

natural awakenings

MEDIA KIT - 2023



845-593-0065 • WESTCHESTER/PUTNAM/DUTCHESS

HEALTHY LIVING HEALTHY PLANET

natural
awakenings

MEDIA KIT

Westchester/Putnam/Dutchess
ph. 845-593-0065

Natural Awakenings is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy, with over 70 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 2016 Readership Survey reveal our readership is:

85% female, between the ages of 35 and 54

60% have one or more college degrees

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're distributed in hundreds of locations in each franchise market for an unsurpassed depth of market penetration of more than **40,000 distribution points**.

Each month we distribute nearly **150,000 digital copies** of our magazines via email. *Natural Awakenings* is read online in each market contributing to our monthly readership of over **3.5 million**.

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 www.cision.com or follow @Cision on Twitter.

reach our readers

Our Readers—Your Best Customers

Natural Awakenings readers are values-driven, conscious consumers. They care about the environment, social issues, local economy, organic and local food, natural health, fair trade, sustainable and simple living, and spiritual and personal development!

Natural Awakenings magazine is distributed monthly throughout Westchester, Putnam & Dutchess Counties NY, including food markets and other local businesses and practitioner offices.

Integrated Marketing Tools Reach New Customers



IN PRINT AND ONLINE

Connect with us on Social Media



NaturalAwakeningsWestchester



WakeUpNaturally



NAWestchester

We offer ongoing online exposure through editorial, social media and visibility in various print and on-line listings, including: news briefs, articles, profiles, community calendar and resource directory. Editorial support tells your story and links from our website to bring the readers directly to you!

Let's get started! Call 845-593-0065 • WakeUpNaturally.com

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:**

**Admin@
WakeUpNaturally.com**

2/3 page
vertical
4.875 x 9.75

2/3 page horizontal
7.5 x 6.25

half-page
vertical
(2cp)
3.625
x
9.75

half-page
vertical
4.875 x 7.25

half-page
horizontal
7.5 x 4.75

1/3
vertical
2.375
x
9.75

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

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

**Natural Awakenings
Magazine is printed
on uncoated,
recycled newsprint.
Please design ads
accordingly.**

1/4 vertical
(2cp)
3.625
x 4.75

1/4 horiz.
(2-col)
4.875 x 3.125

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

1/8
2.375
x
3.125

1/6
vertical
2.375
x
4.75

1/12
2.375
x 2.25

bus. card
(2cp)
3.625 x 2.25

1/6 horizontal
4.875 x 2.25

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.



Feature Articles

Length: 250-750 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. 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: 150 to 200 words

Due on or before the 8th 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 or a news item. All News Briefs are edited on our end to fit our style and format, and due to time constraints, are not sent back for review before publishing.

Health Briefs

Length: 150 to 200 words

Due on or before the 8th of the month prior to publication.

The Health Briefs are short, interesting clips of information often referring to a new health act 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 articles on our website: WakeUpNaturally.com, or by email: Admin@WakeUpNaturally.com

Include name, business and phone number with all editorial submissions. We reserve the right to edit all submissions for length, style and clarity. Space is limited. Priority is given to advertising partners.

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" or cell phone are preferred. **Computer-printed material, website images or graphics embedded into Microsoft Word documents are not acceptable.** Submit all graphics to: Admin@WakeUpNaturally.com

Contact Us

Natural Awakenings – Westchester/
Putnam/Dutchess NY Edition

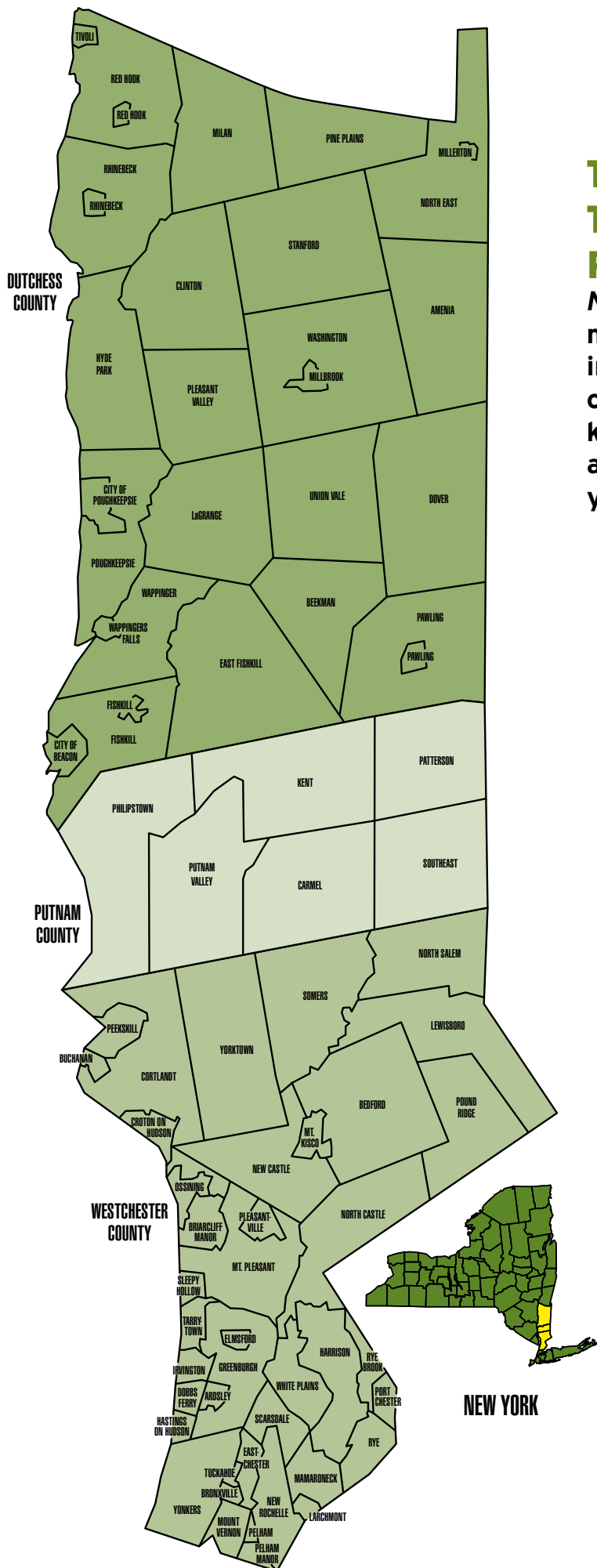
Dana Boulanger, Publisher

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ph. 845-593-0065

Dana-NA@WakeUpNaturally.com

www.WakeUpNaturally.com



Tri-County Distribution Throughout Westchester, Putnam and Dutchess

Natural Awakenings offers targeted marketing with regional exposure both in print and online starting with \$20 calendar listings up to premium marketing packages. We can customize a marketing program that works for your business.



In Print and Online
Available in print, as well
as digitally online at
www.WakeUpNaturally.com



EDITORIAL CALENDAR

2023

IN EVERY NATURAL AWAKENINGS MAGAZINE ISSUE:

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-HEALTHY LIVING

MARCH

FOOD & NUTRITION

APRIL

SUSTAINABLE LIVING

MAY

WOMEN'S WELLNESS

JUNE

MEN'S HEALTH

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