

A woman with blonde hair tied back, wearing a bright neon green hooded sweatshirt, is captured in a dynamic pose as if running or jogging. She is smiling and looking upwards and to the right. The background is a clear, vibrant blue sky. The overall mood is energetic and positive.

natural
awakenings

MEDIA KIT

2026

NATURAL AWAKENINGS OF SOUTH CENTRAL PA
914-760-5645 • NaturalCentralPA.com



2026

EDITORIAL CALENDAR

NATURAL AWAKENINGS DEPARTMENTS:

News Briefs	Wise Words	Healing Ways
Health Briefs	Conscious Eating	Healthy Kids
Global Briefs	Inspiration	Natural Pet
Eco Tip	Green Living	
Feature Story	Fit Body	

January

Health & Wellness

February

Nurture the Heart

March

Nourish & Flourish

April

Sustainable Together
plus Stress Awareness

May

Vitality Her Way
plus Mental Health

June

Men Built to Thrive

July

Good Vibes, Great Outdoors
plus Retreats & Wellness Travel

August

Building Healthy Foundations

September

Inner Balance
plus Yoga Special

October

How Healing Works
plus Energy Healing Special

November

Rooted in Gratitude

December

Living Generously

Each issue includes planned & curated, informative & educational articles, from or about local advertisers related to the themes for each month – including news briefs, health briefs, sidebar or spotlight articles, either in print or as Online Exclusive offerings.

Contact Us

Natural Awakenings - South Central PA

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For over 30 years *Natural Awakenings* continues to attract loyal readers every month with objective and informative articles about natural health and wellness, sustainable living and integrative medicine, presented in a consistently objective voice and style that readers have come to expect and trust.

In addition to a monthly themed **Feature Article**, our national editorial team delivers professionally written and vetted monthly articles in nine departmental sections, **Conscious Eating, Fit Body, Healing Ways, Healthy Kids, Green Living, Inspiration, Wise Words, Eco-Tip** and **Natural Pet**.

As a popular, **local, niche** magazine, each month we include news and articles from and about **local businesses** and **practitioners**. Because there is a finite amount of space available in print, priority for print articles is given to paid advertisers. Depending on the level of your paid advertising package, you will receive a corresponding amount of various **free editorial exposure in print and/or online**, which will supplement your paid ad, increase your brand awareness and help position you as a local expert.

All editorial is presented as objective and educational in nature and will be edited to meet the magazine's voice and style guidelines. Advertorial or sponsored content in print or online is welcomed and can be purchased at the corresponding rates.

When you become an advertiser with us, together we will create a **target editorial plan** and identify the types and frequency of articles and the submission timelines for the duration of your campaign. **Local editorial types** include the following:

NEWS BRIEFS (150 words)

Just complete an online news brief submission form with details and **our writer will write the final news brief**. News Briefs are **hard news** about you and your business that is relevant to readers. Did you open a new office, hire a new practitioner, become certified in a new modality, receive an award or have a special event planned? And... any other news that you believe is relevant to share with readers.

HEALTH BRIEFS (150-200 words)

Local health briefs are educational, research-based articles **submitted by you**. They are short, interesting

clips of information often referring to a new health fact or leading-edge research in a particular field. It is an opportunity for you to share bits of educational information about your particular therapy. For example, '*massage lowers blood pressure*', '*acupuncture shortens labor*', '*exercise eases depression*'. Research and academic references are encouraged.

SIDEBAR ARTICLES (200-300 words)

This is another type of article **written by you**, where the opportunity may show up after we've created an annual editorial plan. Monthly articles written by our national writers cover a wide range of subjects. Often there is a national article that sets up nicely for a local contributor to provide additional, local insight on the topic. In this case, once we know about an upcoming article about a relevant topic, we would reach out to you to discuss the details and your willingness to contribute a supplement or "sidebar" that is relevant to the planned national article in a future issue.

SPOTLIGHT ARTICLES (various - 300, 400, 600 words)

A spotlight is when we put the attention on you, or your business, or event, or therapy. Our writer will gather information from you, either via a questionnaire or a phone interview and we will write a feature article about the topic. A **Community Spotlight** is about the individual, a **Business Spotlight** highlights the origin and growth of the business, an **Event Spotlight** provides details for a pending event and a **Therapy Spotlight**, dives deep into the essence of your experience with a therapeutic modality.

PLANNING & SUBMISSIONS

We create a target editorial plan with and for each advertiser. The types and frequency of local articles and the submission timelines are identified months in advance, whenever possible. We will interact periodically to keep editorial plans on track and you will receive monthly email reminders when editorial submissions are due.

Aside from monthly news items, unsolicited submissions are not encouraged as they will not fit into the editorial calendar without proper pre-planning. If an unsolicited submission is received and is of interest, we will discuss it with you for possible future consideration.

All non-paid editorial submissions will be edited to fit the magazine's voice and style guidelines. The publisher reserves the right to accept, reject, or edit any submitted content or advertising at their sole discretion.

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, 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:
Publisher@
NaturalCentralPa.com

2/3 page vertical
(2/3v)
4.875 x 9.75

2/3 page horizontal
(2/3h)
7.5 x 6.25

5/12
4.875 x 6.4375

half-page vertical
(1/2v 2cp)
3.625
x
9.75

half-page vertical
(1/2v)
4.875 x 7.25

half-page horizontal
(1/2h)
7.5 x 4.75

1/3 vertical
(1/3v)
2.375
x
9.75

1/3 horizontal
(1/3h2c)
4.875 x 4.75

1/3 horizontal (1/3h3c)
7.5 x 3.125

1/4 vertical
(1/4v)
3.625
x
4.75

1/4 horizontal
(1/4h2c)
4.875 x 3.125

1/4 horizontal (1/4h3c)
7.5 x 2.25

1/8
2.375
x
3.125

bus. card
3.625 x 2.25

1/6 vertical
(1/6v)
2.375
x
4.75

1/6 horizontal
(1/6h)
4.875 x 2.25

DISTRIBUTION

Targeted Print Distribution, Online Exposure & Social Media Reach Yields Local Market Penetration

Local, niche print publications with targeted distribution continue to thrive.

As a free community publication, we are distributed in over **400 locations** throughout **seven counties** in South Central PA (Dauphin, Cumberland, York, Adams, Franklin, Perry, Lebanon).

Each month we distribute approximately **20,000 copies** of our print magazine throughout the region and several thousand more digitally via email. All **articles are posted** separately on our **website** and in **YOUR online business listing** on our site. Your local articles are also **shared on all of our social platforms**, generating additional viral exposure and enhancing your SEO results.

After print issues are read, readers often refer to past issues of the magazine again and again and share their copies with others, providing repeat exposure for your business. Including those who read online, **monthly readership is estimated to be 30,000** interested, engaged and highly responsive readers in the health and wellness niche.

As one of the largest national publications serving the natural living community, Natural Awakenings reaches millions of readers each month who are interested in leading a healthy and sustainable life. No other locally focused publication can claim the brand recognition we have **throughout South Central Pennsylvania** and across North America.

READERSHIP

A \$1.5 trillion global marketplace exists for goods and services that focuses on health, the environment, social justice, personal development and sustainable living. The consumer participating in this lifestyle is the typical Natural Awakenings reader... representing one in four adult Americans or 41 million people!

Our Readers:

- 66%** have been reading Natural Awakenings for more than two years
- 21%** purchase from our advertisers between one and three times per month
- 34%** share their monthly copy of our magazine with two or more additional readers
- 85%** are female
- 48%** are between 35 and 54 years of age
- 60%** have one or more college degrees
- 88%** purchase healthy or organic food
- 47%** attend spiritual or healing events
- 47%** attend exercise or fitness events

