

natural awakenings

MEDIA KIT - 2020

Indianapolis Metro



HEALTHY LIVING HEALTHY PLANET



MEDIA KIT

Indianapolis Metro

Donna Kirk, Owner & Publisher

Publisher@NaturalAwakenings.com

Natural Awakenings

Mission Statement

To **empower** individuals to live a healthier lifestyle on a healthier planet.

To **educate** communities on the latest in natural health and sustainability.

To **connect** readers with local wellness resources and events, inspiring them to lead more balanced lives.

Natural Awakenings is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy, with over 60 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 \$1.5 trillion 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 **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.

Always Full Color / Rate Per Month

Size:	12 Months* discount	6 Months* discount	1 Month	Design
Full Page	\$712	\$807	\$950	\$230
2/3 Page	545	617	727	180
1/2 Page	435	493	580	145
1/3 Page	325	365	405	100
1/4 Page	254	290	339	85
1/6 Page	175	225	273	65



Community Resource Guide

CATEGORY NAME

YOUR BUSINESS NAME

Contact Name

Address / City

Phone / Website URL



Description: &" 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).*

Guide Pricing: \$44/month

6 month minimum. Billed in 3-month increments.

Listing includes

4 name/address lines and up to a &-word description

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

Email your listing by the **10th** of the month prior to publication to:

Publisher@NaturalAwakeningsIndy.com

Email Publisher@NaturalAwakeningsIndy.com for all inquiries.

Classified Ads

\$25 (up to 20 words)+ \$1 per word over 20 words.

Calendar of Events

Events Listing: \$15 Save the Date: \$25 (50 words or less)

Mark Your Calendar: \$15; (25 words or less)

Display Advertisers: complimentary listings. CRG Advertisers: 3 free listings per month.

Submit your listing **online** by the 10th of the month prior to publication.

Ad Design and Layout

The contract rates listed are for camera-ready ads. If needed, initial ad design 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

All content must be received by the **10th** of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the **10th**.

DIGITAL ADVERTISING

Natural Awakenings offers several media choices for your digital advertising needs, some include:

- Our Website • E-Newsletters • Smartphone App • Special Ad Packages

Pricing available upon request

2020 EDITORIAL CALENDAR

natural
awakenings



January

HEALTHY LIFESTYLES ISSUE

Age-Defying Habits

Plus: Healthy Immune System



February

Cardiovascular Health

Plus: Regenerative Medicine



March

PLANT-BASED NUTRITION ISSUE

Thriving on a Plant-Based Diet

Plus: CBD



April

Grassroots Climate Crisis Strategies

Plus: Healthy Home



May

WOMEN'S WELLNESS ISSUE

Autoimmune Breakthroughs

Plus: The Collagen Connection



June

Inspired Lifestyle Travel

Plus: Brain Health



July

THE FOOD CONNECTION ISSUE

Beyond Factory Farming

Plus: Gut Health



August

Biological Dentistry

Plus: Environmental Education



September

THE SELF-EMPOWERMENT ISSUE

Emotional Well-Being

Plus: Adaptive Yoga



October

Stress Management

Plus: Joint Health



November

THE DIABETES CHALLENGE ISSUE

Personalized Diabetes Strategies

Plus: Skin Care



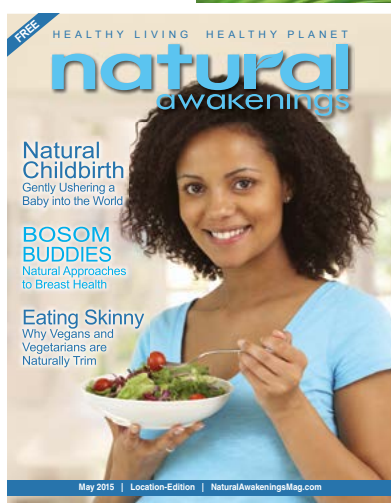
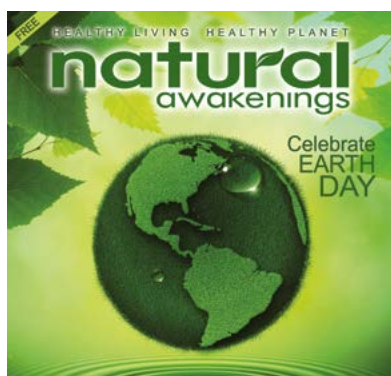
December

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



Feature Articles

Length: 600-1100 words in local markets; 1400 for national features. 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. The author of a feature-length article accepted for publication will receive a free Community Resource Guide listing that month.

Spotlight

Length: 500 to 750 words

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

A local writer may profile a local entrepreneur or another person of interest, including some personal perspective and biographical information exploring what they do and why. This may include a spiritual angle elaborating on the motives that drive them to contribute to the community. A **Business Spotlight** focuses mainly on the enterprise; a **Community Spotlight** adds a few paragraphs about the owner's personal background to see what makes them tick.

Briefs

Length: 50 to 200 words

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

These "clips" of information, with a timely news hook, update readers on wellness and sustainability news and trends: **Global Briefs**, **Action Alerts** and **Eco Tips** are written in-house.

News Briefs, generated at the local level, highlight updates on local organizations, businesses and individuals. **Health Briefs**, **compiled both in-house and locally**, cover findings from leading-edge research or a new health trend in a relevant field. Health claims must be attributed to professional journals, studies or other credible sources. Submissions are accepted.

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: Publisher@NaturalAwakeningsIndy.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" are preferred.

Submit all graphics to: Publisher@NaturalAwakeningsIndy.com

Contact Us

Publisher@NaturalAwakeningsIndy.com