

HEALTHY LIVING HEALTHY PLANET

# natural awakenings

Media Kit 2020



# HEALTHY LIVING HEALTHY PLANET

**natural**  
awakenings

**media kit**  
northwest florida edition  
850-687-0825

*Natural Awakenings* is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy. With more than 700 distribution sites covering 5 counties, from Pensacola to Panama City. 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, read it cover-to-cover and are loyal patrons to those that support this FREE publication.

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
- 21%** purchase from our advertisers between 1 and 3 times per month
- 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 **700 distribution points**.

Each month we distribute nearly **4000 digital copies** of our magazines via email. *Natural Awakenings* is read online in each market contributing to our monthly readership of over **50 thousand**.

**CISION**<sup>®</sup>



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

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

Cision<sup>®</sup> is the world's leading source of media research. Visit [www.cision.com](http://www.cision.com) or follow @Cision on Twitter.

📅 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: The 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

**THE 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

# reach our readers

PRINT

ONLINE

MOBILE



- Available for FREE in Health Food Stores, Fitness Clubs, Yoga Studios, Medical Offices, Chiropractic Offices, Libraries, including Wholefoods. Ever'man, select Publix Grocery Stores and where other free publications are found, more than 700 sites.

- **Distribution in Escambia & Santa Rosa County** covers the entire Pensacola, Gulf Breeze, Milton, Pace and Navarre area.

- **Distribution in Okaloosa and Walton County** covers Crestview, Destin, Defuniak Springs, Ft. Walton Beach, Eglin & Hurlburt AFB, Miramar Beach, Niceville and Santa Rosa Beach.

- **Distribution in Bay County** covers Panama City, Panama City Beach, Calloway, Lynn Haven and Mexico Beach.

- We can also expand your marketing efforts to include as many of our NA reader communities across the country that fit your needs. We have national program to reach more than 70 markets and 1.4 million readers per month that will bring your products or services to our highly targeted customer base.



- NWFNaturally.com features content and local editorial from our print magazine on our website which is translatable into every language and searchable by google internationally.

- Online ads are site-wide in a dynamic position down the right-hand side of each page.

- Our online ads are integrated by packages from the print version but can also be purchased separately as a stand-alone program.

- *Natural Awakenings* shares content and supports our advertisers through our social media sites, Facebook, Twitter and LinkedIn



Like Us at  
Natural Awakenings  
NWF



Follow Us at  
Natural Awakenings  
NWF



Follow Us at  
Natural Awakenings  
NWF



- The Natural Awakenings of Northwest Florida is mobile. The site is responsive on both Apple or Android mobile platforms. It is easy to view and navigate and no need to download any additional apps. Quickly view articles, digital magazines, calendar events and local resources, plus submit events and news, perfect for our readers on the go

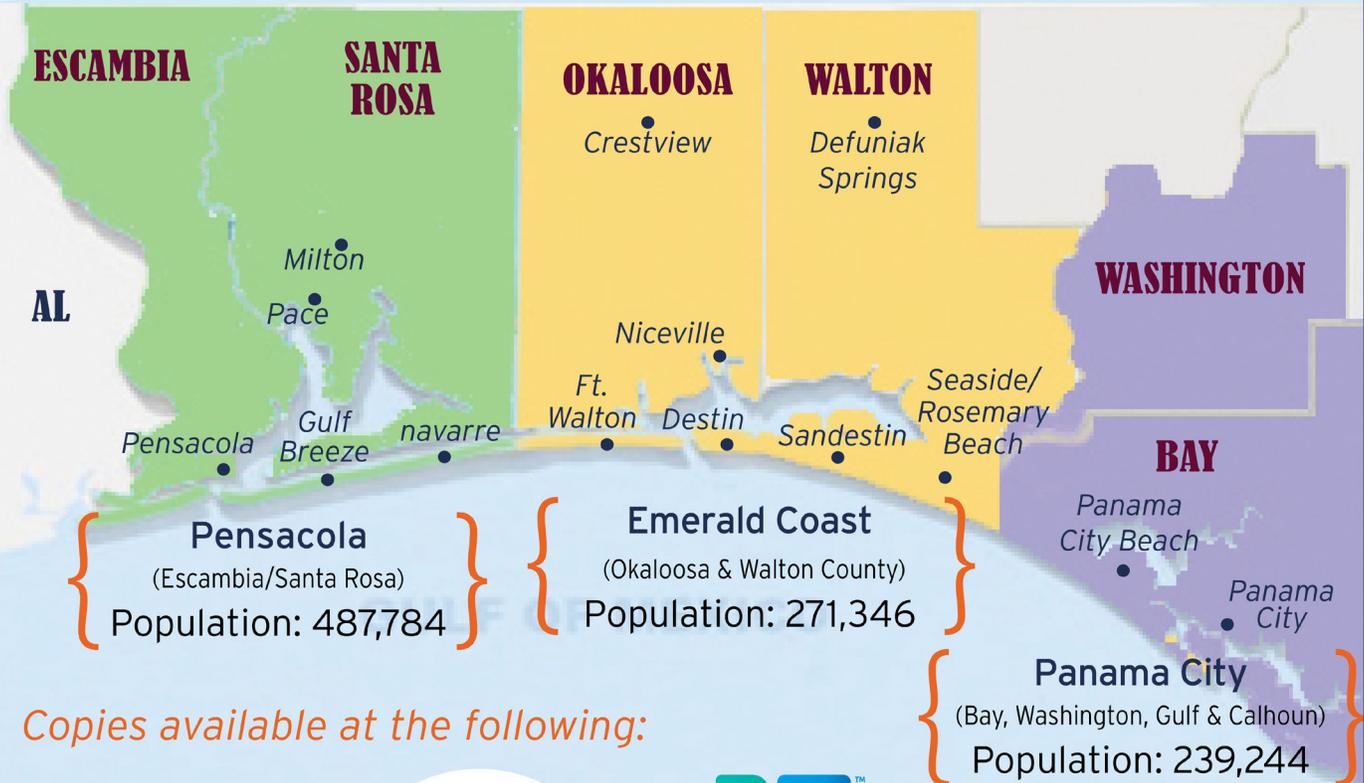


- The digital version of our magazine, which is a mirror copy of our print magazine, is emailed to more than 4000 digital subscribers each month and published on ISSUU, the world's largest digital news stand.

# distribution map

natural  
awakenings

**EXTENSIVE  
DISTRIBUTION**



Copies available at the following:



SELECTED  
**Publix** • **Winn-Dixie**



Also found in more than 700 distribution sites including:

- Health Food & Nutritional Stores • Fitness Clubs • Medical Offices
- Chiropractic Centers • Yoga Studios • Spas • Massage Clinics • Libraries

For information call: (850)687-0825

Digital Magazine available at [NWFNaturally.com](http://NWFNaturally.com)  
website, social media and on popular digital news stands

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  
les to:**  
[Scott@nwfaturally.com](mailto:Scott@nwfaturally.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

half-page  
vertical  
(2-cp)  
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  
4.875 x 4.75

1/3 horizontal  
7.5 x 3.5

1/4 vertical  
(2-cp)  
3.625  
x 4.75

1/4 horizontal  
4.875 x 3.5

1/4 horizontal  
7.5 x 2.5

1/6  
vertical  
2.375  
x  
4.75

1/6 horizontal  
4.875 x 2.25

1/8  
2.375  
x  
3.375

bus. card  
3.625 x 2.25

# online rates & specs

Leaderboard 728 x 90 / 72 dpi and 300 x 50 / 72 dpi for mobile phones (must supply both sizes)

Splash 920 x 516 / 72 dpi

Rectangle 300 x 250 / 72 dpi

## SELECT A PAGE

Most of our ad sizes may be placed on the Home page or on any of our popular internal Landing pages. Select from Health, Fit Body, Eat Well, Green Living, Inspiration, Pets, Community or Travel.

**2020 SPECIAL PRICING** **\$25**  
ONLINE LOCAL AND NATIONAL DIRECTORY **monthly**

## WEBSITE LOCAL AND NATIONAL DIRECTORY LISTING

## IPAD/ANDROID TABLET DIRECTORY LISTING

### Natural Awakenings on the Go!

The *Natural Awakenings* Apple & Android app is a free download at Apple's App Store and Google Play. It serves as a resource

to our readers on the go. The *Natural Awakenings* app has a National Directory of healthy living providers for those seeking services to support a vibrant lifestyle. Listing your business on the *Natural Awakenings* Directory will allow readers from anywhere in the U.S. to locate your services, complete with directions.



# 2020 ad rates

## ad rates per month added value

### DISPLAY AD (INCLUDES FREE EDITORIAL) PER MONTH

Size:	12 Month	6 Months*	3 Months*	Ad Design
<b>Full Page</b>	<b>\$675</b>	<b>\$695</b>	<b>\$850</b>	<b>\$200</b>
<b>2/3 Page</b>	<b>525</b>	<b>595</b>	<b>650</b>	<b>150</b>
<b>1/2 Page</b>	<b>475</b>	<b>495</b>	<b>550</b>	<b>120</b>
<b>1/3 Page</b>	<b>375</b>	<b>395</b>	<b>450</b>	<b>83</b>
<b>1/4 Page</b>	<b>275</b>	<b>295</b>	<b>350</b>	<b>66</b>
<b>1/6 Page</b>	<b>175</b>	<b>195</b>	<b>250</b>	<b>50</b>

### DISPLAY AD WITH PREMIUM POSITIONING

Size:	12 Month	6 Months*	3 Months*	Ad Design
<b>Inside Front, Page 3, 4, 5 or Inside Back</b>				
	<b>775</b>	<b>850</b>	<b>950</b>	<b>200</b>
<b>Outside Back</b>				
	<b>900</b>	<b>975</b>	<b>1100</b>	<b>200</b>

### ONLINE AD PRICING (6 MONTH MIN)

Size:	Home Page	Other Page
<b>Leaderboard</b>	<b>\$200/mo</b>	<b>\$100/mo</b>
<b>SplashPage</b>	<b>150/mo</b>	<b>75/mo</b>
<b>Rectangle</b>	<b>100/mo</b>	<b>50/mo</b>

### ONLINE DIRECTORY AD (12 MONTH MIN)

*Listing includes up to 3 Images, unlimited Categories, Link to Website and Location Map* **\$250 per year**

### COMMUNITY RESOURCE GUIDE LISTING

(IN PRINT AND ONLINE)

	12 Months	6 Months	Online Only
<b>No Display Ad</b>	<b>75</b>	<b>95</b>	<b>\$250 for 12mo</b>
<b>Display Advertisers</b>	<b>25</b>	<b>25</b>	
<b>Each Extra</b>	<b>25</b>	<b>25</b>	

### CALENDAR (ONLINE & IN PRINT) INCLUDED W/DISPLAY

<b>Event Listing</b>	<b>\$10 per month</b>
<b>Upcoming Event</b>	<b>\$15 per month</b>
<b>Save The Date</b>	<b>\$ 50 per month</b>

### CLASSIFIED AD (AVAILABLE IN PRINT ONLY)

<b>Up to 20 works</b>	<b>\$20 per month</b>
<b>Extra words</b>	<b>\$1 each per month</b>

**DEADLINES** Display ads, classifieds and calendar listings must be received by the 10th of the month prior to the desired month of publication.

### DISPLAY AD INCLUDES

12 month programs includes  
*Community Resource Guide Listing under 2 Headers*  
*Online Directory Listing*  
*4 News Briefs per year*  
*5 Calendar Listings*  
*or 2 Classified Listings per month*

6 month programs includes  
*Online Directory Listing*  
*2 News Briefs per year*  
*5 Calendar Listings*  
*or 2 Classified Listings per month*

### ONLINE AD INCLUDES

6 month programs includes  
*a Premier Online Directory Listing with a Link to Website and Location Map*

### COMMUNITY RESOURCE GUIDE LISTING AD INCLUDES

12 month programs includes  
*Online Directory Listing*  
*4 News Briefs per year*  
*3 Calendar Listings or 2 Classified Listings per month*

6 month programs includes  
*Online Directory Listing*  
*2 News Briefs per year*  
*3 Calendar Listings or 2 Classified Listings per month*

The value-added editorial content, in NewsBriefs, highlights your company, products, services, and/or event. Using these enhances the visibility of your ad over the term of the package.

# 2020 ad rates ad packages

## FEATURED PACKAGE

*Full Page Ad - 6 months*  
*1/2 Page Ad - 6 months*  
*Banner Website Ad*  
*1 Community Resource Guide Listing*

Added Value:

*Ad Design Included*  
*1 Community Spotlight Article*  
*1 Business Profile in Annual Directory*  
*4 News Briefs per year*  
*5 Calendar Listings per month*

**\$575 / per month/12 months**

## PREMIUM PACKAGE

*Full Page Ad - 2 months*  
*1/2 Page Ad - 4 months*  
*1/4 Page Ad - 6 months*  
*Banner Website Ad*  
*1 Community Resource Guide Listing*

Added Value:

*Ad Design Included*  
*1 Community Spotlight Article*  
*4 News Briefs per year*  
*5 Calendar Listings per month*

**\$400 / per month/12 month**

## STANDARD PACKAGE

*Full Page Ad - 1 months*  
*1/2 Page Ad - 2 months*  
*1/4 Page Ad - 9 months*  
*Splash Page Website Ad*  
*Community Resource Guide Listing*

Added Value:

*Ad Design Included*  
*1 Advertorial Online*  
*4 News Briefs per year*  
*5 Calendar Listings per month*

**\$350 / per month/12 month**

## ECONOMY PACKAGE

*1/2 Page Ad - 2 months*  
*1/4 Page Ad - 210months*  
*Community Resource Guide Listing*

Added Value:

*Ad Design Included*  
*4 News Briefs per year*  
*5 Calendar Listings per month*

**\$300 / per month/12 month**

## EVENT PACKAGE

*1/4 Display Ad or Larger*  
*1-24months*  
*\$40 Ad Design Fee*

Added Value :

*In Print:*  
*News Brief (1st Month)*  
*Event Spotlight (2nd Month)*  
*Save The Date (each Month)*  
*Online;*  
*Splash page ad w/ Link*  
*Eblast (weekly each Month)*  
*Social Media Promotion Monthly*

**\$300 / per month/2 months**

## UPCOMING OPPORTUNITIES

### **Annual Live Healthy Directory**

published March 2019

*\$125 for 1st listing*

*2nd listing is 50% off: \$62.50*

*3rd listing is FREE*

*Business Profile - \$350*

### **Annual Holistic Health Expo**

produced September 7 & 8, 2019

published August 2019

*Early Bird Booth Rate prior to July 1st*

*Call for pricing*