

# natural awakenings chicago

# 2022 MEDIA KIT

## 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.



## WHAT WE OFFER

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# ABOUT US

leaders in the health & sustainability industry for  
**27 YEARS**



**1.3 million+**  
loyal monthly readers



**125,000+**  
combined monthly website views



**SOCIAL MEDIA**  
combined reach of  
**95,000+** Facebook likes  
**25,000+** Twitter followers  
**20,000+** Instagram followers  
*(and we're growing!)*

**18,000+**  
distribution points



**1 in 4 adults**  
purchase from the \$1.5 trillion LOHAS marketplace



*Natural Awakenings* is the fifth largest national publication\* serving the vast natural health and sustainable living sectors of our economy, a demographic that research by the Natural Marketing Institute has identified as Lifestyles of Health and Sustainability (LOHAS). One in four adult Americans is part of this **\$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.

\* **CISION**

Cision® is a leading media communication technology and analytics company. For more information, visit [www.cision.com](http://www.cision.com) or follow @Cision on Twitter.

# NATURAL AWAKENINGS READERS

## Who Is The Natural Awakenings Reader?

We've spent the last 25-plus years serving the LOHAS market, and we know what it takes to reach these consumers. According to our readership surveys conducted over the years, our total readership is overwhelmingly **female (80%)**, and:

**62%** have been reading *Natural Awakenings* for more than 2 years,

**21%** purchase from our advertisers between 1 and 3 times per month,

**49%** are between the ages of **35-54**,

**60%** have one or more college degrees,

**57%** have an annual income in excess of \$45K,

**89%** purchase healthy or organic food, and

**46%** attend exercise or fitness events.

(According to a 2016 survey of our readers)

## Our Readers' TOP 5 Interests Are:

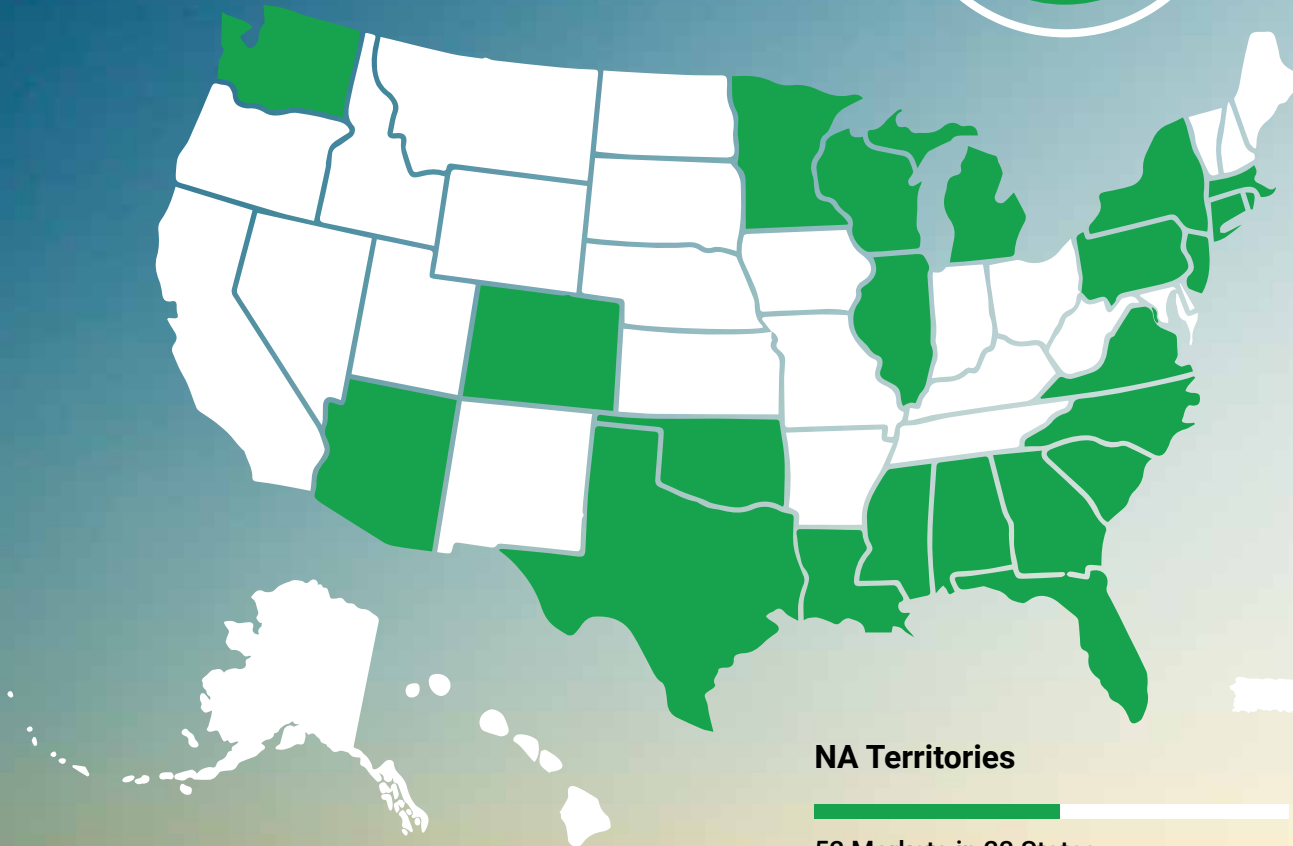
1. HEALTHY LIVING
2. COMPLEMENTARY & HOLISTIC HEALTH CARE
3. PERSONAL DEVELOPMENT
4. ECOLOGICAL LIFESTYLES
5. SUSTAINABLE ECONOMY



# 50+ MARKETS

80% of our 1.3+ million readers purchase products or services from ads seen in *Natural Awakenings*, which can be found at more than 18,000 distribution points nationwide.

Delivering  
National  
Reach



**Alabama (1)**  
Gulf Coast AL/MS

**Arizona (2)**  
Phoenix  
Tucson

**Colorado (1)**  
Denver

**Connecticut (2)**  
Fairfield County/  
Housatonic Valley  
New Haven/Middlesex

**District of Columbia (1)**  
Washington

**Florida (11)**  
Daytona/Volusia/Flagler  
Ft. Lauderdale  
Jacksonville/St. Augustine  
Naples/Ft. Myers  
Northwest FL  
Ocala/Gainesville FL  
Orlando  
Palm Beach County  
Sarasota  
Space & Treasure Coast  
Tampa Bay

**Georgia (1)**  
Atlanta

**Illinois (1)**  
Chicago

**Louisiana (1)**  
Lafayette

**Massachusetts (1)**  
Boston

**Michigan (4)**  
East MI  
Greater Ann Arbor  
Detroit/Wayne & Monroe Cos.  
Western MI

**Minnesota (1)**  
Minneapolis/St. Paul

**New Jersey (6)**  
Central NJ  
Hudson County  
Monmouth/Ocean Counties  
North NJ  
North Central NJ  
South NJ

**New York (3)**  
Long Island  
New York City  
Westchester/Putnam/  
Dutchess Counties

**North Carolina (2)**  
Charlotte  
Coastal Carolinas

**Oklahoma (1)**  
Oklahoma City

**Pennsylvania (5)**  
Bucks/Montgomery Cos.  
Lancaster/Berks Cos.  
Lehigh Valley  
Pittsburgh  
South Central PA

**Rhode Island (1)**  
Providence

**South Carolina (2)**  
Charleston  
Columbia

**Texas (2)**  
Dallas  
Houston










**Virginia (1)**  
Richmond

**Washington (1)**  
Inland NW/Spokane

**Wisconsin (1)**  
Milwaukee

# THE \$1.5 TRILLION U.S. ECO-MARKETPLACE

(Total sales numbers in "millions")

	Alternative Energy				
	Total Sales	2005 (\$MM)	2012 (\$MM)	2020 (\$MM)	
	\$	607.2	\$ 699.5	\$ 819.5	
	Alternative Transportation				
	Total Sales	\$	6,120.8	\$ 185,044.8	\$ 572,440.1
	Green Building				
	Total Sales	\$	35,400.7	\$ 55,722.2	\$ 116,684.4
	Natural Lifestyles				
	Total Sales	\$	5,393.8	\$ 6,393.8	\$ 8,913.4
	Organic Cotton/Natural Fiber & Textile				
	Total Sales	\$	4,018.4	\$ 7,545.1	\$ 8,755.6
	Personal Health				
	Total Sales	\$	25,140.0	\$ 36,980.0	\$ 47,148.2
	Ecotourism				
	Total Sales	\$	24,200.0	\$ 144,200.0	\$ 416,929.2
	Electronics/Appliances				
	Total Sales	\$	39,902.0	\$ 119,490.5	\$ 161,647.5
	Consumer Packaged Goods				
	Total Sales	\$	57,271.0	\$ 104,663.8	\$ 191,086.8
<b>GRAND TOTAL</b>		\$	198,053.8	\$ 660,739.7	\$ 1,524,424.6



Source: Natural Marketing Institute's Global Sustainability Consumer Trends Database® (SCTD), 2016.

## WHAT WE OFFER



### PRINT

Target marketing is the key to our success. Our unique business model connects advertisers with like-minded readers seeking their products and services. Our loyal readership and retention rate proves our success.

### DIGITAL

#### WE'VE EXPANDED OUR OFFERINGS

With the world being more online today than ever, we have added new digital products to help our advertisers promote their business beyond print to broaden their reach. Opportunities now include a range of digital advertising and promotional benefits, as well as digital services! ([Website](#), [Email](#), [Social Media](#), [Marketing Analysis](#))

### PRINT + DIGITAL

Consistency matters! Combining our dedicated readership with an online audience is what will set your business apart.

# PRINT OPPORTUNITIES

From a small community business to full, national campaigns, *Natural Awakenings* print advertising can help you **ACHIEVE YOUR GOALS.**

Statista, a leading provider of market and consumer data, found an increase of more than 4 million print magazine readers from 2018 to 2019, resulting in the highest total number since 2012. They state that readership trends in the last decade have indicated a slow, but steady, increase in print magazine readership year after year.



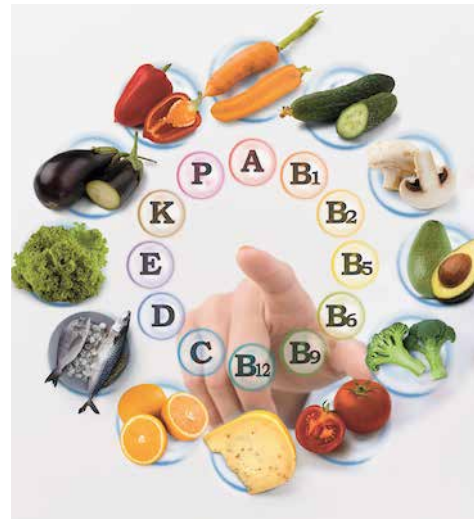


# DIVERSE, TARGETED DISTRIBUTION

## Reach More than 3.5 Million Consumers Monthly

A free community publication, *Natural Awakenings* is distributed throughout Chicagoland, providing an unsurpassed depth of market penetration, with **43,000+ distribution points**. Our readers can pick us up all month at:

Health food stores and markets • Food co-ops • Vitamin and herb shops • Retail stores • Gift shops • Restaurants, cafés and coffee shops  
Holistic clinics and centers • Practitioner offices • Fitness centers • Recreational centers • Spas & retreat centers • Nonprofit organizations  
Local and regional expos and conferences • Schools and educational centers • Newsstands • Bookstores • And many other locations!



# SPECIAL CORPORATE PAGE

## Limited Time, Limited Space

### Entry-level NATIONAL OFFERING:

Solidify your brand in 50+ markets for a fraction of the price. No frills—let your product or service speak for itself. This is a first-come, first-served offer.

**3-, 6- or 12-month contracts available. Ask for pricing.**

**ONLY 2 PAGES OFFERED MONTHLY  
AT THESE RATES!**



## BREAKDOWN

- FULL PAGE  
National Insertion

**\$12,500/month**

- HALF PAGE  
National Insertion

**\$7,900/month**

- QUARTER PAGE  
National Insertion

**\$4,950/month**





# NATURAL AWAKENINGS' EDITORIAL CALENDAR 2022

## 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**

FEBRUARY **HEART-CENTERED LIVING**

MARCH **FOOD & NUTRITION**

APRIL **SUSTAINABLE LIVING**

MAY **WOMEN'S WELLNESS**

JUNE **MEN'S HEALTH**

JULY **THE FOOD CONNECTION**

AUGUST **SELF-EMPOWERMENT**

SEPTEMBER **INSPIRED LIVING**

OCTOBER **HEALTHY PLANET**

NOVEMBER **MENTAL HEALTH & WELL-BEING**

DECEMBER **UPLIFTING HUMANITY**



847-858-3697 | Chicago | [NAChicago.com](http://NAChicago.com)



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# DIGITAL SOLUTIONS



WEBSITE, EMAIL, SOCIAL MEDIA AND MORE...

WE'RE HERE TO HELP!

"Digital" is broad and often confusing. There are many digital options that can be right for your business, and likely as many that are not. Our goal is to design a strategy that helps you best achieve your goals. With a range of digital options, you can afford to advertise with various packages that benefit your business:

- Engage your audience with ads, featured events and more
- Reach your target customer (demographics and zip code location) across hundreds of online sites with a single purchase
- Improve SEO (Search Engine Optimization) and social media reach
- Demonstrate leadership, build brand and improve industry reputation

# WEBSITE CONTENT

## SPONSORED CONTENT

Feature your expertise with a sponsored content article on the *Natural Awakenings Chicago Magazine* website ([www.NAChicago.com](http://www.NAChicago.com)) and social media sites

### Your Sponsored Content Includes:

- ✓ Supplied, 500-700 word fact-based article with keywords. May include research updates and links, takeaways and tips, links, ideas and inspiration, etc., theme subject to approval by *Natural Awakenings* (will include a basic editorial review by *Natural Awakenings* for grammar, punctuation, etc)
- ✓ Supplied images (max 2), subject to approval by *Natural Awakenings*
- ✓ Byline with call to action/offer (up to 150 words) at bottom of article
- ✓ Complimentary Business Listing on *NAChicago.com* with link back to your website\*
- ✓ Complimentary Calendar listings on *NAChicago.com*\*\*
- ✓ One social media posting on Facebook, IG, Twitter and LinkedIn with sponsored tag or link
- ✓ Article will be labeled as Sponsored Content and feature your business information with links as part of the page presentation

**Rate: \$200**

\* Upgraded Premium and Featured Business Listing are available

**3-Pack Sponsored Content: \$549**



The image shows a tablet displaying a sponsored article on the Natural Awakenings website. The article is titled "Orgain's Immune Supporting Products" and features a photo of a woman holding a child. The article text includes:

More than ever, it is important to keep your immune system strong. We all acknowledge the importance of a healthy lifestyle, but the daily demands and stresses of a busy lifestyle can weaken our health defenses. Eating the right foods not only helps us stay healthy, but supports our immune system's defenses against infection. Listed below are particular nutrients of importance to maintain the health of our immune system, followed by *Orgain* products that contain them.

**Immune Supporting Ingredients**

**Protein:** Protein is vital to build and repair tissues in the body. You need protein to create antibodies and cells that attack infections. If you don't consume enough protein, your immune system won't have the tools to combat antigens and your immune system won't operate at full strength.

**Vitamin C:** Vitamin C is a potent antioxidant that supports the immune system by stimulating the activity of white blood cells which help to protect the body against infection.

**Zinc:** Zinc is an essential mineral that's needed for normal development and functioning of immune cells. It also supports natural killing.

**Iron:** Iron is an essential mineral that's needed for normal development and functioning of immune cells. It also supports natural killing.

**Vitamin B6:** Vitamin B6 is essential in the formation of healthy red blood cells and aids in maintaining the lymphatic system, a network of tissues and organs which help protect the body from infection and disease.

**Vitamin B12:** Vitamin B12 supports white blood cell activity.

The article also includes a "Learn More" button and social media icons.

# BANNER ADS

EXPANDED  
INLINE



## Lawmakers Support Local Food and Sustainable Agriculture in Illinois

Legislation headed to Governor J.B. Pritzker's desk will make Illinois more delicious, reduce food waste and improve local farmers' bottom lines. Liz Moran Stelk of Illinois Stewardship Alliance reviews 2021 good food legislation. [Read More »](#)



## Recipe: Summer Melon Refresh

Our gluten-free recipe this month is full of hydrating summer fruits that can be easily made and packaged in small, airtight containers to take on hikes, to summer camp or even on a road trip. Influencer and cookbook author Tiffany Hinton GF Mom Certified says her family loves to cut the fruit into fun shapes and serve as kabobs for the kids to take outside and eat. [Read More »](#)

Facebook will know your activity.

[Learn More](#)

[Unblock Page](#)

75+ EMPOWERED HEALTH FREEDOM EXPO 45+ WISDOM

Empowered people build healthy communities  
**OCTOBER 2-3**

Tinley Park Convention Center  
TINLEY PARK, IL

REGISTRATION: **\$30** (One Day) **\$50** (Both Days) INTERACTIVE PANELS: **Saturday:** Health Freedom **Sunday:** Mental Health

[www.tinleyhealthfreedomexpo.com](http://www.tinleyhealthfreedomexpo.com) / 888-688-3774



SIDEBAR

## Ad Sizes

Sidebar

350x200

\$250/mo

Inline

1200x66

\$200/mo

Expanded Inline

1200x375

\$300/mo

JPG and animated GIF files are accepted.

\*Artwork to be supplied by advertiser or can be created for an additional fee

## Why It Works ...

Banner ads can help you stand out in multiple ways with a consistent presence on our web page, driving traffic to your site and generating leads for your business.

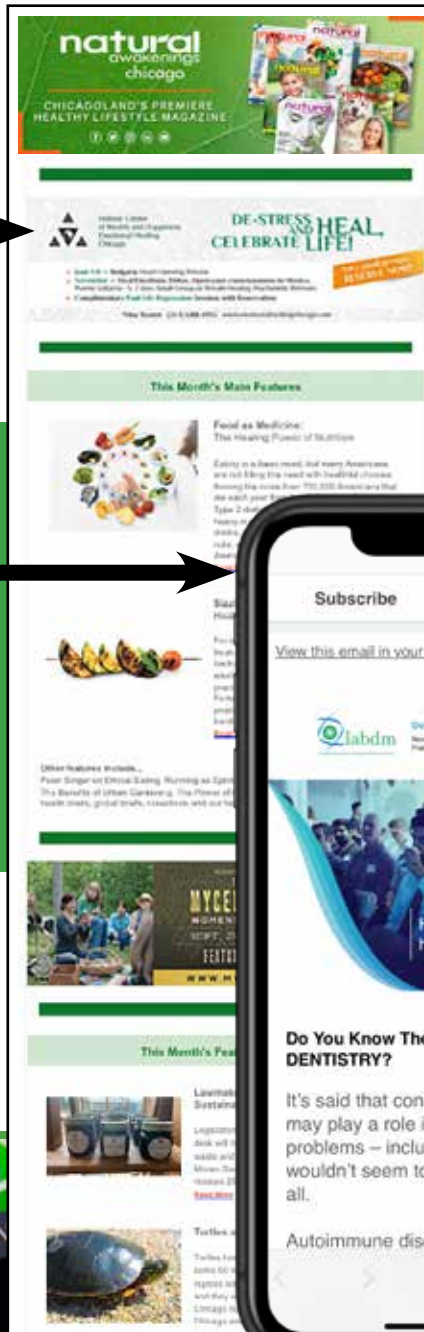
# EMAIL ADVERTISING

## 1. BANNER ADS

### What Is It?

Banner ads are within our monthly email newsletters. Given their highly targeted nature they are considered one of the most effective methods for reaching potential customers.

**\$200/month (includes two mailings)**



## 2. DEDICATED EBLAST

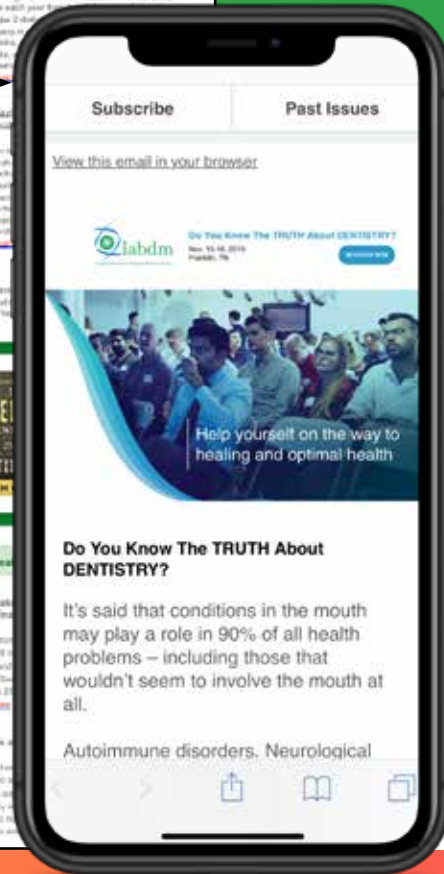
### What Is It?

An email sent out to our network dedicated solely to your business with your desired messaging. This is a perfect opportunity to showcase an upcoming event, special promotion, or new product or service.

Corporate National: \$65 per 1,000 subscribers  
Chicago only: \$497

**6K Subscribers**  
Chicago mailing list  
**17%**  
Average Open Rate

**10K Subscribers**  
National mailing list  
**12.5%**  
Average Open Rate



### Why These Work ...

Banner ads and dedicated emails can help you stand out in multiple ways with a consistent presence to promote a product or service and drive traffic to your site, generating leads for your business.

**Ad Sizes**  
Banner  
1200x375

JPG and animated GIF files are accepted.

*\*Artwork to be supplied by advertiser or can be created for an additional fee*





# BIG BOX DIGITAL MARKETING

AUDIENCE TARGETING | GEO-TARGETING | GEO-FENCING

## TARGETED ONLINE DISPLAY ADVERTISING

### What Is It?

Simply put, a superior alternative to cookie-based ads. We target big brand websites and use sophisticated research to identify the interests and behaviors of consumers that visit them. More people than ever are home, shopping, surfing and working online. It only makes sense to expand our philosophy to the web.

### Why It Works ...

#### 100% AUDIENCE REACH

- Reach the Pre-Targeted customers you want
- Local geographic targeting of your customer type
- All platforms – cell phones, tablets, computers

#### 100% VIEWABILITY

- Ads are placed “above the fold” at or near the top of the big brand sites
- Our ads are NOT stopped by cookie blockers and do not track settings

#### 100% TRANSPARENCY

- Complete reporting of the exact sites your ads appeared on with number of impressions and click-through rates.

Clicks are certified by IAB (Internet Advertising Bureau).



#### COMPARED TO COOKIE-BASED DIGITAL MARKETING

- 37% Reach – Over 63% of users have “do not track” 3rd party cookie blocking or ad blockers (eMarketer)
- 54% Viewability – Up to 46% of all ads are not even seen (comScore)
- Unknown Transparency – Marketers will show you the Top 10-20 sites your ad appeared on but not the 360,000+ it may have appeared on.\*

\*Tactics of cookie-based marketing in local markets may expand to geographical area outside the target market in order to achieve the number of impressions sold thereby deceiving the customer and producing a lower success rate.

## COST CALCULATOR

CPM	Impressions	Monthly
\$20	100,000	\$2,000
\$18	200,000	\$3,600
\$16	400,000	\$6,400
\$12	600,000	\$7,200

### Ad Sizes

728x90 300x250 160x600

### Mobile ads sizes required:

320x50 300x50

JPG and animated GIF files are accepted.

*\*Artwork to be supplied by advertiser or can be created for an additional fee*



# IN-DEPTH MARKETING ANALYSIS & PLAN

## Want a comprehensive and customized **ROAD MAP FOR YOUR MARKETING?**

Let us find the perfect messaging and marketing avenues to help find and create relationships with your ideal clients. In our **In-Depth Marketing Analysis & Plan**, we do a deep dive into market research about your company and industry. We gain a full understanding and scope about who your ideal client is, where they hang out online, their interests, hobbies and behaviors. With this knowledge, we develop a strategic marketing blueprint built to help you grow your business and create an impact with your community.

### **Your In-Depth Marketing Analysis & Plan includes:**

- Business profile questionnaire
- In-depth analysis of online presence
- Full market research
- One- to two-hour strategy session with customized plan for business and laid out marketing road map
- SEO analysis
- Competitor analysis
- Keyword research
- Audience targeting research for Facebook and programmatic opportunities
- Detailed project plans for all applicable programs

**\$2,190 one-time fee**



# WEBSITE DESIGN

An effective website that professionally represents your business, your values and relationships, and the customer experience is the **CORNERSTONE OF YOUR DIGITAL PRESENCE.**

## Improve Your Online Presence With Better:

- Websites/Landing Pages
- Listing & Data Management
- Customer Review Management
- Blogging/Social Media/Email

## Reach More People By:

- Activating Your Own Local Network
- Increasing Awareness with Google/Facebook
- Running Targeted Local Ad Campaigns

## All Website Packages Include:

- Content (Blogging) & Distribution Tools
- Customer Review Generation Tools
- Unlimited Hosting/Traffic
- Security & Maintenance
- Ongoing New Feature Development
- Email Support

• **Website setup packages start at \$375.**

• **Ongoing hosting, support and software starts at \$29.99/mo or \$299.88/yr, and includes a design refresh every two years at no additional cost.**

*\*3 month minimum commitment required.*

# SEARCH ENGINE OPTIMIZATION (SEO)

## GET FOUND LOCALLY

Getting found online is a top priority for local businesses. According to Google, 6 percent of people who conduct a local search contact a business within 24 hours, and 28 percent of those searches result in a purchase of a service. Making sure your website and online listings are optimized correctly will boost your ranking, improve your presence online and help your ideal customers find you when searching for your products or services.



### Our Professional Services Include:

- Initial website assessment and analysis
- Keyword research and recommendation
- Optimize website with chosen keywords—including meta tags, titles and descriptions
- Optimize website speed
- Fix any broken links on site
- Fix any Mobile responsive issues
- Ongoing website maintenance, including updating plugins, removing spammy comments and making any recommendations for updating website
- Link-building through article submission and promotion, social bookmarking and offsite blogs
- Setup and optimization for Google My Business, Bing Local, Yahoo Local
- Create citations for your business, reference to your business's name, address and phone number (NAP)
- Local/Niche Directory Submission to help ranking on location-based keywords
- Publish and optimize photos to photo-sharing sites

**\$1,100/mo**

*\*3 month minimum commitment required.*

# SOCIAL MEDIA MANAGEMENT

**SOCIAL MEDIA PRESENCE** is of utmost importance to growing and establishing a great relationship with your followers!

*Natural Awakenings* will curate a social media presence for you that will turn followers into raving fans. We taking the heavy lifting off your shoulders by creating the content, posting consistently, using relevant hashtags and facilitating giveaways as a growth strategy.

- Custom Content posted 3x's per week using your photos, your blogs, articles, or videos
- We will create 4 custom quote graphics with your logo per month
- Grow your social media reach with a facilitated and promoted giveaway of an item/service each month
- Available on Facebook, Instagram, Twitter, LinkedIn, Pinterest

**\$550/month**

*\*3 month minimum commitment required.*

# FACEBOOK & INSTAGRAM ADVERTISING



Start promoting your business on the world's largest social platform with laser targeting **SURE TO ATTRACT YOUR IDEAL CUSTOMER.**

Facebook has dominated as a social media platform since 2004, with an estimated **2.45 billion** users every *month*. This incredible platform allows and encourages people to share their lives online, allowing them to collect more than 98 data points in their advertising targeting.

With Facebook and Facebook-owned Instagram, you can not only target audiences based on age, occupation and area, but also target according to anniversaries, life events, industry, political views, buyer intent, hobbies, interests and more.

**\$550/mo\***  
**\*3 month minimum commitment required.**

\*Service fee does not include ad spend. Client will determine ad spend, which will be charged directly to their credit card from Facebook. 3 month minimum commitment required.

## Our Professional Services Include\*:

- Create interest-based audiences for targeting: age, area, demographics, interests, occupation, etc.
- Upload any existing customer email list (if applicable) to show ads to current or past clientele
- Create look-alike audiences based on your current customer list
- Retarget people on Facebook and Instagram that have visited your website
- Create custom conversions and custom events when applicable, and optimize campaign for sales or opt-ins
- Produce ad creatives and write copy for all ads. (Number of ads will be dependent on client's needs and ad budget)
- Monitor and optimize ad campaigns for highest clicks/conversions at the lowest cost possible
- Monthly reporting to client

# FUNNEL STRATEGY



**SALES FUNNEL STRATEGY** allows you to get potential customers to opt into your list by offering them a “lead magnet”, or something of value in exchange.

We will use Facebook ads to drive visitors to your custom sales funnel page, where they can opt into your offer. Your new leads are automatically added to your email software, where you can continue to nurture the relationship, turning leads into customers ready to visit your store or buy online.



## Services Include:

- 2-page lead magnet sales funnel set up with Click Funnels (includes opt-in and thank you pages)
- Customized Facebook advertising program to drive traffic to your sales funnel, with a Facebook ad budget per month
- Funnel design and technical setup
- Payment system integration through Stripe, if needed

- **Lead generation funnel set up:**  
**\$1398 one-time fee**
- **Software fee: \$97/month**
- **\$250 change fee for editing the funnel offer/steps**
- *\*3 month minimum commitment required.*

# PREMIUM & FEATURED BUSINESS DIRECTORY LISTINGS

## What's Included?

### The VIP Sponsor Package includes:

- ✓ One Spotlitged Business Directory Listing
- ✓ Featured Calendar listings (two per month)
- ✓ Your business logo with a link to your Business Directory Listing in the footer of every webpage
- ✓ A Snapshot Banner Ad to highlight your offer (300 x 125)
- ✓ Your logo on all NA Emails
- ✓ Monthly Social Media Promotion
- ✓ NA Sponsor Badge for your website
- ✓ (optional) Sponsored Content Supplied Article per month shared via e-newsletter and Social Media sites.

**\$397/month** (12 months)

## FEATURED CALENDAR LISTINGS

**Online Web Calendar** Print Listings are automatically included in the monthly digital calendar. Online Calendar Listings and options are available.

*Basic Online Calendar listings are always complimentary.*

**Featured Web-Only Listing** \$30/listing (\$170 for 6 listings or \$325 for 12 listings with prepaid in full contract)

## ONLINE BUSINESS DIRECTORY OPTIONS

With links to your website, photo gallery, Quick Facts, unlimited word count and more. Featured Listings appear at the top of search results with other Featured Listings and can include video and file attachments.

*Basic Business Directory listings are always complimentary.*

### Website Premium and Featured Business Listings

**Premium (12 months)** with print ad \$30/mo

without print ad \$49/mo

**Featured (12 months)** with print ad \$49/mo

without print ad \$79/mo





# NA CHICAGO DIGITAL RATES

## MULTI-PLATFORM ADVERTISING OPTIONS

Featured Calendar Listing on NACHicago Website  
Price: \$30/mo

Premium or Featured Business Directory Listing  
Price: \$45/mo

VIP Sponsorship on NACHicago Website  
Price: \$397/month (12 months)

### BANNER AD ON NACHICAGO WEBSITE PRICE:

Sidebar 350x200  
\$250/mo

Inline 1200x66  
\$200/mo

Expanded Inline 1200x375  
\$300/mo

### SPONSORED CONTENT ON NACHICAGO WEBSITE

Price: \$200/article or 3-Pack \$549

Email - Banner Ad NA Chicago:  
Price: \$200/month (includes two mailings/month)

Email - Dedicated E-Blast  
Price:  
NA Chicago only: \$497  
National: \$65 per 1,000 subscribers

## DIGITAL MEDIA SERVICES

In-Depth Marketing Analysis & Plan  
Price: \$2,190 (one time)

### WEBSITE DESIGN

Price:

- Website setup packages start at \$375.
- Ongoing hosting, support and software starts at \$29.99/mo or \$299.88/yr, and includes a design refresh every two years at no additional cost.  
\*3 month minimum commitment required.

### WEBSITE SEO

Price: \$1,100/mo

\*3 month minimum commitment required.

### BIG BOX WEBSITE DIGITAL MARKETING PRICE:

TBD based on options chosen

### SOCIAL MEDIA MANAGEMENT

Price: \$550/month

\*3 month minimum commitment required.

### FACEBOOK/INSTAGRAM ADVERTISING

Price: \$550/month

Facebook ad fees not included (paid directly to Facebook)

\*3 month minimum commitment required.

### FUNNEL STRATEGY

Price:

- Lead generation funnel set up: \$1398 one-time fee
- Software fee: \$97/month
- \$250 change fee for editing the funnel offer/steps

\*3 month minimum commitment required.

### Additional Services Available:

*Get Started Packages*

*Private and Membership Group management*

*Webinar promotion and management*

*Affiliate program management and more!*



# NA CHICAGO PRINT EDITION RATES

## PRINT AD RATES

Size	12 Months 15% Discount	6 Months 15% Discount	1-5 Months	Design
Full Page	\$838	\$933	\$1075	\$200
2/3 Page	\$670	\$743	\$852	\$150
1/2 Page	\$535	\$593	\$680	\$150
1/3 Page	\$379	\$419	\$480	\$75
1/4 Page	\$329	\$363	\$414	\$75
1/6 Page	\$280	\$307	\$348	\$50
Business Card	\$187	\$205	\$232	\$35

## PREMIUM POSITIONING

## FULL PAGE ADS

Inside Front	\$964	\$1073	\$1236	\$200
Page 3	\$1006	\$1120	\$1290	\$200
Page 4 & 5	\$922	\$1026	\$1183	\$200
Inside Back	\$922	\$1026	\$1183	\$200
Outside Back	\$1089	\$1213	\$1398	\$200

\*Pricing is based on consecutive month placement in *Natural Awakenings* Chicago magazine.

## Custom Advertising Packages

Design your own marketing campaign and strategy using *Natural Awakenings* Chicago's print and digital approach. You may also expand your audience reach by advertising in one or more additional *Natural Awakenings* markets, nationally in every issue and via our national digital programs.



## COMMUNITY RESOURCE GUIDE

12 Month Minimum  
 Heading, 4 Lines Contact Info, 50 Words, Photo  
 12 Months \$77.50 Advertiser \$49/mo  
 Extra words \$1 ea Additional items \$4 ea

## CALENDAR LISTINGS

Advertisers Up to 5 Free Listings/mo  
 CRG Advertisers Up to 2 Free Listings/mo  
 Distribution Sites 1 Free Listing/mo  
 Non-Advertisers \$20 for each Calendar Listing

Listings must be submitted by the 10th of the prior month of publication to [NACHicago.com/calendar](http://NACHicago.com/calendar) or emailed to [Editor@NACHicago.com](mailto:Editor@NACHicago.com)

## SAVE THE DATE and MARK YOUR CALENDAR LISTINGS

Promote Special Events and Future Events with a Highlighted Listing  
 \$30 for Events Costing Less than \$100  
 \$50 for Events Costing \$100-\$299  
 \$70 for Events Costing \$300 and Over

## CLASSIFIED LISTINGS

3 Month Minimum  
 \$25 for up to 25-word listing, then \$1/extra word. Must be pre-paid. Email listing, including billing contract information by the 10th of the month prior to publication to [Editor@NACHicago.com](mailto:Editor@NACHicago.com)

## DEADLINES

Ad, CRG, Calendar and Classified Deadline is the 10th of the prior month. Requests for changes to existing ads also must be received via email by the 10th of the month.

Website Calendar Listings may be entered at any time.

**For Online List Pricing, see page 18**

Print Ad Design and Layout If needed, initial Ad Design/ Layout fees are listed above. Subsequent Ad Design/ Layout changes will be billed at \$20 per 15 mins of design time. Minimum change is \$20.



# PRINT AD SPECS



## File Preparation

Please adhere to the guidelines below when preparing files.

### PDF

- Please create PDF/X1a compliant files; CMYK.
- Please submit/upload to:  
[Ads@NaturalAwakeningsMag.com](mailto:Ads@NaturalAwakeningsMag.com)

### File Specifications/General Guidelines

- Include/embed all fonts and artwork.
- 300 dpi for images
- CMYK only. Convert any Spot colors not intended to print into CMYK.
- All RGB elements must be converted to CMYK. Pantone Elements must be converted to CMYK. Do not use illegal characters in file names.

### Fonts

- 4 Color black type should not be used. If used, note there is a potential for registration concerns.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
- 4 Color type should not exceed 300% density.

### Document Settings

- Ads should be built at 100% trim size.
- Full Page bleed ad, extend bleed to .25" on all sides.
- Full Page bleed ad, all live content intended to print **must be kept at least .375" inside trim size.**

<p><b>FULL PAGE BLEED:</b> Bleed Size 8.75 x 11.25 Trim Size 8.25 x 10.75 Live Area 7.5 x 10.25</p>	<p>Full Page (No Bleed) 7.5 x 10</p>	<p>2/3 Page Vertical 4.875 x 9.75</p>	<p>1/2 Page Vertical (2cp) 3.625 x 9.75</p>	<p>1/3 Page Vertical 2.375 x 9.75</p>	
<p>2/3 Page Horizontal 7.5 x 6.25</p>	<p>1/2 Page Horizontal 7.5 x 4.75</p>	<p>1/3 Page Horizontal (3-col) 7.5 x 3.125</p>	<p>1/4 Horizontal (3-col) 7.5 x 2.25</p>		
<p>1/2 Vertical (2-col) 4.875 x 7.25</p>	<p>1/3 Horizontal (2-col) 4.875 x 4.5</p>	<p>1/6 Horizontal 4.875 x 2.25</p>	<p>1/6 Vertical 2.375 x 4.75</p>	<p>1/4 Vertical (2cp) 3.625 x 4.75</p>	<p>BC 3.625 x 2.25</p>

No computer-printed material or website images are accepted.

**Print Marketing Items**  
*(click on all that apply)*

- Print Ad(s)**  
Size \_\_\_\_\_ Price \_\_\_\_\_ # of Listings \_\_\_\_\_  
Size \_\_\_\_\_ Price \_\_\_\_\_ Price: \_\_\_\_\_  
Size \_\_\_\_\_ Price \_\_\_\_\_  
Total Price: \_\_\_\_\_
- Daily Calendar Listing(s)**  
# of Listings \_\_\_\_\_  
Price: \_\_\_\_\_
- Daily Calendar Listing(s)**  
**"Save the Date" Featured Listing**  
# of Listings \_\_\_\_\_  
Price: \_\_\_\_\_
- CRG Business Directory Listing(s)**  
Category \_\_\_\_\_  
\_\_\_\_\_  
Category \_\_\_\_\_  
\_\_\_\_\_  
Category \_\_\_\_\_  
\_\_\_\_\_  
Price: \_\_\_\_\_
- Ongoing Calendar Listing(s)**  
# of Listings \_\_\_\_\_  
Price: \_\_\_\_\_
- Ongoing Calendar Listing(s)**  
**"Plan Ahead" Featured Listing**  
# of Listings \_\_\_\_\_  
Price: \_\_\_\_\_
- Classified Listing(s)**  
# of Listings \_\_\_\_\_ Price: \_\_\_\_\_

**Social Media Info**

- Facebook ▾  
\_\_\_\_\_
- Instagram ▾  
\_\_\_\_\_
- LinkedIn ▾  
\_\_\_\_\_

**Deadline**

Advertisements must be contracted by the 12th of the month prior to publishing.  
Final artwork must be received by the 16th of the month prior to publishing.

**Graphic Requirements/Camera-Ready Ads**

Digital files MUST be submitted as either Press Optimized PDF (fonts embedded) or 300dpi TIFF, JPG or EPS  
*(no PNG files please)*

**Digital Marketing Items**

- Featured Calendar Listing on NACHicago Website**  
Price: \_\_\_\_\_
- Premium or Featured Business Directory Listing**  
Price: \_\_\_\_\_
- VIP Sponsorship on NACHicago Website**  
Price: \_\_\_\_\_
- Banner Ad on NACHicago Website**  
Price: \_\_\_\_\_
- Sponsored Content**  
Price: \_\_\_\_\_
- Email - Banner Ad**  
Price: \_\_\_\_\_
- Email - Dedicated E-Blast**  
Price: \_\_\_\_\_
- In-Depth Marketing Analysis & Plan**  
Price: \_\_\_\_\_
- Website Design**  
Price: \_\_\_\_\_
- Website SEO**  
Price: \_\_\_\_\_
- Sponsorship on NACHicago Website**  
Price: \_\_\_\_\_
- Big Box Website Digital Marketing**  
Price: \_\_\_\_\_
- Social Media Management**  
Price: \_\_\_\_\_
- Facebook/Instagram Advertising**  
Price: \_\_\_\_\_
- Funnel Strategy**  
Price: \_\_\_\_\_
- Other**  
Price: \_\_\_\_\_

Date: \_\_\_\_\_ Business Name: \_\_\_\_\_  
 Authorized Agent: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Ph #: \_\_\_\_\_ Cell #: \_\_\_\_\_ Fax #: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Total of All Ad Placements**

1st month total	2nd Month thru Term	Payment in Full 5% Savings
Ad fee \$ _____ + Design Fee \$ _____	monthly \$ _____ + Design Fee \$ _____	(6 and 12 month contract only) \$ _____
= \$ _____	Total monthly \$ _____	

