

natural awakenings



Dear Holistic Partner,

Greetings! *Natural Awakenings* Inland Northwest is a free natural/holistic living magazine for the Spokane, Coeur d'Alene and Sandpoint region. The first issue of the Inland Northwest edition was published in September 2017 soon after the loss of my mother to heart disease. Her death rattled me to the core; and in the search for more meaning after such a monumental loss, this magazine emerged.

Like you, and the health-conscious readers of this monthly publication, I believe strongly in the power of holistic health, sustainability, wellness, conscious living, self-improvement and making the world a better place for ourselves, our families and each other. This is truly the mission of *Natural Awakenings* and is why the magazine has gained so much traction and popularity

since first being published, with a growing readership of over 28,000.

Our savvy readers are interested in holistic health, wellness and innovative ways to support their own lives as well as their family. They are known to TAKE ACTION when they connect with an advertiser and their unique therapy, product or service. I encourage print advertisers to connect in meaningful ways to our readership by educating them about their area of expertise and their own story through articles, news briefs, health briefs and spotlights. Please note: Marketing is NOT sales! It's relationship building and creating a connection to your ideal client. It can happen overnight, but in order to find the long-term clients most of us are seeking, it takes time, effort and intention. Allow *Natural Awakenings* to guide you on your path to increased relationships with your ideal clients. Contact me today for more information!

Yours in health,

Amber McKenzie

Publisher

Natural Awakenings Inland Northwest

509-869-4361 (text/call)

Amber@inwAwakenings.com

inwAwakenings.com

@inwAwakenings



Quick Facts

Reader Demographics:

Women: 75%

Men: 25%

Ages 35 to 54: 60%

Distribution: Natural Awakenings INW is distributed to Spokane, Coeur d'Alene, Sandpoint and surrounding region.

Readership: Our print and online readership is at over 28,000 every month, and keeps growing!

Popular pick-up locations: Grocery Outlets, Natural Grocers, organic markets and co-ops, select Rosauers, Super One Foods and Yoke's Markets, organic restaurants, coffee shops, fitness centers, yoga studios, libraries, vitamin shops, healing centers, medical offices and more.

Editorial Upgrades

News Briefs

(non-partners): \$144;

free for current print partners

Length: 50 to 250 words

Due on or before the 10th of the month prior to publication.

News briefs are a way for partners, advertisers and non-advertisers to share events, grand openings, highlights, new practitioners/therapies, special offers, etc.

Health Briefs

Length: 50 to 250 words

Due on or before the 10th of the month prior to publication.

Health briefs are short, interesting pieces of information about new health facts or leading research in a field. This is an opportunity to share bits of information about your therapy, service or other health-related opportunities.

Spotlight Articles

Spotlights are powerful full and half page articles that tell a story and share vital information about a business, therapy, practitioner or product. Spotlights are written by a professional *Natural Awakenings* writer.



Contact Us

Natural Awakenings – Inland Northwest Amber McKenzie, Publisher

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2020 EDITORIAL CALENDAR

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

ADVERTISING RATES

AD RATES: Full Color / Cost Per Month

| Size: | 12 Months* 25% discount | 6 Months* 15% discount | 1 Month | Layout/ Design |
|---------------|----------------------------|---------------------------|-----------|-------------------|
| Full Page | \$712 mo. | \$807mo. | \$950 mo. | \$225 |
| 2/3 Page | 545 | 617 | 727 | 175 |
| 1/2 Page | 435 | 493 | 580 | 135 |
| 5/12 Page | 390 | 442 | 520 | 125 |
| 1/3 Page | 303 | 344 | 405 | 95 |
| 1/4 Page | 254 | 288 | 339 | 75 |
| 1/6 Page | 204 | 232 | 273 | 65 |
| 1/8 Page | 145 | 164 | 199 | 50 |
| Business Card | 136 | 154 | 182 | 45 |

Premium Positioning (full page only)

| | | | | |
|--------------|-------|-------|--------|-------|
| Inside Front | \$875 | \$975 | \$1150 | \$290 |
| Page 3 | 925 | 1045 | 1225 | 305 |
| Page 4 & 5 | 825 | 925 | 1099 | 275 |
| Inside Back | 875 | 975 | 1150 | 290 |
| Outside Back | 999 | 1125 | 1330 | 335 |

Classified Ads

\$20 (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@inwAwakenings.com

Calendar of Events

Events Listing: \$20; Save the Date: \$30 (50 words or less)
Mark Your Calendar: \$15; (25 words or less)
Calendar listings are free for current advertising partners

Submit your calendar events through our online Google form by the 10th of the month prior to publication. Available on inwAwakenings.com or email Publisher@inwAwakenings.com.

Ad Design and Layout

The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee is 25% of the non-discounted rate of your ad size. Subsequent ad design/layout changes will be billed at \$25 per 15 minutes of design time. (Minimum charge is \$25.)

Marketing Packages and Discounts

Contact us about our 12-month marketing packages and Holistic Chamber of Commerce member deals and discounts.

Community Resource Guide

Guide Pricing

12 months 6 months 1 month
\$69/month \$89/month N/A

Run w/Display Ad:
\$29/month (for length of contract)

Listing includes

4 name/address lines and up to a 40-word description
• Extra name/address lines: **\$7** each
• Extra words in description: **\$1** each

CRG listing includes two news briefs for a 12-month agreement and one news brief for a 6-month agreement.

CATEGORY NAME

YOUR BUSINESS NAME

Contact Name
Address / City
Phone / Website URL



Description: 40 words. The Community Resource Guide listings are a reference tool allowing our readers to find you when they are in need of your product or service. Special pricing for display advertisers. *Page number of your display ad here (if applicable).*

Being a *Natural Awakenings* print advertiser is **not** just about placing an ad every month. It includes numerous benefits, promotion and networking opportunities that we encourage advertisers to take full advantage of, including:

Promotion Opportunities:

- Being a guest on our weekly [Holistic Northwest Living Podcast](#) with Amber McKenzie and Chris Angell
- Your online articles, spotlights and promotions featured on [inwAwakenings.com](#)
- Social media shout outs and posts through [Facebook](#) and [Instagram](#) accounts
- E-newsletter updates to readers across the Inland Northwest, with links to your content and website
- Email and video tips to increase your visibility and marketing strategies
- Your business listed on our online [Business Directory page](#)
- Your upcoming calendar listings featured on the [inwAwakenings](#) events page!
- Online sponsorship advertisements and links to your site (additional charge)



Networking Opportunities

- Private Facebook Group "[Natural Awakenings High Vibe Tribe](#)" community for our advertisers and partners to receive magazine updates, deadlines, connection opportunities and a place to share!
- Encouragement to join the [Holistic Chamber of Commerce Spokane Chapter](#)
- Networking meetings, socials and collaborations to connect those in our holistic community interested in growing their businesses!



Interested in learning more?

Contact Amber at 509-869-4361
or amber@inwAwakenings.com.



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:
ads@inwAwakenings.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.

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