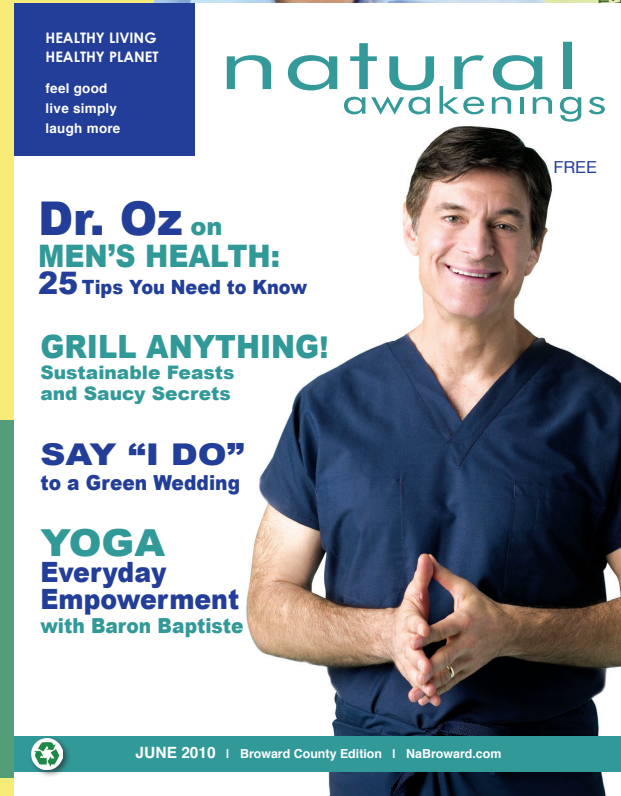




natural awakenings

2022



PALM BEACH COUNTY
FLORIDA EDITION
561-626-5584

HEALTHY LIVING HEALTHY PLANET

natural
awakenings

media kit

Palm Beach County, FL Edition
Office: 561-626-5584



Natural Awakenings is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy. With more than 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 \$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 2022 Readership Survey reveal our readership is:

- 80%+** of readers make purchases from ads seen in our magazine
- 88%** have been reading Natural Awakenings for at least 6 months
- 44%** purchase from our advertisers between two and three times per month
- 51%** share their monthly copy of our magazine with two or more additional readers
- 53%** are female
- 69%** are between 25 and 44 years of age
- 81%** are college educated
- 49%** purchase healthy or organic food
- 51%** attend events as seen in our magazine

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 **tens of thousands of distribution points**.

Each month we distribute more than **75,000 digital copies** of our magazines via email. *Natural Awakenings* is read online in each market contributing to our readership of multiple **millions**.

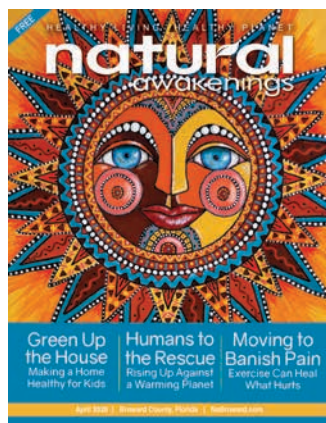
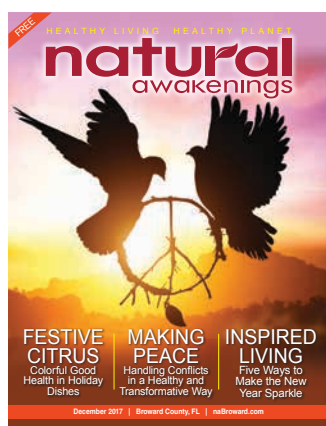
CISION®



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 cision.com or follow @Cision on Twitter.



Feature Articles

Length: 450 to 700 words • Original articles featured in Natural Awakenings cover a broad 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. Use third person and kindly include a brief biography at the end of your article and contact information.

Content like News Article Briefs or Book-In Views

Length: 50 to 200 words • What's new? Kindly 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 welcome any hot tips or suggestions you may have for a news item. Kindly write your Brief in the third person.

Health Briefs

Length: 50 to 200 words • The Health Briefs are short bits of information, often referring to a new health fact or leading-edge research in a particular field. It is an opportunity to share your specific therapy (examples: massage lowers blood pressure; acupuncture shortens labor; exercise eases depression). Kindly include references.

Due Date and How to Submit Content

All content submissions are due by 5:00 PM on the 10th of the month before publication.

- Kindly paste your content directly into an email (preferred) or email your submission in digital format as an MS Word or text file. No faxed or printed submissions will be accepted. No formatting is required; we will format it to meet our corporate guidelines. *Natural Awakenings* Magazine reserves the right to edit all submissions if necessary. • Email to: **NaturalAwakeningsFla@gmail.com**

Include name, business, and phone number with all editorial submissions. Our Editorial Department reserves the right to edit all submissions for length, style, and clarity. Submitted content must be informative and educational. Content submissions are judged separately from advertising contracts.

Additional Notes

- We are looking for fresh, original content that has not been published elsewhere.
- On a monthly basis, we receive more content submissions than we can place in print. Priority is given to our advertisers and placement is dependent on many factors as determined by our Editorial, Advertising, and Layout Departments.
- Those that do not have either a Display ad or Natural Directory ad placed along with a News Article Brief are subject to a \$229 publishing fee.
- To align with our corporate guidelines for the magazine's style, we reserve the right to edit all submissions for length, style, and clarity.
- Briefs and articles are not subject to copy review. We'll call to check facts as needed.
- Footnote all sources cited in detail: Books and magazine title, author, publisher, year, and the page number. Individuals need name, title, organization, phone, email, city, and company website. We won't publish most of this, but it saves hours in fact-checking. Thank you.

Photos and Graphics

Be sure to include any photos or graphics in high resolution **JPG, 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: **NaturalAwakeningsFla@gmail.com**

Contact Us

Natural Awakenings
Palm Beach County, Florida
Office: 561-626-5584
NaturalAwakeningsFla@gmail.com
NaPalmBeach.com

Natural Awakenings Directory

CATEGORY NAME

BUSINESS NAME

Address
Phone
Website



The Natural Awakenings Directory 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 at no additional charge.*

Monthly Base Rates – Directory**

12 months	6 months	Annual Issue Only
\$120	\$135	\$175

Add Directory w/Display Ad for length of term: \$80/month

Online Premium Directory Listing included for duration of agreement.

**Base rate includes:

- A photo or logo image, 4 lines of contact information (above image), and a 25-word description.
- Contact information is placed in the following order: Business name or Contact Person, Address, telephone numbers (may include city), email, and website.
- Extra lines above image area are \$5 each
- Extra words in description are \$1 each.

Due Date and Time

Submit Content (like News Article Briefs), Classifieds, Calendar Events, Display ads, and Directory ads by 5:00 PM on the 10th of the month before publication.

Month to Month Advertisers ~ Cancellation Policy

For any paid advertising that is placed on a month to month basis, the corporate policy is to offer a refund if notification is received by the 9th of the month prior to publication. If cancellation is requested after billing has taken place on the 10th or 11th of the month prior to the scheduled month of publication, a service charge of \$10 will be assessed and deducted from a credit. Refunds are not available after the 10th or 11th of the month (billing date) prior to publication. **NaPalmBeach.com**

AD RATES: Full Color / Cost Per Month

For complete list of sizes, dimensions, and other options see our Advertising Agreement Document.

Size:	12 Months*	6 Months*	1 Month
Full Page	\$848	\$940	\$1080
1/2 Page	548	605	689
1/4 Page	324	354	398

* Pricing is based on consecutive month placement.

ANNUAL Business Profile Packages

Your customized information is placed in a space that is about a 1/3 page in our ANNUAL issue and online for that year. Includes a Directory in print and online. Contact us for details, discounts & monthly payments available.

Classified Ads

Purchased for three months at a time. \$90 (up to 15 words) + \$6 per word over 15 words.

Calendar of Events & Ongoing Calendar Ads

Date Specific Events Listing: \$20; (40 words or less)

Login/Join our website: NaPalmBeach.com or NaBroward.com to order calendar items, or to post online. Each listing is \$20 and is limited to 40 words total for in-print. The online version of your event notification can include additional words, and an image.

Ongoing Calendar items are billed quarterly: \$20/mo. (\$60 for the quarter). ORDER CALENDAR ITEMS ONLINE. Display Advertisers: up to 5 complimentary listings per month. Directory Advertisers: one complimentary calendar listing per month. Credit(s) for ordering in-print calendar items are conveniently applied at the "online checkout" for our advertisers.

Mark Your Calendar (MYC)

\$50/inch in height (minimum 2"); **Non-Profits & Display Advertisers:** \$35/inch.

Ad Design

The rates listed are for camera-ready ads. If needed, initial ad design is about 30% of the non-discounted rate for your ad size. There is a minimum charge is \$35 for additional modifications.

Online Marketing

Print advertisers receive discounted ONLINE Marketing. Ask us about Online Premium Directory Listings, Web Sponsorships (limited availability) and Web Ads.

ADVERTISING AGREEMENT

natural
awakenings

AD RATES: Full Color / Cost Per Month*

*6 or 12 month series' rate is based on consecutive month placement.

Display Ad Size	12 Months*	6 Months*	1 Month
Full Page	\$848	\$940	\$1080
2/3 Page	660	728	829
1/2 Page	548	605	689
5/12 Page	481	528	599
1/3 Page	379	417	472
1/4 Page	324	354	398
1/6 Page	243	265	298
1/8 Page vertical	201	217	242
"Business Card"	187	202	224
1/12 Page	166	178	196

Ad Design
optional service

\$324
249
207
180
142
120
90
73
68
59

Premium Positioning (full page only)

Pg 2 or 3	\$1002	\$1115	\$1285	\$324
Page 4 & 5	942	1047	1150	324
Inside Back	1002	1115	1285	324
Outside Back	1092	1217	1405	324

In-Print Natural Awakenings Directory** Directory Ads placed in the Annual Issue are added Online as an Express Directory for that year.

Category requested: _____

Base Rates:

Directory without display ad \$120 \$135 \$175 (Annual Issue only)

Directory with display ad 80 80 115 (Annual Issue only)

_____ add't'l words over 25 in description \$1 each; _____ add't'l lines (above image) \$5 each

** Includes **Online Premium Business Directory Listing** for length of Agreement.

Name _____

Business or Professional Name _____

Billing Address _____

Billing City, State & Zip _____

Phone _____

Email for receipts _____

Credit or Debit Card Authorization

Enter only last 4 digits:

Credit Card Number

Expiration: MMY

Initial below, yes, I understand the fine print.

Electronic Signature OR print document to sign

Date

Notes:

PALM BEACH COUNTY EDITION

• ask us about other markets

ANNUAL Issue

Business Profile Package

The third-page profile is a customer-written article-style write-up answering 4 questions. A Natural Awakenings Directory Ad is included. For details see the "Annual" media page.

Natural Awakenings Directory Ad

Base rate includes

4 lines of contact information (in the order shown to the right), a photo or logo, plus 25 words in the description area (describing products, services, and more). There is a 50 word description maximum.

CONTACT INFO LINES:

BUSINESS NAME OR CONTACT NAME

Contact Name
Address
Phone (+ City)
Add'l Phone
Email Address
Web Address

TO ORDER

Contact our Office: 561-626-5584
Submit your completed advertising agreement either by: Email: NaturalAwakeningsFla@gmail.com or Postal Mail:

Natural Awakenings
3900 Galt Ocean Dr # 1403
Fort Lauderdale, FL 33308

Ad(s) to run:

from _____ through _____
Month/Year Month/Year

Display ad rate \$ _____

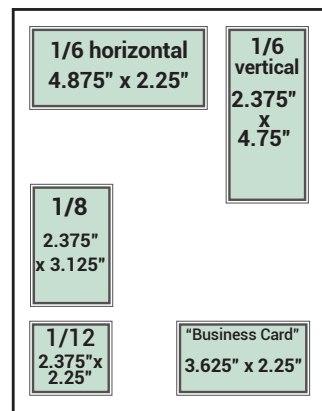
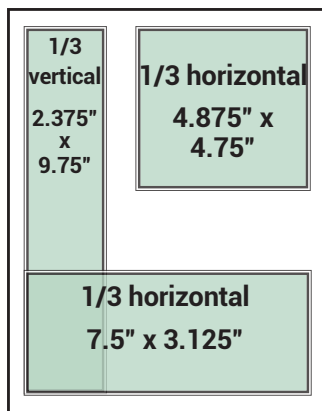
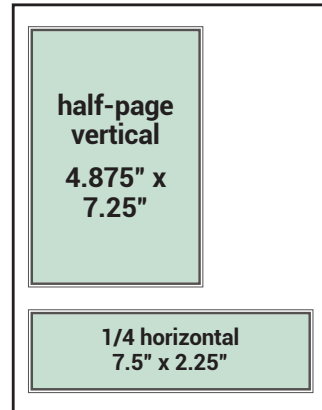
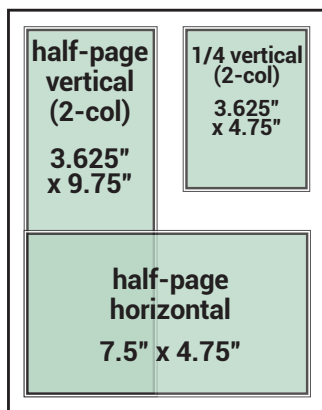
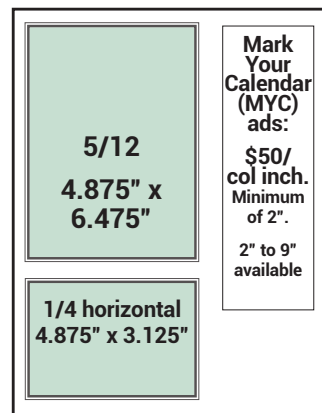
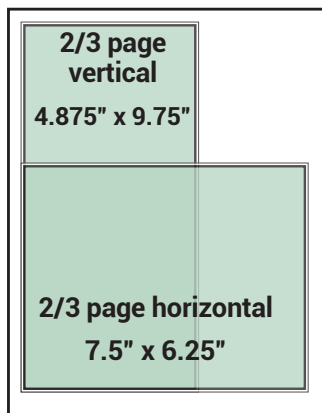
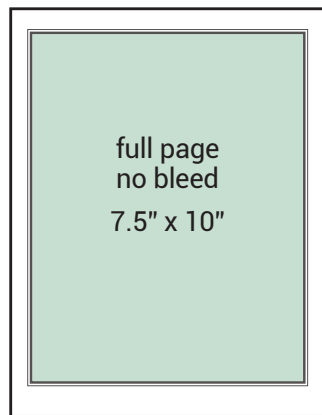
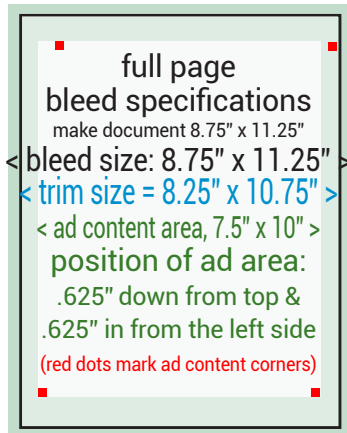
In-Print & Online Directory _____

Special Package _____

Add-on: digital or print _____

Total Monthly Payment \$ _____

Credit card charges & renewals: First payment may be charged day of order. Subsequent credit/debit card charging is the eleventh of the month before publication unless pre-approved for another date. A \$10 Late Fee will be imposed if your automatic payment is unavailable on your charge date. Charge confirmations will appear on your card statement and email confirmations are sent, if valid email address is provided. Agreements are renewed automatically and will be based on the rates in force at the time of renewal. To cancel renewal, kindly notify us in writing at least one month before the end of your agreement term. Thank you. Breached Agreement i.e. in the event advertiser is in breach of the Agreement, the publisher shall charge the advertiser the difference between the non-discounted one-month rate of advertising and the lower, discounted contracted rate for each month the advertiser's ad was placed during the contract period, plus an additional administrative fee equal to 25% of the non-discounted one-month rate, and thereafter the Agreement will be deemed to be null and void. Should this become a collection problem, the advertiser will assume all reasonable costs of collection, including, but not limited to court costs, interest, and legal fees.



Formatting for Offset Press-Ready Ads

We highly recommend emailing new ads by the 8th of the month in order to give us time to review your file, giving you time to make adjustments if necessary.

NOTE: Should ads come in at the last minute and adjustments need to be made to submitted ads, like correcting the ad size to conform to our requirements, fixing of typos, or other changes, **there is a minimum adjustment charge of \$35.**

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. Please "flatten" all files with fonts embedded before saving. Export from InDesign 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.
- Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
- 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 RGB elements must be converted to CMYK. Convert spot, Pantone or LAB colors to CMYK.
- 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 objects over text or other critical vector objects.
- Total ink coverage shouldn't exceed 260%.
- 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 (avoid rich black (4 color) to avoid registration issues).
- 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.

Emailled files must be under 15 MB.

Email your advertising graphic ad files to:

NaturalAwakeningsFla@gmail.com

For more information call the Office: 954-630-1610 or 561-626-5584



YEARLY 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

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

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