



natural

awakenings

MEDIA KIT - 2019



512-614-4282 • GREATER AUSTIN EDITION

HEALTHY LIVING HEALTHY PLANET

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awakenings

MEDIA KIT

Austin Edition

Cat Carrel, *Publisher*

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Publisher@AustinAwakenings.com

Natural Awakenings is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy, with over 70 franchises in markets across the U.S. and Puerto Rico. Compare our rates — they are the most reasonable you will find. Your ad in *Natural Awakenings* works for you much longer than in daily or weekly publications — and readers tell us they keep and refer back to their issues.

Our mission is to provide insights and information to improve the quality of life physically, mentally, emotionally and spiritually. One in four adult Americans are part of the \$290 billion marketplace for goods and services in the categories of health and wellness, the environment and ecological living, social justice, personal development, spirituality and socially responsible investing.

Who is the *Natural Awakenings* Reader?

Results from our 2016 Readership Survey reveal our readership is:

85% female, between the ages of 35 and 54

60% have one or more college degrees

51% have an annual household income of more than 50K

66% have been reading *Natural Awakenings* for more than 2 years

34% share their copy with 2 or more additional readers

88% purchase healthy or organic food

47% regularly attend spiritual or healing events

48% regularly attend exercise or fitness events

Targeted Distribution Yields Local Market Penetration

As a free community publication, we're distributed in hundreds of locations in each franchise market for an unsurpassed depth of market penetration of more than **40,000 distribution points**.

Each month we distribute nearly **150,000 digital copies** of our magazines via email. *Natural Awakenings* is read online in each market contributing to our monthly readership of over **3.5 million**.

CISION®



**Natural Awakenings* recently received the prestigious FBR50 Franchise Satisfaction Award from Franchise Business Review.

Natural Awakenings Magazine is ranked 5th Nationally in Cision's®
2016 Top 10 Health & Fitness Magazines list

Cision® is the world's leading source of media research. Visit www.cision.com or follow @Cision on Twitter.

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:**

**Production@
AustinAwakenings.com**

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.

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

1/6
vertical
2.375
x
4.75

1/12
2.375
x
2.25

bus. card
(2cp)
3.625 x 2.25

1/6 horizontal
4.875 x 2.25



HEALTH & WELLNESS ISSUE

JAN

Feature: Strengthen Organ Vitality
Plus: Healthy Homes

FEB

Feature: Heart Health
Plus: Socially Conscious Investing

NATURAL FOOD ISSUE

MAR

Feature: Nutrition Upgrades
Plus: Managing Allergies

APR

Feature: Sustainable Living
Plus: Creative Arts Therapy

WOMEN'S HEALTH ISSUE

MAY

Feature: Mental & Emotional Well-Being
Plus: Healthy Vision

JUNE

Feature: Brain Health
Plus: Green Building Trends

LOCAL FOOD ISSUE

JULY

Feature: Urban & Suburban Agriculture
Plus: Gut Health

AUG

Feature: Children's Health
Plus: Natural Pet Care

VIBRANT AT ANY AGE ISSUE

SEPT

Feature: Age-Defying Bodywork
Plus: Yoga Therapy

OCT

Feature: Oral Health
Plus: Chiropractic Care

BETTER SLEEP ISSUE

NOV

Feature: Natural Sleep Solutions
Plus: Optimal Thyroid Function

DEC

Feature: Uplifting Humanity
Plus: Earth-Friendly Holidays



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Natural Awakenings Austin has been proudly serving our community in print, providing a unique ability to strategically target your message for your product or service – both geographically and demographically for more than 14 years.

NOW WE'VE EXPANDED OUR OFFERINGS

Opportunities now include a range of digital advertising & promotional benefits in addition to digital services!

WE'RE HERE TO HELP!

“Digital” is broad and often confusing. There are many digital options that can be right for your business, and likely as many that are not. Our goal is to design a strategy that helps you best achieve your goals.

With a range of digital options, you can afford to advertise with various packages that benefit your business!

- Engage your audience with ads, sponsored content, featured events and more
- Reach your target customer (demographics and zip code location) across hundreds of online sites with a single purchase
- Improve SEO (Search Engine Optimization) and social media reach
- Demonstrate local leadership, build brand and improve local reputation (including customer reviews)
- Create a better web presence (modern and effective website, social media profiles) and much more!



**LOOKING TO
EXPAND YOUR
REACH?**

Ask us about
our **exclusive
sponsorship
opportunity.**
There are
only 10 spots
available!

Contact Us

Natural Awakenings – Austin

Cat Carrel, Publisher

723 W University Ave, #300-291

Georgetown, TX 78626

ph. 512-614-4282 • fx. 512-597-3016

publisher@austinawakenings.com

AustinAwakenings.com

Don't wait! Schedule a meeting today and get a guided tour and custom proposal of your options, made just for you and your business.

DIGITAL OPPORTUNITIES



Why *Natural Awakenings* for digital marketing solutions?

As a local publisher, we're able to deliver a unique and engaged audience, as well as valuable services, so you're no longer stuck working with unreliable providers or digital charlatans. Work with a local media company you know and trust. We're dedicated to growing your business!

What we mean by digital opportunities

Digital gives you the ability to enhance and extend what you already do in print in some very interesting and coordinated ways, by leveraging:

Banner Ads
Email Campaigns
Social Promotions (Contests)
Paid Placements & Sponsored Content (Native Advertising)
Premium Directory Listings & Featured Events
Facebook Campaigns
And More!

Why you're interested

There's no better way to share your unique story with our community!

Optimize for Search
Maximize Reach
Drive Engagement
Build Relationships
Gain More Customers

Ask us about our unique **Community Sponsorship Opportunity!**

COMMUNITY SPONSORS



One-Time Only Price
\$200/month

Price guaranteed with a 12-month commitment

Exclusive Sponsorship Opportunity - Only 10 spots available!

Community Sponsors

There is no better way to share your unique story with our community.

Optimize for Search
Maximize Reach
Drive Engagement
Build Relationships
Gain More Customers

What's included?

- A **premium directory listing** which serves as home base for all your local marketing efforts
- **Recognition** as a community sponsor on every page of our site as shown above (logo with link to directory listing)
- A **snapshot banner ad** to highlight an offer with a call-to-action
- **1 piece of sponsored content** each month (a Featured Event, Facebook Share, or other promotion)
- **Email Sponsorship** in our email newsletter (logo with link)

Contact Us

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Don't wait! Schedule a meeting today and get a guided tour and custom proposal of your options, made just for you and your business.