



natural awakenings®

media kit



313-221-9674 • Wayne County, MI



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 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 and 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 47,000 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: 250-750 words (some articles longer)

Due on or before the 12th 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 12th 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 12th 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: Mathilde@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 Edition

Mathilde Vandenbulke, Publisher

PO Box 180287

Utica, MI 48318

ph. 313-221-9674 fx. 212-918-1611

cell/text: 586-883-3045

Mathilde@NaturalAwakeningsDetroit.com

www.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.

2016 editorial calendar

departments

healthbriefs
 globalbriefs
 ecotips
 greenliving
 healingways
 healthykids

conscious eating
 wisewords
 fitbody
 inspiration
 naturalpet



themes

JANUARY health & wellness
 plus: dance power

FEBRUARY friendship
 plus: dental health

MARCH food matters
 plus: eye health

APRIL everyday sustainability
 plus: freshwater scarcity

MAY women's wellness
 plus: thyroid health

JUNE happiness
 plus: balanced man

JULY independent media
 plus: summer harvest

AUGUST empowering youth
 plus: creativity

SEPTEMBER healing music
 plus: yoga

OCTOBER community game changers
 plus: chiropractic

NOVEMBER mental wellness
 plus: beauty

DECEMBER uplifting humanity
 plus: holiday themes

natural
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2017 editorial calendar

departments

healthbriefs **conscious**eating
globalbriefs **wise**words
ecotips **fit**body
greenliving **inspiration**
healingways **natural**pet
healthykids



themes

JANUARY health & wellness
 plus: affordable
 complementary care
FEBRUARY conscious dying
 plus: children's dental health
MARCH food sensitivities
 plus: holistic eye health
APRIL eco-yards
 plus: medical massage
MAY natural pregnancy
 & childbirth
 plus: women rising
JUNE chronic pain remedies
 plus: hybrid vehicles update
JULY natural detox options
 plus: true prosperity
AUGUST rethinking cancer
 plus: reframing autism
SEPTEMBER graceful aging
 plus: yoga
OCTOBER transformative travel
 plus: chiropractic
NOVEMBER diabetes prevention
 & reversal
 plus: silent retreats
DECEMBER uplifting humanity
 plus: holidays

natural
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ad sizes & specifications

Format for Print-Ready Ad

If you are providing print-ready copy, your ad must be submitted in one of the following formats:

- 1) TIFF, EPS or PDF file. All fonts must be embedded and/or attached. Please “flatten” all files before saving. Ensure all black text is 100% black (no rich black). Ensure all reverses and colored text are 10pt or larger, using a thick font. **Emailed files must be under 6 MB.**
- 2) Adobe Acrobat® PDF file, distilled from InDesign or Quark Express as ‘Press Quality’ with all fonts embedded. See #1 above re: text. **Microsoft Word files are not accepted as print-ready ads. Publisher files are not accepted**
- 3) Native application files (See #1 above re: text): InDesign file to include the original one-page. inDesign file, an .idml file to ensure compatibility, and any linked 300 dpi graphics and all fonts. Adobe Illustrator files saved as EPS with embedded photos & art. All fonts converted to outline. Adobe Photoshop files saved as flattened JPG, 300 dpi, in CMYK.

Photos and Graphics

Be sure to include any photos or graphics in one of the following formats as an email attachment. Graphics embedded into 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 600 dpi. TIFF, EPS, PDF or JPG format accepted.

No computer-printed material or website images are accepted.

Please send all advertising files and digital graphic files to:
Mathilde@NaturalAwakeningsDetroit.com
NATURAL AWAKENINGS - WAYNE CO.
 Mathilde Vandenbulke, Publisher
 PO Box 180287
 Utica, MI 48318
 ph. 313-221-9674 • fx: 212-918-1611
 NaturalAwakeningsDetroit.com.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	2/3 page vertical 4.75 x 9.75	2/3 page horizontal 7.5 x 6.25	half-page horizontal 7.5 x 4.5
half-page vertical 4.75 x 7	half-page vertical (2-cp) 3.5 x 9.75	1/3 vertical 2.25 x 9.75	1/3 horizontal 4.75 x 4.5	1/3 horizontal 7.5 x 3.25
1/4 vertical (2-cp) 3.5 x 4.5	1/4 horizontal 4.75 x 3.25	1/4 horizontal 7.5 x 2.25	1/6 vertical 2.25 x 4.75 1/6 horizontal 4.75 x 2.25	2.25 x 3.25 1/8 3.5 x 2 business card

magazine ad rates

AD RATES: Full Color / Cost Per Month

Size:	12 Months* <i>20% discount</i>	6 Months* <i>10% discount</i>	1 Month	Layout/ Design
Full Page	\$760 mo.	\$855 mo.	\$950 mo.	\$238
2/3 Page	582	654	727	180
1/2 Page	464	522	580	145
1/3 Page	324	365	405	100
1/4 Page	271	305	339	85
1/6 Page	218	245	272	68
1/8 Pg/Bus.Card	145	164	182	50

PREMIUM POSITIONING (FULL PAGE ONLY)

Inside Front	\$908	\$1022	\$1135	\$284
Page 3	940	1058	1175	294
Page 4 & 5	860	968	1075	269
Inside Back	908	1022	1135	284
Outside Back	1020	1148	1275	319

NEWS BRIEFS & COMMUNITY SPOTLIGHTS

Price by article size. See corresponding ad rates above.

CLASSIFIED AD

\$20 (up to 20 words)+ **\$1** per word over 20 words. Must be pre-paid.
Email listing, include billing contact information by 12th of month prior to publication to:
Mathilde@NaturalAwakeningsDetroit.com

CALENDAR OF EVENTS

Dated Events: \$30 for 50 words or less. Website and email addresses may be split between two lines of text.

Ongoing Events: \$25; for 30 words or less. Website and email addresses may be split between two lines of text.

Display Advertisers: 5 complimentary 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 12th of the month prior to publication to:
Mathilde@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 **\$25** per 15 minutes of design time. (Minimum charge is **\$25.**)

DEADLINES

Display ads, classifieds and calendar listings must be received by the 12th of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 12th.

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

www.NaturalAwakeningsDetroit.com



Community Resource Guide

CATEGORY NAME

YOUR BUSINESS NAME

Contact Name
Address / City
Phone / Website URL



Description: 30 words. The Community Resource Guide listings are a reference tool allowing our readers to find you when they are in need of your product or service. *Page number of your display ad here (if applicable).*

GUIDE PRICING

12 months: **\$72/month**
6 months: **\$81/month**
1 month **\$90/month**

Run with Display Ad: **\$49/month**

LISTING INCLUDES

4 name/address lines and up to a 30-word description

- Extra words in description: **\$1 each**
- Extra name/address lines: **\$4 each**
- Photo or Logo: **\$10 each**

Email your listing by the 15th of the month prior to publication to:

Mathilde@NaturalAwakeningsDetroit.com

**The Community Resource Guide -
Natural Networking
at its Best!**

advertising agreement

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

Display/Print Ad

Ad Size _____

Price/Month _____

Design _____

Resource Guide _____

Classified Ad _____

Calendar Listings _____

1st Month TOTAL _____

2nd Month – contract end _____

Contract Payment in Full 5% Discount _____

Print TOTAL _____

Payment via credit card only. We gladly accept:



Credit Card # _____

3 or 4 Digit Security Code _____ Exp ___ / ___

Name As it Appears on Credit Card: _____

Billing address for Credit Card: _____

City _____ State _____ Zip _____

\$ _____ \$ _____
One Time Charge Monthly Charge Date

Cardholder's Signature _____

Credit card charges: Your account will be billed on the 7th 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. I authorize the above charges to my credit card.

Signature _____

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

Fill in contract form. Calculate your price in the worksheet area. Email in your print-ready ad or ad copy and graphics to Mathilde@NaturalAwakeningsDetroit.com. In-house-designed ad proofs will be sent via email.

Please print this form and fax it back to: 212-918-1611
DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL.

Name _____ Date _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Email _____

Website _____

WAYNE COUNTY EDITION

Mathilde Vandembulke, Publisher

PO Box 180287

Utica, MI 48318

ph. 313-221-9674

fx. 212-918-1611

cell/text: 586-883-3045

Mathilde@

NaturalAwakeningsDetroit.com

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natural
awakenings®