

natural awakenings

MAGAZINE healthy living. healthy planet.

2012 Media Kit



Natural Awakenings Magazine Dallas Metroplex Edition

972.992.8815 Phone

972.478.0339 Fax

PO Box 140614

Irving, TX 75014

Publisher@NADallas.com

NADallas.com



natural awakenings

MAGAZINE



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.

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.

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 (70%), 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.

LET US PARTNER WITH AND HELP YOU REACH YOUR NICHE!



natural awakenings

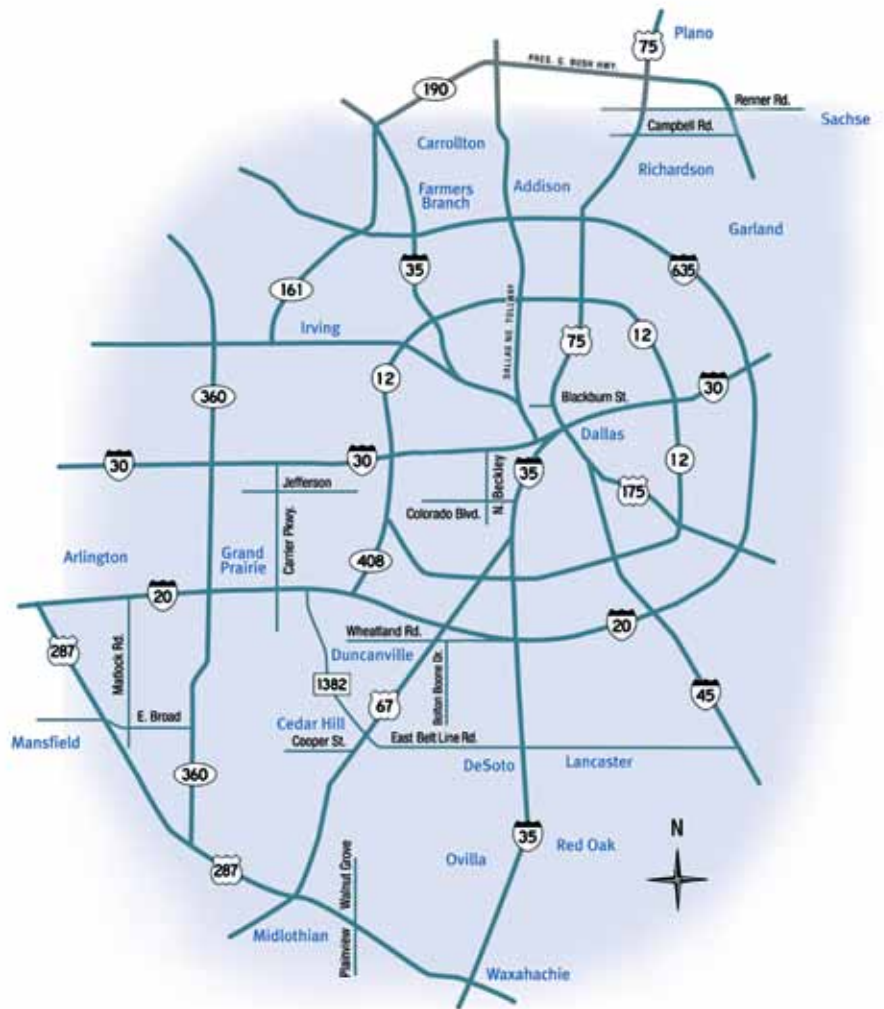
MAGAZINE

local market penetration

Serving the Dallas Metroplex and North Texas Communities, including North Dallas, Highland Park, University Park, Preston Hollow, Richardson, Coppell, Irving, Colleyville, Arlington, Cedar Hill, Lewisville, Flower Mound, Carrollton, Addison, Grapevine, Farmers Branch, Hurst-Euless-Bedford, and Southlake.

Over 50,000 Readers
and Growing!

Over 475 Distribution
Points and Growing!



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 Dallas, *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.

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 42,000 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.

editorial

FEATURE ARTICLES

Length: 250-1200 words (some articles longer)

Due on or before the 10th 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 10th 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 10th 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: Editor@NADallas.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@NADallas.com.

CONTACT US

Natural Awakenings Dallas Metroplex Edition

Bernice B. Butler, Publisher

PO Box 140614

Irving, TX 75014

ph. 972.992.8815 fx. 972.478.0339

publisher@NADallas.com

NADallas.com

NaturalAwakingsMag.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.

magazine ad rates

listings

Size:	1 Month	6 Months* <i>15% discount</i>	12 Months* <i>25% discount</i>	Design
Full Page	\$950.00	\$807.50	\$712.50	\$237.50
2/3 Page	727.00	617.95	545.25	181.75
1/2 Page	580.00	493.00	435.00	145.00
5/12 Page	520.00	442.00	390.00	130.00
1/3 Page	405.00	344.25	303.75	101.25
1/4 Page	339.00	288.15	254.25	84.75
1/6 Page	273.00	232.05	204.75	68.25
1/8 Page	199.00	169.15	149.25	49.57

PREMIUM POSITIONING

Inside Front	1155.00	981.75	866.25	288.75
Page 3	1155.00	981.75	866.25	288.75
Page 4 & 5	1075.00	913.75	806.25	268.75
Inside Back	1075.00	913.75	806.25	268.75
Outside Back	1275.00	1083.75	956.25	318.75

COMMUNITY RESOURCE GUIDE

No Display Ad	120.00	102.00	90.00
Display Advertisers	60.00	51.00	45.00

Basic listing includes: 4 items and up to 25-word description.

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

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:
Editor@NADallas.com

CALENDAR

Events Listing: **\$40/Month**; Plan ahead or Save the Date listings **\$75/month** (Up to 400 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 10th of the month prior to publication to:
Calendar@NADallas.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 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 based on consecutive month placement in *Natural Awakenings* magazine. Prices listed are per month.

www.NADallas.com

Serving the Dallas Metroplex and North Texas Communities, including North Dallas, Highland Park, University Park, Preston Hollow, Richardson, Coppell, Irving, Colleyville, Arlington, Cedar Hill, Lewisville, Flower Mound, Carrollton, Addison, Grapevine, Farmers Branch, Hurst-Euless-Bedford, Southlake and parts of Ft. Worth.

•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.



introductory online rates & specs

AVAILABLE AD TYPES

Leaderboard	728 x 90 / 30k max.
Banner	468 x 60 / 20k max.
Splash w/Advertorial	460 x 258 / 40k max.
Rectangle	300 x 250 / 35k max.
Splash Bottom Wrap	460 x 80 / 20k max.
Gallery Advertorial	150 x 150 / 15k max.
Skyscraper	160 x 600 / 20k max.
Contest Sponsor	160 x 160 / 15k max.
Page Sponsor	300 x 500 / 30k max. plus embedded video link
Video Wrap	300 x 150 / 20k max. (divided top and bottom)
Featured Video	300 x 250 (embedded from client server or YouTube-type host)
Accepted File Types:	JPG / GIF -No Sound, No Animation

ONLINE AD PRICING

1 Month	6 Months*	12 Months*
<i>Special events</i>	<i>15% discount</i>	<i>25% discount</i>
Print / Non-Print Advertisers	Print / Non-Print Advertisers	Print / Non-Print Advertisers
Leaderboard		
\$290 / 387	\$254 / 339	\$230 / 307
Banner		
260 / 347	224 / 299	200 / 267
Splash with Advertorial		
320 / 427	272 / 263	240 / 320
Rectangle		
240 / 320	204 / 272	180 / 240
Splash Bottom Wrap		
160 / 213	140 / 187	120 / 160
Gallery Advertorial		
128 / 171	110 / 147	92 / 123
Skyscraper (landing pages only)		
240 / 320	204 / 272	180 / 240
Contest Sponsor Display		
80 / 107	68 / 91	60 / 80
Featured Video		
160 / 213	140 / 187	120 / 160
Video Wrap		
160 / 213	140 / 187	120 / 160
Featured Video with Wrap		
240 / 320	204 / 272	180 / 240
Page Sponsor w/advertorials, video/GIF and multi-links		
360 / 480	306 / 408	270 / 360
Site Sponsor (Page Sponsor ad on 14 main landing pages)		
\$3,000 per month with 6-month minimum		

Options: Home Page: Add 25%
Add advertorial article with link from any display ad for \$50 per month (6-month minimum)

COMMUNITY RESOURCE GUIDE

With links to your website, photo gallery, PDF files, video, Quick Facts and more.

	6 Month	12 Month
Premium Listing	150	240
Featured Listing	200	360
Listing in National Directory (includes local)		
Premium Listing	200	320
Featured Listing	270	480

The screenshot shows the homepage of 'Your Local Edition natural awakenings'. The page features a navigation bar, a search bar, and several content sections. Callouts identify the following ad types and their specifications:

- Leaderboard:** 728 x 90 pixels (top navigation bar)
- Banner:** 468 x 60 pixels (top right)
- Splash with advertorial with advertorial link:** 460 x 258 pixels (Dr. Clement's Life Change Program)
- Rectangle:** 300 x 250 pixels (HI REA)
- Splash Bottom Wrap:** 460 x 80 pixels (EILEEN FISHER Healing Ways)
- Gallery Advertorial:** 300 x 250 pixels (EILEEN FISHER Healing Ways)
- Skyscraper:** 160 x 600 pixels (EARTH ENERGY FOR HOME)
- Contest Sponsor with advertorial link:** 160 x 160 pixels (ICANDOTIT)
- Page Sponsor Video or Slideshow Multiple Links with 2 advertorial links:** 300 x 500 pixels (ICANDOTIT)
- Featured Video with Wrap:** 300 x 65 pixels top, 300 x 85 pixels bottom (Pure Radiance)

*Pricing is based on consecutive month placements on www.NADallas.com. Prices listed are per month.

All ads that require Natural Awakenings to provide graphics or advertorial writing require first and last month's deposit upon signing to partially defray production costs. Contracts less than six months do not include ad design or advertorial writing. Any additional design or writing, or changes or revisions, are billed at \$60 per hour with \$20 minimum, payable by credit card or PayPal.

mechanical 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, JPG, PSD or PDF file. All fonts must be embedded and/or attached. Please "flatten" all files before saving. 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. Microsoft Word files are not accepted as print-ready ads. Publisher files are not accepted.
- 3) Native application files: PC InDesign files with "ALL 300 dpi files needed for remote printing." This should include the original one-page InDesign file, 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.

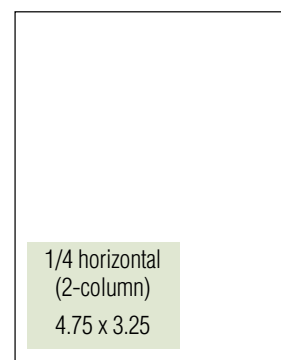
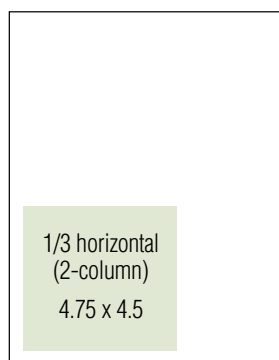
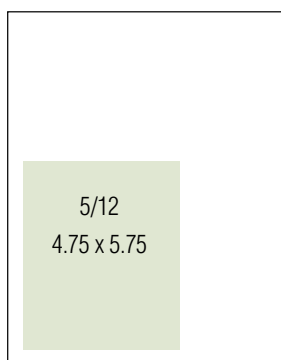
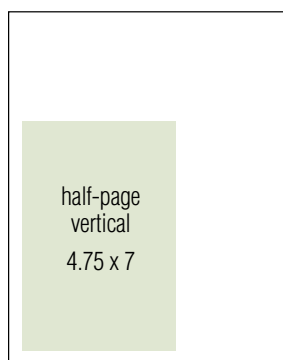
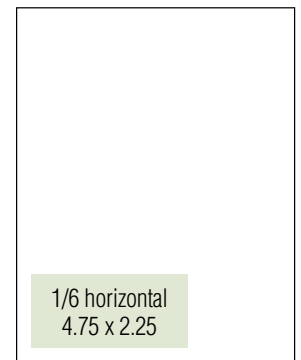
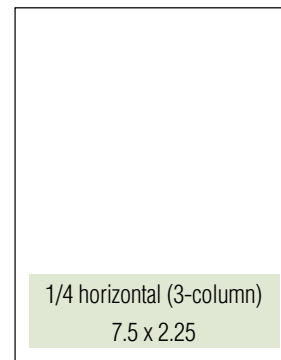
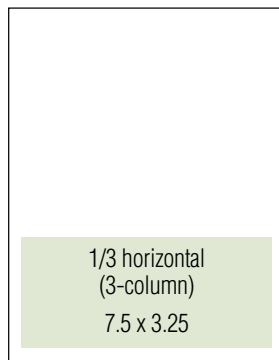
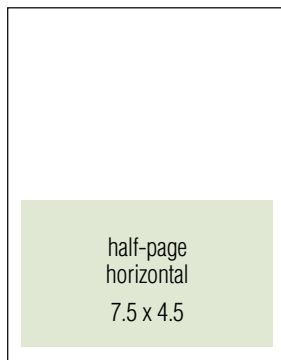
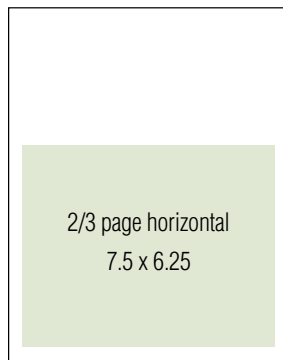
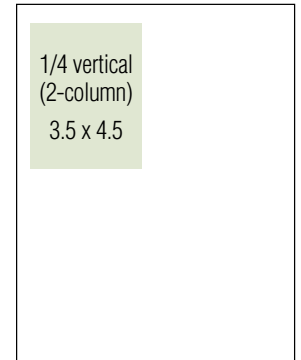
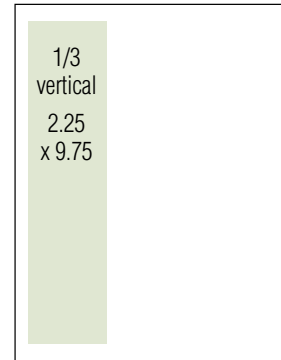
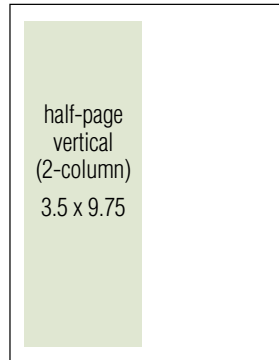
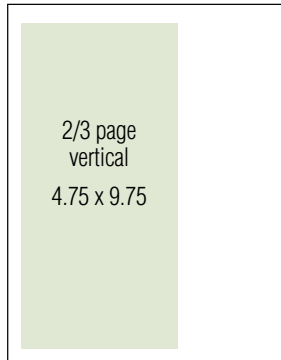
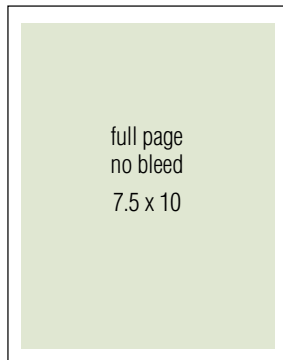
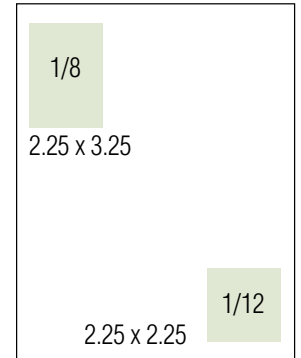
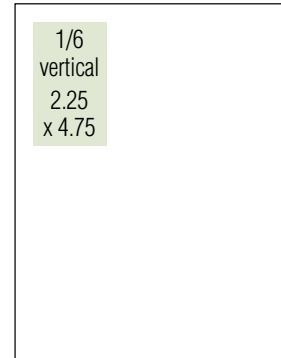
Please send all advertising files and digital graphic files to:
Editor@NADallas.com

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 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.



credit card billing authorization

Natural Awakenings Dallas Metroplex Edition

PO Box 140614
Irving, TX 75014

Publisher@NADallas.com
NADallas.com
972.992.8815

Please print this form and fax it back to us. FAX: 972.478.0339
DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL.
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 (ONLY if NAPC does not receive my payment by the 23rd of the month prior to upcoming month's issue).

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: Visa, MasterCard, American Express.

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®