

# natural awakenings

DALLAS - FORT WORTH METROPLEX EDITION

## 2026 MEDIA KIT

### 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.



# NATURAL AWAKENINGS READERS

## 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 majority **female (54%)**, and:

**88%** have been reading *Natural Awakenings* for at least 6 months,

**44%** purchase from our advertisers between 2 and 3 times per month,

**69%** are between the ages of **25-44**,

**81%** are college educated,

**65%** have an annual income in excess of \$45K,

**49%** purchase healthy or organic food, and

**51%** attend exercise or fitness events.

(According to a 2021 survey of our readers)

## Our Readers' TOP 5 Interests Are:

1. HEALTHY LIVING
2. COMPLEMENTARY & HOLISTIC HEALTH CARE
3. PERSONAL DEVELOPMENT
4. ECOLOGICAL LIFESTYLES
5. SUSTAINABLE ECONOMY

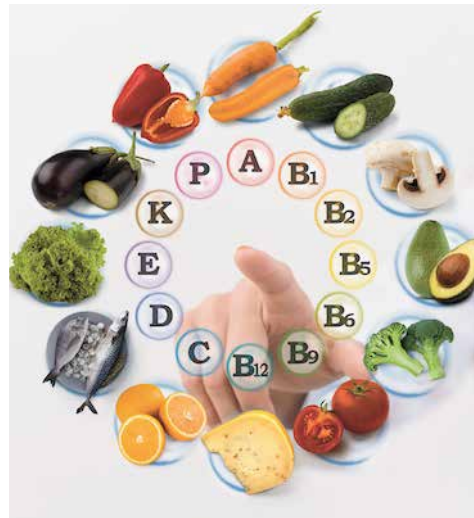


# DIVERSE, TARGETED DISTRIBUTION

## Reach More than 200,000 Thousand Consumers Monthly

A free community publication, *Natural Awakenings* is distributed at hundreds of locations in each member city or metropolitan area, providing an unsurpassed depth of market penetration, with **900+ distribution locations**. Our readers can pick us up all month at:

Health food stores and markets • Food co-ops • Vitamin and herb shops • Retail stores • Gift shops • Restaurants, cafés and coffee shops  
Holistic clinics and centers • Practitioner offices • Fitness centers • Recreational centers • Spas & retreat centers • Nonprofit organizations  
Local and regional expos and conferences • Schools and educational centers • Newsstands • Bookstores • And many other locations!



# PRINT AD SPECS



## File Preparation

Please adhere to the guidelines below when preparing files.

### PDF

- Please create PDF/X1a compliant files; CMYK.
- Please submit/upload to:  
[Ads@NaturalAwakeningsMag.com](mailto:Ads@NaturalAwakeningsMag.com)

### File Specifications/General Guidelines

- Include/embed all fonts and artwork.
- 300 dpi for images
- CMYK only. Convert any Spot colors not intended to print into CMYK.
- All RGB elements must be converted to CMYK. Pantone Elements must be converted to CMYK. Do not use illegal characters in file names.

### Fonts

- 4 Color black type should not be used. If used, note there is a potential for registration concerns.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
- 4 Color type should not exceed 300% density.

### Document Settings

- Ads should be built at 100% trim size.
- Full Page bleed ad, extend bleed to .25" on all sides.
- Full Page bleed ad, all live content intended to print **must be kept at least .375" inside trim size.**

<p><b>FULL PAGE BLEED:</b> Bleed Size 8.75 x 11.25 Trim Size 8.25 x 10.75 Live Area 7.5 x 10.25</p>	<p>Full Page (No Bleed) 7.5 x 10</p>	<p>2/3 Page Vertical 4.875 x 9.75</p>	<p>1/2 Page Vertical (2cp) 3.625 x 9.75</p>	<p>1/3 Page Vertical 2.375 x 9.75</p>
<p>2/3 Page Horizontal 7.5 x 6.25</p>	<p>1/2 Page Horizontal 7.5 x 4.75</p>	<p>1/3 Page Horizontal (3-col) 7.5 x 3.125</p>	<p>1/4 Horizontal (3-col) 7.5 x 2.25</p>	
<p>1/2 Vertical (2-col) 4.875 x 7.25</p>	<p>1/3 Horizontal (2-col) 4.875 x 4.5</p>	<p>1/4 Horizontal (2-col) 4.875 x 3.125</p>	<p>1/4 Vertical (2cp) 3.625 x 4.75</p>	

No computer-printed material or website images are accepted.

# ADVERTISING PRINT AD RATES

All rates are per market, per month

## MONTHLY

Size	12 Months	6 Months	1 Month	Design
Full Page	\$850/mo	\$1175/mo	\$1350/mo	\$200
2/3 Page	\$750	\$874	\$900	\$190
1/2 Page	\$520	\$589	\$695	\$150
5/12 Page	\$500	\$550	\$600	\$150
1/3 Page	\$339	\$395	\$475	\$85
1/4 Page	\$299	\$351	\$454	\$85
1/6 Page	\$225	\$290	\$395	\$65
1/8 Page	\$159	\$199	\$287	\$50

## PREMIUM POSITIONING FULL PAGE ONLY

Inside Front	\$1098	\$1198	\$1400	\$200
Page 3	\$1098	\$1198	\$1400	\$200
Page 4 & 5	\$990	\$1100	\$1295	\$200
Inside Back	\$990	\$1100	\$1295	\$200
Outside Back	\$1350	\$1450	\$1495	\$200

## COMMUNITY RESOURCE GUIDE

**12 Months**    **6 Months**

\$99/mo    \$129/mo

Run with Display Ad \$49/mo  
for length of contract

Listing includes

4 name/address lines and up to a 50-word description

- Extra name/address lines: \$7 each
- Extra words in description: \$1 each

Email your listing by the 10th of the month prior to publication to: [Publisher@NADallas.com](mailto:Publisher@NADallas.com).



**CLASSIFIED ADS**  
\$25 (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: [Publisher@NADallas.com](mailto:Publisher@NADallas.com)

**CALENDAR OF EVENTS**  
Save the Date: \$85 (50 words or less)  
Display Advertisers: 2 complimentary listings per month—for ad size 1/6 page or larger. Under 1/6 page and CRG Advertisers: 1 free listing per month. Submit your listing online by the 10th of the month prior to publication to: [Publisher@NADallas.com](mailto:Publisher@NADallas.com).

**AD DESIGN AND LAYOUT**  
The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee is as listed. Subsequent ad design/layout changes will be billed at \$25 per 15 minutes of design time. (Minimum charge is \$25.)

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

**Added Value:**  
**12-month contract advertisers receive:**

- Resource Guide listing (CRG)
- 4 news briefs (1 per quarter)
- Spotlight article (up to 750 words)
- 5 calendar listings per month

**National Digital Add-Ons**  
**12-month contract advertisers receive a discount on:**

- Banner Advertising
- Email Marketing
- National Website Sponsorship
- Sponsored Content

## ONLINE RATES

Per Month	Size	12 Months	6 Months	1 Month	
Print Advertisers Receive An Additional 25% off Prices listed and Full Page advertisers receive complimentary Online ads for term of ad campaign.	Leaderboard	728x90	\$267	\$275	\$313
	Rectangle	300 x 250	\$194	\$221	\$259
	Featured Video	300 x 250	\$194	\$221	\$259
	1/2 Rectangle	300 x 125	\$105	\$115	\$135
	Square	125 x 125	\$58	\$64	\$75

# BANNER ADS

**INLINE**

**TRANSFORMING RACISM** A Special Shift Network Facebook Live Series

**SIDEBAR**

**Let's Get Checked**  
TAKE CONTROL OF YOUR OWN HEALTH WITH AN AT-HOME TEST.  
20% OFF EVERYTHING Use Code NATAWAKE20  
ORDER NOW

**HEALTH BRIEF**  
Get B12 in a Vegan Diet from Dough Fermentation  
Try Flaxseed Oil to Reduce Weight and Body Mass Index

**GLOBAL BRIEF**  
Denim Microfibers Pervade Waterways  
Electric Vehicle Charging Infrastructure Surging in California

**Health Brief**  
Improve Exercise and Recovery

Each month, our national website receives:

5K

Unique Visitors

14K

Page Views

**Sidebar** ads appear on all pages and **inline** banner ads appear on the home page and all landing pages

## Ad Sizes

**Sidebar**

300x250

**RETAIL: \$250/mo**

**Inline**

970x66

**RETAIL: \$200/mo**

JPG and animated GIF files are accepted.

## Why It Works ...

Banner ads can help you stand out in multiple ways with a consistent presence on our web page, driving traffic to your site and generating leads for your business.

# WEBSITE SPONSORSHIPS

## What's Included?

### The Community Sponsor Package includes:

- A Premium Directory Listing
- Your logo with a link to your Directory Listing in the footer of every page
- A Banner Ad to highlight your business
- One (1) piece of Sponsored Content per month shared via email and Facebook (+ optionally boosted on Facebook)
- Email Sponsorship
- A badge for your site

**RETAIL: \$950/month**

Each month, our national website receives:

5K

Unique Visitors

14K

Page Views

## NATURAL HAIR CARE/BEAUTY

"Through the 25-plus years as a small business owner, I have spent hundreds of thousands of dollars on advertising. The most effective marketing has been my relationship with *Natural Awakenings* magazine, a community of like-minded people and those seeking knowledge about a healthier way of life. *Natural Awakenings* provides sound advice, profound information and the resources to make the right connections to the answers to concerns of our community. I have had the pleasure of being of service to many new guests and making new connections with like-minded people building lasting relationships. *Natural Awakenings* has helped my business create awareness to a holistic approach to beauty. Because of my relationship with *Natural Awakenings*, my business has grown on so many levels and enjoyed rapid growth. Most of all, I love you!!!!"

Maureen, Fresh Organic Salon  
Bedford Hills, NY



# 2026 EDITORIAL CALENDAR



**IN EVERY NATURAL AWAKENINGS MAGAZINE ISSUE:**

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



JANUARY **HEALTH & WELLNESS**

APRIL **SUSTAINABLE LIVING**

FEBRUARY **HEART-HEALTHY LIVING**

MAY **WOMEN'S WELLNESS**

MARCH **FOOD & NUTRITION**

JUNE **MEN'S HEALTH**

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