



natural

awakenings

MEDIA KIT - 2020



512-614-4282 • GREATER AUSTIN EDITION

HEALTHY LIVING HEALTHY PLANET

natural
awakenings

MEDIA KIT

Austin Edition

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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.

4) Fonts:

- All fonts must be embedded and/or attached.
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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