



natural awakenings

MEDIA KIT - 2021



PALM BEACH COUNTY
FLORIDA EDITION
561-626-5584

HEALTHY LIVING HEALTHY PLANET

natural
awakenings

media kit

Palm Beach County, FL Edition
Office: 561-626-5584



Natural Awakenings is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy. With more than 55 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
- 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 **tens of thousands of distribution points**.

Each month we distribute more than **75,000 digital copies** of our magazines via email. *Natural Awakenings* is read online in each market contributing to our readership of multiple **millions**.

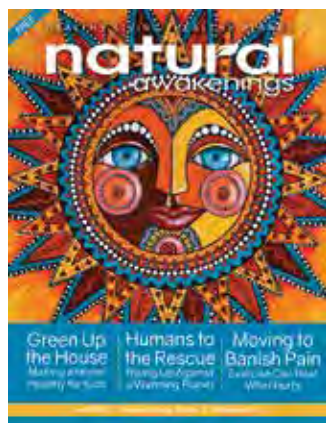
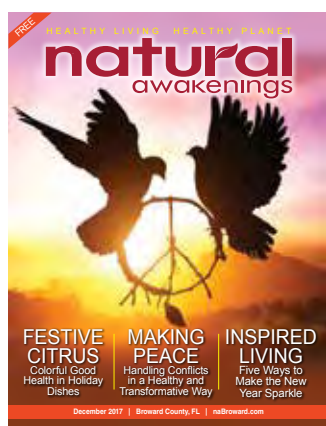
CISION®



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 cision.com or follow @Cision on Twitter.



Feature Articles

Length: 250 to 700 words (some articles longer)

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

Original 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. Use third person and please include a brief biography at the end of your article and contact information.

News Briefs

Length: 50 to 200 words • Due on or before the 5th 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 welcome any hot tips or suggestions you may have for a news item. Please write your News Briefs in the third person. Those that do not have either a Display or Natural Directory ad placed along with a self-serving brief are subject to a \$229 publishing fee.

Health Briefs

Length: 50 to 250 words • Due on or before the 5th 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 an 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: info@NaBroward.com • Save to CD/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.

Additional Notes

- If your article has been published elsewhere, we are probably not interested.
- We may not publish your piece immediately, and cannot guarantee to later.
- Your original work will be edited to fit our magazine's style.
- News briefs and articles that the magazine originates are not subject to copy review. We'll call to check facts as needed.
- Footnote all sources cited in detail: Books and magazine title, author, publisher, year and page number. Individuals need name, title, organization, phone, email, city and company website. We won't publish most of this, but it saves hours in fact checking.

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: Info@NaBroward.com

Contact Us

Natural Awakenings
Palm Beach County, Florida
Office: 561-626-5584
Info@NaBroward.com
NaPalmBeach.com

Natural Awakenings Directory

CATEGORY NAME

BUSINESS NAME

Address

Phone

Website



The Natural Awakenings Directory 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 at no additional charge.*

Monthly Base Rates – Directory**

12 months	6 months	Annual Issue Only
\$120	\$135	\$175

Add Directory w/Display Ad for length of term: \$80/month

Online Premium Directory Listing included for duration of agreement.

**Base rate includes:

Image, 4 items (above image), & a 30-word description
There are 8 items to choose from for placement above the image.

- Extra items above image area are \$5 each
- Extra words in description are \$1 each

Due Dates

Submit Classifieds, calendar events, Display ads, & Directory ads by the 10th of the month prior to publication. News Briefs are due by the 5th of the month.

Month to Month Advertisers ~ Cancellation Policy

For any paid advertising that is placed on a month to month basis, the corporate policy is to offer a refund if notification is received by the 9th of the month prior to publication. If cancellation is requested after billing has taken place on the 10th or 11th of the month prior to the scheduled month of publication, a service charge of \$10 will be assessed and deducted from the refund. Refunds are not available after the 10th of the month prior to publication. **NaBroward.com • NaPalmBeach.com**

AD RATES: Full Color / Cost Per Month

For complete list of sizes, dimensions, and other options see our Advertising Agreement Document.

Size:	12 Months*	6 Months*	1 Month
Full Page	\$848	\$940	\$1080
1/2 Page	548	605	689
1/4 Page	324	354	398

* Pricing is based on consecutive month placement.

ANNUAL Business Profile Packages

Your customized information is placed in a space that is about a 1/3 page in our ANNUAL issue and online for that year. Includes a Directory in print and online. Contact us for details, discounts & monthly payments available.

Classified Ads

Purchased for three months at a time. \$90 (up to 15 words) + \$6 per word over 15 words.

Calendar of Events & Ongoing Calendar Ads

Date Specific Events Listing: \$20; (40 words or less)

Login/Join our website: NaPalmBeach.com or NaBroward.com to order calendar items, or to post online. Each listing is \$20 and is limited to 50 words total for in-print. The online version of your event can include additional words, and an image.

Ongoing Calendar items are billed quarterly: \$20/mo. (\$60 for the quarter). Display Advertisers: up to 5 complimentary listings per month. Directory Advertisers: up to 2 complimentary listings per month. Credits are applied at "online checkout" for our advertisers.

Mark Your Calendar (MYC)

\$50/inch in height (minimum 2"); **Non-Profits & Display Advertisers:** \$35/inch.

Ad Design

The rates listed are for camera-ready ads. If needed, initial ad design is about 30% of the non-discounted rate for your ad size. There is a minimum charge is \$35 for additional modifications.

Online Marketing

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

Contact Us NaturalAwakeningsFla@gmail.com

954-630-1610, Broward Co. NaBroward.com • **561-626-5584** Palm Beach Co., NaPalmBeach.com

ADVERTISING AGREEMENT

natural
awakenings

AD RATES: Full Color / Cost Per Month*

*6 or 12 month series' rate is based on consecutive month placement.

Display Ad Size	12 Months*	6 Months*	1 Month
Full Page	\$848	\$940	\$1080
2/3 Page	660	728	829
1/2 Page	548	605	689
5/12 Page	481	528	599
1/3 Page	379	417	472
1/4 Page	324	354	398
1/6 Page	243	265	298
1/8 Page	201	217	242
Business Card	187	202	224
1/12 Page	166	178	196

Ad Design
optional service

\$324
249
207
180
142
120
90
73
68
59

Premium Positioning (full page only)

Pg 2 or 3	\$1002	\$1115	\$1285
Page 4 & 5	942	1047	1150
Inside Back	1002	1115	1285
Outside Back	1092	1217	1405

\$324
324
324
324

In-Print Natural Awakenings Directory** Directory Ads placed in the Annual Issue are added Online as an Express Directory for that year.

Category requested: _____

Base Rates:

Directory without display ad \$120 \$135 \$175 (Annual Issue only)

Directory with display ad 80 80 115 (Annual Issue only)

_____ add'l words in description (right of image) \$1 each; _____ add'l items (above image) \$5 each

** Includes **Online Premium Business Directory Listing** for length of Agreement.

Name _____

Business or Professional Name _____

Billing Address _____

Billing City, State & Zip _____

Phone _____

Email for receipts _____

Credit or Debit Card Authorization

Enter only last 4 digits:

Credit Card Number

Expiration: MMY

Initial below,
yes, I understand
the fine print.

Electronic Signature OR print document to sign

Date

Notes:

PALM BEACH COUNTY EDITION

• ask us about other markets

ANNUAL Issue, 2022 Business Profile Package

The third-page profile is a customer-written article-style write-up answering 4 questions. A Natural Awakenings Directory Ad is included. For details see the "Annual" media page.

Natural Awakenings Directory Ad

Contact items, check all that apply:

- | | |
|---|--|
| ☐ Business Name | ☐ Add'l Phone |
| ☐ Contact Name | ☐ Fax |
| ☐ Address | ☐ Email Address |
| ☐ Phone (+ City) | ☐ Web Address |

Directory base rate includes 4 Contact Items (see above), photo or logo, & 30 words in description (describing products and/or services).

TO ORDER

Contact our Office: 561-626-5584

Submit your completed advertising agreement either by: Email:

NaturalAwakeningsFla@gmail.com

or Postal Mail:

Natural Awakenings
3900 Galt Ocean Dr # 1403
Fort Lauderdale, FL 33308

Ad(s) to run:

from _____ through _____
Month/Year Month/Year

Display ad rate \$ _____

In-Print & Online Directory _____

Special Package _____

Add-on: digital or print _____

Total Monthly Payment \$ _____

Credit card charges & renewals: First payment may be charged day of order. Subsequent credit/debit card charging is the eleventh of the month prior to publication unless pre-approved for another date. A \$10 Late Fee will be imposed if your automatic payment is unavailable on your charge date. Charge confirmations will appear on your card statement and email confirmations are sent, if valid email address is provided. Agreements are renewed automatically and will be based on the rates in force at the time of renewal. To cancel renewal, kindly notify us in writing at least one month before the end of your agreement term. Thank you. **Breached Agreement** i.e. in the event advertiser is in breach of the Agreement, the publisher shall charge the advertiser the difference between the non-discounted one-month rate of advertising and the lower, discounted contracted rate for each month the advertiser's ad was placed during the contract period, plus an additional administrative fee equal to 25% of the non-discounted one-month rate, and thereafter the Agreement will be deemed to be null and void. Should this become a collection problem, the advertiser will assume all reasonable costs of collection, including, but not limited to court costs, interest, and legal fees.

full page
bleed specifications
make document 8.75" x 11.25"
< bleed size: 8.75" x 11.25" >
< trim size = 8.25" x 10.75" >
< ad content area, 7.5" x 10" >
position of ad area:
.625" down from top &
.625" in from the left side
(red dots mark ad content corners)

full page
no bleed
7.5" x 10"

For Natural Awakenings,
Email your advertising
graphic ad files to:
Info@NaBroward.com

Questions?
Office: 561-626-5584

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. Please "flatten" all files with fonts embedded before saving. Export from InDesign 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
- Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
- 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 RGB elements must be converted to CMYK. Convert spot, Pantone or LAB colors to CMYK.
- 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 (avoid rich black (4 color) to avoid registration issues).
- 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 6.475"

half-page
vertical
(2-col)
3.625" x 9.75"

half-page
horizontal
7.5" x 4.75"

half-page
vertical
4.875" x 7.25"

Mark Your Calendar (MYC) ads:
\$50/col inch.
Minimum of 2".
2" to 9" available

1/3 vertical
2.375" x 9.75"

1/3 horizontal
4.875" x 4.75"

1/3 horizontal
7.5" x 3.125"

1/4 vertical (2-col)
3.625" x 4.75"

1/4 horizontal
4.875" x 3.125"

1/4 horizontal
7.5" x 2.25"

1/8
2.375" x 3.125"

1/6 vertical
2.375" x 4.75"

1/12
2.375" x 2.25"

bus. card
3.625" x 2.25"

1/6 horizontal
4.875" x 2.25"

HEALTHY LIVING • HEALTHY PLANET

natural
awakenings



2021 EDITORIAL CALENDAR



IN EVERY ISSUE

HEALTH BRIEFS | GLOBAL BRIEFS | ECO
TIP | GREEN LIVING | HEALING WAYS
| FIT BODY | CONSCIOUS EATING |
HEALTHY KIDS | WISE WORDS |
INSPIRATION | NATURAL PET



HEALTH & WELLNESS ISSUE

JAN

Feature: Integrative Hospital Care
Plus: Holistic Pediatrics



HEART-CENTERED LIVING

FEB

Feature: Heart Health
Plus: Eco-Friendly Weddings



FOOD & NUTRITION ISSUE

MAR

Feature: Regenerative Organic Farming
Plus: Plant Medicine for Mental Health



SUSTAINABLE LIVING ISSUE

APR

Feature: Climate Change Health Impacts
Plus: Healthy Home



WOMEN'S WELLNESS ISSUE

MAY

Feature: Top Women's Health Concerns
Plus: Massage & Bodywork



MEN'S WELLNESS ISSUE

JUN

Feature: Integrative Men's Health
Plus: Treating Depression Naturally



ANNUAL DIRECTORY ISSUE

JUL

Feature: Food as Medicine
Plus: Better Sleep



THE HAPPINESS ISSUE

AUG

Feature: Boost Happiness & Well-Being
Plus: Back-to-School Wellness Tips



INSPIRED LIVING ISSUE

SEPT

Feature: Creativity in Health & Healing
Plus: Integrative Pain Management



HEALTHY PLANET

OCT

Feature: Living a Simpler Lifestyle
Plus: Breast Health



MENTAL HEALTH & WELL-BEING

NOV

Feature: Conscious Dying
Plus: Brain Health



HOLIDAY ISSUE

DEC

Feature: Uplifting Humanity
Plus: Boosting Immune System

NaturalAwakeningsFla@gmail.com