

natural awakenings®

HEALTHY LIVING

mediakit



Your Healthy Living 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.

TARGETED DISTRIBUTION

Reach our well-educated, health-conscious and affluent readers who are eagerly seeking resources that will improve their health and well-being. With wide distribution throughout the Madison 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 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, learn how to place your ad in other markets, or for franchising opportunities call 888-434-9392 or visit www.NaturalAwakeningsMag.com.

608-381-1223

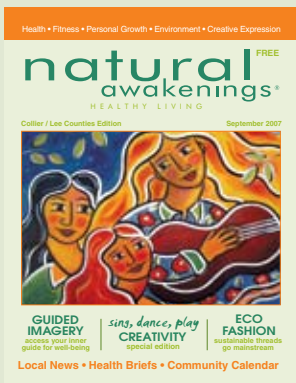
AwakeMadison.com

Madison Area Edition

editorial

Natural Awakenings Welcomes 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.



FEATURE ARTICLES

*Length: 250-1200 words (some articles longer)
Due on 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. Please include a brief biography at the end of your article.

NEWS BRIEFS

*Length: 50 to 250 words
Due on 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 third person.

HEALTH BRIEFS

*Length: 50 to 250 words
Due on 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 (e.g., 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 format:

- Email – as an attached MS Word or text file to Publisher@AwakeMadison.com

PHOTOS AND GRAPHICS

Be sure to include any photos or graphics that would enhance your feature. Submit your images in one of the following formats:

- Digital images from camera preferred. Computer prints & website graphics can not be accepted.
- Scanned professional print at 300 dpi, saved as TIFF, JPG, EPS, BMP or PDF.
- Attach graphic directly to email as a separate file (TIFF, JPG, EPS, BMP or PDF) and send to Publisher@AwakeMadison.com. Do not embed graphics in word files.

contactus

Natural Awakenings – Madison Area Edition

Phone: 608-381-1223

Fax: 1-866-447-2158

Email: Publisher@AwakeMadison.com





Community Resource Guide

Due on the 10th of the month prior to publication.

resourceguide

Basic Listing includes: **4 Items** and up to **25-word Description**

Items*

- Business or Professional Name
- Contact Name
- Address
- Phone (+ City)
- Additional Phone (Cell)
- Fax
- E-Mail Address
- Web Address

*Additional items may be included in the listing at a charge of \$4 each (per month). To include a photo or logo (choose one), add \$10 per month. Professional license numbers should be listed in this section.

Note: Cross-referencing a display ad is free of charge, i.e., See ad page ##.

Description: Up to 25 free words. Additional words may be added at \$1 per word.

Listing Cost: \$90
15% discount w/ 6-month contract: \$76.50
25% discount w/ 12-month contract: \$67.50

DISPLAY ADVERTISERS—
50% off Listing Cost: \$45

To Submit Your Listing: Specify a category. Type in plain text format: No *italics*, **bold face**, underlined or UPPERCASE styles are used in the listing description. Words are counted as any set of letter/numbers separated by a hyphen or a slash.

SAMPLE LISTING with ITEMS and PHOTO added

PUBLICATIONS

NATURAL AWAKENINGS

Danelle Pretasky, Publisher
Po Box 165
Tomahawk, WI 54487
Phone: 608-381-1223
Fax: 1-866-447-2158
Publisher@AwakeMadison.com
AwakeMadison.com



A monthly publication dedicated to providing health-conscious individuals with insights and information to improve the quality of life physically, mentally, emotionally and spiritually. 15,000 free copies are distributed at over 300 locations. See ad page 36.

32 words (32- 25 words = 7 extra words x \$1.00) = \$7
4 extra items @ \$4 each = \$16; photo @ \$10 = \$10

Listing Cost: \$90 [+ \$7.00 + \$16 + \$10] = \$123.00
15% discount w/ 6 month contract
\$76.50 [+ \$7.00 + \$16 + \$10] = \$109.50
25% discount w/ 12 mo. contract
\$67.50 [+ \$7 + \$16 + \$10] = \$100.50

DISPLAY ADVERTISERS - 50% off Listing Cost:
\$45 [+ \$7 + \$16 + \$10] = \$78.00

My ad in Natural Awakenings has more than paid for itself. It has also been very helpful for clients attending my classes. Natural Awakenings is the only advertising we do. The exposure and circulation is great. Thank you!

—C.W., Oil Lady Aromatherapy

Natural Awakenings is a professionally recognized publication that has provided me and many of my clients with an opportunity where we can successfully advertise and gain exposure through the many forms of promotion that the magazine has to offer. My client base and exposure to the local marketplace has greatly expanded due to the support of the creative and professional Natural Awakenings staff. Thank you for your invaluable service!

—Patricia Varley, MHSA
Professional Speaker
Business and Personal Coach

Calendar of Events

Due on the 10th of the month prior to publication.

calendar

Must be resubmitted each month. Email to: Calendar@AwakeMadison.com.

The calendar is a wonderful resource for filling your workshops and events. There is a nominal charge per listing for this service.

(Display advertisers receive 5 free listings per month).

Ongoing Calendar

Must be resubmitted each month. Email to: Calendar@AwakeMadison.com

Classes that meet on an on-going basis are placed in this section. Submit in the same format as above, as brief as possible.

natural awakenings®

HEALTHY LIVING

ADVERTISING AGREEMENT

MADISON AREA EDITION

Danelle Pretasky, Publisher
 Po Box 165, Tomahawk WI 54487
 phone: (608) 381-1223 fax: (866) 447-2158
 email: Publisher@AwakeMadison.com

rates

Size:	1 Month	6 Month* <i>15% discount</i>	12 Month* <i>25% discount</i>	Design
Full Page	\$720.00	\$612.00	\$540.00	180.00
2/3 Page	525.00	446.25	393.75	131.25
1/2 Page	414.00	351.90	310.50	103.50
5/12 Page	370.00	314.50	277.50	92.50
1/3 Page	287.00	243.95	215.25	71.75
1/4 Page	229.00	194.65	171.75	57.25
1/6 Page	170.00	144.50	127.50	42.50
1/8 Page	130.00	110.50	97.50	32.50
Business Card	115.00	97.75	86.25	28.75
1/12 Page	97.00	82.45	72.75	24.25

Covers

Inside Front	897.00	762.45	672.75	224.25
Page 3	897.00	762.45	672.75	224.25
Page 4	830.00	705.50	622.50	207.50
Inside Back	830.00	705.50	622.50	207.50
Outside Back	999.00	849.15	749.25	249.75

Color

Full-2/3 \$125 (& covers), 1/2-5/12 \$100, 1/3-1/6 \$75, 1/8-1/12 \$50

Community Resource Guide

No Display Ad	90.00	76.50	67.50
Display Advertisers	50% off one month rate... 45.00		
___ Extra words@ \$1	___ Extra items@ \$4	___ Photo/Logo@ \$10	

Classified Ad

\$1.00 per word. Must be pre-paid. Email listing, incl. billing contact information by 10th of month prior to publication to Ads@AwakeMadison.com.

Calendar

Advertisers – up to 5 free listings. **Non-advertisers** – \$10 each for Calendar of Events listings and \$8 each for On-Going Calendar listings. Listings must be emailed to Calendar@AwakeMadison.com.

One Month Six Month Twelve Month

From ___ / ___ Through ___ / ___

Display Ad Price/Month _____

2nd Month thru
Contract End

\$ _____
Total Per Month

Design _____

Color _____

Resource Guide _____

Classified Ad _____

Calendar Listings _____

Other _____

1st Month TOTAL _____

Contract Payment In Full
5% discount

Payment via credit card only. We gladly accept:



*Must complete credit card authorization form.

Credit card charges: Your account will be billed on the 15th 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 _____

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

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.

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.

Fill in contract form. Calculate your price in the worksheet area. Email your print-ready ad or ad copy and graphics to Ads@AwakeMadison.com. Images for scanning may be mailed to the address above. 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 _____

Format for Print-Ready Ad

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

- 1) All files must be 300 dpi. Acceptable formats are: TIFF, EPS, JPG, PSD or PDF file for PC. 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 Pagemaker/InDesign as 'Press Optimized' with all fonts embedded. Microsoft Word files are not accepted as print-ready ads. Publisher files not accepted.
- 3) Native application files: PC PageMaker/InDesign files with "ALL files needed for remote printing." This should include the original one page PageMaker/InDesign file, any linked graphics and all fonts.

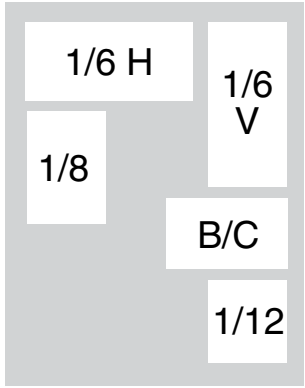
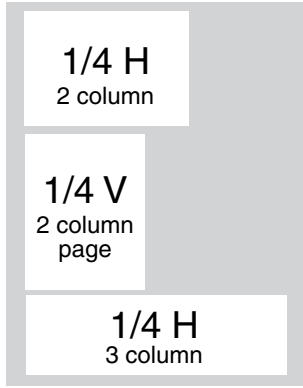
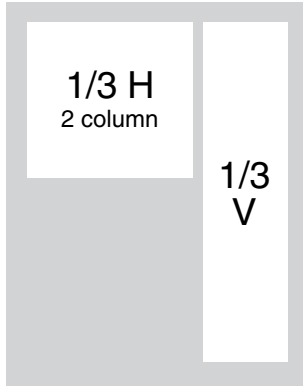
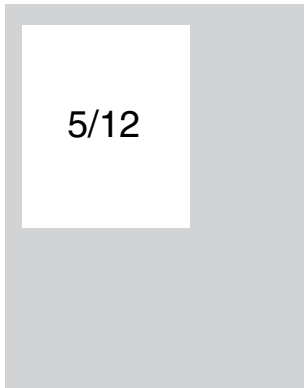
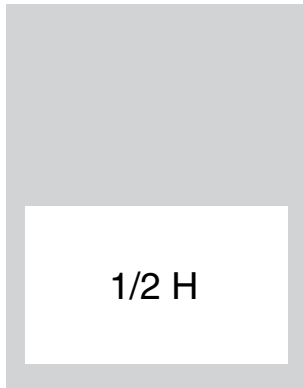
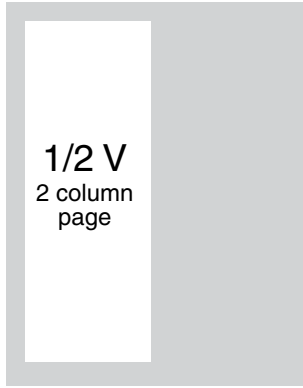
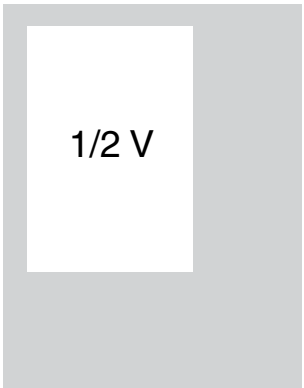
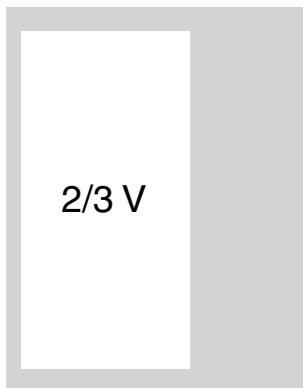
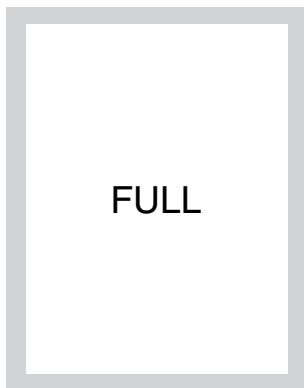
Photos and Graphics

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" is 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.

*Please send all advertising files and digital graphic files to:
Ads@AwakeMadison.com

- FULL:** 7.5 x 10
- 2/3 V:** 4.75 x 9.75
- 2/3 H:** 7.5 x 6.25
- 1/2 V:** 4.75 x 7
- 1/2 V (2cp):** 3.5 x 9.75
- 1/2 H:** 7.5 x 4.5
- 5/12:** 4.75 x 5.75
- 1/3 H (3c):** 7.5 x 3.25
- 1/3 H (2c):** 4.75 x 4.5
- 1/3 V:** 2.25 x 9.75
- 1/4 H (2c):** 4.75 x 3.25
- 1/4 H (3c):** 7.5 x 2.25
- 1/4 V (2cp):** 3.5 x 4.5
- 1/6 H:** 4.75 x 2.25
- 1/6 V:** 2.25 x 4.75
- 1/8:** 2.25 x 3.25
- B/C:** 3.5 x 2
- 1/12:** 2.25 x 2.25



**Natural Awakenings
Credit Card Billing Authorization Form**

Madison Area Edition

Po Box 165
Tomahawk, WI 54487
Publisher@AwakeMadison.com
608-381-1223

**Please print this form and fax it back to us.
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 _____

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

Natural Awakenings accepts the following credit cards: Visa and MasterCard

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)

Cardholder's Signature: _____