

natural awakenings

MEDIA KIT - 2022



972-992-8815 • DALLAS-FORTWORTH METROPLEX

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 majority **female (54%)**, and:

88% have been reading *Natural Awakenings* for at least 6 months,

44% purchase from our advertisers between 2 and 3 times per month,

69% are between the ages of **25-44**,

81% are college educated,

65% have an annual income in excess of \$45K,

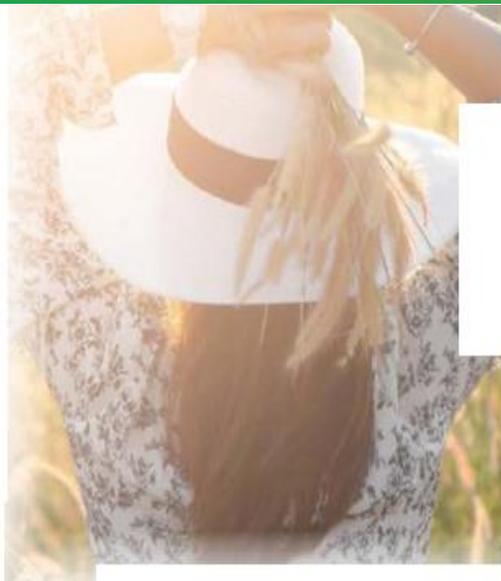
49% purchase healthy or organic food, and

51% attend exercise or fitness events.

(According to a 2021 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



Targeted Distribution Yields Local Market Penetration

As a free community publication, we're distributed in over 1600 locations across Dallas, Denton, Collin, **Rockwall** and Tarrant Counties.

Publishing in North Texas for 12 years, we have experienced 25% growth in readership over the last 2 years. Over 350,000 readers monthly in print and online.

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*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.



ADVERTISING RATES

PRINT AD RATES: Full Color / Cost Per Month / Billed Monthly

Size:	12 Months	6 Months	1 Month	Design
Full Page	\$850 mon.	\$1175 mo.	\$1350 mo.	\$200
2/3 Page	750	874	900	190
1/2 Page	520	589	695	150
5/12 Page	500	550	600	150
1/3 Page	339	395	475	85
1/4 Page	299	351	454	85
1/6 Page	225	290	395	65
1/8 Page	159	199	287	50

Community Resource Guide

12 months: \$99/month
6 months: \$129/month
1 month: N/A

Run w/Display Ad: **\$49/month** (for length of contract)

Listing includes

4 name/address lines and up to a 50-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@NADallas.com.

ONLINE RATES: Per Month

Print Advertisers Receive An Additional 25% off Prices listed and Full Page advertisers receive complimentary Online ads for term of ad campaign.

Available Ad Types

Leaderboard	728 x 90 pixels
Rectangle	300 x 250
Featured Video	300 x 250
½ Rectangle	300 x 125
Square	125 x 125

12 Months 6 Months 1 Month

Leaderboard		
\$267	\$275	\$313
Rectangle		
194	221	259
Featured Video		
194	221	259
1/2 Rectangle		
105	115	135
Square		
58	64	75

Other sizes available. Call for more info.

Premium Positioning (full page only)

Inside Front	\$1098	\$1198	\$1400	\$200
Page 3	1098	1198	1400	200
Page 4 & 5	990	1100	1295	200
Inside Back	990	1100	1295	200
Outside Back	1350	1450	1495	200

Classified Ads

\$25 (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@NADallas.com

Calendar of Events

Save the Date: \$85 (50 words or less)

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

Submit your listing online by the 10th of the month prior to publication to: Publisher@NADallas.com

Ad Design and Layout

The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee is as listed. 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**.

Contact Us

**Natural Awakenings – Dallas-Ft Worth
Metroplex Edition
Bernice Butler, Publisher
PO Box 140614, Irving, TX 75014
ph. 972.992.8815 • fx. 469.478.0339
Publisher@NADallas.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
- Total ink coverage shouldn't exceed 280%
- Files should be right-reading, portrait mode, 100% to size with no rotations

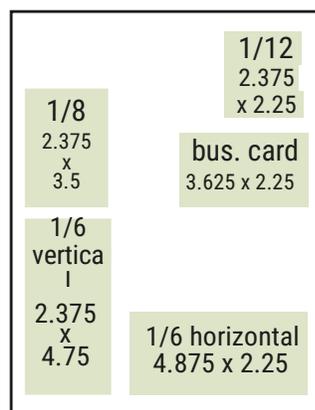
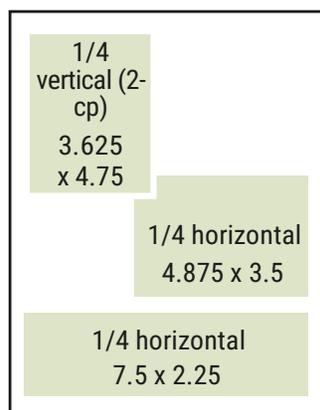
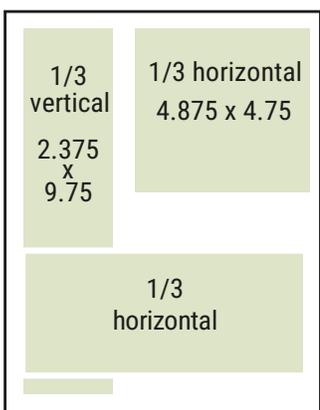
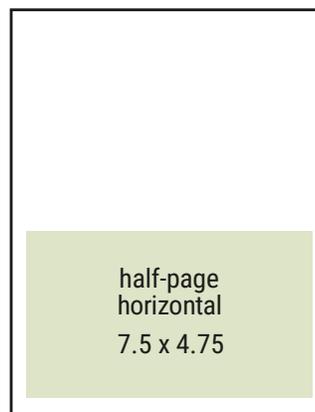
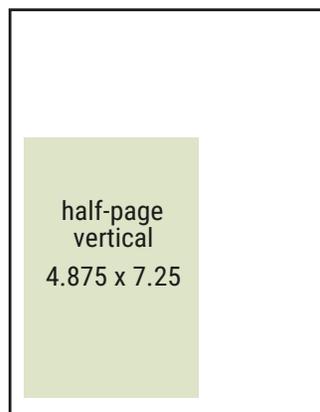
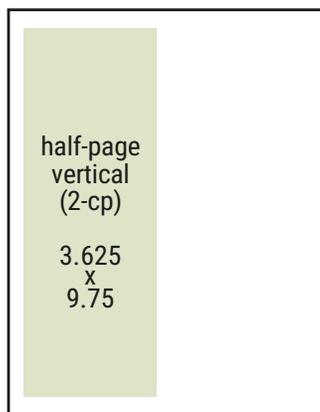
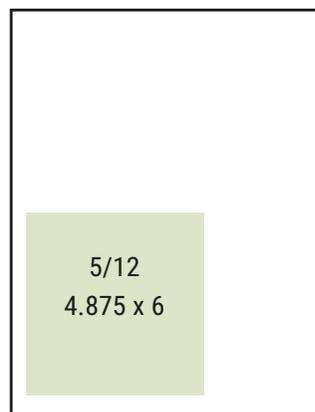
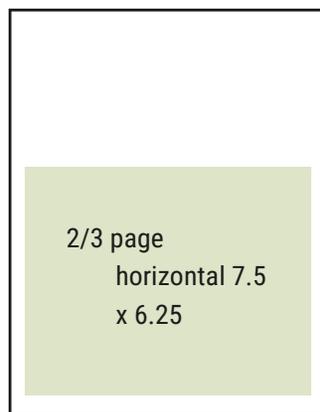
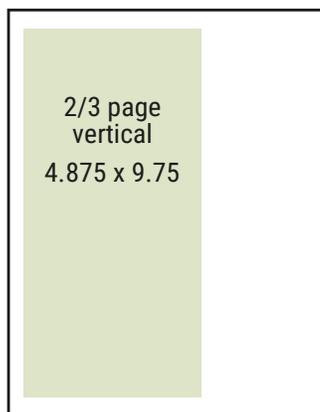
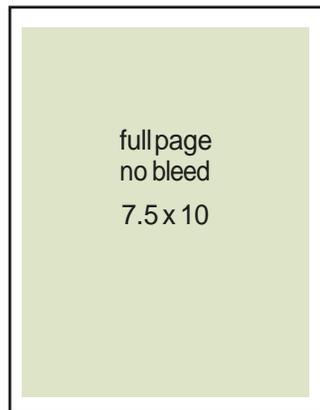
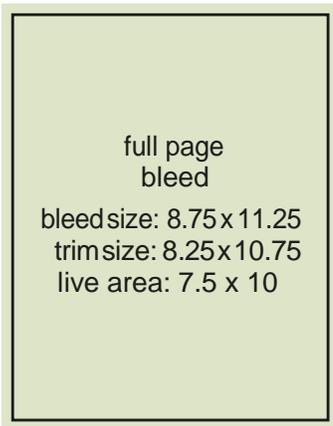
4) Fonts:

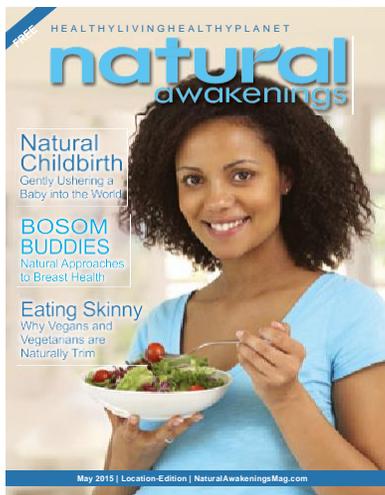
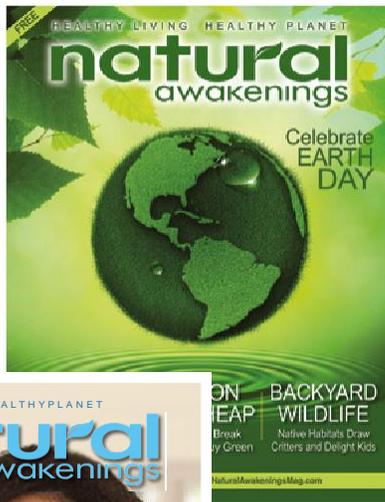
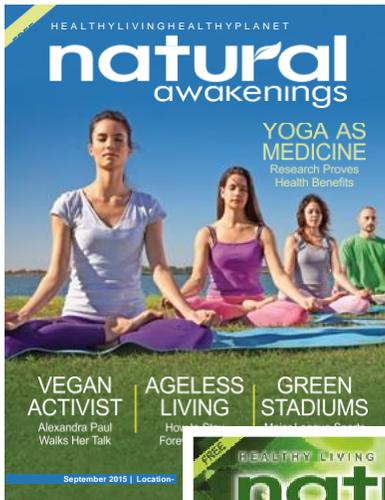
- All fonts must be embedded and/or attached.
- Ensure all black text is 100% black (no rich black).
- Set all black text to OVERPRINT color backgrounds
- Ensure all reverses and colored text are 10 pt or larger, using a thick font.

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.





Feature Articles

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

Spotlight

Length: 500 to 750 words

Due on or before the **5th** 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 **5th** 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: Editor@NADallas.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: Advertising@NADallas.com

Contact Us

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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**