

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

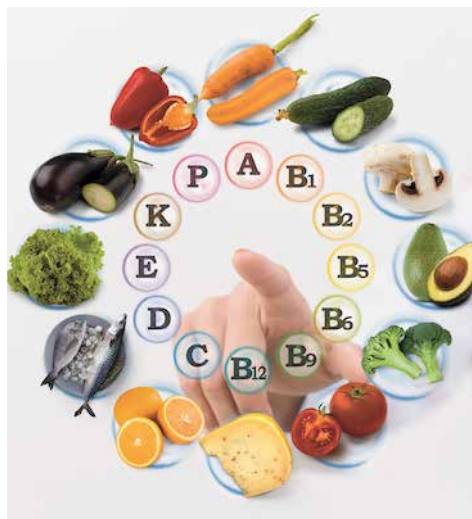


DIVERSE, TARGETED DISTRIBUTION

Reach More than 350,000 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



PDF

- Please create **PDF/X1a** compliant files; CMYK.
- Please submit/upload to:
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.**

File Preparation

Please adhere to the guidelines below when preparing files.

FULL PAGE BLEED:
Bleed Size 8.75 x 11.25
Trim Size 8.25 x 10.75
Live Area 7.5 x 10.25

Full Page
(No Bleed)
7.5 x 10

2/3 Page
Vertical
4.875 x 9.75

1/2 Page
Vertical
(2cp)
3.625
x 9.75

1/3
Page
Vertical
2.375
x 9.75

2/3 Page Horizontal
7.5 x 6.25

1/2 Page
Horizontal
7.5 x 4.75

1/3 Page Horizontal
(3-col)
7.5 x 3.125

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

1/2
Vertical
(2-col)
4.875 x 7.25

1/3 Horizontal
(2-col)
4.875 x 4.5

1/4 Horizontal
(2-col)
4.875 x 3.125

1/4 Vertical
(2cp)
3.625
x 4.75

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.



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

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

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.

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.

ONLINE RATES

Per Month
Print Advertisers
Receive An
Additional 25% off
Prices listed
and Full Page
advertisers receive
complimentary
Online ads for
term of ad
campaign.

Size		12 Months	6 Months	1 Month
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

Fix It, Don't Nix It: Repairing Can Prolong Life of Products
When something breaks, don't replace it—fix it. Here are tips to help DIY fix just about anything. [Read More »](#)

[Load More Articles](#)

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

SIDEBAR

LetsGetChecked
TAKE CONTROL OF YOUR OWN HEALTH WITH AN AT-HOME TEST.
20% OFF EVERYTHING Use Code NATAWAKE20
[ORDER NOW](#)

Each month, our website receives:

30K

Unique Visitors

31K

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.



NATURAL AWAKENINGS'

2026

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	WHOLE-PERSON HEALTH & WELLNESS
FEBRUARY	NURTURE THE HEART
MARCH	NOURISH & FLOURISH
APRIL	SUSTAINABLE TOGETHER
MAY	VITALITY HER WAY
JUNE	MEN BUILT TO THRIVE

JULY	GOOD VIBES, GREAT OUTDOORS
AUGUST	BUILDING HEALTHY FOUNDATIONS
SEPTEMBER	INNER BALANCE
OCTOBER	HOW HEALING WORKS
NOVEMBER	ROOTED IN GRATITUDE
DECEMBER	LIVING GENEROUSLY

DALLAS - FORT WORTH METROPLEX EDITION

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972-992-8815 | Dallas-Fort Worth Edition | NADallas.com

