

HEALTHY LIVING HEALTHY PLANET



MEDIA KIT

Westchester/Putnam/Dutchess ph. 845-593-0065

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

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 **34,000 distribution points**.

Each month we distribute nearly **110,000 digital copies** of our magazines via email. *Natural Awakenings* is read online in each market contributing to our monthly readership of over **2.5 million**.







*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.

reach our readers



Our Readers-Your Best Customers

Natural Awakenings readers are values-driven, conscious consumers. They care about the environment, social issues, local economy, organic and local food, natural health, fair trade, sustainable and simple living, and spiritual and personal development!

Natural Awakenings magazine is distributed monthly to more than 65,000 readers in more than 600+ locations throughout Westchester, Putnam & Dutchess Counties NY including food markets:, yoga and Pilates studios, public libraries, events, festivals, and other local businesses and practitioner offices.

Integrated Marketing Tools Reach New Customers



Connect with us on Social Media

Natural Awakenings Westchester

WakeUpNaturally

NAWestchester

We offer ongoing online exposure through editorial, social media communities and visibility in various print and on-line listings, including: news briefs, community calendar, community resource directory, national directory, and iPhone/iPad App Listings. Editorial support tells your story and links from our website bring the readers directly to you!



PRINT ADVERTISING RATES



Community Resource Directory (CRD)

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).

CRD Listing includes

4 name/address lines and up to a 40-word description Plus one photo or logo.

Email your listing by the 12th of the month prior to publication to: Dana-NA@WakeUpNaturally.com

CRD Pricing

No Display Ad: \$85 (cost per month, 12 months) With Display Ad: \$55 (cost per month, 6 month min.)

Extra name/address lines: \$7 eachExtra words in description: \$1 each

Contact Us

Natural Awakenings – Westchester/
Putnam/Dutchess NY Edition

PO Box 313, LincoIndale, NY 10540-0313 ph. 845-593-0065 Dana-NA@WakeUpNaturally.com www.WakeUpNaturally.com

AD RATES: Full Color / Cost Per Month

| Size: | 12 Months* 25% discount | 6 Months* 15% discount | 1 Month | Layout/ Design |
|----------------------|----------------------------|------------------------|------------|-------------------|
| Full Page | \$881 mo. | \$999 mo. | \$1175 mo. | \$293 |
| 2/3 Page | 648 | 734 | 864 | 216 |
| 1/2 Page | 510 | 578 | 680 | 170 |
| 1/3 Page | 355 | 402 | 473 | 118 |
| 1/4 Page | 285 | 323 | 380 | 95 |
| 1/6 Page | 212 | 241 | 283 | 71 |
| 1/8 Page | 158 | 179 | 210 | 53 |
| Business Card | l 143 | 162 | 190 | 48 |
| 1/12 Page | 116 | 132 | 155 | 40 |

Premium Positioning (full page only)

| Inside Front | \$1031 | \$1174 | \$1375 |
|--------------|--------|--------|--------|
| Page 3 | 1031 | 1174 | 1375 |
| Page 4 & 5 | 981 | 1099 | 1300 |
| Inside Back | 1006 | 1124 | 1325 |
| Outside Back | 1081 | 1156 | 1500 |

Classified Ads

\$25 (up to 25 words)+ \$1 per word over 25 words. Must be pre-paid. Email listing, include billing contact information by 12th of month prior to publication to: Dana-NA@WakeUpNaturally.com

Calendar of Events

Events Listing: \$20.

Display Advertisers: 5 complimentary listings per month.

CRD Advertisers: up to 2 free listings per month.

Submit your listing by email by the 12th of the month prior to publication to: Marilee@WakeUpNaturally.com

Mark Your Calendar Ad: \$70. Non-Profits and Advertisers: \$50.

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.)

Deadlines

Display ads, classifieds and calendar listings must be received by the 12th of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 12th.

* Pricing is based on consecutive month placement in Natural Awakenings magazine. Prices listed are per month.

Online Marketing

Print advertisers receive discounted ONLINE Marketing. Ask us about Online Premium Directory Listings, Web Sponsorships (limited availability) and Web Ads.



AD SIZES & SPECIFICATIONS

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:

Marilee@ WakeUpNaturally.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
- <u>Do not add printer's crop marks to</u> 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

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-col)
2.375 x
9.75

1/3 horizontal
(3-col)
7.5 x 3.125

Natural Awakenings Magazine is printed on uncoated, recylced newsprint. Please design ads accordingly. 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 1/12 2.375 x 2.25 1/8 2.375 x 3.125 bus. card (2cp) 3.625 x 2.25 1/6 vertical 2.375 x 4.75 1/6 horizontal 4.875 x 2.25



ADVERTISING PACKAGES

Premium Ad Packages

Our Advertising Packages offer the integration of print and online marketing tools with maximum exposure in *Natural Awakenings* magazine, and editorial content on WakeUpNaturally.com.

- Discounted ad rates that maximize your marketing budget and provide additional exposure to our niche target audience.
- Value-added editorial content that highlights your news, services and products by showcasing your business as a leading authority in the community.
- Web exposure with editorial linked to your website.
- Calendar Listings are included to notify the community of your events in print and on our events blog.
- Community Resource Guide listings are a reference tool to help our readers easily find your specialized services.

AD PACKAGE 1

- Full Page Print Ad 12 months Premium Positioning when available, with upcharge.
- 1 Community Spotlight Article
- 1 Full length article (up to 800 words)
- 1 Business Profile
- 1 January Profile
- 3 News or Health Briefs
- 5 Calendar Listings per Month
- 1 CRD 12 months
- Online Premium Directory Listing* 1 yr

12 monthly payments of \$1,050 Design Fee Additional

AD PACKAGE 2

- Full Page Print Ad 6 months Premium Positioning when available, with upcharge.
- 1/2 Page Print Ad 6 months
- 1 Community Spotlight Article
- 1 Full length article (up to 800 words)
- 1 Business Profile
- 1 January Profile
- 3 News or Health Briefs
- 5 Calendar Listings per Month
- 1 CRD 12 months
- Online Premium Directory Listing* 1 yr

12 monthly payments of \$850 Design Fee Additional

AD PACKAGE 3

- 2/3 Page Print Ad 12 months
- 1 Community Spotlight Article
- 1 Short Article (up to 400 words)
- 1 Business Profile
- 1 News or Health Briefs
- 5 Calendar Listings per Month
- 1 CRD 12 months
- Online Premium Directory Listing* 1 yr

12 monthly payments of \$760 Design Fee Additional

AD PACKAGE 4

- 1/2 Page Print Ad 12 months
- 1 Community Spotlight Article
- 2 News or Health Briefs
- 5 Calendar Listings per Month
- 1 CRD 12 months
- Online Premium Directory Listing* 1 yr

12 monthly payments of \$625 Design Fee Additional

AD PACKAGE 5

- Full Page Print Ad 2 months
- 1/2 Page Print Ad 10 months
- 1 Community Spotlight Article
- 2 News or Health Briefs
- 5 Calendar Listings per Month
- 1 CRD 12 months
- Online Premium Directory Listing* 1 yr

12 monthly payments of \$650 Design Fee Additional

AD PACKAGE 6

- Full Page Print Ad 2 months
- 1/3 Page Print Ad 10 months
- 1 Community Spotlight Article
- 2 News or Health Briefs
- 5 Calendar Listings per Month
- 1 CRD 12 months
- Online Premium Directory Listing* 1 yr

12 monthly payments of \$525 Design Fee Additional

*ADDITIONAL ONLINE MARKETING AVAILABLE. Ask about Web Sponsorships and Web Ads.

BUILD A CUSTOM ADVERTISING PACKAGE

CALL US TODAY

OFFICE: 845-593-0065 WakeUpNaturally.com





ADVERTISING PACKAGES

Economy Ad Packages

Join us for the year and showcase your business at an affordable monthly rate.

AD PACKAGE 7

- 1/4 Page Print Ad 6 months per year
- 2 News Briefs or Event Briefs per year
- 1 CRD 12 months
- 5 Calendar Listings per Month

12 monthly payments of \$197*

AD PACKAGES 9

- 1/12 Page Print Ad 6 months per year
- 2 News Briefs or Event Briefs
- 1 CRD 12 months
- 5 Calendar Listings per Month

12 monthly payments of \$113*

AD PACKAGES 11

- BC Print Ad 6 months per year
- 2 News Briefs or Event Briefs
- 1 CRD 12 months
- 5 Calendar Listings per Month

12 monthly payments of \$127*

AD PACKAGE 8

- 1/6 Page Print Ad 6 months per year
- 2 News Briefs or Event Briefs per year
- 1 CRD 12 months
- 5 Calendar Listings per Month

12 monthly payments of \$161*

Design Fee Additional

AD PACKAGES 10

- 1/12 Page Print Ad 12 months per year
- 2 News Briefs or Event Briefs
- 1 CRD 12 months
- 5 Calendar Listings per Month

12 monthly payments of \$171*

AD PACKAGES 12

- BC Print Ad 12 months per year
- 2 News Briefs or Event Briefs
- 1 CRD 12 months
- 5 Calendar Listings per Month

12 monthly payments of \$198*

Add an Online Premium Directory Listing for \$25 monthly. Web Ads and Web Sponsorships also available.

Specialty Ad Packages Available

Ask for our info sheet on any of the following specialty pages. Listings are just \$275 per year:

BODYWORKER, COACHING, EVENTS,
HEALTHY FAMILY GUIDE, FOODIE GUIDE,
INTUITIVE HEALING ARTS PAGE,
& YOGA-PILATES-FITNESS NETWORK PAGE.

We offer discounts to non-profits and for community events

Design Your Own Ad Package

Custom packages available to fit your budget.

Call us today!

OFFICE: 845-593-0065 WakeUpNaturally.com

We share your news and events in the magazine and on our website at WakeUpNaturally.com.

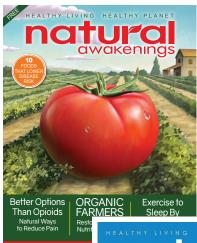
Through 25 plus years as a small business owner, I have spent hundreds of thousands of dollars on advertising. The most effective marketing has been with Natural Awakenings Magazine. Because of my relationship with Natural Awakenings, my business has grown on so many levels and enjoyed rapid growth.

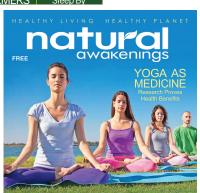
- Maureen, Fresh Organic Salon, Bedford Hills, NY





EDITORIAL GUIDELINES







Contact Us

Natural Awakenings – Westchester/ Putnam/Dutchess NY Edition

Dana Boulanger, Marilee Burrell, Publishers

PO Box 313, LincoIndale, NY 10540-0313 ph. 845-593-0065 Dana-NA@WakeUpNaturally.com www.WakeUpNaturally.com

Feature Articles

Length: 250-750 words (some articles longer)

Due on or before the 5th of the month prior to publication.

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. We reserve the right to edit all submissions if necessary. A copy of revisions can be sent upon request. Please include a brief biography at the end of your article.

News Briefs

Length: 50 to 250 words

Due on or before the 12th of the month prior to publication.

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. All News Briefs are edited on our end to fit our style and format, and due to time constraints, are not sent back for review before publishing.

Health Briefs

Length: 50 to 250 words

Due on or before the 12th of the month prior to publication.

The 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

Please submit your typed editorial in digital format as a MS Word or text file. No faxed or printed submissions will be accepted.

• Email to: Marilee@WakeUpNaturally.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. Editorial content submissions are judged separately from advertising contracts.

Photos and Graphics

Be sure to include any photos or graphics in high resolution JPG, TIFF, EPS or PDF formats as email attachments. Raw photos "right out of the camera" or cell phone are preferred. Computer-printed material, website images or graphics embedded into Microsoft Word documents are not acceptable. Submit all graphics to: Marilee@WakeUpNaturally.com



NATURAL LIVING DIRECTORY ISSUE

Age-Defying Habits

Plus: Healthy Immune System

FEB

Cardiovascular Health

Plus: Regenerative Medicine

PLANT-BASED NUTRITION ISSUE

Thriving on a Plant-Based Diet Plus: CBD

Grassroots Climate Crisis Strategies

Plus: Healthy Home

WOMEN'S WELLNESS ISSUE

Autoimmune Breakthroughs
Plus: The Collagen Connection

Inspired Lifestyle Travel
Plus: Brain Health

THE FOOD CONNECTION ISSUE

Beyond Factory Farming
Plus: Gut Health

AUG Biological Dentistry
Plus: Environmental Education

THE SELF-EMPOWERMENT ISSUE

SEP Emotional Well-Being
Plus: Special Yoga Section

Stress Management
Plus: Joint Health

THE DIABETES CHALLENGE ISSUE

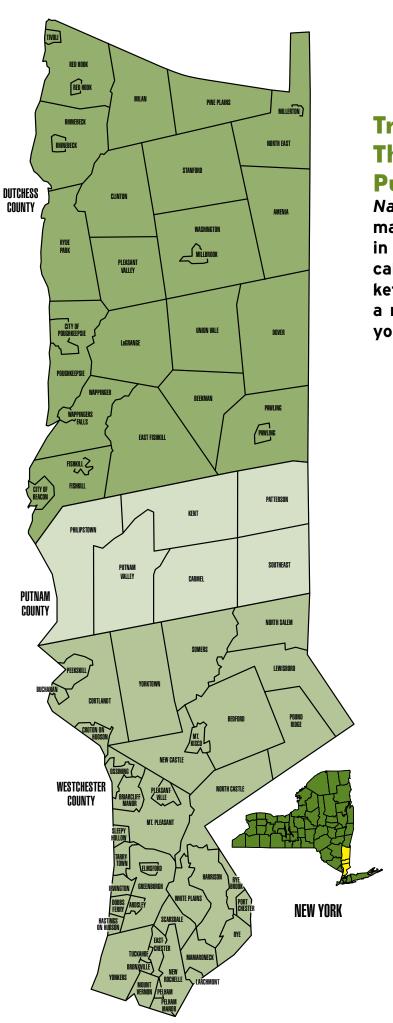
Personalized Diabetes Strategies
Plus: Skin Care

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

Office: 845-593-0065 • WakeUpNaturally.com



Tri-County Distribution Throughout Westchester, Putnam and Dutchess

Natural Awakenings offers targeted marketing with regional exposure both in print and online starting with \$20 calendar listings up to premium marketing packages. We can customize a marketing program that works for your business.



In Print and Online

Available in print, as well as digitally online at www.WakeUpNaturally.com