



# natural awakenings

P U B L I S H I N G   C O R P O R A T I O N

## **MEDIA KIT** 2021-2022

Central & North Central  
New Jersey

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# Natural Awakenings Mission

Our goal is to provide insights and information to improve the quality of life physically, mentally, emotionally and spiritually for families, women, men and children. In each issue, readers find cutting-edge information on natural health, nutrition, fitness, personal growth, green living, events, creative expression and the products and services that support a healthy lifestyle.





# WHAT WE OFFER

## Natural Awakenings is more than a magazine.



### Print Opportunities

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 & Business Solutions

#### 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 & SEO.**)

### Print + Digital

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





# NATURAL AWAKENINGS READERS

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

**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.



# PRINT OPPORTUNITIES

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

Print is far from dead. 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 1.3 Million Consumers Monthly

A free community publication, *Natural Awakenings* is distributed at hundreds of locations in each member city or metropolitan area, providing an unsurpassed depth of market penetration, with **18,000+ distribution locations**. 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!



# MAGAZINE AD RATES

Size:	Annual*	Semi-Annual*	1 Month	Design
	25% discount	15% discount		
Full Page	\$962	\$1091	\$1284	\$321
2/3 Page	706	800	941	235
1/2 Page	558	633	745	186
5/12 Page	516	585	688	172
1/3 Page	388	439	517	129
1/4 Page	309	350	412	103
1/6 Page	248	281	331	82
Bus. Card	167	189	223	55

## Premium Positioning

Inside Front	1155	1309	1541	385
Page 3	1155	1309	1541	385
Back Cover	1268	1437	1691	422

## Ad Design

The magazine ad rates listed are for press-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 \$20 per 15 minutes of design time. (Minimum charge is \$20.)

## Business Directory

Whether your business is new or well established, our business directory is a great way to let the community learn about you and how to reach you!

**\$115/mo**

(inc. 1 news brief per quarter + 2 calendar items each month.)

**\$145/mo**

(inc. articles uploaded to NA website, 1 news brief per quarter + 2 calendar items each month.)

### Category Header

#### YOUR BUSINESS NAME

Contact Name  
Address/City  
Phone / Email  
Website URL

**\*SAMPLE\*  
LISTING**



Description: 40 words. Our Business and Services Community Directory is a reference tool that allows our readers to find you when they are in need of your product or Services.

Logo/pic is included, along with a page reference for display ads. See ad, page xx.

# BEST VALUE IN MARKETING

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.



And there's more....

12-month contract  
advertisers get an even  
better value.

### Added Value:

12-month contract  
advertisers (1/4 page ad size  
and up) and receive:

- 10,000 impression Digital Ad Campaign
- Business Directory listing
- News briefs (up to 4 per year)
- Spotlight article (up to 750 words)
- 5 calendar listings per month

### Digital Add-Ons

12-month contract  
advertisers receive a 15%  
discount on:

- Banner Advertising
- Email Marketing
- Website Sponsorship



# DISPLAY AD

## PRINT SIZE OPTIONS

Print ad requirements: All files must be 300 dpi. Acceptable formats are: PRESS-READY PDF files. All fonts must be embedded and/or attached. Please "flatten" all files before saving. Adobe Acrobat® PDF file, distilled from InDesign or Quark Express as 'Press Quality' with all fonts embedded. *Microsoft Word files are not accepted as press-ready ads. Publisher, Powerpoint and native application files are not accepted.*

**FULL PAGE BLEED:**  
 Bleed Size 8.75 x 10.75  
 Trim Size 8.25 x 10.25  
 Live Area 7.5 x 9.75

**FULL PAGE**  
 no bleed  
 7.5 x 9.75

2/3 page vertical  
 4.875 x 9.75

2/3 page horizontal  
 7.5 x 6.25

half-page vertical (2-column)  
 3.625 x 9.75

half-page horizontal  
 7.5 x 4.75

half-page vertical  
 4.875 x 7.25

5/12  
 4.875 x 6.4375

1/3 vertical  
 2.375 x 9.75

1/3 horizontal (3-column)  
 7.5 x 3.125

1/3 horizontal (2-column)  
 4.875 x 4.75

1/4 horizontal (2-column)  
 4.875 x 3.125

1/4 horizontal (3-column)  
 7.5 x 2.25

1/4 vertical (2-column)  
 3.625 x 4.75

1/6 vertical  
 2.375 x 4.75

1/6 horizontal  
 4.875 x 2.25

biz card  
 3.625 x 2.25

### WEBSITE AD OPTIONS

*JPG, PNG or GIF, no sound or animation*

Leaderboard  
 728 x 90 / 30k max

Rectangle  
 300 x 250 / 35k max

Skyscraper  
 160 x 600 / 20k max

### DIGITAL CAMPAIGN AD SPECS

Leaderboard  
 728 x 90 / 90k max

Medium Rectangle  
 300 x 250 / 90k max

Skyscraper  
 120 x 600 / 90k max

Wide Skyscraper  
 160 x 600 / 90k max

Mobile 1  
 300 x 50 / 90k max

Mobile 1  
 320 x 50 / 90k max

*Formats accepted:  
 JPG (72 dpi), PNG  
 or GIF (animation allowed, no sound.)*

## Expand Your Reach!

Print • Digital • Web

### We make you seen!

# EDITORIAL GUIDELINES

## Content Articles

Length: 500-750 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 (example: Using Chinese Medicine to Treat Menopause, rather than Everything You Want to Know About Chinese Medicine). We reserve the right to edit all submissions if necessary; for longer features, a copy of revised article can be faxed or e-mailed upon request. Please include a brief biography at the end of your article.

## Spotlight

Length: 350 to 500 words (some articles longer)

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 250 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: **News Briefs** highlight updates on local organizations, businesses and individuals. **Health Briefs** 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.

## Kudos

Length: 50 to 250 words

Due on or before the 5th of the month prior to publication.

Receive an award? Reach a milestone? Kudos are small briefs that give a shout out to special accomplishments.

## 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: [Kathy@NaturalAwakeningsNJ.com](mailto:Kathy@NaturalAwakeningsNJ.com)

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: [Kathy@NaturalAwakeningsNJ.com](mailto:Kathy@NaturalAwakeningsNJ.com).



## Contact Us

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**Central New Jersey**

**North Central New Jersey**

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# SAMPLE EDITORIAL

## Local Organization Strives for Plastic-Free Living

**P**lastic Free MKE is a collaboration of community members, small business owners, engineers, agencies and local nonprofits working to eliminate pollution from single-use plastics in our city. Plastics contaminate our air, food and water; 22 million pounds of plastic enter the Great Lakes each year, half of which ends up in Lake Michigan. ([EcoWards.com/plastic-free-lakes-2157466316.html](http://EcoWards.com/plastic-free-lakes-2157466316.html)).

Plastic Free MKE recently partnered with scientists at the School of Freshwater Sciences to present a webinar exploring the Great Lakes system in relation to plastic pollution, and with Milwaukee Riverkeeper for a webinar covering brand audits to hold polluters accountable. Plastic Free MKE's waterway protection initiatives include the Lake Friendly Certification program, which certifies and promotes restaurants, bars and cafes that have taken steps to reduce single-use plastics.

Plastic Free MKE's website lists information about the effect of plastic on the Great Lakes and on our health and our climate, as well as tips on how to live plastic-free.

For more information or to get involved, visit [PlasticFreeMKE.org](http://PlasticFreeMKE.org).

## News Brief

Appearing in the front of the magazine, a news brief announces a piece of news about your business and gives additional details. They average around 175 words.



## Kudos

Appearing in the front of the magazine, Kudos announce a success achieved by your business or practice and gives additional details. They average around 175 words.

**business spotlight**

### The Hemp Oil Store

In 2016, Joseph Wilbur decided it was time for a change when the school in which he was teaching began to focus on getting students fit. Mike Wilbur, a business owner Wilbur had known for over 20 years, suggested that he look into benefits of cannabidiol as a possible career change. After much research and picking the brains of many smart people, he was able to start a health brand and business potential. In Wilbur and Wilbur started Good Hemp Distribution, LLC. Wilbur's background in education as a health teacher was an excellent fit. Wilbur's son, who had a background in biochemistry, was also trained to join the business to help in product research.

The distribution grew, and after a few years, they felt it was time to branch out, so they opened The Hemp Oil Store, in Verdily. "We found that people need a lot of education on CBD and hemp—what it is, if it's safe to use, what to expect when using, etc. And we also needed to correct the misinformation that is out there. Which, unfortunately, is still prevalent in our business," explains Wilbur. "People need a more personal and informative approach about what these compounds can do, and how, to improve overall well-being for themselves and their pets. Each person's body is different, so no two people will react to CBD or hemp in exactly the same way."

As a family-run business, they have the opportunity to help educate customers in a more personal way. "That's one of the reasons we offer high-quality CBD products at affordable prices. All

## Spotlight Article

Appearing in the main body of the magazine, spotlight articles are about you and your business.

## Content Article

Appearing in the main body of the magazine, content articles are original pieces of editorial, written by you.

## Toxic Supplements

When the 'Cure' Is Part of the Disease

by Pulker Anand

**A** landmark research study reported in the *Journal of the American Osteopathic Association* suggests that a whopping 97.5 percent of products analyzed in a study of 23 percent. That means a shocking 97.5 percent of products tested were either toxic or "other ingredients."

Before supplements arrive on the shelf of a health practitioner office or over-the-counter location, a complex process that takes place that includes growing, harvesting, processing, testing and delivery. The quality of each step in this process affects the effectiveness of the product.

**Growing and Harvesting the Raw Living Source**

The quality of the raw living product is where supplement manufacturing begins. Because most whole food products with pesticides or a "chemical," especially in the United States. Raw food that was grown with these chemicals may, over time, the risk of being stored for too long after harvest, becoming old and rancid.

Statements that are most effective for health support are those that are grown under ideal conditions, that are pesticide-free, harvested at their peak and are packaged and stored in a toxin-free environment. With this toxic environment we live in today, it is hard to find natural products. One can never eat and not get polluted, which means raw food source and raw material sources for supplements is also heavily polluted.

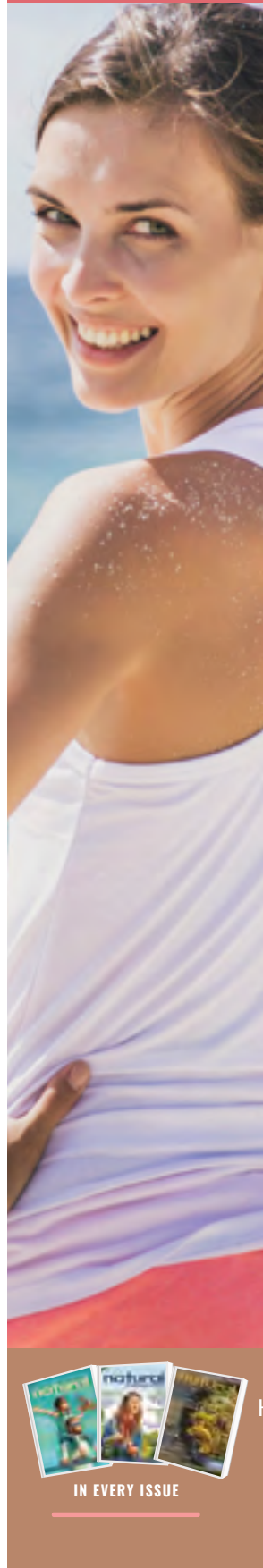
**Encapsulation, Bottling and Delivery of Living Source**

**Encapsulated:** Free Encapsulated are highly questionable, about other toxic, tag along



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## 2021 EDITORIAL CALENDAR



## JAN HEALTH & WELLNESS

**Feature:** Integrative Hospital Care  
**Plus:** Holistic Pediatrics

## FEB HEART-CENTERED LIVING

**Feature:** Heart Health  
**Plus:** Eco-Friendly Weddings

## MAR FOOD & NUTRITION

**Feature:** Regenerative Farming  
**Plus:** Plant Medicine for Mental Health

## APR SUSTAINABLE LIVING

**Feature:** Climate Change Health Impact  
**Plus:** Healthy Home

## MAY WOMEN'S WELLNESS

**Feature:** Top Women's Health Concerns  
**Plus:** Massage & Bodywork

## JUN MEN'S WELLNESS

**Feature:** Food as Medicine  
**Plus:** Better Sleep

## JUL THE FOOD CONNECTION

**Feature:** Food as Medicine  
**Plus:** Better Sleep

## AUG THE HAPPINESS ISSUE

**Feature:** Boost Happiness & Well-Being  
**Plus:** Back-to-School Wellness Tips

## SEP INSPIRED LIVING ISSUE

**Feature:** Creativity in Health & Healing  
**Plus:** Integrative Pain Management

## OCT HEALTHY PLANET

**Feature:** Living a Simpler Lifestyle  
**Plus:** Breast Health

## NOV MENTAL HEALTH & WELL-BEING

**Feature:** Conscious Dying  
**Plus:** Brain Health

## DEC HOLIDAY ISSUE

**Feature:** Uplifting Humanity  
**Plus:** Boosting Immune System



**IN EVERY ISSUE**

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

# 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







# IN-DEPTH MARKETING ANALYSIS & BUSINESS 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

### THERMOGRAPHY

"I operate a full-service medical thermal imaging center that specializes in medical breast thermography for the early detection of breast cancer. I have been using the *Natural Awakenings* magazine to promote my business for more than five years. *Natural Awakenings* has helped me reach more quality patients than any other source through their print advertising and organized health fairs. *Natural Awakenings* magazine helps us reach people who are well educated and have chosen a more natural approach to life and wellness. I appreciate all that they do and highly recommend their services."

Dr. Lealand Fagan  
Thermal Imaging of the Carolinas

**RETAIL: \$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

#### RETAIL:

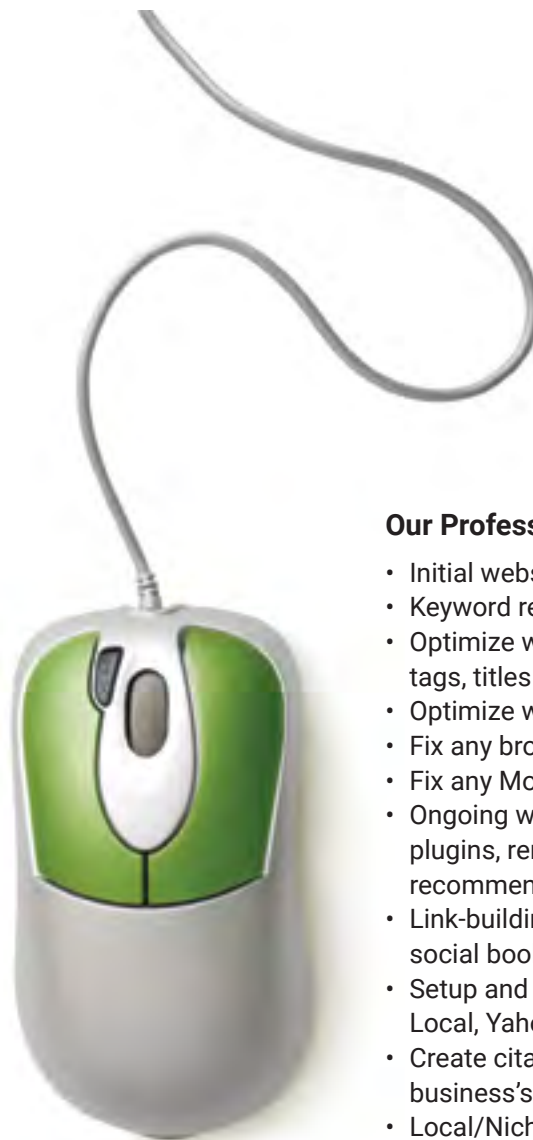
- Website setup packages start at \$375.
- Ongoing hosting, support and software starts at \$29.99/mo or \$299.88/yr, and includes a design refresh every two years at no additional cost.



# 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.



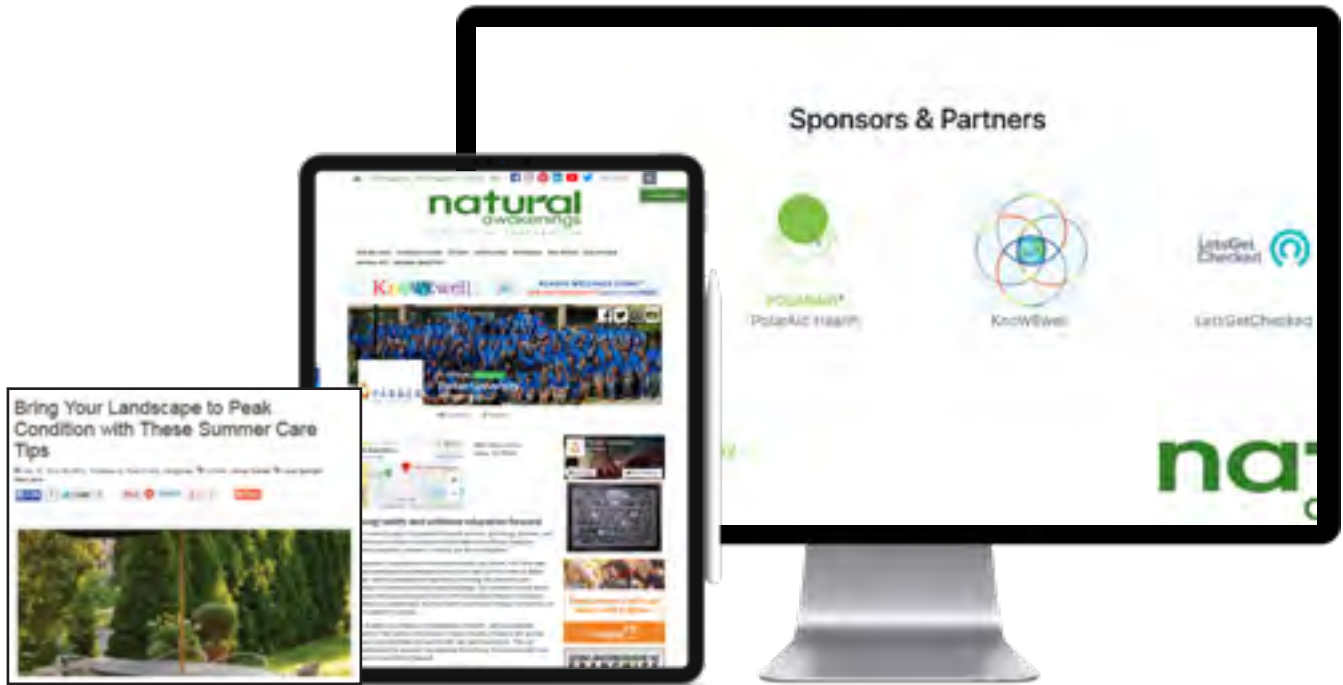
### Our Professional Services Include:

- 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

**RETAIL: \$1,100/mo**



# WEBSITE SPONSORSHIPS



## What's Included?

### The Community Sponsor Package includes:

- A Premium Directory Listing
- Your logo with a link to your Directory listing in the footer of every page
- A Banner Ad to highlight your business
- One (1) piece of Sponsored Content per month shared via email and Facebook (+ optionally boosted on Facebook)
- Email Sponsorship
- A badge for your site

**RETAIL: \$800/month**

## NATURAL HAIR CARE/BEAUTY

"Through the 25-plus years as a small business owner, I have spent hundreds of thousands of dollars on advertising. The most effective marketing has been my relationship with *Natural Awakenings* magazine, a community of like-minded people and those seeking knowledge about a healthier way of life. *Natural Awakenings* provides sound advice, profound information and the resources to make the right connections to the answers to concerns of our community. I have had the pleasure of being of service to many new guests and making new connections with like-minded people building lasting relationships. *Natural Awakenings* has helped my business create awareness to a holistic approach to beauty. Because of my relationship with *Natural Awakenings*, my business has grown on so many levels and enjoyed rapid growth. Most of all, I love you!!!!"

Maureen, Fresh Organic Salon  
Bedford Hills, NY



# BANNER ADS

**INLINE**

**SIDEBAR**

**TRANSFORMING RACISM** A Special Shift Network Facebook Live Series

**letsGet Checked** TAKE CONTROL OF YOUR OWN HEALTH WITH AN AT-HOME TEST 20% OFF EVERYTHING Use Code NATAWAKE20

**HEALTH BRIEF** Get B12 in a Vegan Diet from Dough Fermentation

**GLOBAL BRIEF** Denim Microfibers Pervade Waterways

Try Flaxseed Oil to Reduce Weight and Body Mass Index

Electric Vehicle Charging Infrastructure Surging in California

Improve Exercise and Recovery

**Sidebar** ads appear on all pages and **inline** banner ads appear on the home page and all landing pages

## 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.

## Ad Sizes

Sidebar

350x200

**RETAIL: \$250/mo**

Inline

970x66

**RETAIL: \$200/mo**

JPG and animated GIF files are accepted.

# HYPER TARGETED DIGITAL MARKETING

AUDIENCE TARGETING

GEO-TARGETING

GEO-FENCING

## TARGETED ONLINE DISPLAY ADVERTISING BRINGS A NATIONAL PRESENCE TO LOCAL.

### What Is It?

Imagine seeing your local ad on DrOz.com? We target big brand websites and use sophisticated research to identify the interests and behaviors of consumers that visit them. This provides a superior alternative to cookie-based ads. 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	\$2,000.00
\$18	200,000	\$3,600.00
\$16	400,000	\$6,400.00
\$12	600,000	\$7,200.00

#### Ad Sizes Required

728 x 90  
300 x 250

#### Ad Sizes Optional

120 x 600  
160 x 600

#### Mobile ad sizes

required:  
320 x 50  
300 x 50

*Best practice is to provide all sizes for digital placement.*

*JPG, PNG and GIF formats are accepted. Animated GIF accepted, but no sound. All sizes: 90K max. Design fee is \$100.*

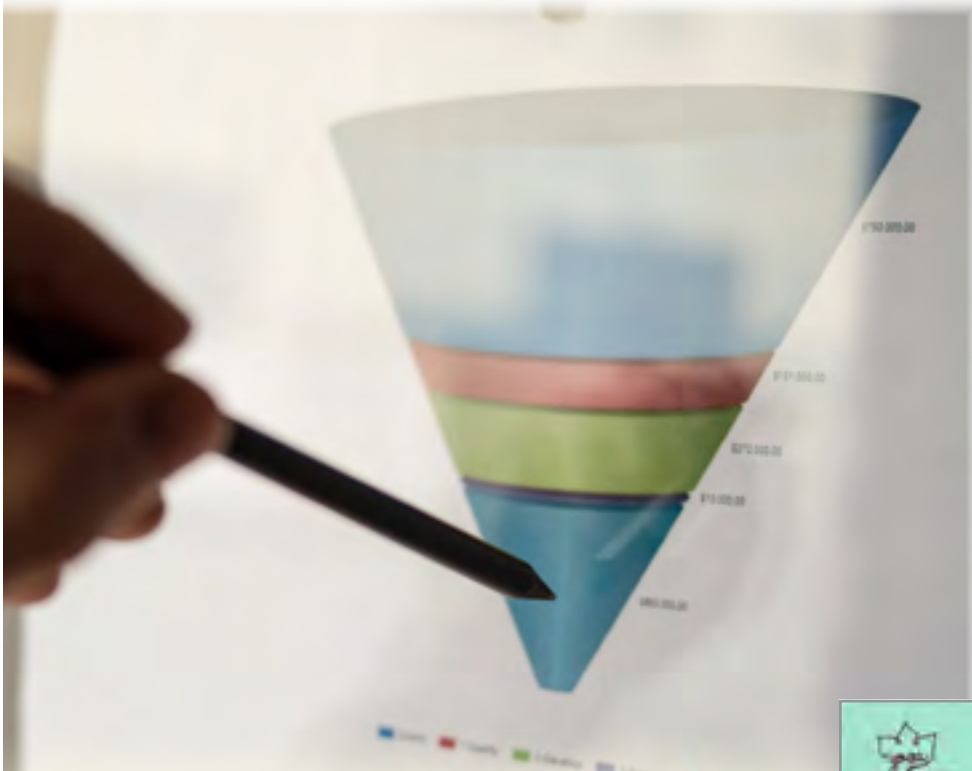
### DENTISTRY

*“Natural Awakenings is a valuable publication that educates and informs the community on a wide range of important health issues, and behind the scenes, always a pleasure to deal with. We at Golden Dental wish you continued success.”*

Linda J. Golden  
DDS, Golden Dental Wellness Center



# 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.

Most people think that the only secret to having success online is to have a good website, but that is only a small part of the equation...

Having a good website is important, but if **people leave without giving you their contact info**, you have lost the opportunity to build a relationship with a potential new customer.

### 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

### RETAIL:

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

# SPONSORED CONTENT

## ADVERTORIALS

- Reinforce your expertise through the Natural Awakenings brand to create credibility
- Increase your SEO presence
- Have content to share on your social media channels

RETAIL: \$300/month (per advertorial)

Additional options exist to push out sponsored content via email blast or newsletter

### DENTISTRY

"Advertising with *Natural Awakenings* has been one of the best things we have ever done! It has provided us the opportunity to inform readers of all of the benefits holistic dentistry has to offer and has dramatically increased our new patient flow."

Lori Ann Waylany  
Dr. Dreher's Office, Ballston Spa



# 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

RETAIL: \$550/month



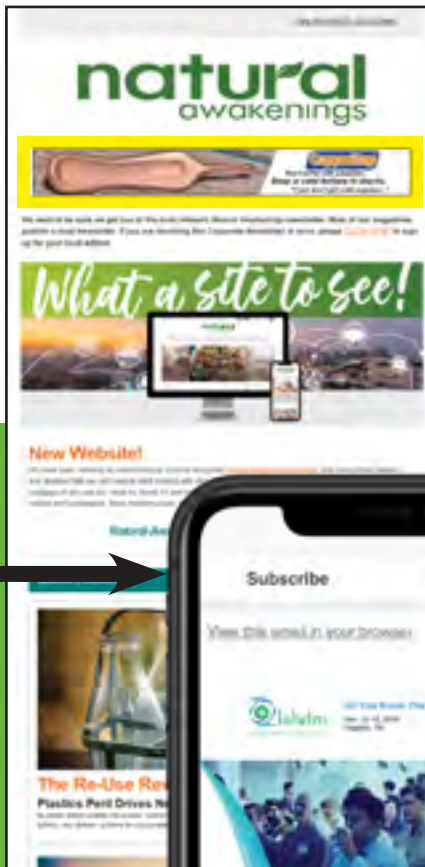
# EMAIL ADVERTISING

## 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.

RETAIL: \$200/month (includes two mailings)



## 2. DEDICATED EBLAST

### What Is It?

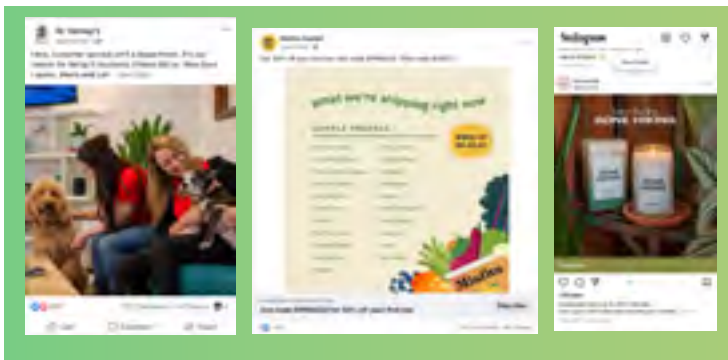
An email sent out to our network dedicated solely to your business with your desired messaging. This is a perfect opportunity to showcase an upcoming event, special promotion, or new product or service.

RETAIL: \$600 per 1,000 subscribers

### 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.

# 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. 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.

### 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

Publisher/Owner: Joe Dunne • Joe@NaturalAwakeningsNJ.com • 908-405-1515  
 Please send completed email scanned form to: Joe@NaturalAwakeningsNJ.com

Contract Length:  Annual  Semi-Annual  1 Month From \_\_\_ / \_\_\_ Through \_\_\_ / \_\_\_

Order Description	Size/Qty	Monthly Fee
Display Ad		
Business Directory		
Calendar Items		
Classified Ad		
Targeted Digital Ad		
In-Depth Marketing		
Website Design		
Website SEO		
Web Sponsorship		
Funnel Strategy		
Banner Ad/NA Website		
Banner Ad/Email		
Email/E-Blast		
Social Media Mgmt		
Facebook/IG Advertising		
Advertorial		
Initial Design Fee		
<b>Total Charge for 1st Month</b>		\$
<b>Each Additional Month</b>		\$

Magazine Placement: Central  North Central  Both:

**Editorial Placements:**

News Brief: (up to) \_\_\_\_\_ Health Brief: (up to) \_\_\_\_\_

Article(s): \_\_\_\_\_ Spotlight: (month) \_\_\_\_\_

Qty of Magazines to Location: \_\_\_\_\_

Notes:

\_\_\_\_\_  
 Joe Dunne, Publisher

\_\_\_\_\_  
 Date

In House: Distribution  Data  Billing  Social Media

I authorize *Natural Awakenings* to bill this credit card for the amounts and frequency specified by this contract, and am aware that it is my responsibility to provide updated billing information by the 15th of the month prior to publication:

Business/Professional Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Bus. Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_ County: \_\_\_\_\_

Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone#: \_\_\_\_\_ Email: \_\_\_\_\_

*Natural Awakenings* accepts: Visa, MasterCard, Discover and American Express.

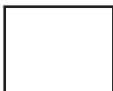


Credit Card # \_\_\_\_\_ Exp: \_\_\_\_\_ Sec: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ Zip: \_\_\_\_\_

**I agree to the terms of this contract. I understand cancellation penalties and payment policies.**

Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



Please initial.  
 "Yes, I read  
 the fine  
 print."

**Billing & Renewals:** All advertising must be prepaid. First payment may be charged day of order. **Subsequent credit/debit card charging is on the 15th of the month prior to publication unless pre-approved for another date.** Charge confirmations will appear on your card statement. Annual and Semi-Annual Agreements are renewed automatically under same terms.  
**Cancellation Policy:** To cancel, notify us in writing at least one month before the end of your agreement term. Email with confirmed receipt is acceptable. **Broken Agreements:** Unearned discounts and an administrative fee up to 25% of your non-discounted rate (minimum \$35) are imposed on broken agreements. For annual contracts, there is a \$300 charge if cancelled prior to 7 months.