



natural  
awakenings

**MEDIA KIT • 2026**

WESTCHESTER, PUTNAM & DUTCHESS COUNTIES  
914-830-8306 • [WakeUpNaturally.com](http://WakeUpNaturally.com)



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awakenings

# 2026 EDITORIAL CALENDAR

## WELLNESS MADE EASY

### JANUARY

Health & Wellness

### FEBRUARY

Nurture the Heart

### MARCH

2026 Natural  
Living Directory  
+ Nourish & Flourish

### APRIL

Sustainable Together

### MAY

Vitality Her Way  
+ Lyme Disease

### JUNE

Men Built to Thrive  
+ Fitness

### JULY

Good Vibes, Great Outdoors

### AUGUST

Building Healthy  
Foundations

### SEPTEMBER

Yoga Month  
+ Inner Balance

### OCTOBER

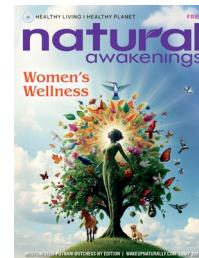
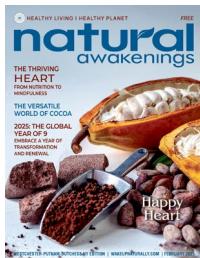
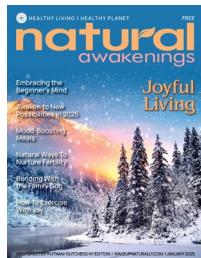
How Healing Works

### NOVEMBER

Rooted in Gratitude

### DECEMBER

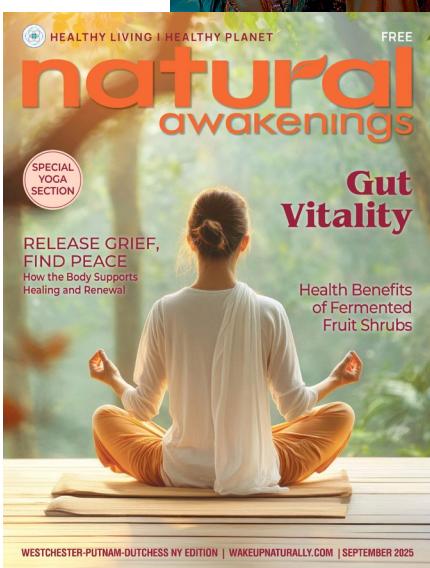
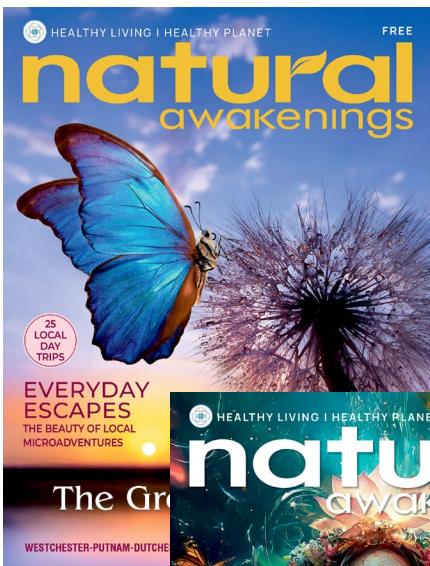
Living Generously  
+ Meditation and  
Mental Health



### DEPARTMENTS

HEALTH BRIEFS | GLOBAL BRIEFS | ECO TIP | HEALING WAYS | CONSCIOUS EATING  
FIT BODY | GREEN LIVING | INSPIRATION | WISE WORDS | HEALTHY KIDS | NATURAL PET

Contact Us: Erica Mills, Publisher • ph 914-830-8306 • [WakeUpNaturally.com](http://WakeUpNaturally.com) • [Erica@WakeUpNaturally.com](mailto:Erica@WakeUpNaturally.com)



## EDITORIAL SUBMISSION DEADLINE

Due on or before the 8th of the month prior to publication.

### FEATURE ARTICLES • Length: 700-850 words

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. Please include a brief biography at the end of your article.

### NEWS BRIEFS • Length: 200-250 words

What's new? Share it with us! Did you open a new office, recently become certified in a new therapy, or do you have a special event coming up? We welcome any news items relevant to the subject matter of our publication. We also welcome any hot tips or suggestions you may have for a news item. Please write your News Briefs in the third person.

### HEALTH BRIEFS • Length: 200-400 words

Health Briefs are short, interesting clips of information often referring to a new health fact or leading-edge research in a particular field. This is an opportunity to share bits of information about your particular therapy, (examples: massage lowers blood pressure; acupuncture shortens labor; exercise eases depression). Please include any references.

### HOW TO SUBMIT EDITORIAL

- All editorial must be in digital format. No faxed or printed submissions will be accepted.
- Editorial submissions should be emailed to [Admin@WakeUpNaturally.com](mailto:Admin@WakeUpNaturally.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, not promotional. Publication is based upon a number of factors including topic, quality of writing, and space availability.
- See complete guidelines on [WakeUpNaturally.com](http://WakeUpNaturally.com) (click "Submit Editorial" at very top of page).

### PHOTOS AND GRAPHICS

Be sure to include any photos or graphics in .jpg format, as an email attachment. No low resolution photos.

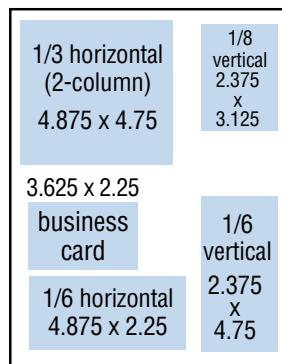
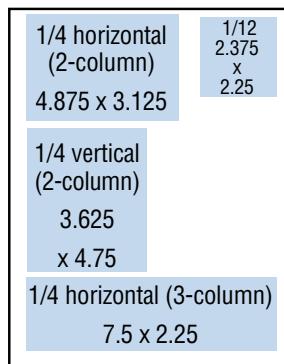
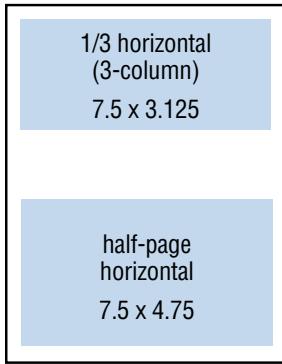
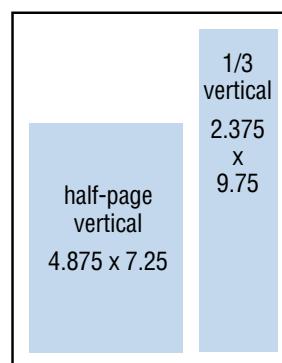
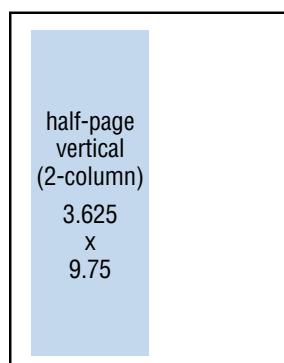
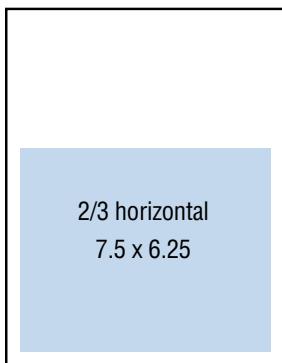
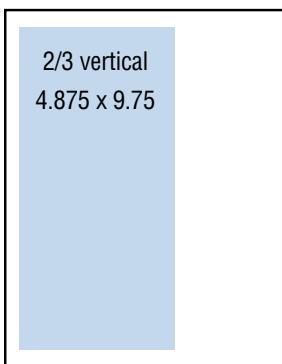
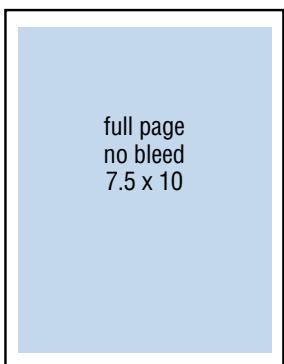
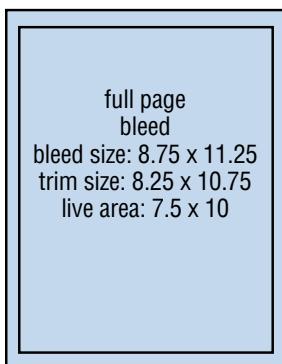
### CALENDAR LISTINGS

- Magazine listings due the 8th of the month prior to publication.
- Website listings can be submitted at any time.
- The Calendar is a wonderful resource for filling your workshops and events - in the magazine and on [WakeUpNaturally.com](http://WakeUpNaturally.com).
- Display advertisers receive 3 free listings/month and CRG/MYC advertisers receive 2 free/month. Distribution sites receive 2 free/month. 5 free maximum/month.
- For guidelines and to submit Calendar listings, visit [WakeUpNaturally.com](http://WakeUpNaturally.com) (click "Submit Calendar" at very top of page).

### Contact Us

Natural Awakenings - Westchester,  
Putnam & Dutchess Counties Edition

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ph 914-830-8306  
[WakeUpNaturally.com](http://WakeUpNaturally.com)  
[Erica@WakeUpNaturally.com](mailto:Erica@WakeUpNaturally.com)



## Ad Design Service

The contract rates listed in our rate kit are for camera-ready ads.

Ad design services are available if needed for an additional fee as outlined in the rate sheet.

Inquire for specific details pertaining to your ad size.

**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.**

**Please send all advertising graphic files to:**

Erica@  
WakeUpNaturally.com

## 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.

All Ad Packages are 12-Month Minimum. All packages include unique editorial opportunities to be determined jointly by publisher and client.

## DELUXE PACKAGES

ALL DELUXE PACKAGES INCLUDE:

- 1 Community Spotlight article • Online Advertising/Video • 4 News or Health Briefs
- Print and Online Community Resource Guide listings • Profile in the Natural Living Directory
- Business/Practice Profile in one regular issue • 5 Print and Online Calendar listings per month

### DELUXE PACKAGE #1

- Full Page Ad – 6 months
- 1/2 Page Ad – 6 months

**12 monthly payments of \$895**

### DELUXE PACKAGE #2

- Full Page Ad – 3 months
- 1/3 Page Ad – 9 months

**12 monthly payments of \$715**

### DELUXE PACKAGE #3

- Full Page Ad – 2 months
- 1/4 Page Ad – 10 months

**12 monthly payments of \$605**

## PREMIUM PACKAGES

ALL PREMIUM PACKAGES INCLUDE:

- 4 News or Health Briefs • Print and Online Community Resource Guide listings
- Profile in the Natural Living Directory • Business/Practice Profile in one regular issue
- 5 Print and Online Calendar listings per month

### PREMIUM PACKAGE #1

- 1/3 Page Ad – 4 months
- 1/6 Page Ad – 8 months

**12 monthly payments of \$430**

### PREMIUM PACKAGE #2

- 1/6 Page Ad – 12 months
- Business/Practice Profile in one regular issue
- Print and Online CRG

**12 monthly payments of \$365**

### PREMIUM PACKAGE #3

- Business Card Ad – 12 months
- Business/Practice profile in one regular issue and Online
- Print Community Resource Guide listing – 12 months

**12 monthly payments of \$280**

## STANDARD PACKAGES

ALL STANDARD PACKAGES INCLUDE:

- 4 News or Health Briefs • Print and Online Community Resource Guide listings
- Business/Practice Profile in one regular issue
- 5 Print and Online Calendar listings per month

### STANDARD PACKAGE #1

- 1/4 Page Ad – 6 months
- Business/Practice Profile in one regular issue
- Print and Online CRG – 12 months

**12 monthly payments of \$250**

### STANDARD PACKAGE #2

- 1/6 Page Ad – 6 months
- Business/Practice Profile in one regular issue
- Print and Online CRG – 12 months

**12 monthly payments of \$200**

All Ad Packages are 12-Month Minimum unless otherwise noted

The advertising packages are all-inclusive and have been accorded to you based upon an annual agreement

Included in your integrated package:

- Discounted ad rates that will maximize your advertising budget and provide more exposure to customers
- Community Resource Guide (CRG) listings are a reference tool allowing our readers to find you when they are in need of your services.
- Value-added editorial opportunities that highlight your company, products and services
- Writing, editorial and proofing services
- Natural Awakenings can design your display ads for an added fee.

## EVENT PACKAGES

Highlight your workshops, trainings & special events, monthly. Contract for 3 or more months to GAIN more value & SAVE

### ONE MONTH EVENT PACKAGE

- 1 Save the Date
- 1 Event Spotlight
- 1 monthly payment of \$250

Ask about a Custom Marketing Packages to promote Teacher Trainings, Retreats, Healing Centers, Expos, Fairs, Travel and more

*Natural Awakenings* connects your business with engaged wellness seekers. Be present when opportunity arises—align your brand with our trusted community and let your message inspire, support, and empower in 2026.

# SPECIALTY PAGE OPTIONS

## Reach • Align • Grow

Align your fitness or yoga studio, intuitive arts practice, restaurant or food service in Natural Awakenings. Reach thousands of engaged readers in print and online.



**YOGA • PILATES • FITNESS NETWORK:** Studios, instructors, retreat centers and more

**INTUITIVE HEALING ARTS:** Energy & intuitive healing practitioners and centers

**FOODIE GUIDE:** Restaurants, cafes, chefs, farms, healthy foods

## \$325 12-Month Guide Listing

**\$325 (1x) Specialty Page Listing:** An affordable way to list your business and be present for 12-months in Natural Awakenings.

- Includes 2 monthly Print Calendar Listings to promote group classes and events costing \$100 or less.
- Plus, (1) News Brief to share updates, launches and events

## Other Opportunities

### \$250: Featured Specialty Page News:

Promote Trainings, Workshops, Retreats and more.

250 words + photo. Available on all specialty pages and also as a monthly option.

### \$150: Featured Yoga Pose:

Includes one pose and description of the health benefits of that pose.

150 words + Photo. Available on the YPF Network Page. Available as a monthly option.

### \$150: Featured Recipe:

Includes Approx 200 words + Photo. Available on the Foodie Guide. Available as a monthly option.

### \$110 Monthly 12X COMBO:

Be listed in the Community Resource Guide Monthly + List on a Specialty Page.

- Includes 2 Monthly print Calendar listing to promote group classes and events costing \$100 or less.
- A Premium online listing.
- Opportunity to send (2-3) News or Health Briefs per year.

### \$135 Monthly 12X Specialty Page Promo Package:

Be listed on a Specialty Page for 12 months.

- Quarterly (4) Mark Your Calendar Ads
- (4) Featured Event Spotlights (250 words + photo).
- (1) Natural Living Directory Listing (March Edition)
- Natural Living Directory Business Spotlight.
- (1) News Brief and 2 monthly print calendar listings to promote group classes and events costing \$100 or less.
- This Specialty Package includes (6) editorial opportunities to highlight your business.

## WHY CHOOSE NATURAL AWAKENINGS?

- ✓ Trusted wellness publication
- ✓ Engaged, health-conscious audience
- ✓ Print + digital exposure.
- ✓ Editorial-style features that build credibility

## READY TO ALIGN WITH US?

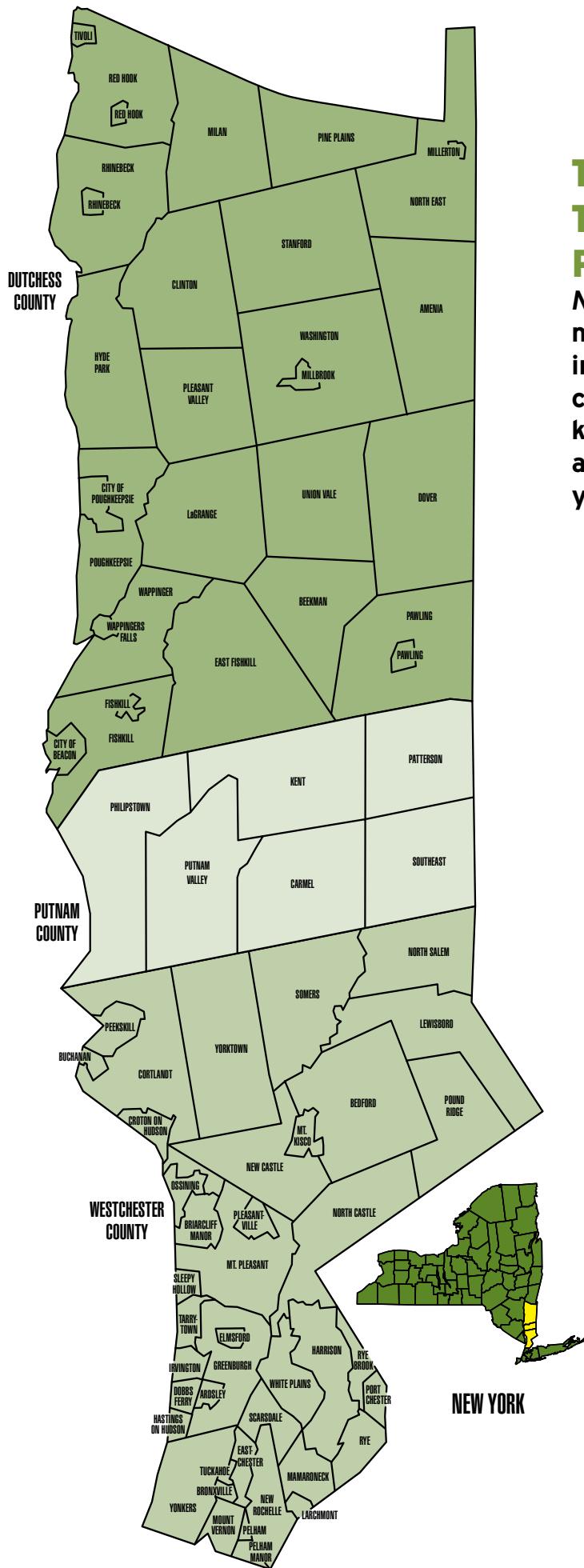
Secure your spot. Share your story. Grow your reach.

 **Contact us to get started**

**ERICA MILLS | 914-830-8306**

Westchester, Putnam & Dutchess: [Erica@WakeUpNaturally.com](mailto:Erica@WakeUpNaturally.com)

Fairfield & Southern Litchfield: [Erica@eNaturalAwakenings.com](mailto:Erica@eNaturalAwakenings.com)



## Tri-County Distribution Throughout Westchester, Putnam and Dutchess

*Natural Awakenings* offers targeted marketing with regional exposure both in print and online starting with \$20 calendar listings up to premium marketing packages. We can customize a marketing program that works for your business.



**In Print and Online**  
Available in print, as well  
as digitally online at  
[www.WakeUpNaturally.com](http://www.WakeUpNaturally.com)



NATURALAWAKENINGS.COM/ADVERTISE

# Target Marketing Opportunities



## OUR MISSION

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.



## THE FACTS

- 1.3+ million monthly readers
- 50+ markets
- 18,000+ distribution points
- 27 years of leadership in the naturally healthy, green-living marketplace
- 80% of our readers purchase products or services from ads seen in our magazine  
(According to a 2016 survey of our readers)

## Limited Time, Limited Space



Ask Us About Additional Offerings

Web advertising on national site • Social media exposure • Email advertising

Ad is subject to approval by Natural Awakenings