

natural awakenings

MEDIA KIT - 2022

HOLISTIC
HEALTH
Wellness

Eco-Friendly
SUSTAINABLE

Spiritual

SOUTH JERSEY EDITION

HEALTHY LIVING HEALTHY PLANET



MEDIA KIT

South Jersey Edition

Shae Marcus

Publisher

ph. 856-797-2227

Publisher@NASouthJersey.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 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 \$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 locally to Libraries, Wholefoods, Shoprite, Train Stations, Acme, CVS plus 600 other locations in Burlington, Camden and Gloucester Counties, with **48,000 plus readers per month**.

Each month we distribute an additional **3500 digital copies** sent via email, newsletter and on our website.

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**

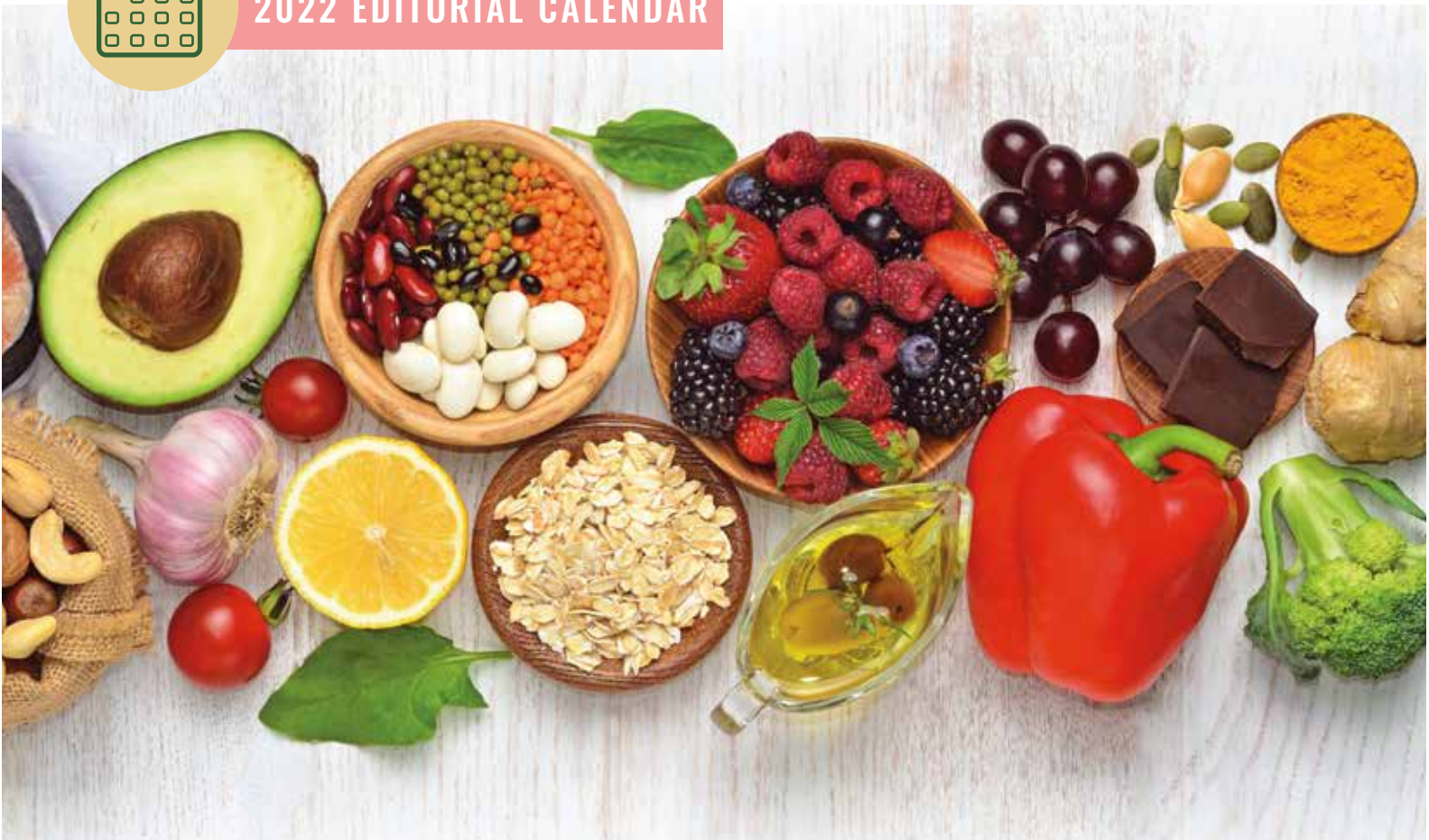
Cision® is the world's leading source of media research. Visit www.cision.com or follow @Cision on Twitter.

HEALTHY LIVING • HEALTHY PLANET

natural
awakenings



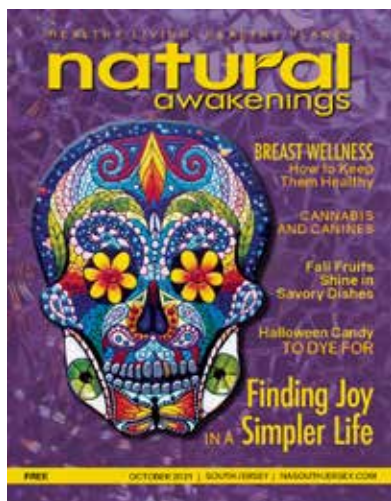
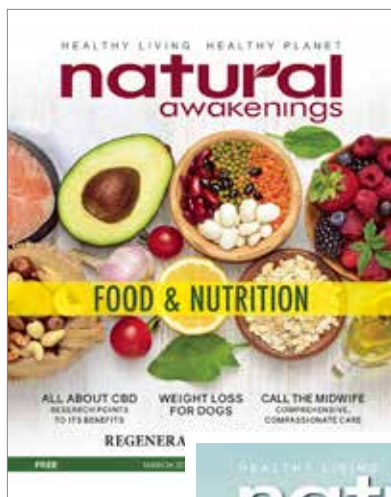
2022 EDITORIAL CALENDAR



IN EVERY ISSUE

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





Feature Articles

Length: 600-1100 words in local markets; 1400 for national features
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.

Spotlight

Length: 500 to 750 words
Due on or before the 12th 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 12th 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 at our national office. **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@NASouthJersey.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: NASJPProduction@Gmail.com.



COMMUNITY RESOURCE GUIDE

Category Name

YOUR BUSINESS NAME

Contact Name
Address / City
Phone
Email
Website



Description: 25 words about you. 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.

Resource Guide Pricing

\$99/month

Run w/Display Ad: \$49/month

(for length of contract)

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 10th of the month prior to publication to:

NASJProduction@gmail.com

MAGAZINE AD RATES: Cost Per Month

Size:	1 Month	6 Months* 15% discount	12 Months* 25% discount	Layout/ Design
Full Page	\$1045 mo.	\$890 mo.	\$785 mo.	\$260
2/3 Page	765	650	575	190
1/2 Page	605	515	455	150
1/3 Page	420	355	315	105
1/4 Page	335	285	250	85
1/6 Page	250	215	190	65

Premium Positioning (full page only)

Inside Front	\$1270	\$1080	\$955	\$320
Page 3	1270	1080	955	320
Inside Back	1185	1010	890	295
Outside Back	1405	1195	1055	350

Calendar of Events

Events Listing: **\$20**; Plan Ahead Listing: **\$30** (50 words or less)

Ongoing Events Listing: **\$15**; (25 words or less)

Display Advertisers: up to 5 free listings per mo. for 1/6 ad or larger.

Submit your listing online by the 12th of the month prior to publication to: Publisher@NASouthJersey.com

Classified Ads

\$25 (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@NASouthJersey.com

Ad Design and Layout

Ad design and layout is 25% of the 1 month ad size rate. Subsequent design changes will be billed at the rate of **\$25** per 15 mins. of design time. (Minimum charge: **\$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.

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

Contact Us

Natural Awakenings – South Jersey Edition

Shae Marcus, *Publisher*

230 N. Maple Ave., Ste B1 #302

Marlton, NJ 08053

ph. 856-797-2227

Publisher@NASouthJersey.com

NASouthJersey.com



BANNER AD RATES: Cost Per Month

3 Month Minimum Commitment

Banner	970 x 66px	\$200/month
Inline Ad	628 x 60px	\$175/month
Sidebar Ad	300 x 250px	\$150/month
Video - can be created from a YouTube video		\$200



HOLISTIC
HEALTH AND HEALING EXPO

Special Sections and Events 2022

March: Holistic Health & Healing Expo

May: Wine Tour *Special Section*

September: Mind, Body & Soul *Special Section*

December: Holistic Holiday Gift Guide

Contact us for special advertising rates



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☐ 1 Month

**ISSUE
DATE** _____

Date _____

☐ 6 Months

AD SIZE _____

Name _____

☐ 12 Months

Display Ad Price _____

Business Name _____

Comm. Res. Guide _____

Address _____

**2nd Month thru
Contract End**

Calendar Listings _____

City _____

State _____

Zip _____

**\$ _____
Total Per Month**

Classified Ad _____

Telephone () _____

Digital Ads _____

Design _____

Email _____

Initial Issue TOTAL* _____

Website _____

**Contract payment in full: 5% discount for 12-month advertising contracts prepaid in full.*

Broken contracts: Unearned discounts 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.

Cancellations: Must be in writing 30 days prior.

SIGNATURE _____

DATE _____

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

Payment via credit/debit card only. We gladly accept:



Credit card charges: Your account will be billed on the 15th of the month prior to publication.

Please initial.
"Yes, I read
the fine print."

All advertising must be prepaid. **Annual and Semi-Annual agreements are renewed automatically under the same terms.**

CARD NO. _____

EXP. DATE _____

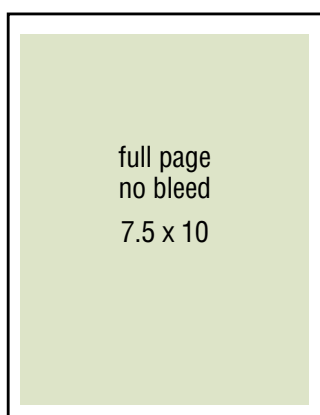
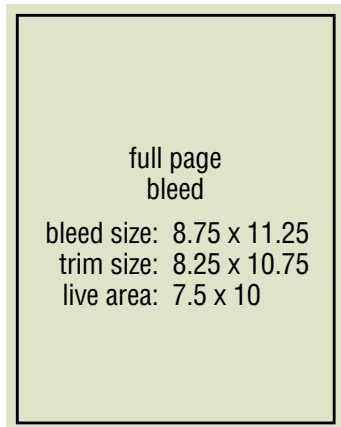
CVV _____

NAME AS IT APPEARS ON CARD _____

BILLING ADDRESS FOR CREDIT CARD _____

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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.

