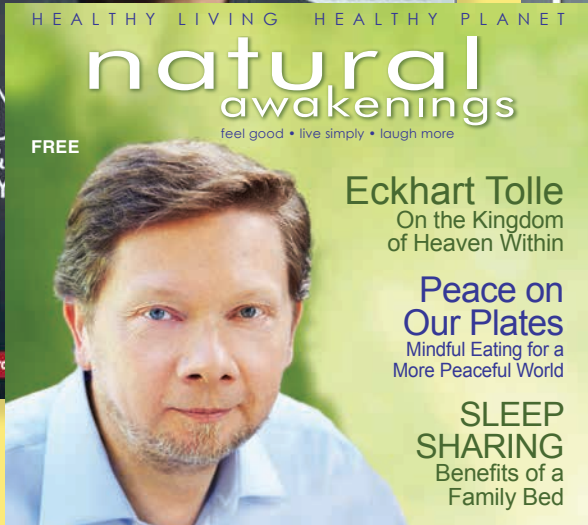
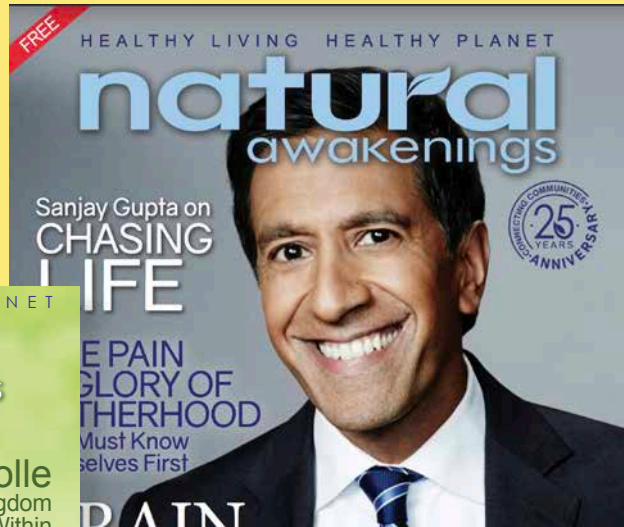




# natural awakenings

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.

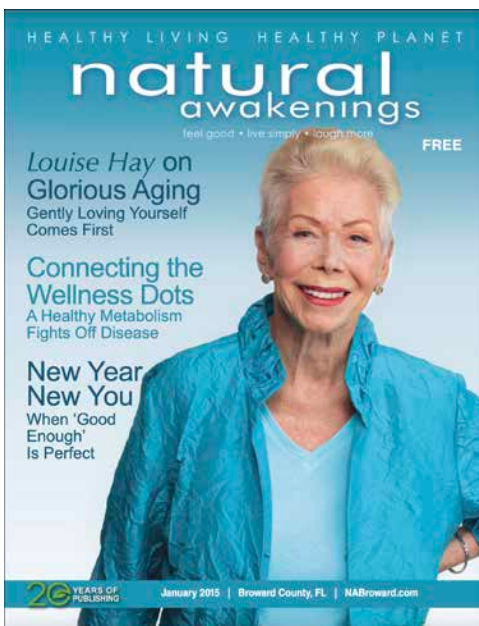
Our mission is to provide insights and information to improve the quality of life physically, mentally, emotionally and spiritually. One in four adult Americans are part of the \$290 billion marketplace for goods and services in the categories of health and wellness, the environment and ecological living, 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**.

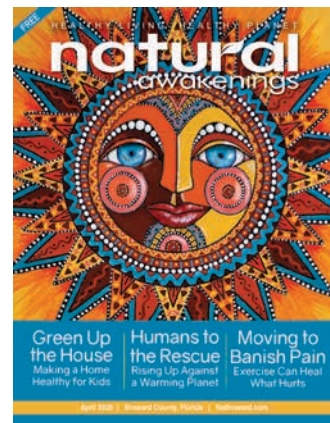
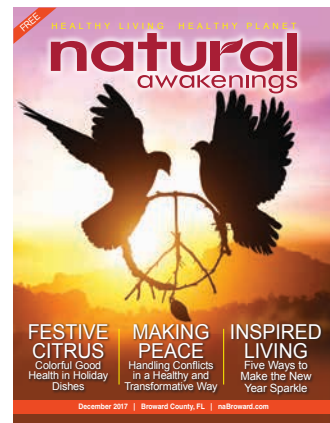
**CISION**



*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](http://cision.com) or follow @Cision on Twitter.



## Feature Articles

Length: 450 to 700 words

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, Book-In Views, and other self-serving editorial

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 editorial in the third person.

## 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: [NaturalAwakeningsFla@gmail.com](mailto:NaturalAwakeningsFla@gmail.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.

## Additional Notes

- We are looking for fresh, original content that has not been published elsewhere.
- We may not publish your piece immediately, and cannot guarantee to later.
- Those that do not have either a Display ad or Natural Directory ad placed along with a **self-serving brief** are subject to a \$229 publishing fee.
- Your original work will be edited to fit our magazine's style.
- News briefs and articles 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. Thank you.

## 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: [NaturalAwakeningsFla@gmail.com](mailto:NaturalAwakeningsFla@gmail.com)

## Contact Us

Natural Awakenings  
Palm Beach County, Florida  
Office: 561-626-5584  
[NaturalAwakeningsFla@gmail.com](mailto:NaturalAwakeningsFla@gmail.com)  
[NaPalmBeach.com](http://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.

# ADVERTISING AGREEMENT

## 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	Ad Design optional service
Full Page	\$848	\$940	\$1080	\$324
2/3 Page	660	728	829	249
1/2 Page	548	605	689	207
5/12 Page	481	528	599	180
1/3 Page	379	417	472	142
1/4 Page	324	354	398	120
1/6 Page	243	265	298	90
1/8 Page	201	217	242	73
Business Card	187	202	224	68
1/12 Page	166	178	196	59

## Premium Positioning (full page only)

Pg 2 or 3	\$1002	\$1115	\$1285	\$324
Page 4 & 5	942	1047	1150	324
Inside Back	1002	1115	1285	324
Outside Back	1092	1217	1405	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:

- |   |  |
|---|--|
| <input type="checkbox"/> Business Name  | <input type="checkbox"/> Add'l Phone   |
| <input type="checkbox"/> Contact Name   | <input type="checkbox"/> Fax           |
| <input type="checkbox"/> Address        | <input type="checkbox"/> Email Address |
| <input type="checkbox"/> Phone (+ City) | <input type="checkbox"/> 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.

# AD SIZES & SPECIFICATIONS

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:  
NaturalAwakeningsFla@gmail.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"

1/12 2.375" x 2.25"

1/6 vertical 2.375" x 4.75"

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

[NaturalAwakeningsFla@gmail.com](mailto:NaturalAwakeningsFla@gmail.com)



### 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