

natural awakenings

LANCASTER / BERKS

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.



OUR READERS

TOTAL PRINT READERSHIP 45,000

DISTRIBUTION 500 locations throughout Lancaster & Berks counties

DIGITAL MEDIA

Facebook • Instagram • Twitter • YouTube • Digital Edition • e-Newsletter

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)



WHERE TO FIND US

A free community publication, *Natural Awakenings* reaches over
18,500+ readers in print and online.
Print copies of the monthly magazine are distributed at
500 locations throughout Lancaster and Berks counties.

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!



Lemon Street Market
Oley Valley Organic Market

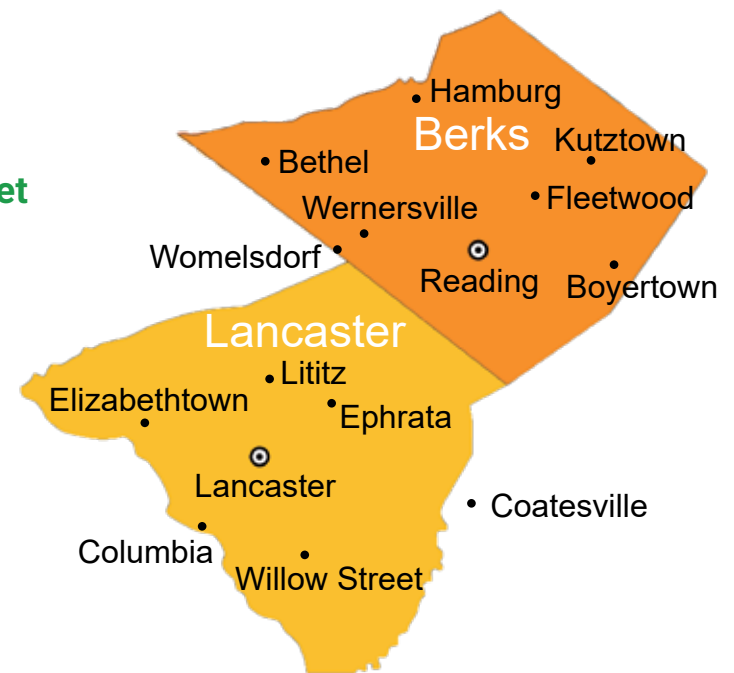
Redners

Stauffers

Wawa

Wegmans

...just to name a few



NATURAL AWAKENINGS WILL GIVE YOUR BUSINESS EXPOSURE IN MULTIPLE WAYS

- IN PRINT AND ONLINE -

Hand-Crafted Oil Blends for Your Health - Pure & Safe

Purity-tested essential oils, oil blends, hand-crafted soaps, inhalers & more
Full Spectrum CBD Extracts, federally regulated & organic

SAVE 10% on your 1st online purchase using promo code: **NATURAL**

Inshanti.
PURE ESSENTIAL OILS
The harvest of nature, expertly crafted in Lancaster county

48 Slaymaker Hill Rd | Kinzers • 717-587-3990 • Inshanti.com

CATEGORY

BUSINESS NAME HERE
Info Line #2
Info Line #3
Info Line #4

Your short, 35-word description goes here. Let us know if you would like help condensing your message. See ad, page xx.

Display Ad
Your very own ad space comes in many sizes to choose from to fit your advertising budget. Custom packages available. Bring your own ad or we can design one for you.

Community Resource Guide
...lists your business with an image/logo, contact info and a brief description.

Online Ad & Social Media
In addition to our online magazine, we offer display ads, premium business listings and event highlights through our website and social media channels.

TRANSFORMING NARCISM

Are you a Narcissist? Are you being Narcissisted? This is a powerful, transformative, and life-changing experience. Join us for a weekend of self-discovery, healing, and transformation. We will explore the roots of narcissism, its effects on the mind, body, and spirit, and provide practical tools for healing and transformation. This is a powerful, transformative, and life-changing experience. Join us for a weekend of self-discovery, healing, and transformation. We will explore the roots of narcissism, its effects on the mind, body, and spirit, and provide practical tools for healing and transformation.

Local Organization Strives for Plastic-Free Living

Plastic 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 (EcoWatch.com/plastic-free/index-2157666316.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.

News Brief
...announces a piece of news about your business and gives additional details.

WEDNESDAY, JUNE 20

Healthy Home & Body – 6-8pm. Learn how to keep home and body clean while minimizing the impact on our planet. RSVP required. Creative Spa Center, 111 Main St, Sampleville. 123-456-0123. YourUrl.com.

Event Calendar
...contains listings for that issue month or to "plan ahead".

Mark Your Calendar
Highlights your event(s) within the calendar section.

Content Article
...are original pieces of editorial, written by you.

Preventing and Managing OSTEOPOROSIS

Caring for Self and Home Motivates and Inspires Us
COMMUNITY HERBALIST SARAH PRESTON ENCOURAGES SELF-LOVE AND GRATITUDE

Collagen
To address the natural decline that makes up bones, the collagen must be present. Collagen Protein. Collagen provides the structure and support needed to maintain the integrity of the body's connective tissue. The study found that a naturally sourced collagen protein, hydrolyzed collagen, significantly improved bone mineral density (BMD) in postmenopausal women. They can also increase the production of collagen by stimulating the production of collagen by the body.

Bone Matrix Protein
On the structure of collagen, there are many different types of collagen. There are three different types of collagen that are produced by the body. Type I collagen is the most abundant and is found in the skin, bones, and connective tissue. Type II collagen is found in the cartilage and is responsible for the structure of the joints. Type III collagen is found in the skin and is responsible for the elasticity of the skin.

Spotlight Article
...are about you and your business.

markyourcalendar

**SATURDAY NOVEMBER 6
SUNDAY, NOVEMBER 7**

Inner Peace Holistic Expo – 10am-6pm (Sat); 10am-5pm (Sun). Holistic and natural products and services for a healthy mind, body & home, spiritual readings, crystals & gemstones, jewelry, massage, reiki, CBD products, pet wellness and so much more. \$5/weekend. Hamburg Field House, Pine St, Hamburg. 610-401-1342. InnerPeaceHolisticExpo.com.



PRINT AD SPECS

PDF

- Please create **PDF/X1a** compliant files; CMYK.
- Please submit to: **Publisher@NALancaster.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.**

File Preparation

Please adhere to the guidelines to the left when preparing files.

<p>FULL PAGE BLEED: 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>1/2 Vertical (2-col) 4.875 x 7.25</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 Horizontal (2-col) 4.875 x 4.5</p> <p>1/3 Page Horizontal (3-col) 7.5 x 3.125</p>	<p>1/6 Horizontal 4.875 x 3.125</p> <p>1/4 Horizontal (2-col) 4.875 x 3.125</p> <p>1/4 Horizontal (3-col) 7.5 x 2.25</p>	<p>1/6 Page Vertical 2.375 x 4.75</p> <p>1/4 Vertical (2cp) 3.625 x 4.75</p> <p>1/8 Page 2.375 x 3.125</p>

No computer-printed material or website images are accepted.

[illegible][illegible]

Join Our Community
UNLIMITED JOBS
 We're looking for motivated, energetic, and hardworking people to join our team. We offer competitive salaries and benefits. Call today to learn more about our exciting opportunities.

DRUM AND DRUMMING CLASSES
 For all ages and skill levels. Learn to play the drum and join a band. Call today to register.

WHEELS AND WHEELS
 For all ages and skill levels. Learn to ride a bike and join a team. Call today to register.

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INTEGRATIVE HEARING ART STUDIO

Integrative Hearing Art Studio is a unique and innovative studio that combines the art of hearing with the art of design. We offer a variety of services including hearing aids, hearing tests, and hearing therapy. Call today to learn more about our services.

Call Today to Book Your Hearing
 505.966.1111 • www.integrativehearingart.com

NEWS BRIEFS

rodale Institute Spring Events

Now Open Enrollment for 2014 Workshop Series
 Rodale Institute is offering a series of workshops for 2014. The workshops are designed to help you learn more about organic farming, permaculture, and sustainable living. Call today to register.

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The Imperial Express Offerings of Holiday Inn

The Imperial Express Holiday Inn location is a new addition to the Imperial Express family. The hotel is located in the heart of the city and offers a variety of services including rooms, food and beverage, and meeting space. Call today to learn more about our services.

Imperial Express Holiday Inn
 1000 N. Main St., Suite 100
 505.966.1111 • www.imperialexpress.com

Make Therapeutic Socks at Home

Gather your friends and family for a fun and creative evening. Make therapeutic socks at home. The socks are made from natural fibers and are designed to help you relax and reduce stress. Call today to learn more about our services.

Make Therapeutic Socks at Home
 1000 N. Main St., Suite 100
 505.966.1111 • www.makesocks.com

Stress-Resistant Health Expo

Stress-Resistant Health Expo is a unique and innovative event that combines the art of health with the art of design. We offer a variety of services including health tests, health therapy, and health products. Call today to learn more about our services.

Stress-Resistant Health Expo
 1000 N. Main St., Suite 100
 505.966.1111 • www.stressresistant.com

Chakra should be joyful. Chakra should be important. Chakra is what creates health.

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Helped Women Achieve Health

Helped Women Achieve Health is a unique and innovative event that combines the art of health with the art of design. We offer a variety of services including health tests, health therapy, and health products. Call today to learn more about our services.

Helped Women Achieve Health
 1000 N. Main St., Suite 100
 505.966.1111 • www.helpedwomen.com



PRINT AD RATES

PRINT AD RATES

Size	12 Months* 25% Discount	6 Months* 15% Discount	1-3 Months	Design**
Full Page	\$784	\$888	\$1045	\$225
2/3 Page	\$575	\$651	\$766	\$170
1/2 Page	\$454	\$514	\$605	\$140
5/12 Page	\$398	\$451	\$530	\$125
1/3 Page	\$314	\$356	\$419	\$105
1/4 Page	\$252	\$286	\$336	\$85
1/6 Page	\$188	\$213	\$251	\$70
1/8 Page	\$140	\$159	\$187	\$55

PREMIUM POSITIONS FOR FULL PAGE ADS

	12 Months*	6 Months*	1-3 Months	Design**
Inside Front	\$980	\$1110	\$1306	\$225
Page 3	\$980	\$1110	\$1306	\$225
Page 4 & 5	\$842	\$955	\$1123	\$225
Inside Back	\$902	\$1022	\$1202	\$225
Back Cover	\$1097	\$1244	\$1463	\$225

*Pricing is based on consecutive month placement in *Natural Awakenings* Lancaster/Berks magazine.

** 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 charge is \$20.

Custom Advertising Packages

Design your own marketing campaign and strategy using *Natural Awakenings* Lancaster/Berks 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 (CRG)

12 month minimum

incl. heading, 4 lines contact info, 35 words description, photo or logo

\$89/month; display advertiser: \$49/month

extra words: \$1 each; additional items: \$4 each

CALENDAR

Max. 50 words per listing; \$1 per extra word

Display Advertisers receive a limited number of FREE basic calendar listings according to their contract.

Basic listing: \$25; \$15 for display advertiser

Plan-Ahead: \$35; \$25 for display advertiser

Mark Your Calendar: \$70; \$35 for display advertiser

CLASSIFIEDS

Classified ad listings start at \$25 (for up to 25 words); add \$1 for each word over 25.

ADVERTORIAL

Refer to ad size pricing.

DEADLINES

Ad, CRG, Calendar and Classified Deadline is the 5th of the prior month. Requests for changes to existing ads also must be received via email by the 5th of the month.



DIGITAL ADS

INLINE

The Green Burial Revolution: Sustainable End-of-Life Options
Green burial options emerging in the funeral industry that honor the deceased in environmentally-friendly and affordable ways. [Read More »](#)

TRANSFORMING RACISM A Special Shift Network Facebook Live Series

Fix It, Don't Nix It: Repairing Can Prolong Life of Products
When something breaks, don't replace it—fix it. Here are tips to help DIY fix just about anything. [Read More »](#)

Load More Articles

HEALTH BRIEF
Get B12 in a Vegan Diet from Dough Fermentation
Try Flaxseed Oil to Reduce Weight and Body Mass Index

GLOBAL BRIEF
Denim Microfibers Pervade Waterways
Electric Vehicle Charging Infrastructure Surging in California

SIDEBAR

Apple Seeks 2030 C...
Corporate Hero
\$3300 Carbon Footprint

LetsGetChecked
TAKE CONTROL OF YOUR OWN HEALTH WITH AN AT-HOME TEST.
20% OFF EVERYTHING Use Code NATAWAKE20
ORDER NOW

Health Brief
Improve Exercise an...
Improve Exercise and Recovery with Avocados and Beets

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

Ad Sizes

Pushdown

970x66

Inline

628x60

Sidebar

300x250

Snapshot

300x125

Ask for individual pricing and ad packages.

JPG and animated GIF files are accepted.

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

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.

\$89/month

Ad Size **Banner** 728x90

JPG and animated GIF files are accepted.



Why It Works ...

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.

ONLINE BUSINESS DIRECTORY



Featured
Online Business Listing
\$49/month



Premium
Online Business Listing
\$25/month





NATURAL AWAKENINGS' 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**

natural
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