

## themes + deadline

january integrative hospital care  
plus climate anxiety

february cardiovascular health  
plus heart-centered living, mindfulness  
& meditation, conscious relationships  
and eco-friendly weddings

march regenerative organic farming  
plus regenerative health, and plant  
medicine for mental health

april sustainable living issue

may women's wellness issue

june men's wellness issue



**deadline & billing:**  
**15<sup>th</sup> of the month**  
**prior to publication**

Want to try premium digital advertising?

Get a Free Print Ad in *Natural Awakenings*  
Magazine with your digital Ad buy

## Grow Your Business!

Serving Pittsburgh, + all  
10 counties of SW PA  
and Morgantown WV.

Get Results: **Advertisement**

+Write Articles

+Calendar of Events

+Business Directory

*In Partnership with The City  
of Pittsburgh's Earth Day  
Events, The Pittsburgh  
Opera, The Three Rivers Arts  
Festival, VegFest, Mind,  
Body Spirit Expo, Wellness  
on the Yough, The Yoga  
Expo ++*

### Who is the *Natural Awakenings* reader?

According to audits conducted by  
the CVC Verification Council, our readership is:

- Overwhelmingly female (70%)  
80% purchase products or services from ads  
seen in *Natural Awakenings*.
- Over 51% have a household income of over 50K.  
72% are between the ages of 25-54.
- *Natural Awakenings Magazine* rated higher over  
TV, radio, internet and other print publications as  
the #1 source for health-related information.

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# natural awakenings



## GREATER PITTSBURGH 2021



~ BUSINESS BUILDER PACKAGES ~

**SMALL**

*What you get throughout the year:*

- 1/6 Page Color Ad (x12)  
*Color & Design Included*
- **Community Resource Guide Listing (x12)**  
*One Category, 4 lines of contact info, word description and photo/logo*
- **News or Health Brief (x3)**  
*50- 250 word article plus graphic*
- **Calendar Listings (x24)**  
*25- or 50-word listings*
- **Online Digital Magazine +Website & Social Media(x12)**

**\$195 per month**

**MEDIUM**

*What you get throughout the year:*

- 1/4 Page Color Ad (x12)
- **Community Resource Guide Listing (x12)**  
*One Category, 4 lines of contact info, 25-word description and photo/logo*
- **News or Health Brief (x4)**  
*26-to 250 word article plus graphic*
- **Community Spotlight (x1)**  
*500- to 750-word article plus graphic*
- **Calendar Listings (x24)**  
*25- or 50-word listings*
- **Online Digital Magazine +Website & Social Media (x12)**

**\$250 per month**

**LARGE**

*What you get throughout the year:*

- 1/2 Page Color Ad (x12)
- **Community Resource Guide Listing (x12)**  
*One Category, 4 lines of contact info, 25-word description and photo/logo*
- **News or Health Brief (x5)**  
*50- to 250 word article plus graphic*
- **Community Spotlight (x1)**  
*500- to 750-word article plus graphic*
- **Therapy or Product Spotlight (x1)**  
*500- to 750-word article plus graphic*
- **Calendar Listings (x24)**  
*25- or 50-word listings*
- **Online Digital Magazine + Website & Social Media (x12)**

**\$495 per month**

**VIP Full Page - \$895 per Month**

**BUDGET**

*What you get throughout the year:*

- Business Card Color Ad (x12)
- **Community Resource Guide Listing (x12)**  
*One Category, 4 lines of contact info, 25-word description and photo/logo*
- **News or Health Brief (x2)**  
*250-word article plus graphic*
- **Calendar Listings (x24)**  
*25- or 50-word listings*
- + **Website & Social (x12)**
- **Online Digital Magazine**

**\$125 per month**

**ALL SIZES**

		12X	6X	1X
CRG	B	\$69	79	95
BC	S	156	175	
1/6	S	235	265	
1/4	M	310	349	414
1/3	M	393	442	480
1/2	L	544	612	679
FULL	L	920	1035	1150
Pg. 4,5, Inside Back		1027	1156	1284
Pg. 3, Inside Front		1113	1252	1391
Back Cover		1220	1372	1525

**EXTRAS**

- Multi-Market Ads** (2) 12.5% (3) 15% (4) 17.5% Off
- Classifieds** \$1/word (20 word min.)
- Ongoing Calendar** \$15
- Daily Calendar** \$20
- Mark Your Calendar ad** \$25
- Nonprofits** Additional 5% Off
- Ad Design** 25% of the one-month-rate
- 10% Discount for 12x Advance Payment