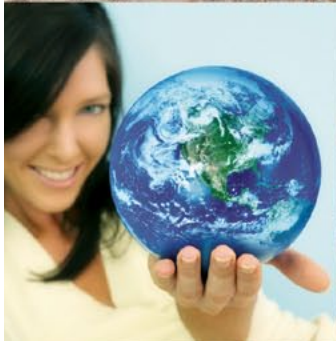
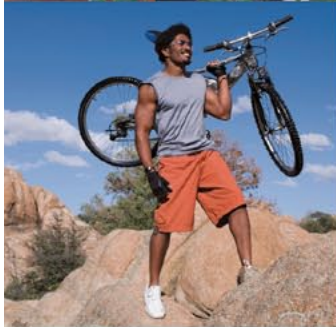
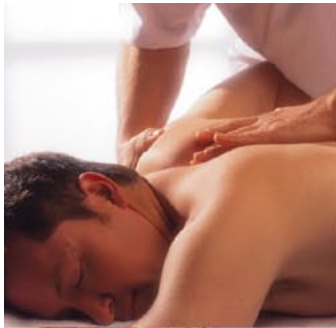


natural awakenings®

media kit



590-869-4361 • Inland Northwest

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.

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 wide distribution throughout the Greater Inland Northwest, including Spokane, Coeur d'Alene and the surrounding 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 tell us they keep and refer back to their issues.

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.

WHO IS THE NATURAL AWAKENINGS READER?

According to audits conducted by the CVC Verification Council, our readership is overwhelmingly female (75%), and:

- 80% purchase products or services from ads seen in *Natural Awakenings*.
- Over 51% have an annual household income of more than 50K.
- 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.



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.

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 or learn how to place your ad in other markets, call 239.434.9392. For franchising opportunities, call 239.530.1377 or visit www.NaturalAwakeningsMag.com.

healthy planet



UNSURPASSED LOCAL MARKET PENETRATION

As a free community publication, we're distributed in hundreds of locations in each franchise city or metropolitan area for an unsurpassed depth of market penetration of more than 42,000 distribution locations. *Natural Awakenings* readers are intensely loyal; our list of distribution points is broad and numbers in the hundreds in every area.

Our readers can pick us up all month at:

- Health Food Stores/Markets
- Food Co-ops
- Holistic Clinics/Centers
- Practitioner Offices
- Schools/Educational Centers
- Restaurants/Coffee Shops
- Public Libraries/Bookstores
- Vitamin/Herb Shops
- Fitness Centers
- Spas/Retreat Centers
- Retail Stores/ Gift Shops
- Nonprofit Organizations
- Recreational Centers
- Newsstands
- Expos/Conferences
- And many others

In fact, we're everywhere our readers visit, so we're always available. When there's a local or regional body/mind/spirit or natural living type of expo, you can bet we'll be there – probably as a sponsor! And because our community calendars are updated monthly, *Natural Awakenings* is retained as a reference and consulted often for local events and resources.

editorial

FEATURE ARTICLES

Length: 250-750 words (some articles longer)

Due on or before 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; for longer features, a copy of revisions can be faxed upon request. Please include a brief biography at the end of your article. The author of a feature-length article accepted for publication will receive a free Community Resource Guide listing that month.

NEWS BRIEFS

Length: 50 to 250 words

Due on or before 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 the third person.

HEALTH BRIEFS

Length: 50 to 250 words Due on or before 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, (examples: 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 formats:

- All editorial must be in digital format. No faxed or printed submissions will be accepted.
- Email - as an attached MS Word or text file to: Publisher@NaturalAwakeningsINW.com
- Save to a thumb drive - saved in MS Word or text format; mailed or hand-delivered.

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. Editorial content submissions are judged separately from advertising contracts.

PHOTOS AND GRAPHICS

Be sure to include any photos or graphics in one of the following formats as an email attachment. **Graphics embedded into Microsoft Word documents are not acceptable.**

- 1) Digital photos (JPG or TIFF) unretouched "right out of the camera" are 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. Submit all graphics to: Ads@NaturalAwakeningsINW.com.

CONTACT US

Natural Awakenings - Inland Northwest

Amber McKenzie, Publisher

1830 E. 10th Ave.

Spokane, WA 99202

ph. 509-869-4361 fx. 509-561-3828

Publisher@NaturalAwakeningsINW.com

NaturalAwakeningsINW.com



NATURAL AWAKENINGS WELCOMES AND ENCOURAGES 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.

ad sizes & specifications

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 or PDF file. All fonts must be embedded and/or attached. Please “flatten” all files before saving. Ensure all black text is 100% black (no rich black). Ensure all reverses and colored text are 10pt or larger, using a thick font. **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. See #1 above re: text. **Microsoft Word files are not accepted as print-ready ads. Publisher files are not accepted**
- 3) Native application files (See #1 above re: text): InDesign file to include the original one-page, inDesign file, an .idml file to ensure compatibility, and 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 or TIFF) unretouched “right out of the camera” are preferred.
- 2) Professionally printed photos scanned at 600 dpi. TIFF, EPS, PDF or JPG format accepted.

No computer-printed material or website images are accepted.

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

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INLAND NORTHWEST**
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<p>full page bleed</p> <p>bleed size: 8.75 x 11.25 trim size: 8.25 x 10.75 live area: 7.5 x 10</p>	<p>full page no bleed</p> <p>7.5 x 10</p>	<p>2/3 page vertical</p> <p>4.75 x 9.75</p>	<p>2/3 page horizontal</p> <p>7.5 x 6.25</p>	<p>half-page horizontal</p> <p>7.5 x 4.5</p>
<p>half-page vertical</p> <p>4.75 x 7</p>	<p>half-page vertical (2-cp)</p> <p>3.5 x 9.75</p>	<p>5/12</p> <p>4.75 x 5.75</p>	<p>1/3 vertical</p> <p>2.25 x 9.75</p> <p>1/3 horizontal</p> <p>4.75 x 4.5</p>	<p>1/3 horizontal</p> <p>7.5 x 3.25</p>
<p>1/4 vertical (2-cp)</p> <p>3.5 x 4.5</p>	<p>1/4 horizontal</p> <p>4.75 x 3.25</p>	<p>1/4 horizontal</p> <p>7.5 x 2.25</p>	<p>1/6 vertical</p> <p>2.25 x 4.75</p> <p>1/6 horizontal</p> <p>4.75 x 2.25</p>	<p>2.25 x 3.25</p> <p>1/8</p> <p>3.5 x 2 business card</p>

2017 editorial calendar

departments

healthbriefs
globalbriefs
ecotips
greenliving
healingways
healthykids

consciouseating
wisewords
fitbody
inspiration
naturalpet



themes

JANUARY health & wellness
 plus: affordable complementary care

FEBRUARY conscious dying
 plus: children's dental health

MARCH food sensitivities
 plus: holistic eye health

APRIL eco-yards
 plus: medical massage

MAY natural pregnancy & childbirth
 plus: women rising

JUNE chronic pain remedies
 plus: hybrid vehicles update

JULY natural detox options
 plus: true prosperity

AUGUST rethinking cancer
 plus: reframing autism

SEPTEMBER graceful aging
 plus: yoga

OCTOBER transformative travel
 plus: chiropractic

NOVEMBER diabetes prevention & reversal
 plus: silent retreats

DECEMBER uplifting humanity
 plus: holidays

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