

HEALTHY LIVING HEALTHY PLANET

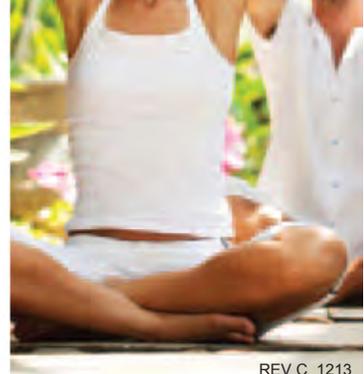
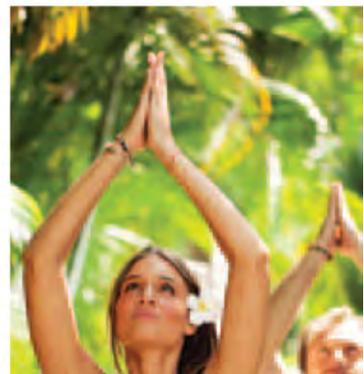
# natural awakenings

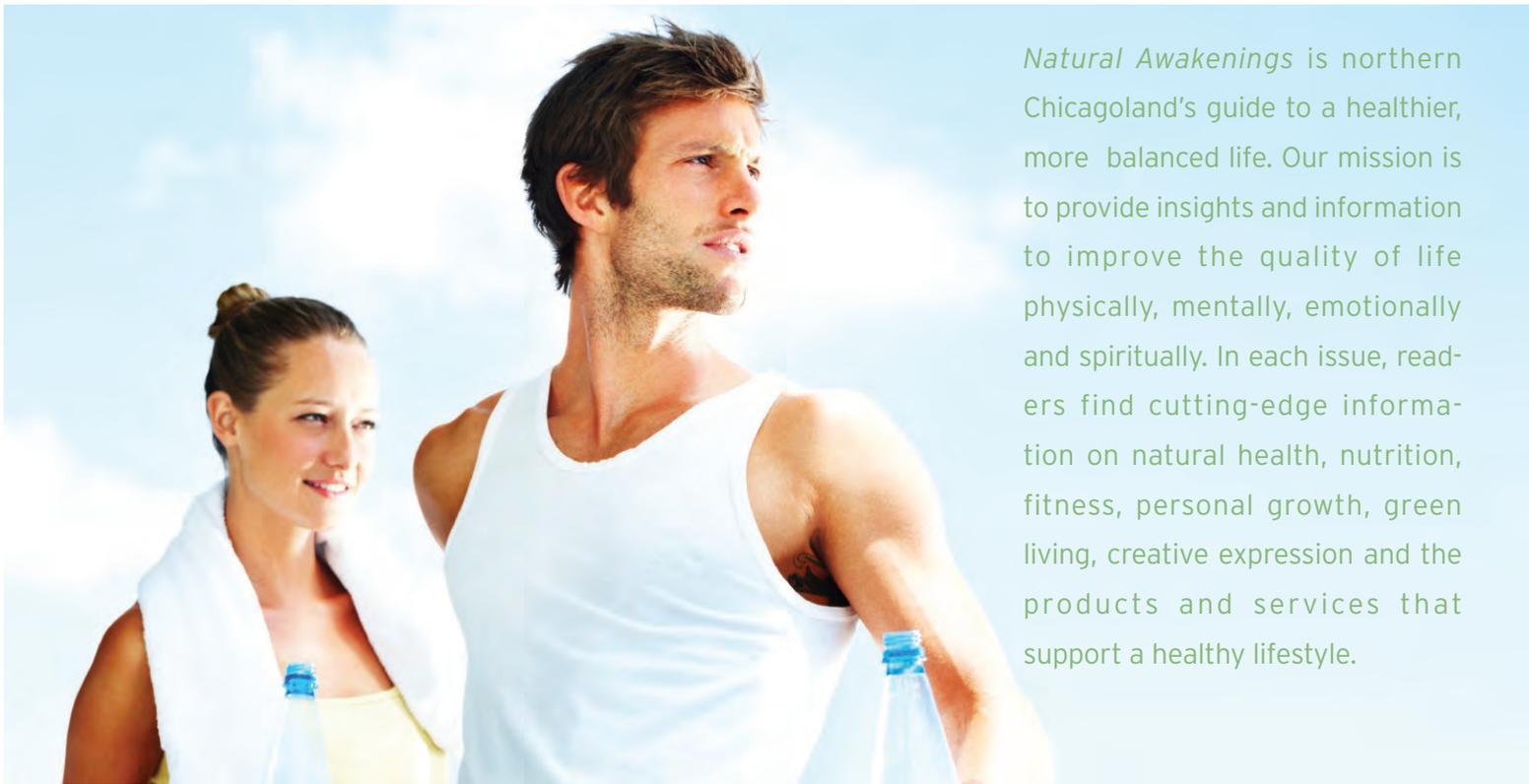
feel good • live simply • laugh more



2014 media kit

Chicago  
NAChicagoNorth.com





*Natural Awakenings* is northern Chicagoland's 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, [NACHicagoNorth.com](http://NACHicagoNorth.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 unsurpassed depth of distribution throughout Lake and northern Cook 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. Online advertising is also available on [NACHicagoNorth.com](http://NACHicagoNorth.com) to expand your marketing reach and supplement your print advertising.

## 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 distribution locations in Northern Chicagoland and beyond, call 847.858.3697. 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 70K.
- 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.

# editorial

## NEWS BRIEFS

Length: 100-200 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: 100-200 words

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

- All original editorial must be in editable digital format. No faxed, printed, or PDF submissions will be accepted.
- Editorial submissions should be submitted online at [Submit.NAChicagoNorth.com/CHI/Submissions](http://Submit.NAChicagoNorth.com/CHI/Submissions). 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, *not* promotional. Unfortunately we cannot guarantee that all submissions will be published. Publication is based upon a number of factors including topic, quality of writing, and space availability. See complete guidelines on [NAChicagoNorth.com](http://NAChicagoNorth.com) (click "Submit Editorial" at very top of page).

## PHOTOS AND GRAPHICS

Be sure to include any photos or graphics in 300dpi .jpg format, as an email attachment.

## CALENDAR LISTINGS

Magazine listings due the 10th of the month prior to publication, Website listings can be submitted at any time.

The Calendar is a wonderful resource for filling your workshops and events - in the magazine and on [NAChicagoNorth.com](http://NAChicagoNorth.com). Display advertisers receive 5 free listings/month and CRG advertisers receive 2 free/month - in the magazine and website calendars (which need to be submitted separately due to their different formats). Distribution sites receive 1 free listing/month in the magazine and online as a token of thanks for their support. 5 free maximum/month. For guidelines and to submit Calendar listings, visit [NAChicagoNorth.com](http://NAChicagoNorth.com) (click "Submit Calendar" at very top of page).

## EDITORIAL CALENDAR 2014

### themes

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

Becoming part of Natural Awakenings provided me with the perfect audience for my message as a practitioner—and brought me new clients! It's been GREAT! No "convincing" the people who call to make an appointment with me...they are READY!

~ René S. Barasch,  
Certified Digestive Health Specialist

# advertiser benefits

## REACH OUR HIGHLY TARGETED AUDIENCE THROUGH A VARIETY OF EXPOSURE

Whether you choose to advertise with *Natural Awakenings* using a display ad, a Community Resource Directory listing, or online advertising, that's just the beginning. Our advertisers receive many additional benefits, FREE of charge, offering unbeatable value:

- presence online at NACHicagoNorth.com
- presence in our monthly digital magazine - your ad links directly to your website
- presence in editorial with News Briefs and articles about you and your business (magazine and online)
- presence in our community calendar to promote your special events (magazine and online)
- social networking for your business - we connect your business and events with our friends on Facebook and Twitter
- ongoing special offers - exclusively to our advertisers

## WHEREVER WE GO, YOU GO

When there's a Body/Mind/Spirit fair, Green Living expo, or related conference in the area, you can bet we'll be there - probably as a sponsor!

# 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.

# reach our readers



## The Chicago Area's Multimedia Resource for Healthy Living

### IN PRINT



### ONLINE



### MOBILE



- 20,000+ copies are distributed monthly in Lake and northern Cook counties
- Distribution includes the entire northern portion of Chicago
- The digital version of our magazine, which is a mirror copy of our print magazine, features live links and is emailed to our digital subscribers each month
- NACHicagoNorth.com features content and local editorial from our print magazine on our website which is translatable into every language and searchable by google internationally
- Natural Awakenings shares content and supports our advertisers through our social media sites, Facebook, Twitter and LinkedIn
- The Natural Awakenings iPhone & iPad app is a free download at Apples iTunes store and serves as a resource to our readers on the go
- The Natural Awakenings app has a National Directory of healthy living services for those seeking services to support a vibrant lifestyle
- Listing your business on the Natural Awakenings Directory will allow readers from anywhere in the US to locate your services, complete with directions



# print ad rates

# online rates

Price per month, billed monthly

Size:	12 Months* <i>25% discount</i>	6 Months* <i>15% discount</i>	1 Month	Design <i>(if needed)</i>
Full Page	\$838	933	1075	200
2/3 Page	670	743	852	150
1/2 Page	535	593	680	150
5/12 Page	490	542	620	150
1/3 Page	360	419	480	75
1/4 Page	329	363	414	75
1/6 Page	280	307	348	50
1/8 Page	199	219	249	50
Business Card	187	205	232	35

## PREMIUM POSITIONING

Inside Front	964	1073	1236	200
Page 3	1006	1120	1290	200
Page 4 & 5	922	1026	1183	200
Centerfold Spread 2 pgs	2250	2550	3000	300
Inside Back	922	1026	1183	200
Outside Back	1089	1213	1398	200

## COMMUNITY RESOURCE GUIDE (CRG) 6 MONTH MINIMUM

(heading, 4 line contact, 50 words, photo)  
 6 mos. \$86.50 12 mos. \$77.50 Advertiser \$49 (6 or 12 mos.)  
 \_\_\_\_ Extra words \$1 ea. \_\_\_\_ Add'l items \$4 ea.

## CALENDAR LISTINGS

**Advertisers** – up to 5 free listings. **CRG Advertisers** – up to 2 free listings.  
**Distribution Sites** – 1 free listing.  
**Non-advertisers** – \$20 each for Calendar of Events listings and \$10 each for On-Going Calendar listings. Listings must be emailed by 10th of month prior to publication to Editor@NACHicagoNorth.com.

## SAVE THE DATE AND MARK YOUR CALENDAR ADS

Promote special events and future events with a highlighted listing.  
 \$30 for events costing less than \$100  
 \$50 for events costing \$100-\$299  
 \$70 for events costing \$300 and over

## CLASSIFIED LISTINGS

\$1/word, minimum three lines (25 words). Must be pre-paid. Email listing, incl. billing contact information by 10th of month prior to publication to Editor@NACHicagoNorth.com. Three month minimum.

## PRINT AD DESIGN AND LAYOUT

We do not build design services into our ad prices, as we've found that most of our advertisers do not require the service. If needed, initial ad design/layout fees are listed above. Subsequent ad design/layout changes will be billed at \$20 per 15 minutes of design time. (Minimum charge is \$20.)

## DEADLINES

Ad, CRG, and Classified deadline is 10th of the month. Requests for changes to existing ads also must be received via email by the 10th. Magazine calendar deadline is 10th of the month. Website calendar listings may be entered at any time.

\* Pricing is based on consecutive month placement in *Natural Awakenings* magazine.

## AVAILABLE AD TYPES

Leaderboard	728 x 90 pixels
Rectangle	300 x 250
Featured Video	300 x 250
1/2 Rectangle	300 x 125
Square	125 x 125

## ONLINE PRICING (per month)

**PRINT ADVERTISERS RECEIVE AN ADD'L 25% OFF PRICES LISTED!**

Design fee \$50 for ads less than 6 months

## 12 Months\* 6 Months\* 1 Month

	<i>25% discount</i>	<i>15% discount</i>	
Leaderboard	<b>\$267</b>	<b>275</b>	<b>313</b>
Rectangle	<b>194</b>	<b>221</b>	<b>259</b>
Featured Video	<b>194</b>	<b>221</b>	<b>259</b>
1/2 Rectangle	<b>105</b>	<b>115</b>	<b>135</b>
Square	<b>58</b>	<b>64</b>	<b>75</b>

\* 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.

## ONLINE RESOURCE GUIDE UPGRADE OPTIONS

With links to your website, photo gallery, Quick Facts, unlimited word count, and more. Featured Listings appear at the top of search results with other Featured Listings, and include video and file attachments. **(Prices are 1-time charge):**

	12 Months	6 Months
Premium Listing	<b>240</b>	<b>150</b>
Featured Listing	<b>360</b>	<b>200</b>

## E-NEWSLETTER

	12 Months* <i>25% discount</i>	6 Months* <i>15% discount</i>	1 Month
Left Column Ad 160 x 322 pixels	<b>38</b>	<b>43</b>	<b>50</b>
Inline ad 445 x 250 pixels	<b>110</b>	<b>125</b>	<b>150</b>

# special packages

## PREMIUM AD PACKAGES

### Premium Ad Package 1

- Full page ad (magazine) – 6 mos.
- 1/2 page ad (magazine) – 6 mos.
- 1 Community Spotlight Article
- 4 News or Health Briefs
- 5 Calendar Listings per month
- Splash Ad or Video (website) – 12 mos.
- E-newsletter ad – 12 mos.
- Community Resource Guide listing (magazine & website) – 12 mos.
- 1 Full length article (800 words)

**12 monthly payments of \$711**

### Premium Ad Package 2

- Full page ad (magazine) – 2 mos.
- 1/2 page ad (magazine) – 10 mos.
- 1 Community Spotlight Article
- 4 News or Health Briefs
- 5 Calendar Listings per month
- Splash Ad or Video (website) – 12 mos.
- E-newsletter ad – 12 mos.
- Community Resource Guide listing (magazine & website) – 12 mos.
- 1 Full length article (800 words)

**12 monthly payments of \$607**

### Premium Ad Package 3

- Full page ad (magazine) – 2 mos.
- 1/2 page ad (magazine) – 4 mos.
- 1/4 page ad (magazine) – 6 mos.
- 1 Community Spotlight Article
- 4 News or Health Briefs
- 5 Calendar Listings per month
- Splash Ad or Video (website) – 12 mos.
- E-newsletter ad – 12 mos.
- Community Resource Guide listing (magazine & website) – 12 mos.
- 1 Full length article (800 words)

**12 monthly payments of \$501**

### Premium Ad Package 4

- Full page ad (magazine) – 2 mos.
- 1/3 page ad (magazine) – 10 mos.
- 1 Community Spotlight Article
- 4 News or Health Briefs
- 5 Calendar Listings per month
- Splash Ad or Video (website) – 12 mos.
- E-newsletter ad – 12 mos.
- Community Resource Guide listing (magazine & website) – 12 mos.
- 1 Full length article (800 words)

**12 monthly payments of \$473**

## DELUXE AD PACKAGES

### Deluxe Ad Package 5

- Full page ad (magazine) – 1 mo.
- 1/2 page ad (magazine) – 3 mos.
- 1/4 page ad (magazine) – 8 mos.
- 4 News or Health Briefs
- 5 Calendar listings per mo. (magazine & website)
- Gallery Advertorial ad (website) – 12 mos.
- Community Resource Guide listing (magazine & website) – 12 mos.
- 1 Short length article (400 words)

**12 monthly payments of \$501**

### Deluxe Ad Package 6

- 1/2 page ad (magazine) – 6 mos.
- 1/4 page ad (magazine) – 6 mos.
- 2 News or Health Briefs
- 5 Calendar listings per mo. (magazine & website)
- Gallery Advertorial or Contest Sponsor (website) – 12 mos.
- Community Resource Guide listing (magazine & website) – 12 mos.
- 1 Short length article (400 words)

**12 monthly payments of \$434**

### Deluxe Ad Package 7

- 1/2 page ad (magazine) – 2 mos.
- 1/3 page ad (magazine) – 4 mos.
- 1/4 page ad (magazine) – 6 mos.
- 2 News or Health Briefs
- 5 Calendar listings per mo. (magazine & website)
- Gallery Advertorial or Contest Sponsor (website) – 12 mos.
- Community Resource Guide listing (magazine & website) – 12 mos.
- 1 Short length article (400 words)

**12 monthly payments of \$382**

### Deluxe Ad Package 8

- 1/2 page ad (magazine) – 2 mos.
- 1/4 page ad (magazine) – 4 mos.
- 1/6 page ad (magazine) – 6 mos.
- 2 News or Health Briefs
- 5 Calendar listings per mo. (magazine & website)
- Gallery Advertorial or Contest Sponsor (website) – 12 mos.
- Community Resource Guide listing (magazine & website) – 12 mos.
- 1 Short length article (400 words)

**12 monthly payments of \$340**

## INTEGRATED ADVERTISING PACKAGES - PRINT & ONLINE

*All ad packages are 12-month programs*

Our Advertising Packages offer our best value and most impactful combination of print and online, incorporating *Natural Awakenings* magazine, NACHicagoNorth.com, and maximum editorial exposure. Included in your advertising package is:

- Discounted ad rates that will maximize your budget effectiveness and give you more exposure to our targeted audience
- Community Resource Guide listings - in print and online - are a reference tool allowing our readers to easily find you when they are in need of your services
- Value-added editorial content that highlights your company, products and services and showcases you as a leading authority in the community
- Editorial and proofing services and if needed, discounted ad design services are available for an added fee.

## EVENT AD PACKAGES

### Event Ad Package 1

- Full page ad (magazine) – 1 mo.
- 1/2 page ad (magazine) – 2 mos.
- 1 Event Spotlight
- 1 News Brief
- 1 Calendar listings per mo. (magazine & website)
- Rectangle or Skyscraper \*25/month per add'l web page (website) – 3 mos.
- 1 Email newsletter spot – 1 mo.

**3 monthly payments of \$885**

### Event Ad Package 2

- 1/2 page ad (magazine) – 1 mo.
- 1/4 page ad (magazine) – 2 mos.
- 1 Event Spotlight
- 1 News Brief
- 1 Calendar listings per mo. (magazine & website)
- Rectangle or Skyscraper \*25/month per add'l web page (website) – 3 mos.
- 1 Email newsletter spot – 1 mo.

**3 monthly payments of \$537**

# print specs

## 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

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) unretouched "right out of the camera" are preferred.
- 2) Professionally printed photos scanned at 300 dpi. JPG windows format accepted.
- 3) Professionally printed photos (to be scanned).

**No computer-printed material or website images are accepted.**

**CHICAGO NORTH & NORTH SHORE EDITION**  
*NATURAL AWAKENINGS*  
 ph: 847.858.3697  
**Send all ads & graphics to:**  
**Editor@NACHicagoNorth.com**



<p>full page no bleed 7.5 x 10</p> <p>full page bleed Bleed size: 8.75 x 11.25 Trim Size: 8.25 x 10.75 Live Area: 7.5 x 10.25</p>	<p>2/3 page vertical 4.75 x 9.75</p>	<p>2/3 page horizontal 7.5 x 6.25</p>	<p>half-page vertical (2-column) 3.5 x 9.75</p>	<p>half-page vertical 4.75 x 7</p>
<p>half-page horizontal 7.5 x 4.5</p>	<p>1/3 horizontal (3-column) 7.5 x 3.25</p>	<p>1/3 vertical 2.25 x 9.75</p>	<p>1/3 horizontal (2-column) 4.75 x 4.5</p>	<p>5/12 4.75 x 5.75</p>
<p>1/4 horizontal (3-column) 7.5 x 2.25</p>	<p>1/4 vertical (2-column) 3.5 x 4.5</p>	<p>1/4 horizontal (2-column) 4.75 x 3.25</p>	<p>1/6 vertical 2.25 x 4.75</p>	<p>1/8 2.25 x 3.25</p>
			<p>1/6 horizontal 4.75 x 2.25</p>	<p>business card 3.5 x 2</p>

# advertising agreement

Contract Length:  12 Month  6 Months  1 Months From \_\_\_ / \_\_\_ Through \_\_\_ / \_\_\_

## A. Display/Print Ad

Ad Size \_\_\_\_\_ Resource Directory \$ \_\_\_\_\_  
 Price/Month \$ \_\_\_\_\_ Classified \$ \_\_\_\_\_  
 Subtotal \$ \_\_\_\_\_

## B. Online Ad

Ad Type \_\_\_\_\_  
 Price/Month \$ \_\_\_\_\_ Email Ad \$ \_\_\_\_\_  
 Premium Listing \$ \_\_\_\_\_ Featured Listing \$ \_\_\_\_\_  
 Less Print Advertiser 25% discount \$ \_\_\_\_\_  
 Subtotal \$ \_\_\_\_\_

## C. Integrated Ad Packages

Premium Package 1  Deluxe Package 5  
 Premium Package 2  Deluxe Package 6  
 Premium Package 3  Deluxe Package 7  
 Premium Package 4  Deluxe Package 8  
 Event Package 1  Event Package 2  
 Package TOTAL \$ \_\_\_\_\_

## D. Design or Writing Fees (1st Month only) - only if needed

Print Ad Design \$ \_\_\_\_\_ Online Ad Design\* \$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

\* Online design & writing fees apply only to contracts for less than 6 months, or for subsequent design or writing updates after the initial design. (Initial design and writing fees are included in the price of 12 and 6 month contracts).

## Total of All Ad Placements

1st Month  
**GRAND TOTAL \$** \_\_\_\_\_  
 This includes Design/Writing Fees if applicable.  
 Add boxes A through D

Upfront Payment in Full  
 5% discount \$ \_\_\_\_\_  
 (only applies to 6 and 12 month contracts)

2nd Month through Contract End  
**GRAND TOTAL \$** \_\_\_\_\_  
 Add boxes A through C

\*Pricing is based on consecutive month placement in *Natural Awakenings* magazine or NACHicagoNorth.com.

\*Signature \_\_\_\_\_

Fill in contract form. **Calculate** your price in the worksheet area. **Email** in your print-ready ad or ad copy and graphics to Editor@NACHicagoNorth.com

Name \_\_\_\_\_ Date \_\_\_\_\_  
 Business Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Ph (\_\_\_\_\_) \_\_\_\_\_ Cell (\_\_\_\_\_) \_\_\_\_\_  
 Email \_\_\_\_\_  
 Website \_\_\_\_\_

### Payment via credit card only. We gladly accept:

 MasterCard   Visa   AmEx

\*Must complete credit card authorization form.

**Credit card charges:** Your account will be billed around 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. 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. Sign above.**

I authorize *Natural Awakenings* to bill the card listed below as specified:

Amount \$ \_\_\_\_\_ Frequency:  Monthly  One Time  
 Credit Card # \_\_\_\_\_ Exp.: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_  
 \_\_\_\_\_

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 Name (if different from above): \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_