

natural awakenings®

media kit



313.221.9674 • Wayne County, Michigan



Natural Awakenings is your guide to a healthier, more balanced life. Our mission is to provide insights and information to improve the quality of life physically, mentally, emotionally and spiritually. In each issue, readers find cutting-edge information on natural health, nutrition, fitness, personal growth, green living, creative expression and the products and services that support a healthy lifestyle.

healthy living

CUTTING-EDGE INFORMATION

Each month, *Natural Awakenings* advertisers and writers provide the tools you need to assist you on your personal path to wellness. We feature articles by both nationally known authors and local leaders in the natural health field. Additionally, we bring you news and events that are happening in our community and around the globe.

TARGETED DISTRIBUTION

Reach our affluent, well-educated and health-conscious readers who are eagerly seeking resources that will improve their health and well-being. With wide distribution throughout the Wayne County, Michigan area, *Natural Awakenings* is picked up each month at your local health food stores, fitness centers, book stores, health care facilities, and wherever free publications are

generally seen.

COST-EFFECTIVE 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.

REGIONAL MARKETS

Advertise your products or services in multiple markets! *Natural Awakenings* Publishing Corp. is a growing, franchised family of locally owned magazines, serving communities since 1994. To find our many locations or learn how to place your ad in other markets, call 239.434.9392. For franchising opportunities, call 239.530.1377 or visit www.NaturalAwakeningsMag.com.



WHO IS THE *NATURAL AWAKENINGS* READER?

According to audits conducted by the CVC Verification Council, our readership is overwhelmingly female (75%), and:

- 80% purchase products or services from ads seen in *Natural Awakenings*.
- Over 51% have an annual household income of more than 50K.
- 72% are between the ages of 25-54.
- *Natural Awakenings* magazine rated higher over TV, radio, Internet and other print publications as the #1 source for health-related information.

UNSURPASSED LOCAL MARKET PENETRATION

As a free community publication, we're distributed in hundreds of locations in each franchise city or metropolitan area for an unsurpassed depth of market penetration of more than 43,000 distribution locations. *Natural Awakenings* readers are intensely loyal; our list of distribution points is broad and numbers in the hundreds in every area.

Our readers can pick us up all month at:

- Health food stores and markets
- Food co-ops
- Holistic clinics and centers
- Practitioner offices
- Schools and educational centers
- Public libraries
- Vitamin and herb shops
- Fitness centers
- Bookstores
- Spas and retreat centers
- Gift shops
- Retail stores
- Restaurants, cafés and coffee shops
- Nonprofit organizations
- Recreational centers
- Local and regional expos and conferences
- Newsstands
- And many others

In fact, we're everywhere our readers visit, so we're always available. When there's a local or regional body/mind/spirit or natural living type of expo, you can bet we'll be there – probably as a sponsor! And because our community calendars are updated monthly, *Natural Awakenings* is retained as a reference and consulted often for local events and resources.



healthy planet



We inspire as well as inform, providing cutting-edge articles and interviews that really make our readers take notice. Past editorial has featured such nationally recognized healers, teachers and leaders as Bill McKibben, Michael Pollan, Judith Orloff, Debbie Ford, Ed Begley, Jr., Wayne Dyer and Nell Newman; and physicians Mehmet Oz, Andrew Weil, Deepak Chopra and Christiane Northrup, among many others.

editorial

FEATURE ARTICLES

Length: 250-1200 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 revisions can be faxed upon request. Please include a brief biography at the end of your article. The author of a feature-length article accepted for publication will receive a free Community Resource Guide listing that month.

NEWS BRIEFS

Length: 50 to 250 words

Due on or before the 5th 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 for a news item. Please write your News Briefs in the third person.

HEALTH BRIEFS

Length: 50 to 250 words Due on or before the 5th of the month prior to publication.

The Health Briefs are short, interesting clips of information often referring to a new health fact 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 your typed editorial in the following formats:

- All editorial must be in digital format. No faxed or printed submissions will be accepted.
- Email - as an attached MS Word or text file to: Publisher@NaturalAwakeningsDetroit.com
- Save to CD/DVD - saved in MS Word or text format; mailed or hand-delivered.

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 one of the following formats as an email attachment. **Graphics embedded into Microsoft Word documents are not acceptable.**

- 1) Digital photos (JPG or TIFF) unretouched "right out of the camera" are preferred.
- 2) Professionally printed photos scanned at 300 dpi. TIFF, EPS, PDF or JPG Windows format accepted.
- 3) Professionally printed photos (to be scanned). No computer-printed material or website images are accepted. Submit all graphics to Publisher@NaturalAwakeningsDetroit.com

CONTACT US

Natural Awakenings - Wayne County, Michigan edition

Mary Anne Demo, Publisher

P.O. Box 381250

Clinton Twp., MI 48038

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fax: 586.933.2557

Publisher@NaturalAwakeningsDetroit.com

NaturalAwakeningsDetroit.com



NATURAL AWAKENINGS WELCOMES AND ENCOURAGES YOUR PARTICIPATION!

Your editorial submissions are what make *Natural Awakenings* a community resource for holistic and natural living. We want our readers to get to know you. Submitting editorial for one or more of our departments provides you with the opportunity to share knowledge and bring focus to your business.

all-in-one marketing packages

PRINT — ONLINE — MOBILE

Our Advertising Packages offer the integration of print and online marketing tools with maximum exposure in *Natural Awakenings* magazine, NaturalAwakeningsDetroit.com, editorial content, eNewsletter, and Social Media support.

- Discounted ad rates that maximize your marketing budget and provide additional exposure to our niche target audience.
- Value-added editorial content that highlights your services and products by showcasing your business as a leading authority in the community.
- Web exposure with ads and editorial linked to your website.
- Social Media support, eNewsletter mentions, and Calendar Listings are included to notify the community of news, events, and promotions.
- Community Resource Guide listings in print and online are a reference tool to help our readers easily find your specialized services.
- National Directory listings are listed to the *Natural Awakenings* iTunes app available on iPhone and iPads.

All-in-One Marketing Packages

All-in-One Marketing Package 1

- Full Page Print Ad – 12 months
- Online Web Ad – 12 month
- 1 Community Spotlight Article
- 3 News Briefs
- 5 Calendar Listings per Month
- 2 Highlighted Calendar Listings
- CRG Print and Online
- National Directory iTunes App
- eNewsletter Exposure
- Social Media Mentions

12 monthly payments of **\$765**

All-in-One Marketing Package 2

- Full Page Print Ad – 6 months
- 1/2 Page Print Ad – 6 months
- Online Web Ad – 12 month
- 1 Community Spotlight Article
- 3 News Briefs
- 5 Calendar Listings per Month
- 2 Highlighted Calendar Listings
- CRG Print and Online
- National Directory iTunes App
- eNewsletter Exposure
- Social Media Mentions

12 monthly payments of **\$599**

All-in-One Marketing Package 3

- Full Page Print Ad – 2 months
- 1/2 Page Print Ad – 10 months
- Online Web Ad – 12 month
- 1 Community Spotlight Article
- 3 News Briefs
- 5 Calendar Listings per Month
- 2 Highlighted Calendar Listings
- CRG Print and Online
- National Directory iTunes App
- eNewsletter Exposure
- Social Media Mentions

12 monthly payments of **\$550**

All-in-One Marketing Package 4

- 1/2 Page Print Ad – 12 months
- Online Web Ad – 12 month
- 1 Community Spotlight Article
- 3 News Briefs
- 5 Calendar Listings per Month
- 2 Highlighted Calendar Listings
- CRG Print and Online
- National Directory iTunes App
- eNewsletter Exposure
- Social Media Mentions

12 monthly payments of **\$507**

All-in-One Marketing Package 5

- 1/2 Page Print Ad – 2 months
- 1/3 Page Print Ad – 10 months
- Online Web Ad – 12 month
- 3 News Briefs
- 5 Calendar Listings per Month
- 2 Highlighted Calendar Listings
- CRG Print and Online
- National Directory iTunes App
- eNewsletter Exposure
- Social Media Mentions

12 monthly payments of **\$412**

All-in-One Marketing Package 6

- 1/6 Page Print Ad – 12 months
- 3 News Briefs
- 5 Calendar Listings per Month
- CRG Print and Online
- National Directory iTunes App
- eNewsletter Exposure
- Social Media Mentions

12 monthly payments of **\$217**

CRG Packages

LOCAL

- Print CRG
- Online CRG Listing
- (2) Calendar Listings/month

12 monthly payments of **\$79**

NATIONAL

- Print CRG
- Online CRG Listing
- National Directory Listing
- iPhone/iPad App Listing
- (2) Calendar Listings/month

12 monthly payments of **\$99**

CONTACT US

Mary Anne Demo, Publisher
phone: 313.221.9674
fax: 586.933.2557

NaturalAwakeningsDetroit.com



magazine ad rates

listings

Size:	1 Month	6 Months* <i>15% discount</i>	12 Months* <i>25% discount</i>	Design
Full Page	\$930.00	\$790.50	\$697.50	\$206.25
2/3 Page	679.00	577.15	509.25	150.50
1/2 Page	539.00	458.15	404.30	120.00
5/12 Page	474.00	402.90	355.50	105.00
1/3 Page	372.00	316.20	279.00	82.50
1/4 Page	298.00	253.30	223.50	66.00
1/6 Page	223.00	189.55	167.25	49.50
Business Card	149.00	126.65	111.75	33.00

PREMIUM POSITIONING

Inside Front	1135.00	964.75	851.25	257.50
Page 3	1135.00	964.75	851.25	257.50
Page 4 & 5	1055.00	896.50	791.25	237.50
Inside Back	1055.00	896.50	791.25	237.50
Outside Back	1255.00	1066.75	941.25	287.50

COMMUNITY RESOURCE GUIDE

No Display Ad	99.00	84.15	74.25
Display Advertisers	49.50	42.00	37.00

Basic listing includes: 4 items and up to 35-word description.

Available items: business or professional name, contact name, address, phone, cell number, fax number, email address, website address.

___ Extra words @ \$1.00 ___ Photo or Logo @ \$10.00

CLASSIFIED AD

\$20.00 (up to 20 words)+ **\$1.00** per word over 20 words. Must be pre-paid.
Email listing, include billing contact information by 10th of month prior to publication to:
Publisher@NaturalAwakeningsDetroit.com

CALENDAR

Events Listing: **\$15.00**; Plan Ahead Listing: **\$25.00** (Up to 300 characters)
Ongoing Events Listing: **\$10.00**; (Up to 150 characters)
Display Advertisers: 5 free listings per month—for ad size 1/6 page or larger.
Under 1/6 page ad and CRG Advertisers: up to 2 free listings per month.
Submit your listing online by the 15th of the month prior to publication to:
www.NaturalAwakeningsDetroit.com

AD DESIGN AND LAYOUT

The contract rates listed are for camera-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**.)

DEADLINES

Display ads, classifieds and calendar listings must be received by the 15th of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 15th.

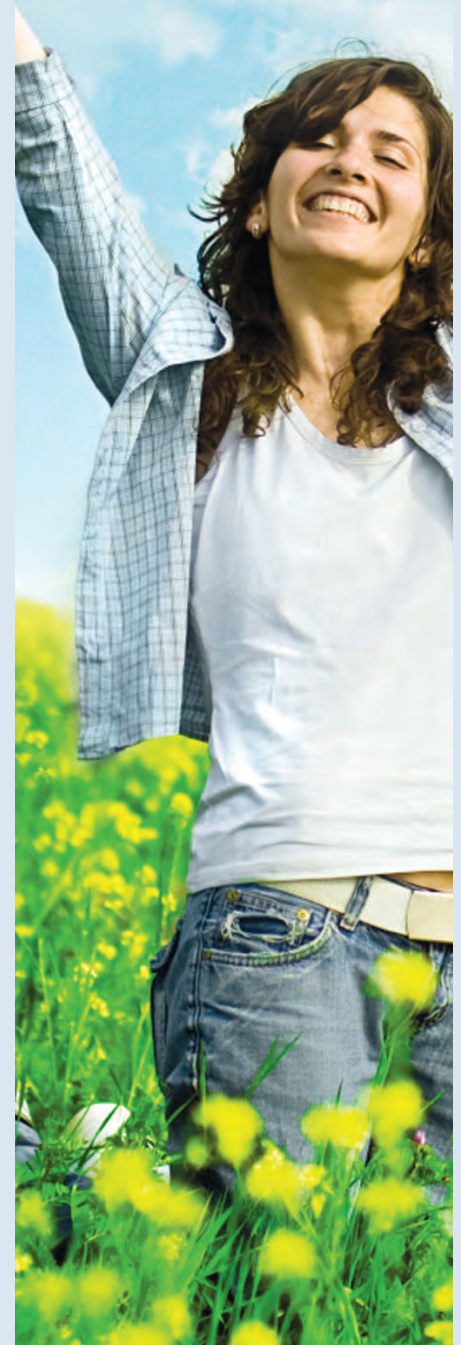
* Pricing is based on consecutive month placement in *Natural Awakenings* magazine. Prices listed are per month.

www.NaturalAwakeningsDetroit.com

• **Community Resource Guide (CRG) listings** are a reference tool allowing our readers to find you when they are in need of your services.

• **Calendar listings** promote your workshops, open houses, lectures or other events.

• **News Briefs** provide value-added editorial content that highlights you or your business.



advertising agreement

Contract Length: 1 Month 6 Months 12 Months From ___ / ___ Through ___ / ___

A. Display/Print Ad

Price/Month _____	2nd Month through contract end _____
Design _____	
Resource Guide _____	
Classified Ad _____	Contract Payment in Full _____
Calendar Listings _____	5% Discount _____
Other _____	
1st Month TOTAL _____	Print TOTAL _____

B. Online Ad

Price/Month _____	2nd Month through contract end _____
Advertorial with Link _____	
Additional Design _____	Contract Payment in Full _____
Additional Writing _____	5% Discount _____
Other _____	
1st Month TOTAL _____	Online TOTAL _____

C. Special Packages - Online & Print

All Ad Packages are 12-Month Minimum

<input type="checkbox"/> Premium Package 1	<input type="checkbox"/> Premium Package 2
<input type="checkbox"/> Premium Package 3	<input type="checkbox"/> Premium Package 4
<input type="checkbox"/> Standard Package 5	<input type="checkbox"/> Standard Package 6

Package TOTAL \$ _____

D. Online Community Resource Guide

<input type="checkbox"/> Premium Listing	<input type="checkbox"/> Featured Listing
TOTAL \$ _____	

E. Online National Directory

<input type="checkbox"/> Premium Listing	<input type="checkbox"/> Featured Listing
TOTAL \$ _____	

Total of All Ad Placements

Add boxes A through E

GRAND TOTAL \$ _____

*Pricing is based on consecutive month placement in *Natural Awakenings* magazine or www.NaturalAwakeningsMag.com. Prices listed are per month. Monthly electronic invoices are available upon request.

Payment via credit card only. We gladly accept:



*Must complete credit card authorization form.

Credit card charges: Your account will be billed on the 10th 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). Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

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

Signature _____

Fill in contract form. **Calculate** your price in the worksheet area. **Email** in your print-ready ad or ad copy and graphics to Publisher@NaturalAwakeningsDetroit.com. Images for scanning may be mailed to the address at the right. Images returned with SASE. In-house-designed ad proofs will be sent via email.

Name _____ Date _____

Business Name _____

Address _____ Invoice by Mail

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Email _____ Invoice by Email

Website _____

NATURAL AWAKENINGS WAYNE COUNTY, MICHIGAN EDITION

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natural
awakenings®

credit card billing authorization

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ph: 313.221.9674

Please print this form and fax it back to us. FAX: 586.933.2557
All requested information is required.

I authorize *Natural Awakenings* to bill the card listed below as specified:

Amount \$ _____ Frequency: One Time _____
 Monthly _____
Please charge my credit card

Start billing on: _____ End billing: On contract expiration
(Today's date) One-time charge

Business Name: _____

Contact Name: _____

Contact Phone #: _____

Natural Awakenings accepts the following credit cards:

 MasterCard  Visa  AmEx  Discover

Credit Card # _____ Expiration: _____

Name as it appears on Credit Card: _____

Billing Address for Credit Card: _____

City: _____ State: _____ Zip Code: _____

3 Digit Code _____ (from signature line on back of credit card)

4 Digit Code for AmEx _____ (on front of card)

Cardholder's Signature: _____ Date: _____

natural
awakenings®