



HEALTHY LIVING | HEALTHY PLANET

natural awakenings



media kit 2026

COLLIER & LEE COUNTY EDITION

SWFLNATURALAWAKENINGS.COM



EDITORIAL GUIDELINES

Content Articles

Length: 500-750 words (some articles longer)

Due on or before the 5th of the month prior to publication.

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; for longer features, a copy of revised article can be faxed or e-mailed upon request. Please include a brief biography at the end of your article.

Spotlight

Length: 350 to 500 words (some articles longer)

Due on or before the 5th of the month prior to publication.

A local writer may profile a local entrepreneur or another person of interest, including some personal perspective and biographical information exploring what they do and why. This may include a spiritual angle elaborating on the motives that drive them to contribute to the community. A Business Spotlight focuses mainly on the enterprise; a Community Spotlight adds a few paragraphs about the owner's personal background to see what makes them tick.

Briefs

Length: 50 to 250 words

Due on or before the 5th of the month prior to publication.

These "clips" of information, with a timely news hook, update readers on wellness and sustainability news and trends: **News Briefs** highlight updates on local organizations, businesses and individuals. **Health Briefs** cover findings from leading-edge research or a new health trend in a relevant field. Health claims must be attributed to professional journals, studies or other credible sources. Submissions are accepted.

Kudos

Length: 50 to 250 words

Due on or before the 5th of the month prior to publication.

Receive an award? Reach a milestone? Kudos are small briefs that give a shout out to special accomplishments.

How to Submit Editorial

Please submit your typed editorial in digital format as a MS Word or text file. No faxed or printed submissions will be accepted.

Email to: SharonB@SWFLnaturalawakenings.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. Editorial content submissions are judged separately from advertising contracts.

Photos and Graphics

Be sure to include any photos or graphics in high resolution **JPG, TIFF, EPS** or **PDF** formats as email attachments. Raw photos "right out of the camera" are preferred. **Computer-printed material, website images or graphics embedded into Microsoft Word documents are not acceptable.**

How to Submit Graphics

Email to: AlinaD@SWFLnaturalawakenings.com



Contact Us

Natural Awakenings – Collier/Lee Edition

Publisher:

Sharon Bruckman

Mobile: 239-207-2775

SharonB@SWFLnaturalawakenings.com

Marketing:

Alina Dabrowski

Mobile: 239-595-5287

AlinaD@SWFLnaturalawakenings.com

Visit: SWFLnaturalawakenings.com

AD SIZES & SPECS

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, PowerPoint, 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:

AlinaD@
SWFLnaturalawakenings.com

2/3 page
vertical

4.875 x 9.75

2/3 page horizontal
7.5 x 6.25

5/12

4.875 x 6.4375

half-page
vertical
(2cp)

3.625
x
9.75

half-page
vertical

4.875 x 7.25

half-page
horizontal

7.5 x 4.75

1/3
vertical

2.375
x
9.75

1/3 horizontal
(2-col)

4.875 x 4.75

1/3 horizontal
(3-col)

7.5 x 3.125

1/4 vertical
(2cp)

3.625
x 4.75

1/4 horiz.
(2-col)

4.875 x 3.125

1/4 horizontal (3-col)
7.5 x 2.25

1/8
2.375
x
3.125

bus. card
(2cp)
3.625 x 2.25

1/6
vertical

2.375
x
4.75

1/6 horizontal
4.875 x 2.25



natural
awakenings

2026 EDITORIAL CALENDAR

WELLNESS MADE EASY

JANUARY

Health & Wellness

MAY

Vitality Her Way

SEPTEMBER

Inner Balance

FEBRUARY

Nurture the Heart

JUNE

Men Built to Thrive

OCTOBER

How Healing Works

MARCH

Nourish & Flourish

JULY

Good Vibes, Great
Outdoors

NOVEMBER

Rooted in Gratitude

APRIL

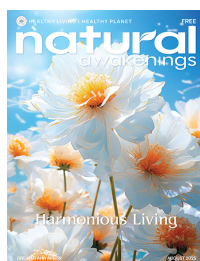
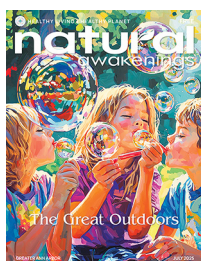
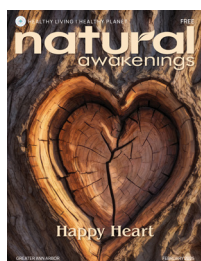
Sustainable Together

AUGUST

Building Healthy
Foundations

DECEMBER

Living Generously



**IN EVERY
ISSUE ...**

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

Contact: Sharon Bruckman • 239-207-2775 • SharonB@SWFLnaturalawakenings.com • SWFLnaturalawakenings.com