



natural awakenings®

healthy living. healthy planet.

What is Natural Awakenings?

Natural Awakening is a free monthly publication *targeted specifically* to Chicago, north/northwest suburban Cook County and Lake County, and we are all about healthy and sustainable living (mind, body and spirit). We distribute in almost 900 locations in the area and continue to expand, reaching more about 60,000 readers each month through our printed magazine. We also publish our digital e-zine to more than 7,000 readers, as well as maintaining a robust website at www.NAChicagoNorth.com. We also maintain a Facebook page and tweet regularly.

Our readership is primarily women 25-55, in middle to higher income brackets, who are interested in healthier and greener living for themselves and their families.

NA Chicago North & North Shore is part of a larger family of Natural Awakenings magazines that are in almost 90 markets in the US and Puerto Rico. The first magazine was published in 1996 in Naples, FL, and it has been growing ever since. And, Naples is still publishing! We combine great national content with timely local articles to inform and educate our readers about ways they can enhance their lives and the planet in a variety of ways. We work closely with our advertisers and distributors, as well as the community, to include local practitioners and business owners in many articles (either as an author or a contributor). We also feature free news briefs about local businesses as well as calendar listings. We are the go-to resource in Lake and northern Cook counties for all things related to healthy and sustainable lifestyles.

We distribute free in these four ways:

Print – distribution is 26,000 copies per month, delivered to almost 900 locations and street boxes in northern Cook and Lake counties, including Chicago. We estimate 2.46 readers per copy, or more than 60,000 targeted readers. Our largest concentrations of copies and distribution points are in Chicago proper, Rogers Park, Evanston, Highland Park, Northbrook, Glenview, Grayslake, Libertyville and Schaumburg. We are in 11 Whole Foods Markets and 5 Sunset stores, as well as food and produce stores, natural health stores, libraries, park districts, yoga and Pilates studios, workout facilities, restaurants and coffee shops, retail locations, garden centers and many more. We promote through several local chambers of commerce.

Electronic – We deliver a monthly e-zine to more than 7,000 people, which grows steadily each month.

Print subscriptions are available – limited distribution because this is a free publication readily available in the area

Website – includes all Google-searchable articles in web format, online Community Resource that includes all print advertiser basic listings, and link to digital version of the magazine. Web advertising is available as well.