

# natural awakenings®

healthy living. healthy planet.

mediakit



## Your Healthy Living Magazine

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.



### 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 all San Diego, 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.

### REGIONAL MARKETS

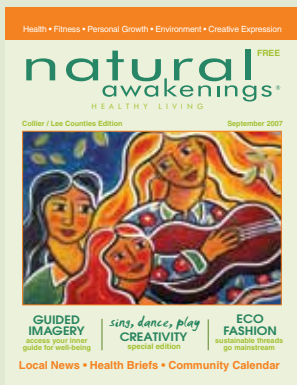
Advertise your products or services in multiple markets! Natural Awakenings Publishing Corp. is a growing, franchised family of locally owned magazines, serving communities since 1994. To find our many locations, learn how to place your ad in other markets, call 760-436-2343. For franchising opportunities call 239-530-1377 or visit [www.NaturalAwakeningsMag.com](http://www.NaturalAwakeningsMag.com).

**760-436-2343**  
**Natural Awakenings**  
**San Diego**

## editorial

# 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.*



### FEATURE ARTICLES

*Length: 250-1200 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 / KUDOS

*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 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. Submission via website is preferred. 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 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. Submit all graphics to publisher@na-sd.com.

## contactus

### Natural Awakenings – San Diego Edition

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publisher@na-sd.com  
www. na-sd.com





## Community Resource Guide

Due on or before the 10th of the month

resourceguide

Basic Listing includes: (Choose 4 Items and up to 25-word Description)

### Items\*

- Business or Professional Name
- Contact Name
- Address
- Phone (+ City)
- Additional Phone (Cell)
- Fax
- E-Mail Address
- Web Address

\*Additional items can be included in the listing at a charge of \$4 each (per month). Professional license numbers are listed in this section.

Note: Cross-referencing a display ad is free of charge, i.e., See ad page XX.

**Description:** Up to 25 free words. Additional words may be added at \$1 per word.

### SAMPLE BASIC LISTING

#### PUBLICATIONS

##### NATURAL AWAKENINGS

Elaine Russo Gregory, Publisher/Owner  
PO BOX 230934  
Encinitas, CA 92023 • www.na-sd.com

*A monthly publication dedicated to providing health-conscious individuals with insights and information to improve the quality of life physically, mentally, emotionally and spiritually.*

#### To Submit Your Listing Online:

There are two categories of advertising on our website. To be in the print magazine, choose Print. For an online listing, choose Online. You can submit to both kinds.

You will need to sign up for an account, prior to submitting. This is easily and quickly done, and then you can just follow the form to submit your listing.

We recommend that you type your listing in a Word or text document, prior to submitting online. You can cut and paste quickly. Words are counted as any set of letter/numbers separated by a space, hyphen or a slash.

[www.NA-SD.com](http://www.NA-SD.com)

### SAMPLE LISTING with ITEMS and PHOTO added

#### PUBLICATIONS

##### NATURAL AWAKENINGS

Elaine Russo Gregory, Publisher/Owner  
PO BOX 230934  
Encinitas, CA 92023  
ph. 760-436-2343 fx. 760-652-4859  
publisher@na-sd.com  
www.na-sd.com



*A monthly publication dedicated to providing health-conscious individuals with insights and information to improve the quality of life physically, mentally, emotionally and spiritually. 25,000 FREE copies are distributed throughout San Diego County.*

#### Basic Monthly Listing Rates:

These rates are for PRE-PAID submissions only.

Listing Type	6 Month	12 Month
Without Display Ad	\$650	\$1,000

#### Display Advertisers

with 12 month contract	\$500
Add Photo	\$60

Monthly payment option for all advertisers (includes photo)	\$125.	\$110
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## Calendar Events *submit to [www.na-sd.com](http://www.na-sd.com)*

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

**Submit online, each month.**

**Advertisers:** Up to 5 Free Listings **Distribution Sites:** 2 Free Listings

**Non-Advertisers:** The magazine features three types of calendar listings:

EVENTS CALENDAR For one-time event listings. \$30 per listing.

ONGOING CALENDAR For regular classes, meetings, etc., that occur on an ongoing basis. \$10 per listing.

PLAN-AHEAD For events taking place in future months. \$25 per listing.

## Ongoing Calendar- Online Only

Classes and other events that meet on an on-going basis are online only. These listings are free to the advertiser. Sign in, and follow the instructions online.

calendar

*My ad in Natural Awakenings has more than paid for itself.*

*It has also been very helpful for clients attending my classes. Natural Awakenings is the*

*only advertising we do. The exposure and circulation is great. Thank you!*

—C.W., Oil Lady Aromatherapy

*Natural Awakenings is a professionally recognized publication that has provided me and many of my clients with an opportunity where we can successfully advertise and gain exposure through the many forms of promotion that the magazine has to offer. My client base and exposure to the local marketplace has greatly expanded due to the support of the creative and professional Natural Awakenings staff. Thank you for your invaluable service!*

—Patricia Varley, MHSA  
Professional Speaker