



natural awakenings

MEDIA KIT - 2020

860-507-6392 • NAHRT.COM • GREATER HARTFORD EDITION

CUSTOMER TESTIMONIALS

natural
awakenings

"My experience with *Natural Awakenings* has always been a **pleasant** one, particularly so with the current Publisher, Nicole Miale. Nicole somehow finds the ability to allow **individual** attention to the detail of your business or practice. Her warmth and understanding of a varied array of businesses helps in all areas. Nicole's uncanny ability to reach out to you, and make necessary suggestions with appropriate timing is amazing. I can't commend her enough for her continued **dedication** to us all!"

~ Mela Rispoli, Soul Focus

"When I decided to open a business as an In-Home Marriage and Family Therapist and Reiki Practitioner, I only and finally considered advertising in *Natural Awakenings*. I had been approached by others, however the others could not even approach the **Cost-Benefit Analysis** with *Natural Awakenings*. When I contacted Nicole, her **responsiveness** exceeded expectations. I had never before encountered a business-owner with more **passion, enthusiasm**, and responsiveness. If I ever choose to advertise with another Publisher in any advertising medium, there will be an incredibly high standard established by Nicole. I am constantly recommending her to colleagues in many different fields who are in the market for advertising. What places her far above the rest is her skill, her passion and her **humanity**:

Nicole truly **cares** about each and every client, and the **success** and **well-being** of each reader."

~ Jill L. Badyrka, MFT, Marriage and Family Therapist, Reiki Master & Practitioner

"I have been an advertising client in the Fairfield County Edition of *Natural*

Awakenings for quite a few years now.

It is an **extraordinary magazine** that gears towards many levels of healing and wholeness, and is a perfect place for me to invest in advertising my healing work. Nicole Miale is by far one of the best owners/editors that I have worked with. I have advertised in other venues, and in some cases had many difficulties. Not with Nicole. Nicole is not only very well versed in her area of **expertise**, but she is also **caring, honest**, has **integrity**, and goes **above and beyond** for her clients to assist them in advertising to the best of her ability to ensure that clients get their professional needs met in a fair and **honest** way."

~ Jessica C. Hunter,
Hunter Healing Hands



January

- Fresh Start
- Refresh the Immune System



February

- Shifting into Positive
- Regenerative Medicine



March

- Plant-Based Nutrition
- CBD



April

NATURAL LIVING DIRECTORY

- Grassroots Climate Strategies
- Creatures Great and Small



May

WOMEN'S WELLNESS ISSUE

- Autoimmune Breakthroughs
- Lyme Disease



June

- Inspired Lifestyle
- Brain Health



July

- Food Connection
- Gut Health



August

- Education Out of the Box
- Prospering through Transition



September

- Expressive Arts and Movement
- Emotion Quotient



October

- Exploring Other Realms
- Transcending Physical Health



November

- The Sugar Challenge
- Stress Management



December

- Community & Connection
- Get Your Glow On



editorial

EDITORIAL SUBMISSION DEADLINE

Due on or before the 8th of the month prior to publication.

FEATURE ARTICLES • Length: 700-1000 words

Articles featured in *Natural Awakenings* cover a wide range of subjects in the areas of health, healing, inner growth, fitness and Earth-friendly living. Articles should be written in layman's terms and impart information in a way that does not sound self-serving. Rather than tackling a vast subject, it is better to focus on a particular segment (example: Using Chinese Medicine to Treat Menopause, rather than Everything You Want to Know About Chinese Medicine). We reserve the right to edit all submissions if necessary. Please include a brief biography at the end of your article.

NEWS BRIEFS • Length: 200-250 words

What's new? Share it with us! Did you open a new office, recently become certified in a new therapy, or do you have a special event coming up? We welcome any news items relevant to the subject matter of our publication. We also welcome any hot tips or suggestions you may have for a news item. Please write your News Briefs in the third person.

HEALTH BRIEFS • Length: 300-400 words

Health Briefs are short, interesting clips of information often referring to a new health fact or leading-edge research in a particular field. This is an opportunity to share bits of information about your particular therapy, (examples: massage lowers blood pressure; acupuncture shortens labor; exercise eases depression). Please include any references.

HOW TO SUBMIT EDITORIAL

- All editorial must be in digital format. No faxed or printed submissions will be accepted.
- Editorial submissions should be emailed to Publisher@NAHRT.com. Include name, business and phone number with all editorial submissions. We reserve the right to edit all submissions for length, style and clarity. Must be informative and educational, not promotional. Publication is based upon a number of factors including topic, quality of writing, and space availability. See complete guidelines on NAHRT.com (click "Submit Editorial" at very top of page).

PHOTOS AND GRAPHICS

Be sure to include any photos or graphics in .jpg format, as an email attachment. No low resolution photos.

CALENDAR LISTINGS

Magazine listings due the 10th of the month prior to publication.

Website listings can be submitted at any time.

The Calendar is a wonderful resource for filling your workshops and events - in the magazine and on NAHRT.com. Display advertisers receive 5 free listings/month and CRG/MYC advertisers receive 2 free/month. Distribution sites receive 2 free/month. 5 free maximum/month. For guidelines and to submit Calendar listings, visit NAHRT.com (click "Calendar Submissions" under "Calendar" selection).



contactus

Call for print & online rates!

PUBLISHING

Nicole Miale, Publisher
Publisher@NAHRT.com

SALES & MARKETING

ph 860-507-6392
fx 860-357-6034
Ads@NAHRT.com

COMING IN APRIL
Greater Hartford Edition
natural
awakenings

2020

NATURAL LIVING
DIRECTORY

YOUR HEALTHY LIVING,
HEALTHY PLANET RESOURCE GUIDE



ATTENTION LOCAL BUSINESSES!

Don't miss out on this opportunity to reach more than **50,000** Natural Awakenings readers all year long. Attract new customers and increase your business with our cost-efficient advertising, in print and online.

**Directory
Deadline:
March 10**

Call now to reserve your space!

860-507-6392

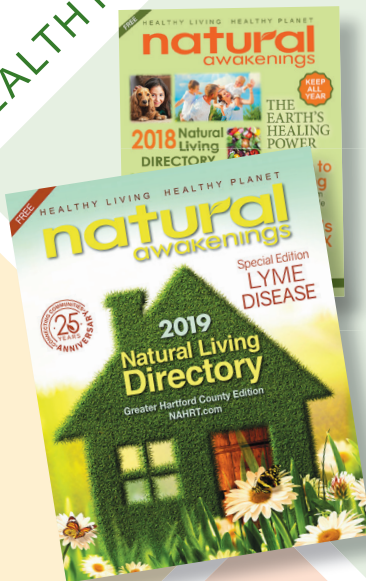
Publisher@NAHRT.com

Natural Living Directory Pricing

- 1 profile = \$225
(no display ad)
- 1 profile + 1 listing = \$285

Pricing for Listings:

- \$125 for 1st listing
- \$62.50 for second
- 3rd listing FREE
- Regular advertisers can add additional listings for only \$60 each!





display advertising rates

Price per month, payable monthly

	12 months	6 months	1-3 months	design fee
Full Page	730	825	900	250
2/3 Page	550	600	675	175
1/2 Page	425	465	495	150
1/3 Page	325	355	400	100
1/4 Page	265	295	325	85
1/6 Page	180	210	225	75
Business Card	135	150	170	60

Premium Positioning

Front/Back add \$100 (Full Page Only)

Page 3 add \$150 (Full Page Only)

Back Cover add \$200 (Full Page Only)

Don't see what you need? Ask!

We can create a custom ad package to meet the unique needs of your business.

DEADLINES

8th of month prior to upcoming issue for ALL editorial. 10th of the month for advertising elements, including changes to existing ads.

COMMUNITY RESOURCE GUIDE (CRG)

No Display Ad: 75

With Display Ad: 45

Includes 4 contact lines, 40 word description, photo/logo.

PRACTICE/BUSINESS PROFILE

Available only in conjunction with appropriate editorial and at Publisher's discretion

No Display Ad: \$175

With Any Fractional Display ad: 87.50

With Display Ad Larger Than 1/2 Page: COMPLIMENTARY

MARK YOUR CALENDAR ADS (MYC)

\$75 to promote special events, future events, or those costing more than \$50 (\$40 for advertisers).

CLASSIFIED AD

\$1.00 per word. 25 word minimum. Email listing, including billing contact information by 10th of month prior to publication to Editor@NAHRT.com

AD DESIGN AND LAYOUT

We do not build design services into our ad prices, as we've found that most of our advertisers do not require the service. If needed, initial ad design/layout fees are listed above. Subsequent ad design/layout changes will be billed at \$30 per 15 minutes of design time. (Minimum charge is \$30.)



* Pricing is based on consecutive month placement in Natural Awakenings magazine.



integrated ad packages

DELUXE PACKAGES

ALL DELUXE PACKAGES INCLUDE:

- 1 Community Spotlight article • Online Advertising/Video
 - 4 News or Health Briefs
- Print and Online Community Resource Guide listings
 - Business/Practice Profile in one regular issue
- 5 Print and Online Calendar listings per month

DELUXE PACKAGE #1

- Full Page Ad – 3 months
- 1/3 Page Ad – 9 months
- 12 monthly payments of \$500**

DELUXE PACKAGE #2

- Full Page Ad – 2 months
- 1/4 Page Ad – 10 months
- 12 monthly payments of \$415**

DELUXE PACKAGE #3

- 1/3 Page Ad – 4 months
- 1/6 Page Ad – 8 months
- 12 monthly payments of \$300**

STANDARD PACKAGES

ALL STANDARD PACKAGES INCLUDE:

- 4 News or Health Briefs • Print and Online Community Resource Guide listings
- Business/Practice Profile in one regular issue • 5 Print and Online Calendar listings per month

STANDARD PACKAGE #1

- 1/6 Page Ad – 12 months
- Business/Practice Profile in one regular issue
- Print and Online CRG
- 12 monthly payments of \$240**

STANDARD PACKAGE #2

- 1/4 Page Ad – 6 months
- Business/Practice Profile in one regular issue
- Print and Online CRG – 12 months
- 12 monthly payments of \$190**

STANDARD PACKAGE #3

- Business Card Ad – 12 months
- Print Community Resource Guide listing – 12 months
- 12 monthly payments of \$195**

EVENT PACKAGES

TWO MONTH EVENT PACKAGE

- 2 1/4 page ads
- 2 Mark Your Calendar ads
- 1 News Brief
- 2 monthly payments of \$340**

ONE MONTH EVENT PACKAGE

- 1 1/2 page ad
- 1 Mark Your Calendar ad
- 1 Event Spotlight
- 1 monthly payment of \$555**

Deluxe & Standard Ad Packages are 12-Month Minimum

- The advertising packages are all-inclusive and have been accorded to you based upon an annual agreement

Included in your integrated package:

- Discounted ad rates that will maximize your advertising budget and provide more exposure to customers

- Community Resource Guide (CRG) listings are a reference tool allowing our readers to find you when they are in need of your services.

- Value-added editorial opportunities that highlight your company, products and services

- Writing, editorial and proofing services

- Natural Awakenings can design your display ads for an added fee.



filesubmission

FORMAT FOR PRINT-READY AD

If you are providing print-ready copy, your ad must be submitted in one of the following formats:

- 1) TIFF, EPS, JPG, PSD or PDF file. All fonts must be embedded and/or attached. Please "flatten" all files before saving.
- 2) Adobe Acrobat® PDF file, distilled from InDesign or Quark Express as 'Press Quality' with all fonts embedded. Microsoft Word files are not accepted as print-ready ads. Publisher files are not accepted.
- 3) Native application files: PC InDesign files with "ALL 300 dpi files needed for remote printing." This should include the original one-page InDesign file, any linked 300 dpi graphics and all fonts Adobe Illustrator files saved as EPS with embedded photos & art. All fonts converted to outline. Adobe Photoshop files saved as flattened JPG, 300 dpi, in CMYK.

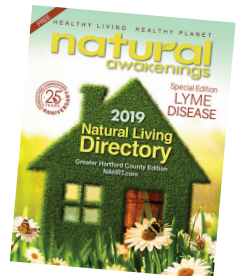
Note: Text intended to print as black should be 100% black not 4-color black. Emailed files must be under 6 MB. No text should be smaller than 7pt size.

PHOTOS AND GRAPHICS

Be sure to include any photos or graphics in one of the following formats as an email attachment. Graphics embedded into word documents are not acceptable.

- 1) Digital photos (JPG) unretouched "right out of the camera" are preferred.
- 2) Professionally printed photos scanned at 300 dpi. JPG windows format.
- 3) Professionally printed photos (to be scanned).

No computer-printed material or website images are accepted.



adsizes

Call for print & online rates!

full page no bleed
7.375 in x 9.25 in

or

full page bleed
Bleed size: 8.625 x 10.75
Trim Size: 8.125 x 10.25
Live Area: 7.375 x 9.25

half-page
vertical
(2-column)
3.5 x 9.25

half-page
vertical
4.75 x 6.75

half-page
horizontal
7.375 x 4.5

2/3 horizontal
7.375
x 6.75

1/3 horizontal
(3-column)
7.375 x 3.125

1/3
vertical
2.5
x 9.25

2/3 vertical
4.75
x 9.25

1/3 horizontal
(2-column)
4.75 x 4.5

1/4 horizontal (3-column)
7.375 x 2.125

1/4 vertical
(2-column)
3.5 x 4.5

1/4 horizontal
(2-column)
4.75 x 3.125

3.5 x 2
business
card

1/6
vertical
2.5
x 4.5
1/6 horizontal
4.75 x 2.125

hartford county edition advertising agreement

Contract Length: ☐ 12 mos. ☐ 6 mos. ☐ 1-3 mos.

From ___ / ___ Through ___ / ___

A. Display/Print Ad

Ad Size _____ Price/Month \$ _____

Calendars \$ _____ Classifieds \$ _____

CRG Print _____ Online _____ Profile \$ _____

Natural Living Directory Listings 1st _____ 2nd _____ 3rd **FREE**

Local Listings _____ NLD Profile \$ _____

Subtotal \$ _____

B. Online Ad

Ad Type _____

Page Placement _____ Price/Month \$ _____

Subtotal \$ _____

C. Integrated Ad Packages

Package Type (# or Custom) _____

Package per Month TOTAL \$ _____

D. Design Fee

Print Display Ad Design TOTAL \$ _____

Total of All Ad Placements

1st Month TOTAL with Design \$ _____
Add boxes A through D _____

Monthly Investment \$ _____
Add boxes A through C _____

Broken contracts: You are liable for unearned discounts and an administrative fee of 25% of your monthly rate. Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

Payment via credit card only. We gladly accept:

☐  MasterCard ☐  Visa ☐  AmEx

Amount \$ _____ Frequency ☐ monthly ☐ one-time

Credit Card # _____

3 Digit Verification Code _____ Exp ___ / ___

Name As it Appears on Credit Card: _____

Billing address for Credit Card: _____

City _____ State _____ Zip _____

I authorize Natural Awakenings to bill the card listed above for the amount specified in the Total sections of the worksheet for the duration of this contract. I understand my credit card will be charged between the 15th and 25th of the month prior to publication.

I agree to the terms of this contract. I understand cancellation penalties, deadlines, waiver of responsibility, design fees, and payment policies

Renewals: Multi-month agreements are automatically renewed and based on the rate structure and advertising in place at the time of renewal. You will receive advance notification. To cancel, notify us in writing at least 30 days prior to the 1st of the month.

Signature _____

Notes _____

Fill out this form. Calculate your price in the worksheet. E-Mail camera ready ad or ad material to Publisher@NAHRT.com. Complete payment section. Fax contract to 1-860-357-6034 For assistance call 1-860-507-6392.

Name _____ Date _____

Business Name _____

Address (if different from billing address) _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Email _____ Website _____