

# natural awakenings

## MEDIA KIT



Publishing in *Jacksonville-St. Augustine* and  
*Volusia-Flagler Counties* in Florida  
**NaJax.com & VoFINatural.com • 386.736.3838**

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.

*We're  
Everywhere!*

A free community publication, Natural Awakenings is distributed at hundreds of locations in each metro area, providing an unsurpassed depth of market penetration, with more than 450 distribution locations.

**Our readers can pick us up all month at:**

Health Food Stores and Markets • Farmers Markets • Vitamin and Herb Shops  
Retail Stores • Restaurants • Café's • Coffee Shops • Holistic Clinics  
Acupuncture Clinics • Practitioner Offices • Fitness Centers  
Spas & Retreat Centers • Libraries and many other locations!

Plus, our websites are home to current and archive editions:

***NaJax.com* & *VoFINatural.com***



***Natural Awakenings* Magazine is Ranked 5th Nationally  
in Cision's 2016 Top 10 Health & Fitness Magazines List**

**CISION**  
www.cision.com

The world's leading source  
of media research

1. Spry Living – 8,907,303
2. Shape – 2,521,203
3. Men's Health – 1,852,715
4. Prevention – 1,539,872
- 5. Natural Awakenings – 1,536,365**
6. Women's Health – 1,511,791
7. Weight Watchers Magazine – 1,126,168
8. Dr. Oz The Good Life – 870,524
9. Vim & Vigor – 789,000
10. Experience Life – 700,000

natural  
awakenings





## magazine ad rates

Size:	1 Month	6 Months	12 Month	Design
Full Page	\$1025	\$901	\$819	\$209
2/3 Page	752	662	602	153
1/2 Page	580	508	460	103
5/12 Page	520	457	415	103
1/3 Page	413	364	331	86
1/4 Page	330	290	264	69
1/6 Page	248	218	199	53
1/8 Pg/BC	186	164	149	45
1/12 Page	165	140	124	40

## Premium Positioning

Inside Front	1230	1076	972	209
Page 3	1230	1076	972	209
Page 4 & 5	1150	1008	913	209
Inside Back	1150	1008	913	209
Outside Back	1350	1178	1027	209

## Community Resource Guide

6 Mos. \$85    12 Mos. \$75    Advertisers: \$50  
Basic CRG Includes: 4 lines of contact info. and 25-word description.  
\_\_\_ Extra words @ \$1 \_\_\_

## Calendar of Events

**Advertisers** may submit up to 5 **FREE** listings per month. **Non-Advertisers:**  
\$25 for up to 25 words; \$45 for up to 50 words.

## 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.

\* Pricing is per month based on consecutive month placement in *Natural Awakenings* magazine or online at [www.Najax.com](http://www.Najax.com) or [www.VoFINatural.com](http://www.VoFINatural.com)

Name \_\_\_\_\_ Date \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## advertising agreement

☐ 1 Month ☐ 6 Months ☐ 12 Months

From \_\_\_\_/\_\_\_\_/\_\_\_\_ Through \_\_\_\_/\_\_\_\_/\_\_\_\_

INITIAL MONTH

Display Ad Price/Month: \_\_\_\_\_

Design Fee: \_\_\_\_\_

Comm. Res. Guide: \_\_\_\_\_

First Issue Total: \_\_\_\_\_

2nd Month thru  
Contract End

\$ \_\_\_\_\_  
Total Per Month

Payment via credit/debit card only. We gladly accept:



**Credit card charges:** Your account will be billed on the 15th of the month prior to publication. All advertising must be prepaid.

**Broken contracts:** Unearned discounts and an administrative fee of 25% of your monthly rate may be imposed (minimum of \$20).

*I agree to the terms of this contract. I understand the cancellation penalties and payment policies. I authorize the above charges to my credit card.*

**Signature and Date:**

\_\_\_\_\_

Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

\_\_\_\_\_

Name as it appears on credit card

\_\_\_\_\_

Billing address for credit card

\_\_\_\_\_

\_\_\_\_\_

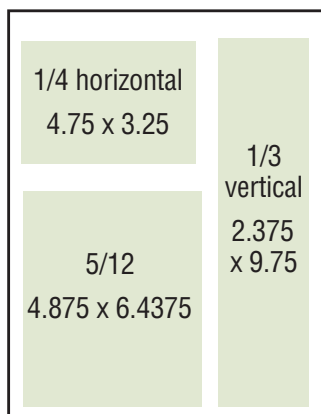
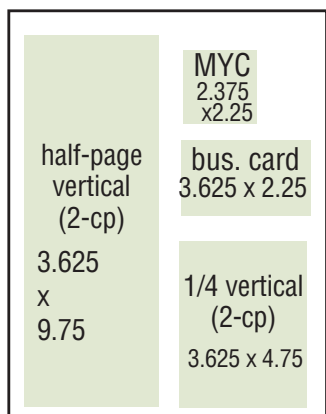
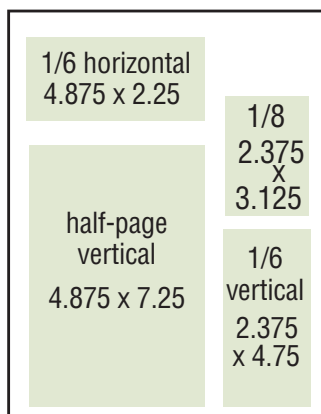
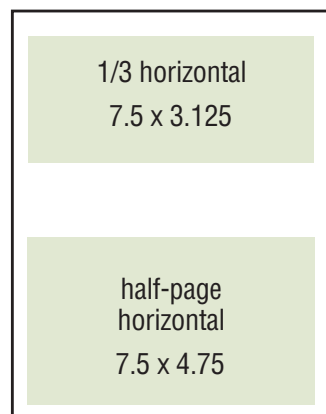
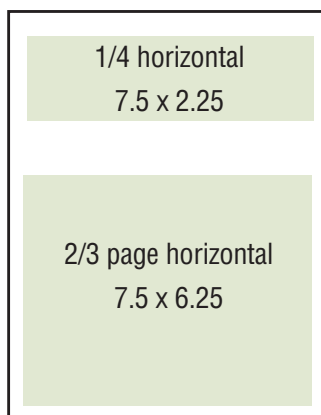
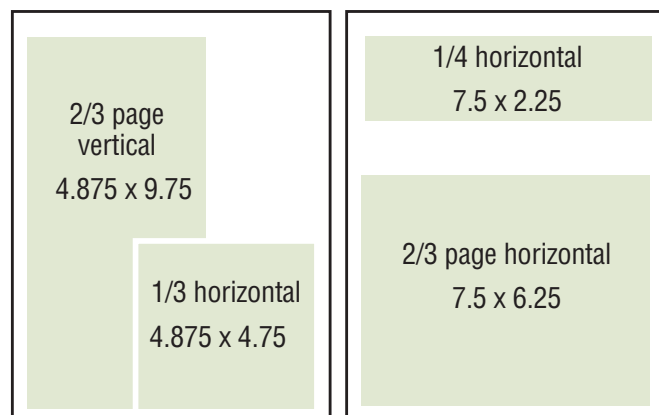
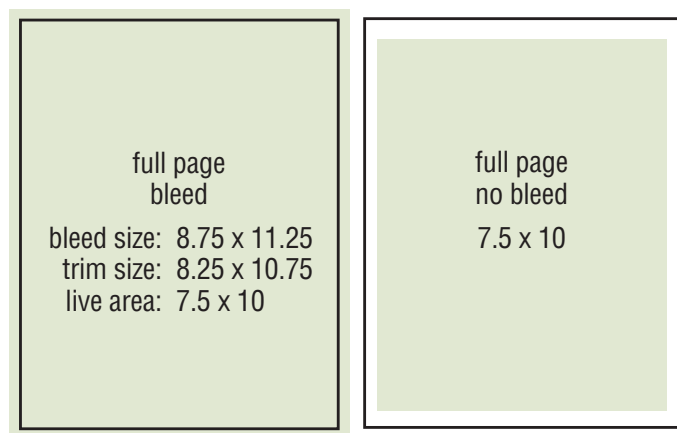
## Contact Us

Rebecca Young • Publisher

ph: 386.736.3838

Publisher@VoFINatural.com

P.O. Box 731466 • Ormond Beach, FL 32173



## 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

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.**

**Please send all advertising graphic files to:**

Volusia-Flagler Edition: Publisher@voflnatural.com  
Jacksonville-St. Augustine Edition: Publisher@Najax.com