$55/month (50 word limit including title and contact information). Highlighted box in print magazine.
- ❖ Regular events are **online only** at no charge. \$15/month for a featured online event.
- ❖ **All events must be submitted and paid for online at NaturalAZ.com.**

Classified Ads (Print Only)

- ❖ \$55/mon (50 word maximum including title & contact information).
- ❖ Print magazine only.
- ❖ Email listings by the 10th of the month prior to publication to PhoenixAds@NaturalAZ.com.
- ❖ Telephone numbers count as one word.

Digital

Please contact PhoenixAds@NaturalAZ.com for digital options and pricing.

Ad Design

We can design your ad, please see rates under Display Ads. The ad is yours to keep and use elsewhere. Two proofs are included in the fee. Two proofs are also provided for ad changes during the advertising term. Additional ad changes/proofs will be billed at \$25/15 minutes of design time (minimum charge \$25).

Deadlines

All new advertising and changes to existing ads must be received by the 10th of the month prior to desired month of publication (e.g. January 10 for February edition).



PRINT AD SPECS



AD FORMATS

- Files acceptable in Adobe Acrobat® PDF, jpg, tif or eps.
- Include/embed all fonts and artwork.
- 300 dpi for images.
- CMYK only. Convert any spot color to CMYK.
- All RGB elements must be converted to CMYK.
- Ads built in Word, Publisher or other programs are not acceptable and will be subject to layout fees. We reserve the right not to publish ads that do not meet our quality standards.
- Internet downloaded material is not accepted unless rights are bought from stock photo company.
- For ads built by us, basic ad elements must be provided (text, logo, head shots etc).

Please send all advertising graphic files to PhoenixAds@NaturalAZ.com.

<p>full page bleed</p> <p>bleed size: 8.5 x 11 trim size: 8 x 10.5 live area: 7.25 x 9.75</p>	<p>half-page vertical 3.5 x 9.5</p>	<p>half-page vertical (2-col) 4.75 x 7</p>	<p>half-page horizontal 7.25 x 4.625</p>
<p>1/3 vertical 2.25 x 9.5</p>	<p>1/3 horizontal 7.25 x 3</p>	<p>1/3 horizontal (2-col) 4.75 x 4.625</p>	<p>bus. card 3.5 x 2.1875</p>
<p>1/4 vertical 3.5 x 4.625</p>	<p>1/4 horizontal (2-col) 4.75 x 3</p>	<p>1/6 vertical 2.25 x 4.625</p>	<p>1/6 horizontal 4.75 x 2.1875</p>



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HEALTHY LIVING HEALTHY PLANET

CONTACT US



WEB
NaturalAZ.com



EMAIL
PhoenixAds@NaturalAZ.com

THANK YOU