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The #1 Healthy Living Healthy Planet
Magazine and Multi-Platform Media Brand



2026 Media Kit

THE EDITORIAL PILLARS

EACH MONTH, YOUR BUSINESS IS AMONG CUTTING-EDGE INFORMATION IN NATURAL HEALTH, NUTRITION, FITNESS, PERSONAL GROWTH AND GREEN LIVING EDITORIALS.



**HEALTHY
MIND**



**HEALTHY
BODY**



**HEALTHY
PLANET**

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Healthy Living Healthy Planet



OUR MISSION



EMPOWER

Individuals to live a healthier lifestyle on a healthier planet

EDUCATE

Our community on the latest in **natural, holistic, integrative** health and **sustainable** living

CONNECT

Our audience with local resources, providers and events to support the wellness businesses and organizations in our community and to help people, kids and pets lead more balanced lives



**Mind. Body. Spirit. Planet.
Community.**

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2026 EDITORIAL CALENDAR

We inspire holistic, peaceful and sustainable lives while encouraging respect for humanity, animals and the planet.



January

Whole Person
Health & Wellness



February

Nurture the Heart
Oral Health



March

Food and Nutrition
Nourish & Flourish



April

Sustainable Living
Eco Travel



May

Women's Wellness
Hormone Health



June

Men's Wellness
and Vitality



July

The Food Connection
The Great Outdoors



August

Building Healthy
Foundations



September

Inner Balance
Yoga Month



October

How Healing
Works



November

Rooted in Gratitude



December

Living Generously

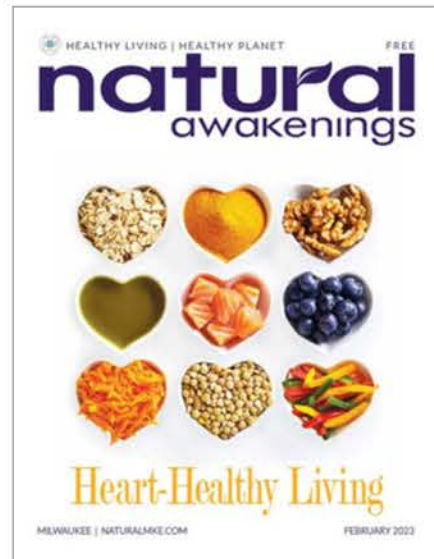
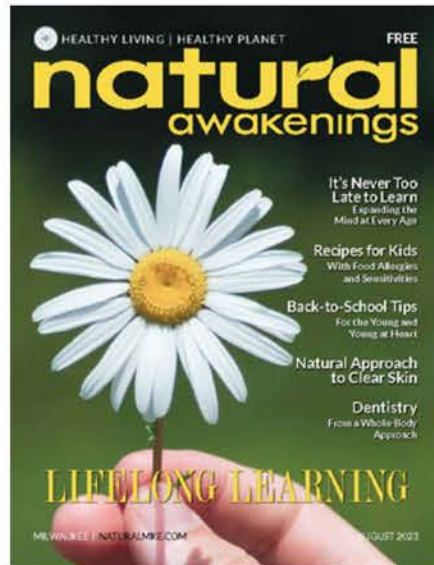
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Note: editorial topics are subject to change.

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2026 OUR LOCAL AUDIENCE:



TOTAL READERSHIP

40,000+
Every Month

DISTRIBUTION

200+ locations

Throughout greater Minneapolis, Saint Paul
and surrounding communities

DIGITAL MEDIA

Digital Edition

E-Newsletters • Social Media

Twin Cities' premier healthy and sustainable
lifestyle print and digital resource

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2026 OUR NATIONAL AUDIENCE:



READERSHIP
1.3 Million
every month in nearly 50 Markets
throughout the United States

80%
purchase from ads
18,000
distribution locations

DIGITAL MEDIA
Digital Edition • e-Newsletters
Social Media

DIGITAL
VISITORS
125K

DIGITAL
SUBSCRIBERS
35K

SOCIAL
FOOTPRINT
165K

ISSUES PER
YEAR
12

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2026 OUR NATIONAL AUDIENCE:

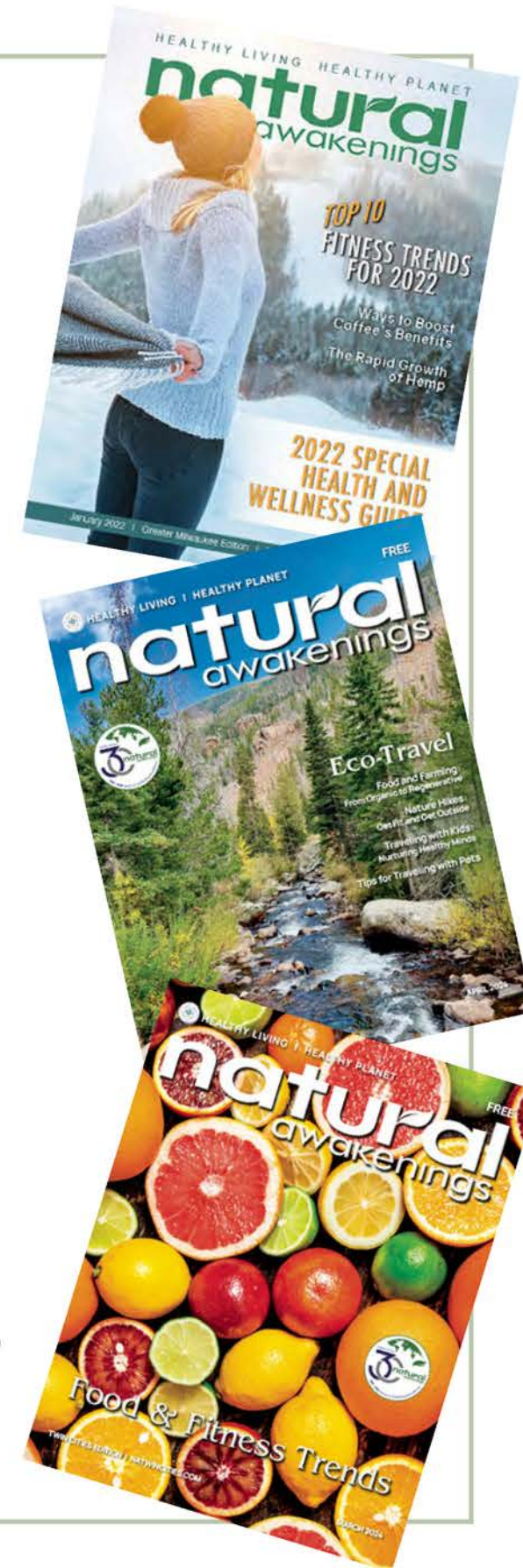
NEARLY 50 LOCAL EDITIONS IN OUR FRANCHISE FAMILY

Atlanta, Georgia
Boston, Massachusetts
Broward County, Florida
Bucks/Montgomery Counties,
Pennsylvania
Central Florida/Greater Orlando,
Florida
Central New Jersey, New Jersey
Charlotte, North Carolina
Chicago, Illinois
Columbia, South Carolina
Dallas, Texas
Daytona/Volusia/Flagler Counties,
Florida
Fairfield, Connecticut
Grand Traverse Region, Michigan
Greater Ann Arbor, Michigan
Greater Oakland, Macomb, Livingston
& Genessee, Michigan

Gulf Coast, Alabama/Mississippi
Hartford/Tolland, Connecticut
Houston, Texas
Hudson County, New Jersey
Jacksonville/St. Augustine, Florida
Lancaster/Berks, Pennsylvania
Lehigh Valley, Pennsylvania
Long Island, New York
Milwaukee, Wisconsin
Monmouth/Ocean Counties, New
Jersey
Naples/Fort Myers, Florida
New Haven, Connecticut
New London/Windham, Connecticut
New York City, New York
North Central New Jersey, New
Jersey
North New Jersey, New Jersey
Northwest Florida, Florida

Palm Beach, Florida
Ocala/Gainesville, Florida
Philadelphia, Pennsylvania
Phoenix, Arizona
Pittsburgh, Pennsylvania
Rhode Island
Richmond, Virginia
Sarasota/Manatee, Florida
South Central Pennsylvania,
Pennsylvania
South Jersey, New Jersey
Southeast North Carolina, North
Carolina
Space & Treasure Coast, Florida
Tampa, Florida
Tucson, Arizona
Twin Cities, Minnesota
Wayne County, Michigan
Westchester, Putnam and Dutchess,
New York

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2026 WHO WE ARE

For people who want
to live a healthy,
sustainable lifestyle,
naturally and holistically

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66% HAVE BEEN READERS FOR MULTIPLE YEARS
45% SHARE THEIR MONTHLY COPY WITH 3+ ADDITIONAL READERS
74% ARE FEMALE
60% HAVE ONE OR MORE COLLEGE DEGREES
89% PURCHASE HEALTHY OR ORGANIC FOOD FOR THEIR FAMILY AND PETS
78% ARE ACTIVELY SEEKING ALTERNATIVE HEALING MODALITIES, ORGANIC PRODUCTS AND PLANT MEDICINE
WE REACH READERS OF ALL AGES, WITH 49% BETWEEN 35 AND 44 YEARS OF AGE
52% ATTEND SPIRITUAL OR HEALING EVENTS
56% ATTEND EXERCISE OR FITNESS EVENTS

**THE #1 HEALTHY LIVING HEALTHY
PLANET MAGAZINE IN THE U.S.**

2026 WHERE TO FIND US



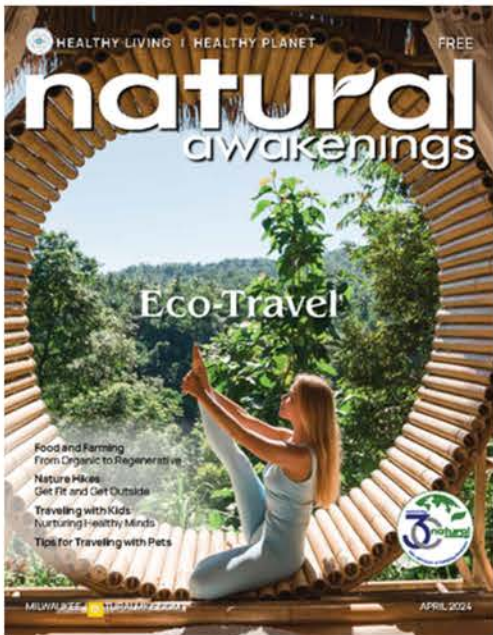
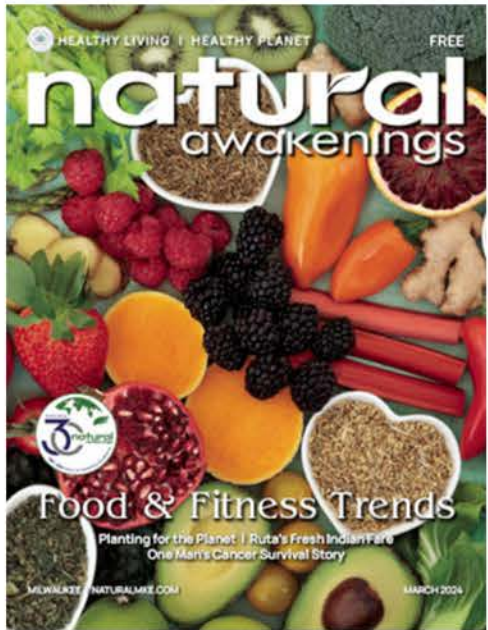
Reach our affluent, well-educated and health-conscious readers who are eagerly seeking resources that will improve their health and well-being.

- health food stores and markets
- food co-ops
- vitamin and herb shops
- wellness centers
- holistic clinics and centers
- practitioner offices
- retail stores
- restaurants and cafés
- coffee shops
- fitness centers
- recreational centers
- spas & retreat centers
- nonprofit organizations
- schools and educational centers
- newsstands
- bookstores
- and many other locations

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Healthy Living Healthy Planet

2026 MAGAZINE



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LOCAL MONTHLY CAMPAIGN RATES (Twin Cities)

Ad Size	12 Months	6 Months	1 to 3 Months
Full Page	850	975	1050
2/3 Page	635	740	805
1/2 Page	505	600	650
1/3 Page	365	435	475
1/4 Page	295	365	395

Premium Positioning for Full Page:

Outside Back	245	275	325
Page 2 or 3	165	185	215
Page 4, 5 or Inside Back	95	105	125

Community Resource Guide Listing

A La Carte	100	125
6-mo advertisers	60	
12-mo advertisers	FREE	

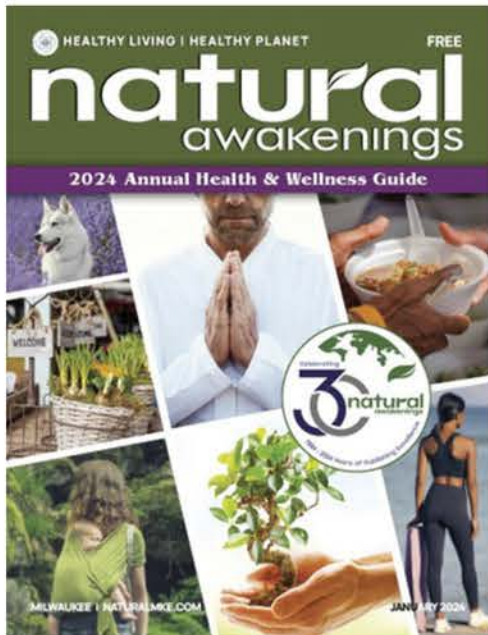
Digital Community Sponsorship

A La Carte	200
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6-month campaigns: News Brief (\$350 value) is complimentary

12-mo campaigns: Featured Spotlight Article (\$1000 value) + 3 News Brief Articles + Community Resource Guide Listing + Online Premium Business Page are complimentary

2026 MAGAZINE



CORPORATE AD: MONTHLY CAMPAIGN RATES

Ad is included in ALL local magazines on a first-come, first-serve basis.

Ad Size	12 Months	6 Months	1 to 3 Months	Approx. Value
Full Page	12,500	13,000	13,500	50,000
1/2 Page	7,900	8,250	8,600	30,000
1/4 Page	4,950	5,150	5,350	16,500

REGIONAL AD: MONTHLY CAMPAIGN RATES

Ad is included in Twin Cities, Milwaukee and Chicago magazines

Ad Size	12 Months	6 Months	1 to 3 Months	Approx. Value
Full Page	2250	2625	2850	3000+
1/2 Page	1500	1725	1800	1800+
1/4 Page	850	930	1000	1000+

Digital Regional Sponsorship

A La Carte 500

Full-page Regional 12-mo campaign includes 4 Sponsored Content featured articles (up to a full page each) in all 3 magazines
(\$12,000 total additional value for the year)

CONTACT US

We aspire to resonate peace through every aspect of the organization.

We strive to inspire our readers to live balanced, energetic and joy-filled lives by leading physically, mentally, emotionally and environmentally balanced lifestyles while contributing to the well-being of humanity, animals and the planet.

CONTACT:

Jordan Peschek, RN-BSN

Publisher, Twin Cities & Milwaukee editions

Marketing Advisor for National Sales

262-623-7948

Publisher@naturalmke.com

NATwinCities.com NaturalMKE.com

NaturalAwakenings.com



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