

# natural awakenings

MEDIA KIT - 2020



941-564-0885 • SARASOTA/MANATEE/CHARLOTTE EDITION

# HEALTHY LIVING HEALTHY PLANET

**natural**  
awakenings

## MEDIA KIT

Sarasota / Manatee  
Charlotte Edition  
941.564.0885

*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 \$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**<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.

# natural awakenings

HEALTHY LIVING | HEALTHY PLANET



## 2020 EDITORIAL CALENDAR



### HEALTHY LIFESTYLES ISSUE

**JAN** Age-Defying Habits  
Plus: Healthy Immune System

**FEB** Cardiovascular Health  
Plus: Regenerative Medicine

**MAR** Thriving on a Plant-Based Diet  
Plus: CBD

**APR** Grassroots Climate Crisis Strategies  
Plus: Healthy Home

**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

**SEP** Emotional Well-Being  
Plus: Adaptive Yoga

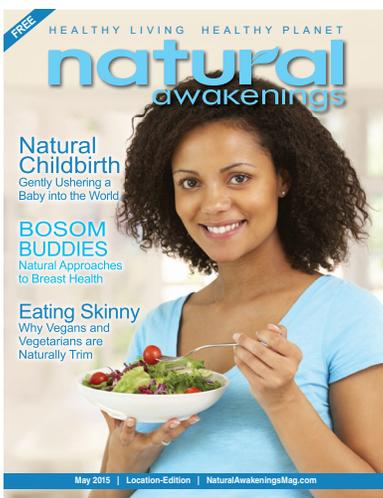
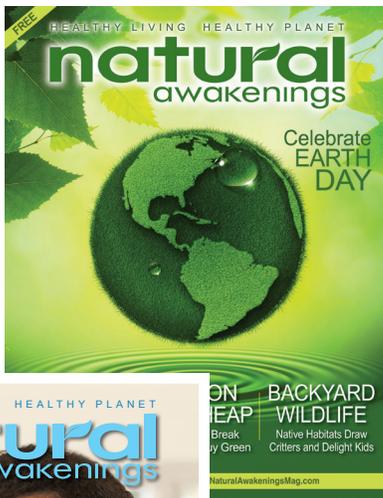
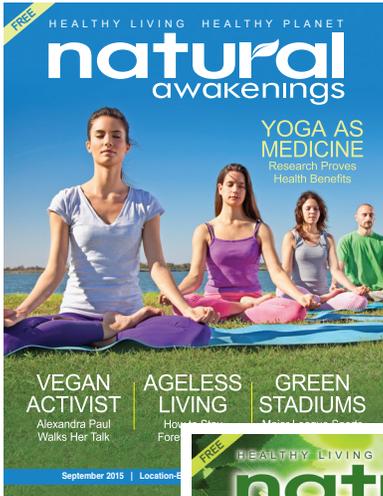
**OCT** Stress Management  
Plus: Joint Health

**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



## Feature Articles

Length: 250-750 words (some articles longer)

Due on or before the 12th 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.

## 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. Please write your News Briefs in the third person.

## 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: [publisher@nasrq.com](mailto:publisher@nasrq.com)
- Save to CD/DVD/Flash Drive –mail or hand-deliver

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

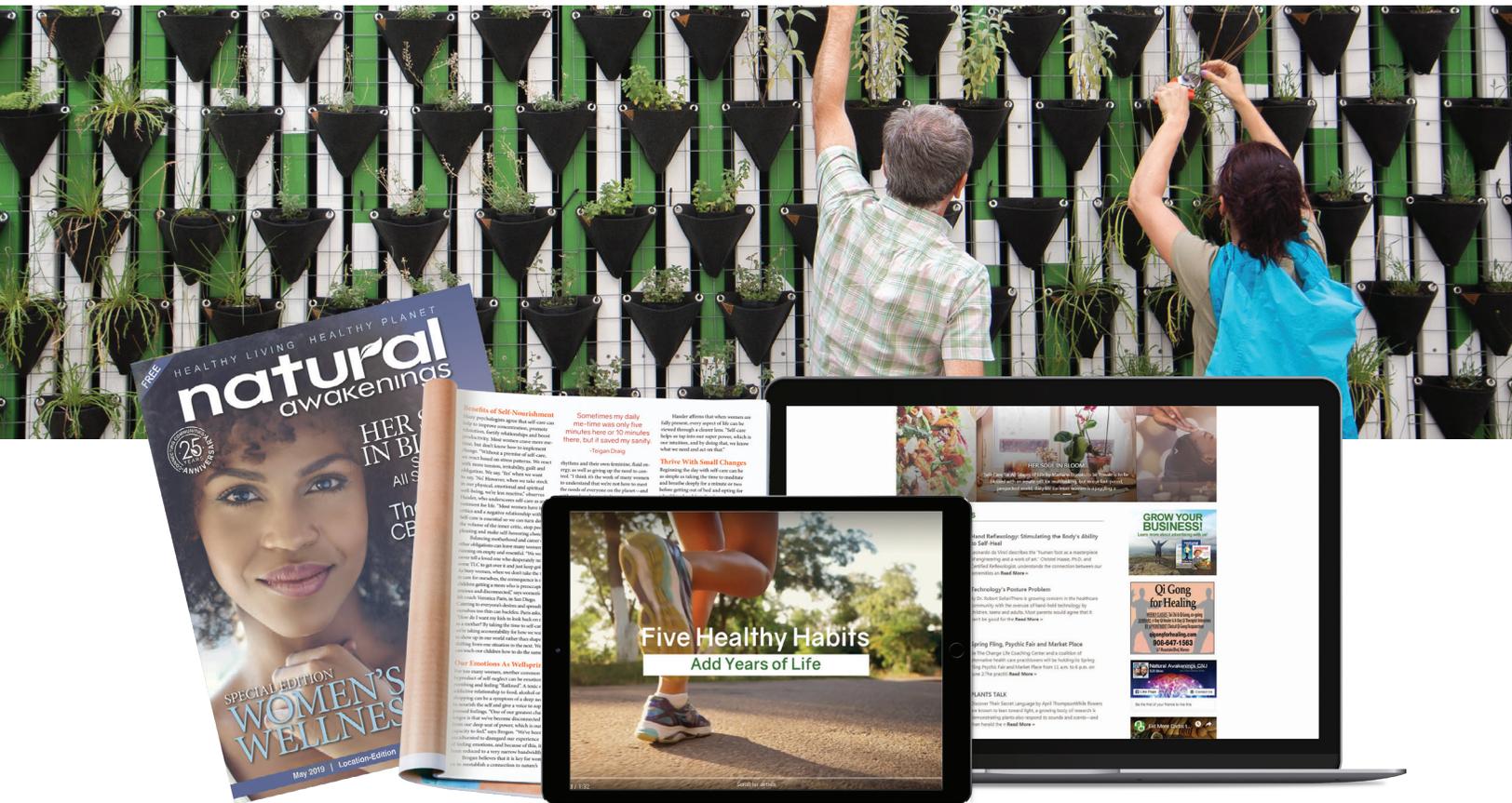
Be sure to include any photos or graphics in high resolution **JPG, TIFF, EPS** or **PDF** formats as email attachments. Raw photos "right out of the camera" are preferred. **Computer-printed material, website images or graphics embedded into Microsoft Word documents are not acceptable.**

Submit all graphics to: [publisher@nasrq.com](mailto:publisher@nasrq.com)

## Contact Us

Natural Awakenings –  
Sarasota/Manatee/Charlotte  
Janet Lindsay, Publisher  
ph. 941-564-0885  
[publisher@nasrq.com](mailto:publisher@nasrq.com)

# DIGITAL OPPORTUNITIES



## Why Natural Awakenings for digital marketing solutions?

As a local publisher, we're able to deliver a unique and engaged audience, as well as valuable services, so you're no longer stuck working with unreliable providers or digital charlatans. Work with a local media company you know and trust. We're dedicated to growing your business!

## What we mean by digital opportunities

Digital gives you the ability to enhance and extend what you already do in print in some very interesting and coordinated ways, by leveraging:

- Banner Ads
- Email Campaigns
- Social Promotions (Contests)
- Paid Placements & Sponsored Content (Native Advertising)
- Premium Directory Listings & Featured Events
- Facebook Campaigns
- And More!

## Why you're interested

There's no better way to share your unique story with our community!

- Optimize for Search
- Maximize Reach
- Drive Engagement
- Build Relationships
- Gain More Customers

Ask us about our unique **Community Sponsorship Opportunity!**

Sarasota/Manatee Edition • Janet Lindsay, *Publisher* • 941.564.0885 • publisher@nasrq.com • nasrq.com

12 Months  6 Months  1 Month  
 From \_\_\_\_ / \_\_\_\_ Through \_\_\_\_ / \_\_\_\_

**DISPLAY PRINT AD**

Size \_\_\_\_\_ Rate \$ \_\_\_\_\_ X Months = \$ \_\_\_\_\_

**COMMUNITY RESOURCE GUIDE**

Rate \$ \_\_\_\_\_ + \_\_\_\_ Words \$ \_\_\_\_\_ + \_\_\_\_ Lines \$ \_\_\_\_\_  
 Rate X No. of Months = \$ \_\_\_\_\_

**CALENDAR LISTINGS**

Events  Save the Date  Mark Your Calendar  
 Rate \$ \_\_\_\_\_ X Months = \$ \_\_\_\_\_

**CLASSIFIED AD**

Rate \$ \_\_\_\_\_ Addtl. Words \_\_\_\_\_ X Months = \$ \_\_\_\_\_

**NATIONAL DIRECTORY**

Upcharge for length of contract \$ \_\_\_\_\_  
 Non-Advertiser Rate \$ \_\_\_\_\_ X Months = \$ \_\_\_\_\_

**DIGITAL AD**

Website  E-Newsletter  Other \_\_\_\_\_  
 Size \_\_\_\_\_ Rate \$ \_\_\_\_\_ X Months = \$ \_\_\_\_\_

**OTHER ADVERTISING OR SERVICES**

Total \$ \_\_\_\_\_

**DESIGN SERVICES**

Fee \$ \_\_\_\_\_ + Stock Photos/Art \$ \_\_\_\_\_ Total \$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

5% Discount if paid in full - \$ \_\_\_\_\_

**GRAND TOTAL \$ \_\_\_\_\_**

**NOTES:**

**Fill** in contract form. **Calculate** your price in the worksheet area. **Email** in your print-ready ad or ad copy and graphics to [Graphics@nasrq.com](mailto:Graphics@nasrq.com). In-house-designed ad proofs will be sent via email.

Name \_\_\_\_\_ Date \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## Credit Card Authorizaton

**Payment via credit card only. We gladly accept:**



Credit Card # \_\_\_\_\_

3 or 4 Digit Security Code \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_

Name As it Appears on Credit Card: \_\_\_\_\_

Billing address for Credit Card: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

\$ \_\_\_\_\_ \$ \_\_\_\_\_  
 One Time Charge  Monthly Charge Date \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**Credit card charges:** Your account will be billed on the 25th of the month prior to publication. All advertising must be prepaid.

**Broken contracts:** Unearned discounts, incentives and an administrative fee of 25% of your monthly rate may be imposed (minimum of \$20). Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

***I agree to the terms of this contract. I understand cancellation penalties and payment policies. I authorize the above charges to my credit card.***

**Signature** \_\_\_\_\_

\*Pricing is based on consecutive month placement in *Natural Awakenings* Awakenings of Sarasota magazine or on NASRQ.com. Prices listed are per month. Monthly electronic invoices are available upon request.



## Community Resource Guide

### CATEGORY NAME

#### YOUR BUSINESS NAME

Contact Name  
Address / City  
Phone / Website URL



Description: 25 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

<b>12 months:</b>	<b>6 months</b>	<b>1 month</b>
\$75/month	\$89/month	N/A

#### Listing includes

4 name/address lines and up to a 25-word description

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

Email your listing by the 12th of the month prior to publication to: [Publisher@nasrq.com](mailto:Publisher@nasrq.com)

#### Contact Us

*Natural Awakenings* –  
**Sarasota/Manatee/Charlotte**  
Janet Lindsay, Publisher  
ph. 941-564-0885  
[publisher@nasrq.com](mailto:publisher@nasrq.com)  
[www.NASRQ.com](http://www.NASRQ.com)

### AD RATES: Full Color / Cost Per Month

Size:	1 Month	6 Months*	12 Months*	Layout/Design
Full Page	\$1025 mo.	\$925 mo.	\$800 mo.	\$200
2/3 Page	750	725	650	160
1/2 Page	625	575	525	125
1/3 Page	475	425	375	75
1/4 Page	400	350	300	60
1/6 Page	325	275	225	45
1/8 Page	225	200	175	30

### Premium Positioning (full page only)

Inside Front	\$1,350	\$1,250	\$1,150	\$200
Page 3	1,350	1,250	1,150	200
Page 4 & 5	1,300	1,200	1,100	200
Inside Back	1,350	1,250	1,150	200
Outside Back	2,000	1,700	1,500	200

### Classified Ads

\$20 (up to 20 words)+ \$1 per word over 20 words. Must be pre-paid.  
Email listing, include billing contact information by 12th of month prior to publication to: [Publisher@nasrq.com](mailto:Publisher@nasrq.com)

### Calendar of Events

Events Listing: \$15; Save the Date: \$30 (50 words or less)  
Plan Ahead: \$25; (300 Characters) Ongoing: Listing, \$15.  
Submit your listing online by the 12th of the month prior to publication to: [Publisher@nasrq.com](mailto:Publisher@nasrq.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.)

### 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.

### DIGITAL ADVERTISING

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

- Our Website • E-Newsletters • Facebook • Special Ad Packages

#### Pricing available upon request

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

## 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.**

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:

[publisher@nasrq.com](mailto:publisher@nasrq.com)

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  
2.375  
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 verti-  
cal (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

1/6  
vertical  
2.375  
x  
4.75

1/6 horizontal  
4.875 x 2.25

1/8  
2.375  
x  
3.125

1/8  
(2cp)  
3.265 x 2.25