

natural awakenings®

Westchester/Putnam/Dutchess NY
media kit



914.617.8750 • WakeUpNaturally.com



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 through the magazine and our website, WakeUpNaturally.com.

TARGETED DISTRIBUTION

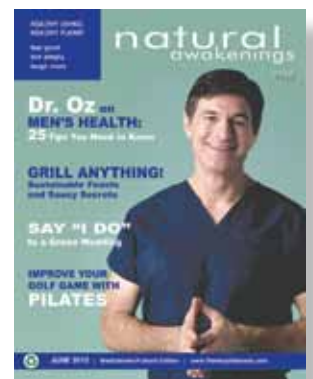
Reach our affluent, well-educated and health-conscious readers who are eagerly seeking resources that will improve their health and well-being. With wide distribution throughout Westchester and Putnam Counties, *Natural Awakenings* is picked up each month at your local health food stores, fitness centers, 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. We now offer targeted marketing throughout the Hudson Valley, the New York Metro area and beyond. To find our many locations or learn how to place your ad in other markets, call 914.617.8750. For franchising opportunities, call 239.530.1377..



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.

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.

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

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: 100 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: 100 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: WPCeditor@NaturalAwakeningsMag.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 WPCDesign@NaturalAwakeningsMag.com.

CONTACT US

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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.

editorial calendar 2014

themes

- JANUARY** health & wellness
plus: health coaches
- FEBRUARY** rethinking heart health
plus: stress relief
- MARCH** food & garden
plus: gluten-free foods
- APRIL** green living
plus: healthy home
- MAY** women's wellness
plus: bodywork
- JUNE** inspired living
plus: men's wellness
- JULY** food watch
plus: natural medicine cabinet
- AUGUST** transformative education
plus: children's health
- SEPTEMBER** conscious caretaking
plus: yoga
- OCTOBER** sustainable communities
plus: chiropractic and acupuncture
- NOVEMBER** personal empowerment
plus: beauty
- DECEMBER** awakening humanity
plus: holiday themes

marketing specials

- JAN** practitioner & healing center profiles
- FEB** therapist & counselor profiles
- MAR** nutritionist & food coach special
- APR** green business & service profiles
- MAY** bodyworker profiles
- JUN** pilates studio & instructor profiles
- JUL** chef, restaurant & farm profiles
- AUG** children services special
- SEP** yoga studio & instructor profiles
- OCT** chiropractor special
- NOV** life coach profiles
- DEC** gym & fitness center special

departments

- | | |
|-------------|----------------|
| inspiration | wisewords |
| healthykids | consciousating |
| fitbody | healthbriefs |
| greenliving | globalbriefs |
| healingways | ecotips |
| naturalpet | |



natural
awakenings

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, peace, and spiritual and personal development!

Printed on recycled paper with soy based ink, *Natural Awakenings* magazine is distributed monthly to more than 57,000 readers in more than 525+ locations throughout Westchester & Putnam Counties including Whole Foods Market, Mrs. Greens, yoga and Pilates studios, public libraries, events, festivals, and other local businesses and practitioner offices.

Integrated Marketing Tools Reach New Customers



We offer ongoing web exposure through our social media communities and visibility in various print and on-line listings, including: community calendar, community resource directory, national directory, and iPhone/iPad App. Editorial support tells your story and links from our website and digital issue bring the readers directly to you!

Let's get started! Call 914.617.8750

print 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, 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.

Photos and Graphics


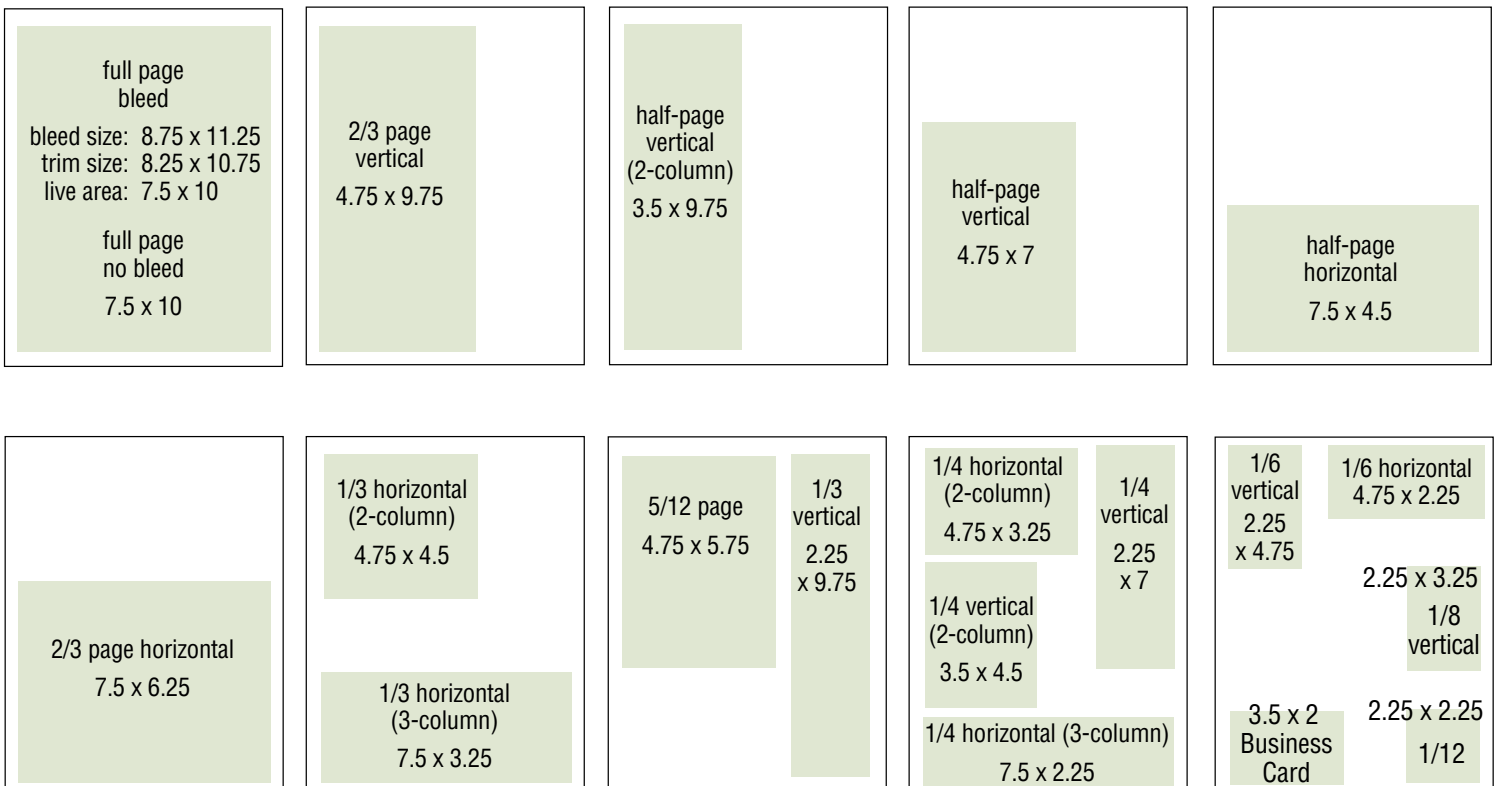
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- 2) Professionally printed photos scanned at 300 dpi. TIFF, EPS, PDF or JPG windows format accepted.
- 3) Professionally printed photos (to be scanned).
No computer-printed material or website images are accepted.

WESTCHESTER/PUTNAM NY EDITION
NATURAL AWAKENINGS
OFFICE: 914.617.8750

Please send all advertising files and digital graphic files to: WPCdesign@NaturalAwakeningsMag.com

Dana Boulanger and Marilee Burrell, Publishers
P.O. Box 313, Lincolndale, NY 10540-0313
www.WakeUpNaturally.com

online advertising

We've got you covered.

Web Ads

The best online connection for natural living in Westchester & Putnam.

Choose your Page...

- Home page - Priced 25% extra
- Natural Health
- Fit Body
- Eat Well
- Green Living
- Healthy Kids
- Inspiration
- Natural Pet
- Community
- Conscious Travel

Choose your ad size...

1 Leaderboard 728 x 90
\$149 / per month/ 12 months
\$169 / per month/ 6 months

2 Rectangle 300 x 250
\$50/ per month/ 12 months
\$57 / per month/ 6 months

3 Skyscraper* 160 x 600
\$50/ per month/ 12 months
\$57 / per month/ 6 months

*Skyscraper not available on homepage

Print advertisers receive an additional 25% discount to listed rates

Online Editorial

All of our Advertisers' Articles, Community Spotlights, News Briefs and Event Briefs that appeared in print are uploaded to our website with tags for Google searches.

Social Media

We share and tweet our Spotlights, Articles, News Briefs and Event Briefs with our fans and followers.

Visit our **ONLINE CALENDAR** to post all your events on our website for **FREE**.

The screenshot shows the homepage of www.WakeUpNaturally.com. The site features a green header with navigation links: Home, Health, Fit Body, Eat Well, Green Living, Kids, Inspiration, Pets, Community, Travel, Calendar, Directory Listings, and Advertise. The main content area is titled "Natural Health Page" and includes several sections:

- Spotlight:** A featured article titled "SunRaven A Holistic Living Sanctuary" with a photo of a couple and a "spotlight" label.
- Articles:** A list of articles including "Six-Day Health and Wellness Program Offered in Northern Catskills", "NYC Getaway Destination: Herald Square Hotel", and "SunRaven A Holistic Living Sanctuary". A label "articles" is placed over this section.
- News Briefs:** A section titled "The Way to a Man's Health is Through His Stomach" with a "news briefs" label.
- Online Directory:** A section titled "Directory Listings" with a label "Online Directory See page 10 for info on listings." and a map showing local businesses.
- Social Media:** Links to Facebook and Twitter feeds are shown on the right side of the page.
- Advertisements:** Various ads are present, including a "NEW DAY A NEW APP" for Natural Awakenings, a "Think ArtsWestchester.org" ad, and a "SUPPORT CONNECTION" ad for breast and ovarian cancer support.