

san diego

mediakit



Locally owned, locally produced & supporting
California's animal community . . . *naturally!*

Cutting-Edge Information

Each quarter *Natural Awakenings Healthy Pet* advertisers and writers provide the tools you need to assist you on your pet's path to wellness. We feature articles by both nationally known authors and local readers in the natural pet field. Additionally, we bring you news and events that are happening in our community and around the globe.

Target Distribution

Reach our already expansive, affluent, well-educated and health-conscious readers...pet owners who are eagerly seeking resources that will improve their health and well-being. We provide wide distribution throughout the San Diego area and Southern California. *Natural Awakenings Healthy Pet* is picked up each month at your local health food and pet stores, Veterinary clinics, book stores, libraries and other pet related business and wherever free publications are generally seen. ***Natural Awakenings Healthy Pet is everywhere!***

Cost-effective Marketing

Compare our rates — they are the most reasonable and cost-effective you will find in our market. Your ad in *Natural Awakenings Healthy Pet* works for you much longer than in daily or weekly publications — and readers tell us they 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 239-530-1377 or visit www.NaturalAwakeningsMag.com

Our mission at *Natural Awakenings Healthy Pet* is to be your guide to helping pets lead a healthier and sustainable life.

In each issue, pet owners and animal lovers will find cutting-edge, useful information and resources related to natural health, nutrition, fitness and the products and services that will support you and the readers in this region in your quest to maintain the health and well-being of our animal friends.

760-436-2343
Natural Awakenings
of San Diego

www.na-sd.com



Natural Awakenings Healthy Pet welcomes and encourages your participation!

Local articles are what helps make *Natural Awakenings Healthy Pet* a community resource for naturally healthy and sustainable living...all for our animal friends.

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.



editorial guidelines

Articles

Length: typically 450-700 words (some articles longer - inquire first)
Due on or before the 5th of the month prior to publication.

Articles featured in *Natural Awakenings Healthy Pet* cover a wide range of subjects in the areas of health, healing, 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.

Pet Briefs

Length: 50 to 250 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 Pet Briefs in third person. All Pet Briefs must be submitted on our website at www.na-sd.com. Select the "Pet" icon and follow instructions.

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@na-sd.com

Include name, business and phone number with all editorial submittals. 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 TIF) unretouched "right out of the camera" are preferred.
- 2) Professionally printed photos scanned at 300dpi and saved as TIF, EPS, PDF or JPG Windows or Mac format accepted.
- 3) Professionally printed photos (to be scanned). No computer printed material or website images are accepted. Submit all graphics to publisher@na-sd.com.

contact information

Natural Awakenings and Natural Awakenings Healthy Pet San Diego

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Encinitas, CA 92023
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publisher@na-sd.com
www.na-sd.com

Read *Natural Awakenings
Healthy Pet* Online!

Each month your content or advertising is included in our digital versions.

Stay Connected! Sign up for our email list online.

Adoption Spotlight

Due on or before the 10th of the month

The Adoption Spotlight section is designed for animal lovers who want to help save lives by helping local agencies adopt out furry companions without a forever home.

Individuals or businesses sponsor a pet for adoption and will receive credit in

adoption spotlight

that adoption spot. They may list an individual name and photo or business name, up to 3 lines of contact information and a logo. 10% of each spotlight purchased will go to the respective agency that is offering the pet for adoption — to help with overhead.



Advertising with Natural Awakenings has more than paid for itself... not only in financial terms, and in reaching out to the right type of customers. Every call that I receive from a Natural Awakenings reader, the consumer is already looking for a more holistically minded service and willing to spend the extra money on a healthier lifestyle for their pets and families. I will continue to market my pet care business with Natural Awakenings Pet and look forward to the new customers that it will attract for me.

Rebekah Peterman

Sunnybrook Farm Holistic Pet Care

www.SunnybrookFarmHolisticPetCare.com

I am very proud to join with Natural Awakenings PET to promote 100% non-aversive dog training. It's truly the perfect fit for me, my clients and the dogs I love, who deserve only the best. Join the leaders and bring your "green", holistic, organic, pet-friendly service or product to the forefront of cutting edge advertising in Natural Awakenings Healthy PET -- the first truly Green Pet publication that caters to the clients we want to reach!

Linda Michaels, MA, Natural Awakenings Healthy PET Roving Pet Reporter, showcases a variety of San Diego's best "green pet" services and products in her new column. An Animal Planet, "It's Me or the Dog" Victoria Stilwell Dog Psychologist and trainer, Michaels offers private, non-aversive, customized obedience and single-issue consulting.

www.WholisticDogTraining.com.



SAMPLE ADOPTION SPOTLIGHTS

"TABBY"



SPONSORED BY
NATURAL AWAKENINGS
P.O. Box 230934
Encinitas, CA 92023
www.na-sd.com

To Adopt Tabby call Shelter at 123-456-7890.

"HERBIE"



SPONSORED BY
NATURAL AWAKENINGS
P.O. Box 230934
Encinitas, CA 92023
www.na-sd.com

To Adopt Herbie call Shelter at 123-456-7890.

"PIERRE"



SPONSORED BY
NATURAL AWAKENINGS
P.O. Box 230934
Encinitas, CA 92023
www.na-sd.com

To Adopt Pierre call Shelter at 123-456-7890.

• Support your local shelters and pet adoption organizations.

• Advertisers: cross-referencing our display ad is available free of charge, i.e. See ad on page xx.

To Submit Your Adoption Spotlight, visit na-sd.com

Calendar Submissions

Due on or before the 10th of the month

A wonderful resource for filling your workshops and events.

Advertisers: Up to 5 Free Listings

Non-Advertisers:

- \$25 each for Calendar of Events listings
- \$10 each for OnGoing Calendar listings

Events must be submitted in the following format:

1. Title of Event:
2. Time:
3. Brief Description:
4. Admission Price:
5. Location:
6. Phone:

Must be resubmitted, via website online, each month.

To Submit Your Calendar Listings:
www.na-sd.com

community calendar

Events with admission over \$25

Mark Your Calendar

Advertisers \$50

Non-Advertisers \$75

- 50 words included
- Extra words available for \$1 each
- Websites & email addresses included

markyourcalendar

MONDAY SEPTEMBER 15

Sample Seminar or Class – 6:30-9pm. This is a sample description of a listing that can be used for Mark Your Calendar items. You can include websites and email addresses in Mark Your Calendar listings as well. For more information: 760-436-2343.

sizes&specs

ALL DIMENSIONS SHOWN ARE "WIDTH X HEIGHT"

* Business Card ads MUST be Horizontal format

* 1/8 ads MUST be Vertical format

natural awakenings

healthy pet san diego edition

Elaine Russo Gregory, Publisher/Owner

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publisher@na-sd.com • www.na-sd.com

<p>2/3 V</p> <p>4.75 x 9.75</p>	<p>1/2 V 2 column page</p> <p>3.5 x 9.75</p>	<p>1/3 V</p> <p>2.25 x 9.75</p>	<p>1/2 V</p> <p>4.75 x 7</p>
<p>7.5 x 6.25</p> <p>2/3 H</p>	<p>7.5 x 4.5</p> <p>1/2 H</p>	<p>7.5 x 3.25</p> <p>1/3 H 3 column</p>	<p>7.5 x 2.25</p> <p>1/4 H 3 column</p>
<p>FULL</p> <p>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>B/C*</p> <p>3.5 x 2 Business Card Ads MUST be Horizontal</p> <p>1/3 H 2 column 4.75 x 4.5</p>	<p>1/4 H 2 column 4.75 x 3.25</p> <p>3.5 x 4.5</p> <p>1/4 V 2 column page</p>	<p>1/6 H 4.75 x 2.25</p> <p>2.25 x 4.75</p> <p>1/6 V</p> <p>1/8* 2.25 x 3.25</p>

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: PRESS-READY PDF files.
All fonts must be embedded and/or attached. Please "flatten" all files before saving.
- 2) Adobe Acrobat® PDF file, distilled from Pagemaker/InDesign as 'Press Optimized' with all fonts embedded and make sure to **export with LIVE LINKS** to ensure hyperlink to your website is accessible in the online version of the magazine.
- 3) Native application files are not accepted.

MICROSOFT WORD, PUBLISHER, or POWERPOINT files ARE NOT ACCEPTED.

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: publisher@na-sd.com**