

# natural

awakenings

MEDIA KIT - 2022



HUDSON EDITION

201-798-3236 | [publisher@nahudson.com](mailto:publisher@nahudson.com) | [nahudson.com](http://nahudson.com)

# HEALTHY LIVING HEALTHY PLANET

**natural**  
awakenings

## media kit

HUDSON EDITION

201-798-3236

Cell: 201-264-4290

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

[www.nahudson.com](http://www.nahudson.com)

*Natural Awakenings* is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy. With more than 80 franchises in markets across the U.S., Puerto Rico and the Dominican Republic. 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 more than **43,000 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®**



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

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@  
nahudson.com](mailto:publisher@nahudson.com)**

## 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.**

2/3 page  
vertical  
4.875 x 9.75

2/3 page horizontal  
7.5 x 6.25

5/12  
4.875 x 6.4375

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 vertical  
(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

1/8  
2.375  
x  
3.125

1/6  
vertical  
2.375  
x  
4.75

1/12  
2.375  
x  
2.25  
  
bus. card  
(2cp)  
3.625 x 2.25

1/6 horizontal  
4.875 x 2.25



## Community Resource Guide

### CATEGORY NAME

**HUDSON EDITION**  
CLAIRE BYERS  
201-798-3236  
www.nahudson.com



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

12 months:	6 months	1 month
\$69/month	\$99/month	N/A

Run w/Display Ad: **\$39/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:

Publisher@NAHudson.com

### Contact Us

**Natural Awakenings – Hudson Edition**

Claire Byers, Publisher

201-798-3236 • Fax: 201-73-6500

publisher@nahudson.com

www.nahudson.com

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

Size:	12 Months* 25% discount	6 Months* 15% discount	1 Month	Layout/ Design
Full Page	\$712 mo.	\$807 mo.	\$950 mo.	\$225
2/3 Page	545	615	727	175
1/2 Page	435	493	580	135
5/12 Page	390	442	520	125
1/3 Page	303	344	405	95
1/4 Page	254	288	339	75
1/6 Page	204	232	273	65
Business Card	136	154	199	45

### Premium Positioning (full page • add to prices above)

Inside Front	\$875	\$975	\$1150
Page 3	925	1045	1225
Page 4 & 5	825	925	1099
Inside Back	875	975	1150
Outside Back	999	1125	1330
2-Page Spread	1299	1425	1725

### Classified Ads

\$20 (up to 20 words)+ \$1 per word over 20 words. Must be pre-paid. Email listing, include billing contact information by 10th of month prior to publication to: Publisher@NAHudson.com

### Calendar of Events

Events Listing: \$20; Save the Date: \$30 (50 words or less)

Mark Your Calendar: \$15; (25 words or less)

Display Advertisers: 5 complimentary listings per month—for ad size 1/6 page or larger. Under 1/6 page ad and CRG Advertisers: up to 2 free listings per month.

Submit your listing online by the 10th of the month prior to publication to: Publisher@NAHudson.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 10th of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 10th.

### DIGITAL ADVERTISING

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

- Our Website • E-Newsletters • Smartphone App • Special Ad Packages

**Pricing available upon request**

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

☐ 12 Months ☐ 6 Months ☐ 1 Month

From \_\_\_\_ / \_\_\_\_ Through \_\_\_\_ / \_\_\_\_

## DISPLAY PRINT AD

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

## PREMIUM PACKAGES

Pkg. No. \_\_\_\_\_ 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 Publisher@NAHudson.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 7th of the month prior to publication. All advertising must be prepaid.

**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.

**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 magazine or on NAHudson.com. Prices listed are per month. Monthly electronic invoices are available upon request.



# 2022

## EDITORIAL CALENDAR

### NATURAL AWAKENINGS DEPARTMENTS:

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

JANUARY  
**HEALTH & WELLNESS**

JULY  
**THE FOOD CONNECTION**

FEBRUARY  
**HEART-CENTERED LIVING**

AUGUST  
**SELF-EMPOWERMENT**

MARCH  
**FOOD & NUTRITION**

SEPTEMBER  
**INSPIRED LIVING**

APRIL  
**SUSTAINABLE LIVING**

OCTOBER  
**HEALTHY PLANET**

MAY  
**WOMEN'S WELLNESS**

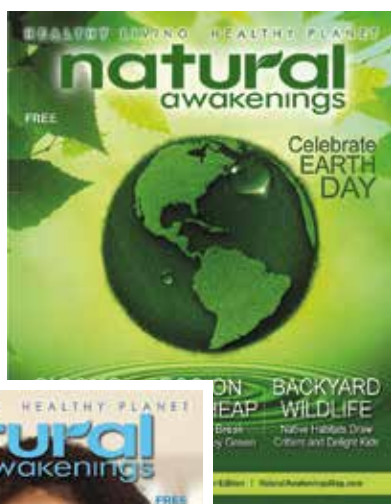
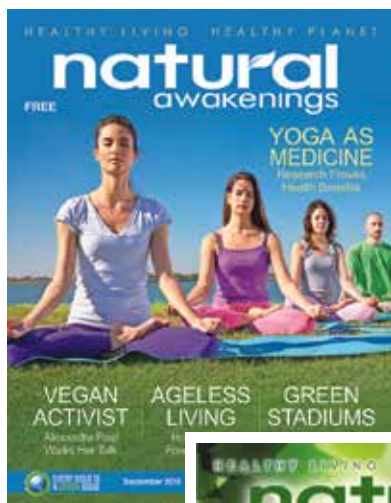
NOVEMBER  
**MENTAL HEALTH & WELL-BEING**

JUNE  
**MEN'S HEALTH**

DECEMBER  
**UPLIFTING HUMANITY**

**natural**  
awakenings

800-123-4567 | Location-Edition | NaturalAwakenings.com



## Feature Articles

Length: 250-750 words (some articles longer)

Due on or before the 5th 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 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 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 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 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@nahudson.com](mailto:publisher@nahudson.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@nahudson.com](mailto:publisher@nahudson.com).

## Contact Us

*Natural Awakenings* – Hudson Edition

Claire Byers, Publisher

201-798-3236 • Cell: 201-264-4290

Fax: 201-73-6500

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

[www.nahudson.com](http://www.nahudson.com)



## National Directory Listings

Natural Awakenings' National Directory is **THE** premier resource for healthy/green businesses. Now, our newly improved smartphone app technology delivers all of our website's National Directory listings to our Apple and Android smartphone and tablet users!

Natural Awakenings' Community Resource Guide advertisers are eligible to be listed in our National Directory for a nominal upcharge during the entire length of the advertising term. We will include your basic contact information, 25-word description and an appropriate category for Search functions.

### LISTING INCLUDES:

Nominal Upcharge for All Contract Advertisers  
Basic Contact Information with 25-word business description

### PLACEMENT:

Choice of Categories:

Beauty & Skin Care, Community, Eat Well, Education, Fit Body, Green Living, Health, Inspiration, Pets, Travel

### FREQUENCY:

Length of Advertising Term

### NATIONAL DIRECTORY RATE:

**\$25** upcharge per month for length of contract

**www.NAHudson.com**

## Online Rates & Specifications

Available Ad Types		12 Months* 25% discount		6 Months* 15% discount		3 Months* no discount	
		Print Advertisers	Non-Print Advertisers	Print Advertisers	Non-Print Advertisers	Print Advertisers	Non-Print Advertisers
<b>Leaderboard</b>	728 x 90 / 72 dpi	<b>\$125</b>	<b>165</b>	<b>\$140</b>	<b>190</b>	<b>\$165</b>	<b>220</b>
	300 x 50 / 72 dpi for mobile phones (must supply both sizes)						
<b>Splash</b>	920 x 516 / 72 dpi	<b>115</b>	<b>150</b>	<b>125</b>	<b>170</b>	<b>150</b>	<b>200</b>
<b>Rectangle</b>	300 x 250 / 72 dpi	<b>100</b>	<b>135</b>	<b>115</b>	<b>150</b>	<b>135</b>	<b>180</b>
<b>Options:</b>	<b>Home Page: Add 25%</b> Add advertorial article with link from any display ad for <b>\$50 per month</b> (6-month minimum)						

**Accepted File Types: JPG / GIF / PNG - No Sound, No Animation**



### Available Ad Types

## Select a Page

Most of our ad sizes may be placed on the Home page or on any of our popular internal Landing pages. Select from Health, Fit Body, Eat Well, Green Living, Inspiration, Pets, Community or Travel.

## Advertorial

Common online advertising allows the site visitor to click directly to your website. We also offer full-page (webpage) "advertorial" for those that prefer to provide educational background to the reader prior to driving qualified leads. Editorial pages include photos, graphics and links to your website.

**\*Pricing is based on consecutive month placements on: [www.NAHudson.com](http://www.NAHudson.com). Prices listed are per month.**

All ads that require *Natural Awakenings* to provide graphics or advertorial writing require first and last month's deposit upon signing to partially defray production costs. Contracts less than six months do not include ad design or advertorial writing. Any additional design or writing, or changes or revisions, are billed at \$20 per 15 minutes with \$20 minimum, payable by credit card or PayPal.