



HEALTHY LIFESTYLES ISSUE

**JAN** Age-Defying Habits  
Plus: Healthy Immune System

**FEB** Cardiovascular Health  
Plus: Regenerative Medicine

PLANT-BASED NUTRITION ISSUE

**MAR** Thriving on a Plant-Based Diet  
Plus: CBD

**APR** Grassroots Climate Crisis Strategies  
Plus: Healthy Home

WOMEN'S WELLNESS ISSUE

**MAY** Autoimmune Breakthroughs  
Plus: Protein & Collagen Connection

**JUN** Inspired Lifestyle Travel  
Plus: Brain Health

THE FOOD CONNECTION ISSUE

**JUL** Beyond Factory Farming  
Plus: Gut Health

**AUG** Biological Dentistry  
Plus: Environmental Education

SELF-EMPOWERMENT ISSUE

**SEP** Emotional Well-Being  
Plus: Adaptive Yoga

**OCT** Stress Management  
Plus: Joint Health

THE DIABETES CHALLENGE ISSUE

**NOV** Personalized Diabetes Strategies  
Plus: Skin Care

**DEC** Creating Community & Connection  
Plus: Spending Locally

IN EVERY ISSUE...

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

**Deadlines:**  
Approx 11th for editorial &  
16<sup>th</sup> of the month for Ads for the  
following months issue.

## Grow Your Business in Greater Pittsburgh

Rapidly growing  
readership and  
distribution!

Serving Greater  
Pittsburgh, all of SW  
Pennsylvania and  
Morgantown WV!

Who is the *Natural Awakenings* reader?  
According to audits conducted by  
the CVC Verification Council, our readership is:

- Overwhelmingly female (70%)
  - 80% purchase products or services from ads seen in *Natural Awakenings*.
  - Over 51% have a household income of over 50K.
  - 72% are between the ages of 25-54.
- Natural Awakenings Magazine* rated higher over TV, radio, internet and other print publications as the #1 source for health-related info.**

Publisher: Michelle Dalnoky RN BA  
Facebook: NaturalAwakeningsSWPA  
Website: [www.NaturalAwakeningsSWPA.com](http://www.NaturalAwakeningsSWPA.com)  
Ph: (724) 271-8877



# GREATER PITTSBURGH media kit 2020



**~ BUSINESS BUILDER PACKAGES ~**

**SMALL**

*What you get throughout the year:*

1/6 Page Color Ad (x12)

News or Health Brief (x3)

*50-250-word article plus graphic*

Calendar Listings (x24)

Community Resource Guide Listing (x12) *One Category, 4 lines of contact info, 50-word description and photo/logo*

Online Digital Magazine Website & Facebook (x12) + Email Blast (x12)

\$195 per month

**MEDIUM**

*What you get throughout the year:*

1/4 Page Color Ad (x12)

Community Resource Guide Listing (x12) *One Category, 4 lines of contact info, 50-word description and photo/logo*

News or Health Brief (x4)  
*25- to 250-word article plus graphic*

Community Spotlight (x1)  
*500- to 750-word article plus graphic*

Full Page

Calendar Listings (x24)

Online Digital Magazine on Website & Facebook + Email Blast (x12)

\$250 per month

**LARGE**

*What you get throughout the year:*

1/2 Page Color Ad (x12)

Community Resource Guide Listing (x12)  
*One Category, 4 lines of contact info, 50-word description and photo/logo*

News or Health Brief (x5)  
*50- to 250-word article plus graphic*

Community Spotlight (x1)  
*500- to 750-word article plus graphic*

Business Spotlight (x1)  
*500- to 750-word article plus graphic*

Calendar Listings (x24)  
*25- or 50-word listings*

Online Digital Magazine on Website & Facebook (x12) + Email Blast (x12)

\$495 per month

**VIP- Full Page- \$895 per month!**

**BUDGET**

*What you get throughout the year:*

Business Card Color Ad (x12)

Community Resource Guide Listing (x12) *One Category, 4 lines of contact info, 50-word description and photo/logo*

News or Health Brief (x2)  
*25- to 250-word article plus graphic*

Calendar Listings (x24)

Online Digital Magazine on Website & Facebook (x12) + Email Blast (x12)

\$125 per month

**ALL SIZES**

	12X	6X	1X
Bus Card B	156	175	
1/8	184	207	
1/6 S	235	265	
1/4 M	310	349	
1/3	393	442	
1/2 L	544	612	679
2/3	685	770	856
FULL VIP	920	1035	1150
Pg. 4.5. Inside Back	1027	1156	1284
Pg. 3. Inside Front	1113	1252	1391
Back Cover	1220	1372	1525

**EXTRAS**

CRG	12x-\$69, 6x-\$79, 3x-\$95
CRG W/ad	12x-\$49, 6x-\$69
Daily Calendar	2x FREE -Then- \$20
Mark Your Calendar	Highlight \$25
Nonprofits	Additional 5% Off
+Co-Op Ads	+Event Ads
Classifieds \$1/word (20-word min.)	