

# natural awakenings

MEDIA KIT - 2022



570-350-4590 • [NATURALCENTRALPA.COM](http://NATURALCENTRALPA.COM)



# HEALTHY LIVING HEALTHY PLANET

natural  
awakenings

## media kit

South Central PA  
570-350-4590

*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 are distributed in over **700 locations** throughout seven counties in South Central PA (Dauphin, Cumberland, York, Adams, Franklin, Perry, Lebanon). Each month we distribute over **20,000 copies** of our magazine throughout the region and several thousand more via email.

Each issue is read, retained, shared with others and read online, contributing to our monthly estimated readership of over **30,000** interested, engaged and highly responsive readers in the health and wellness niche.

**CISION**<sup>®</sup>



*Natural Awakenings* recently received the prestigious FBR50 Franchise Satisfaction Award from Franchise Business Review.

*Natural Awakenings* Magazine is ranked **5th** Nationally in Cision's<sup>®</sup>  
2016 Top 10 Health & Fitness Magazines list

Cision<sup>®</sup> 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@  
NaturalCentralPa.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  
(2/3v)

4.875 x 9.75

2/3 page horizontal  
(2/3h)

7.5 x 6.25

5/12

4.875 x 6.4375

half-page  
vertical  
(1/2v 2cp)

3.625  
x  
9.75

half-page  
vertical  
(1/2v)

4.875 x 7.25

half-page horizontal  
(1/2h)

7.5 x 4.75

1/3  
vertical  
(1/3v)

2.375  
x  
9.75

1/3 horizontal  
(1/3h2c)

4.875 x 4.75

1/3 horizontal (1/3h3c)

7.5 x 3.125

1/4 vertical  
(1/4v)

3.625  
x  
4.75

1/4 horizontal  
(1/4h2c)

4.875 x 3.125

1/4 horizontal (1/4h3c)

7.5 x 2.25

1/8

2.375  
x  
3.125

bus. card

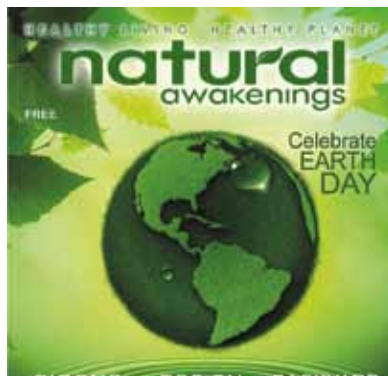
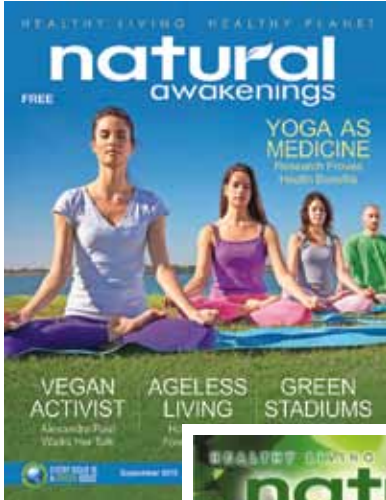
3.625 x 2.25

1/6  
vertical  
(1/6v)

2.375  
x  
4.75

1/6 horizontal  
(1/6h)

4.875 x 2.25



## Feature Articles

Length: 250-750 words (some articles longer)

Due on or before the 1st 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.

## News Briefs

Length: 50 to 250 words

Due on or before the 1st 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 submit news brief information online at [NaturalCentralPA.com](http://NaturalCentralPA.com).

## Health Briefs

Length: 50 to 250 words

Due on or before the 1st 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 news briefs and health briefs by the 1st of the month prior to publication at [NaturalCentralPA.com](http://NaturalCentralPA.com). Please contact us to discuss submitting a feature article beforehand. We work 3 to 4 months in advance when planning local editorial features.

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@NaturalCentralPA.com](mailto:Publisher@NaturalCentralPA.com)

## Contact Us

*Natural Awakenings* – South Central PA

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[Publisher@NaturalCentralPA.com](mailto:Publisher@NaturalCentralPA.com)

[NaturalCentralPA.com](http://NaturalCentralPA.com)





# 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**

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**

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awakenings

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