

HEALTHY LIVING
HEALTHY PLANET

feel good
live simply
laugh more

natural awakenings



NEW HAVEN / MIDDLESEX COUNTIES

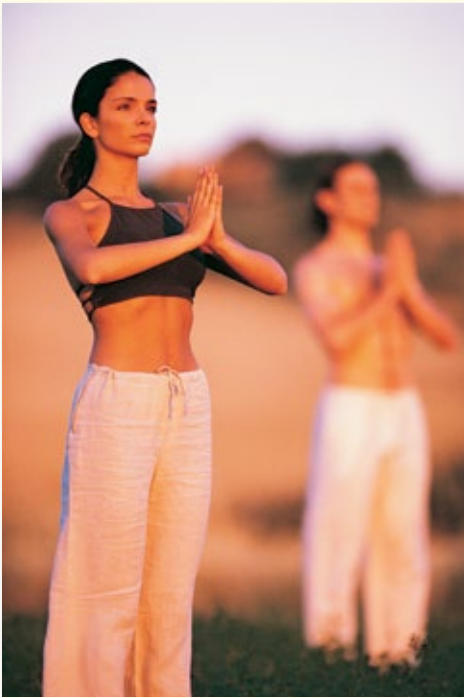
media kit

2012

NaturalNewHaven.com



natural awakenings



Your Healthy Living + Healthy Planet Magazine

Natural Awakenings is your guide to a healthier, more balanced life. Our mission is to provide insights and information that help readers 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 helpful tools to assist our readers on their personal path to wellness. We feature articles by both nationally known authors and local leaders. Additionally, we announce news and events that are happening in our community — and around the globe.

Targeted Readership

Natural Awakenings advertisers have a unique opportunity to 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 New Haven and Middlesex counties, Natural Awakenings is picked up each month at local health food stores, spas/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 their issues and use them for ongoing reference.

Why Our Readers Always Choose Natural Awakenings!

Natural Awakenings magazine inspires as well as informs, with cutting edge articles and local, national and global content. In addition to the area news briefs, calendar listings, and advertisements, local content includes feature articles and a range of Natural Awakenings spotlights showcasing regional professionals who offer myriad avenues to healthful, pleasurable living. You can find current and archived editions online at NaturalNewHaven.com, *Issues and Articles* (then click on “local articles” for specific Connecticut-focused feature articles, or on a specific magazine icon to view the entire archived edition).

Natural Awakenings can tell YOUR story! Ask us about additional ways you can feature your products and/or services (such as a free news brief or other editorial content). Natural Awakenings magazine is the perfect forum for introducing, educating and informing tens of thousands of local readers (your current and potential customers) about ways your business is special and can help meet their needs for a more balanced life.

Feature Articles

Length: 250-1100 words

Due on or before the 1st of the month (one month prior to publication).

Article submissions sent for consideration should be written in layman's terms (accessible to both novice and professional) and impart information in a manner that is more factual than advertorial. Submissions for consideration should include a brief biography. Email editorial as an attached MS Word or text file to Editor@naturalnewhaven.com for review and publication consideration. Please view editorial guidelines online at our website.*

Local Business Spotlight

Length: 250 to 850 words

This opportunity to showcase your business is available only to Natural Awakenings Advertisers. This fantastic spot gives you premium exposure to share the benefits readers can expect from your services and/or products.

News Briefs

Length: 50 to 250 words

Due on or before the 1st of the month (one 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. To submit your news brief and view our editorial guidelines please go to the *Get Involved* page on our website.*

Calendar Listings

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

The Calendar is a wonderful resource for filling your workshops and events. Calendar guidelines can be viewed on the *Get Involved* page of our website.* Please submit your calendar listings online by clicking the *Events Calendar* button on our website home page. Calendar listings are \$15 each for non-advertisers. As added value for your marketing dollars, advertisers are eligible for 2-5 free calendar listings with each month of their ad contract. For information see the advertising rate form on page 4 of this media kit.

Let Us Help You Create Advertising that Works

We aim to help our readers get to know your business, so we encourage multi-faceted participation when you advertise with us. You will receive opportunities for greater exposure with potential appearances throughout the magazine (*ads, complimentary monthly calendar listings, a free news brief, feature article potential or business spotlight article, web exposure*) during the course of each year. This "value added" aspect of advertising makes our already-comparable prices unbeatable.



* NaturalNewHaven.com

natural awakenings™

healthy living. healthy planet

ADVERTISING CONTRACT

ad rates

Size:	Price per month, payable monthly			
	12 Month 25% discount	6 Month 15% discount	1 Month	Design* (one time fee)
	b/w / color	b/w / color	b/w / color	
Business Card	87 112	98 123	115 140	29
1/8 Page	98 128	111 141	130 160	33
1/6 Page	128 168	145 185	170 210	43
1/4 Page	172 232	195 255	229 289	58
1/3 Page	216 286	244 314	287 357	72
1/2 Page	311 411	352 452	414 514	104
2/3 Page	394 504	447 557	525 635	132
Full Page	540 660	612 732	720 840	180

Color Premier Positions

Inside Front	798	888	1022	180
Page 3	753	843	977	180
Page 4	703	786	910	180
Inside Back	748	831	955	180
Outside Back	875	975	1124	180

Community Resource Guide (CRG) 3 month minimum

with display ad: 12 mos - \$35 6 mos - \$40 3 mos - \$45

without display ad: 12 mos - \$69 6 mos - \$79 3 mos - \$89

Based on basic listing of 400 characters & spaces. Photo/logo included.

Charge per extra character & space = \$.15 (12 mos.) \$.17 (6 mos) \$.20 (3 mos)

Classified Ad

\$15 minimum (up to 300 characters & spaces). \$0.05 per extra character & space (over 300). Submit listing via website at: NaturalNewHaven.com.

Mark Your Calendar Ads (MYC)

\$70 for up to 400 characters and spaces and \$.15 for each additional character & space (over 400).

Calendar Listings

\$15 each. Display advertisers (1/6 pg or larger): 5 free. 1/8 pg, BC, CRG and MYC advertisers: 2 free. CRG advertisers with BC or larger display ad: 5 free. Submit listings via NaturalNewHaven.com by the 10th (all other ad types above by the 12th).

NEW HAVEN & MIDDLESEX COUNTIES

P.O. Box 525 North Branford, CT 06471

Phone 917-414-1371

Fax 203-488-8523

maureen@naturalnewhaven.com

Contract Number of Months _____

From Issue ___ / ___ Through ___ / ___
mo. yr. mo. yr.

Size _____ Display Ad Price/Month _____

Ad Design _____

Color _____

CRG Ad _____

Classified Ad _____

Calendar Listings _____

Mark Your Calendar Ad _____

Ad Package _____

Resource Directory (see website for prices) _____

NAN Provider (1st year free) _____

1st Month TOTAL _____

2nd Month thru
Contract End
\$ _____
Total Per Month

Payment via credit card only. We gladly accept:

Visa Mastercard Amex Discover

*Must complete credit card authorization form. First ad will not appear in print until **after** first month has been billed.

Credit card charges: Your account will be billed prior to publication. Broken contracts: Unearned discounts and administrative fee of 25% of your monthly rate will apply. 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 allow the credit card on file with Natural Awakenings to be charged in full each month per this contract.

Signature _____

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

Fill in contract form. Calculate your price in the worksheet above.

Fax completed contract to **203.488.8523**. Thank you!

Name _____ Date _____

Business Name _____

Billing Address _____

City _____ State _____ Zip _____

Telephone () _____ Cell Phone () _____

Fax () _____

Email _____ Website _____

Ad Design Charge*

The contract rates listed are for finished ads. Should design work be needed, add the one-time design charge. Subsequent changes to ads are subject to a re-design fee.

Deadlines

To hold ad space, contracts must be faxed to **203.488.8523** by the **12th** of the month **prior** to the issue in which the ad is to appear. Submit any changes to an existing ad by the **12th** to: **Ads@naturalnewhaven.com**.

Natural Awakenings
Credit Card Billing Authorization Form

New Haven & Middlesex Counties

P.O. Box 525

North Branford, CT 06471

Ads@naturalnewhaven.com

Billing Phone: 203.988.1808 • Billing Fax: 203.488.8523

Please print this form and fax it back to us.

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, MasterCard, American Express, Discover.

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)

4 Digit Code for AmEx _____ (on front of card)

Cardholder's Signature: _____

Telephone: _____ Alternate Phone: _____

FOR SECURITY PURPOSES
PLEASE DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL.

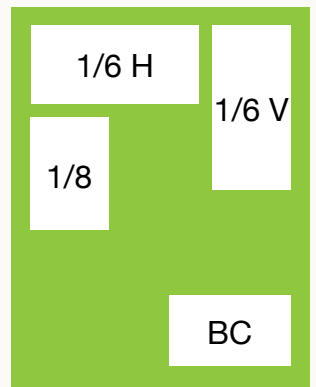
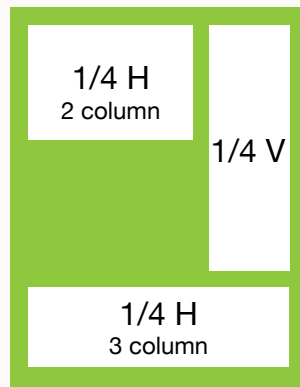
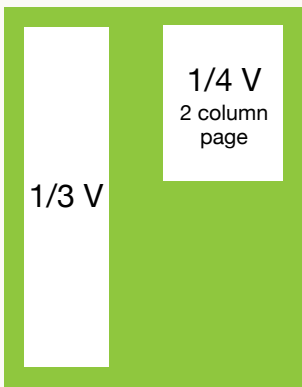
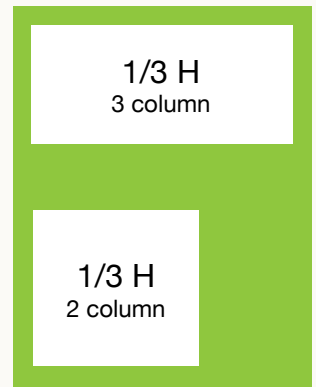
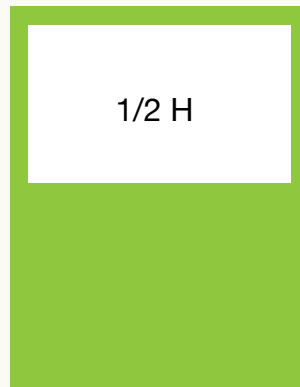
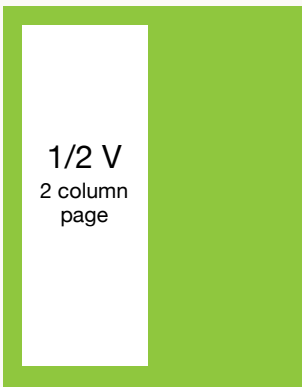
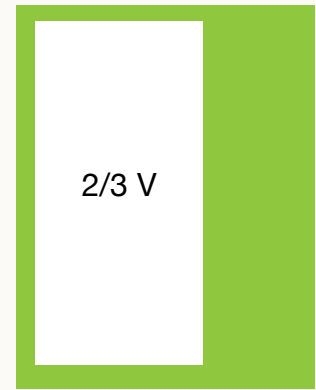
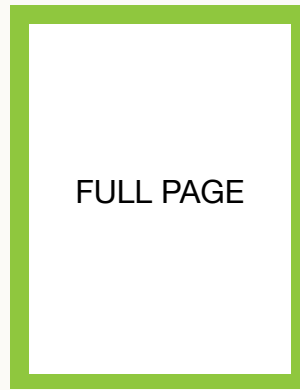
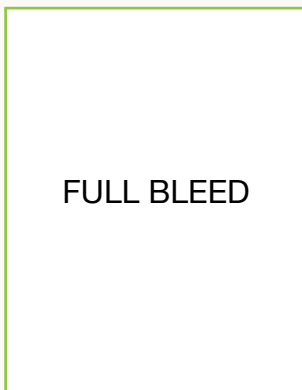
Acceptable Format for Camera Ready Ads

If you are providing camera-ready copy the ad must be submitted as a 300 dpi/resolution, CMYK color or Grayscale, press-optimized .pdf file with all fonts embedded. Please email files to ads@NaturalNewHaven.com with subject header that reads: Natural Awakenings Ad.

Photos and Graphics

Include any photos or graphics in one of the following formats. Please email files to ads@NaturalNewHaven.com.

- High-quality photos (to be scanned), no computer-printed material
- High-quality photos scanned at 300 dpi and saved as .pdf, .jpg (.jpeg), .tiff or .eps
- High resolution, unaltered images straight from a digital camera



Ad Dimensions

in Inches

Full Bleed: 8.75 x 11.25

Full Page: 7.5 x 10

2/3 V: 4.75 x 9.75

1/2 H: 7.5 x 4.5

1/2 V (2cp): 3.5 x 9.75

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 V (2cp): 3.5 x 4.5

1/4 H (3c): 7.5 x 2.25

1/4 V: 2.25 x 7

1/6 H: 4.75 x 2.25

1/6 V: 2.25 x 4.75

1/8 V: 2.25 x 3.25

Business Card (BC): 3.5 x 2

January
health and wellness
plus: weight loss

February
healthy mind
plus: relationships

March
food & garden
plus: Kids education & summer camps

April
green living
plus: earth day

May
women's wellness
plus: aging beautifully

June
healthy escapes
plus: men's wellness

July
simple summer
plus: natural foods

August
family health
plus: natural pet

September
creativity
plus: yoga

October
environment
plus: chiropractic

November
passion & purpose
plus: energy boosts

December
awakening humanity
plus: holiday themes

Departments

healthbriefs

globalbriefs

inspiration

healthykids

consciousating

greenliving

healingways

naturalpet

wisewords

fitbody



expand your business **now**

Reach a target audience interested in a healthy, natural lifestyle. If you're a green, healthy, sustainable, conscious or socially responsible organization, we want to work with you — and FOR you!



Natural Awakenings has been serving, educating and informing New Haven and Middlesex counties communities since 2006. Local advertisers like you offer readers (in print and online) the ability to easily find exactly what they are searching for. Your outreach success is only enhanced by the rich variety of articles and information encouraging well-being and the support of local community/economy.

Who is the Natural Awakenings reader?

According to audits conducted by the CVC,* our readership is:

- 70% female.
- 80% purchase products or services from ads seen in Natural Awakenings.
- More than 51% have household incomes of more than \$50,000.
- 72% are between the ages of 25 and 54.
- Natural Awakenings Magazine rated higher over TV, radio, internet and other print publications as the #1 source for their health-related information.

* Circulation Verification Council (CVC) is an independent, third-party reporting audit company, which audits thousands of publications nationwide with a combined circulation of more than 55 million.

What are some of the many benefits of advertising with Natural Awakenings?

- Presence in America's #1 Free Healthy Living / Healthy Planet magazine.
- The magazine's unique coverage and wide exposure reaches more than 40,000 readers in this region, your target audience of health and eco-conscious consumers.
- The chance to reach readers at several hundred (and growing!) different distribution locations throughout New Haven and Middlesex counties.
- Appearance in print, which also includes between 2-5 complimentary calendar listings (a savings between \$30-75) with each month of your contract, as well as opportunities for enhanced exposure through news briefs and/or articles about you and your business.
- Ongoing online presence at NaturalNewHaven.com, including the digital magazine (current and archived editions include hyperlinks to your website if included in your ad content), which is also emailed monthly to over 700 subscribers.
- Potential for further enhancing outreach with postings on Facebook.com/NaturalNewHavenPage.

Where can Natural Awakenings be found each month?

As a free community publication, Natural Awakenings is distributed in businesses and community spaces, where loyal readers go each month to pick up their copy:

- | | | |
|-------------------------------------|----------------------------|------------------------|
| • Health food stores and markets | • Vitamin and herb shops | • Recreational centers |
| • Food co-ops | • Fitness centers | • Retail stores |
| • Holistic clinics and centers | • Book stores | • Public libraries |
| • Practitioner offices | • Spas and retreat centers | • News stands |
| • Schools and educational centers | • Gift shops | • And many others |
| • Restaurants, cafés & coffee shops | • Non-profit organizations | |

Natural Awakenings readers keep our magazine as a guide to finding local events, practitioners, products and/or services.

call to schedule your free marketing consultation **today!**

natural
awakenings
NEW HAVEN / MIDDLESEX

Gail Heard, Publisher
P.O. Box 525 North Branford, CT 06471
203.988.1808 • Fax 203.488.8523
Gail@NaturalNewHaven.com

