

# natural awakenings

Bergen & Passaic County Edition

## 2024 MEDIA KIT

### MISSION STATEMENT

To EMPOWER individuals to live a healthier lifestyle on a healthier planet.  
To EDUCATE communities on the latest in natural health and sustainability.  
To CONNECT readers with local wellness resources & events, inspiring them to lead more balanced lives.



# NATURAL AWAKENINGS READERS

## Who Is The Natural Awakenings Reader?

We've spent the last 25-plus years serving the Lifestyles of Health and Sustainability (LOHAS) market, and we know what it takes to reach these consumers. According to our readership surveys conducted over the years, our total readership is majority **female (54%)**, and:

**88%** have been reading Natural Awakenings for at least 6 months,

**44%** purchase from our advertisers between 2 and 3 times per month,

**69%** are between the ages of **25-44**,

**81%** are college educated,

**65%** have an annual income in excess of \$65K,

**49%** purchase healthy or organic food, and

**51%** attend exercise or fitness events.

(According to a 2021 survey of our readers)



## Our Readers' TOP 5 Interests Are:

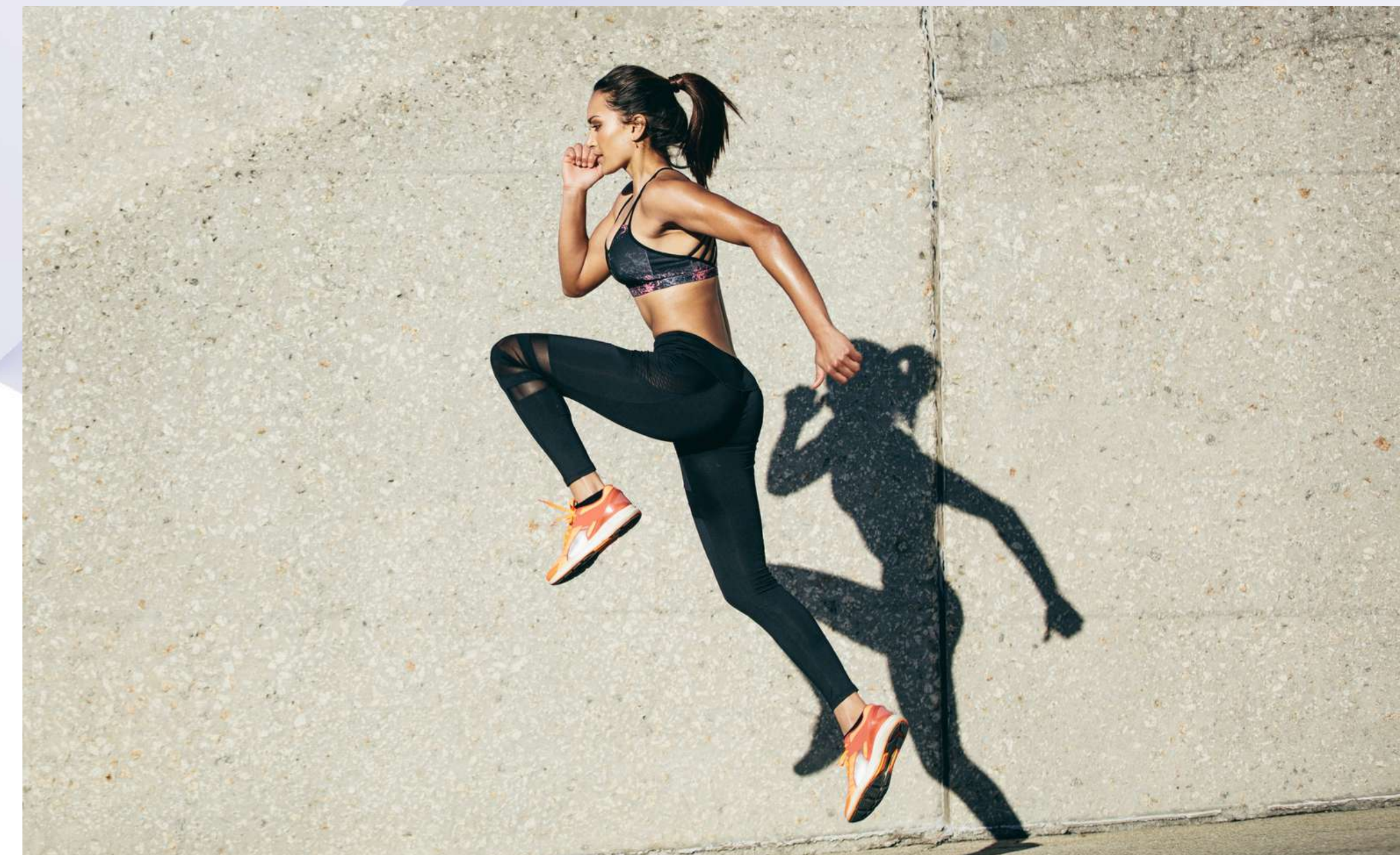
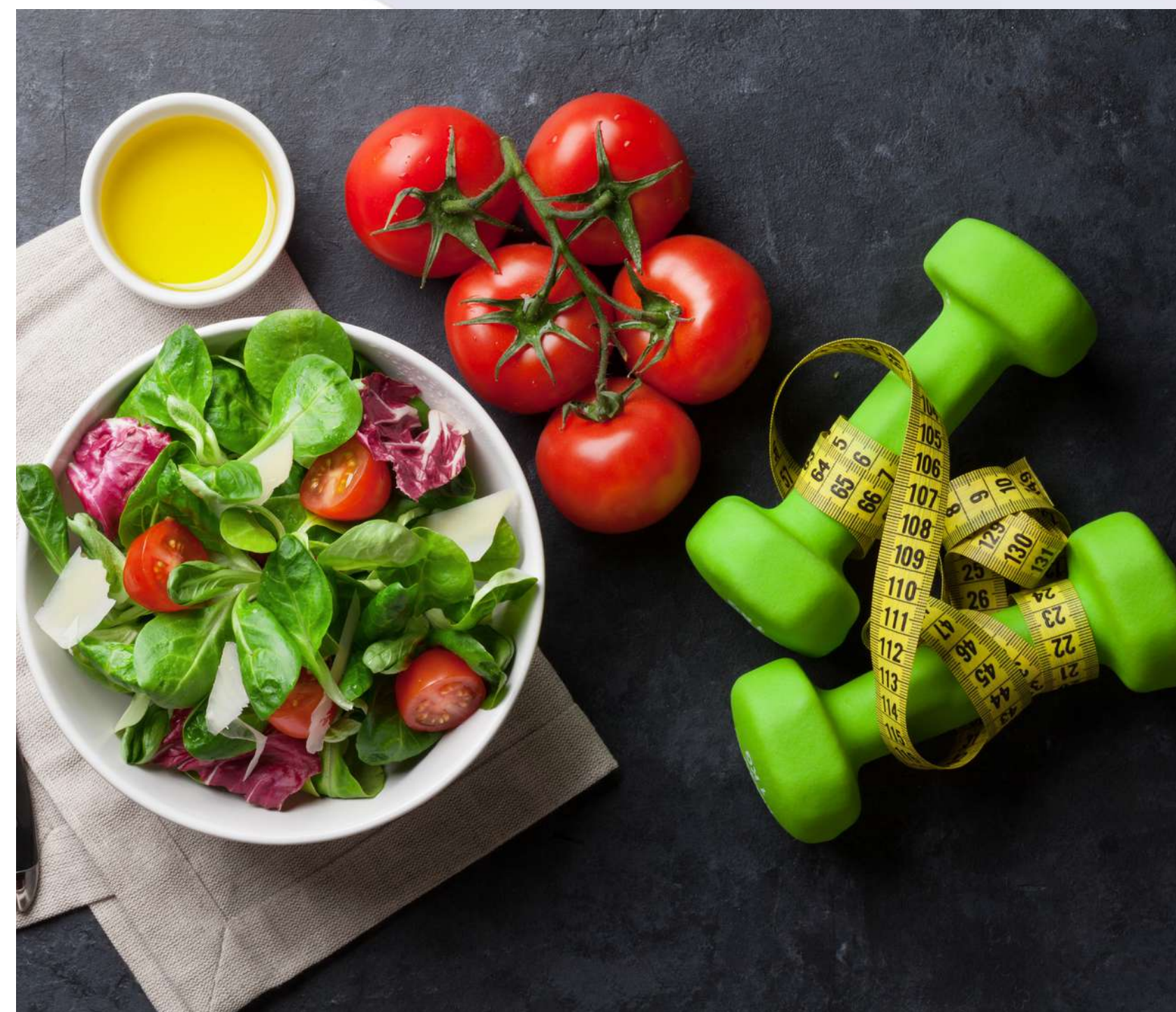
1. HEALTHY LIVING
2. COMPLEMENTARY & HOLISTIC HEALTH CARE
3. PERSONAL DEVELOPMENT
4. ECOLOGICAL LIFESTYLES
5. SUSTAINABLE ECONOMY

# DIVERSE, TARGETED DISTRIBUTION

**Reach More than 200,000 Thousand Consumers Monthly**

A free community publication, Natural Awakenings is distributed at hundreds of locations in each member city or metropolitan area, providing an unsurpassed depth of market penetration, with 900+ distribution locations. Our readers can pick us up all month at:

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





# PRINT AD SPECS

## File Preparation

Please adhere to the guidelines below when preparing files.

### PDF

- Please create PDF/X1a files; CMYK.
- Please submit/upload to:  
[Publisher@NaturalAwakeningsNnj.com](mailto:Publisher@NaturalAwakeningsNnj.com)

### File Specifications/General Guidelines

- Include/embed all fonts and artwork.
- 300 dpi for images
- CMYK only. Convert any Spot colors not intended to print into CMYK.
- All RGB elements must be converted to CMYK. Pantone Elements must be converted to CMYK. Do not use illegal characters in file names.

### Fonts

- 4 Color black type should not be used. If used, note there is a potential for registration concerns.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
- 4 Color type should not exceed 300% density.

### Document Settings

- Ads should be built at 100% trim size.
- Full Page bleed ad, extend bleed to .25" on all sides.
- Full Page bleed ad, all live content intended to print must be kept at least .375" inside trim size.

<p><b>FULL PAGE BLEED:</b> Bleed Size 8.75 x 11.25 Trim Size 8.25 x 10.75 Live Area 7.5 x 10.25</p>	<p><b>Full Page (No Bleed)</b> 7.5 x 10</p>	<p><b>2/3 Page Vertical</b> 4.875 x 9.75</p>	<p><b>1/2 Page Vertical (2cp)</b> 3.625 x 9.75</p>	<p><b>1/3 Page Vertical</b> 2.375 x 9.75</p>
<p><b>2/3 Page Horizontal</b> 7.5 x 6.25</p>	<p><b>1/2 Page Horizontal</b> 7.5 x 4.75</p>	<p><b>1/3 Page Horizontal (3-col)</b> 7.5 x 3.125</p>	<p><b>1/4 Horizontal (3-col)</b> 7.5 x 2.25</p>	
<p><b>1/2 Vertical (2-col)</b> 4.875 x 7.25</p>	<p><b>1/3 Horizontal (2-col)</b> 4.875 x 4.5</p>	<p><b>1/4 Horizontal (2-col)</b> 4.875 x 3.125</p>	<p><b>1/4 Vertical (2cp)</b> 3.625 x 4.75</p>	

No computer-printed material or website images are accepted.

# ADVERTISING PRINT AD RATES

All rates are per market, per month

## MONTHLY

Size	12 Months	6 Months	3 Month
Full Page	\$720/mo	\$800/mo	\$875/mo
2/3 Page	\$630	\$700	\$775
1/2 Page	\$475	\$500	\$540
1/3 Page	\$375	\$400	\$475
1/4 Page	\$300	\$320	\$350
BC	\$180	\$180	\$200
1/8 Page	\$120	\$140	\$160

## BUSINESS DIRECTORY

12 Months	6 Months	3 Month
\$100/mo	\$125/mo	\$140/mo

### Added Value:

12-month contract advertisers receive:

- Business Directory Listing (CRG)
- 4 news briefs (1 per quarter)
- Spotlight article (up to 750 words)
- 5 calendar listings per month

### Digital Add-Ons

12-month contract advertisers receive a discount on:

- Banner Advertising
- Email Marketing
- Website Sponsorship
- Sponsored Content

### CLASSIFIED ADS

\$25 (up to 20 words)+ \$1 per word over 20 words. Must be pre-paid. Email listing also include billing contact information

### CALENDAR OF EVENTS

Save the Date: \$85 (50 words or less)

Display Advertisers: 2 complimentary listings per month—for ad size 1/6 page or larger. Under 1/6 page and CRG Advertisers: 1 free listing per month.

### AD DESIGN AND LAYOUT

The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee is as listed. Subsequent ad design/layout changes will be billed at \$25 per 15 minutes of design time. (Minimum charge is \$25.)

### DEADLINES:

Email Listing (includes billing contact information), Display ads, classifieds and calendar listings must be delivered by the 16th of the month prior to the desired month of publication: [Publisher@NaturalAwakeningsNnj.com](mailto:Publisher@NaturalAwakeningsNnj.com). Requests for changes to existing ads also must be received via email by the 16th.

## Digital Marketing Services





# NATURAL AWAKENINGS

## 2024

### EDITORIAL CALENDAR

#### NATURAL AWAKENINGS SECTIONS

HEALTH BRIEFS | GLOBAL BRIEFS | ECO TIP | GREEN LIVING | HEALING WAYS | FIT BODY  
 CONSCIOUS EATING | HEALTHY KIDS | WISE WORDS | INSPIRATION | NATURAL PET

JANUARY  
 FEBRUARY  
 MARCH  
 APRIL  
 MAY  
 JUNE

HEALTH & WELLNESS  
 HEART-HEALTHY LIVING  
 FOOD & NUTRITION  
 ECO-TRAVEL  
 WOMEN'S WELLNESS  
 MEN'S HEALTH

JULY  
 AUGUST  
 SEPTEMBER  
 OCTOBER  
 NOVEMBER  
 DECEMBER

KEEPING IT COOL  
 FINDING YOUR TRIBE  
 EMOTIONAL HEALING  
 WHOLE BODY ALIGNMENT  
 GRATEFUL AGING  
 RECONNECT & REJUVENATE

