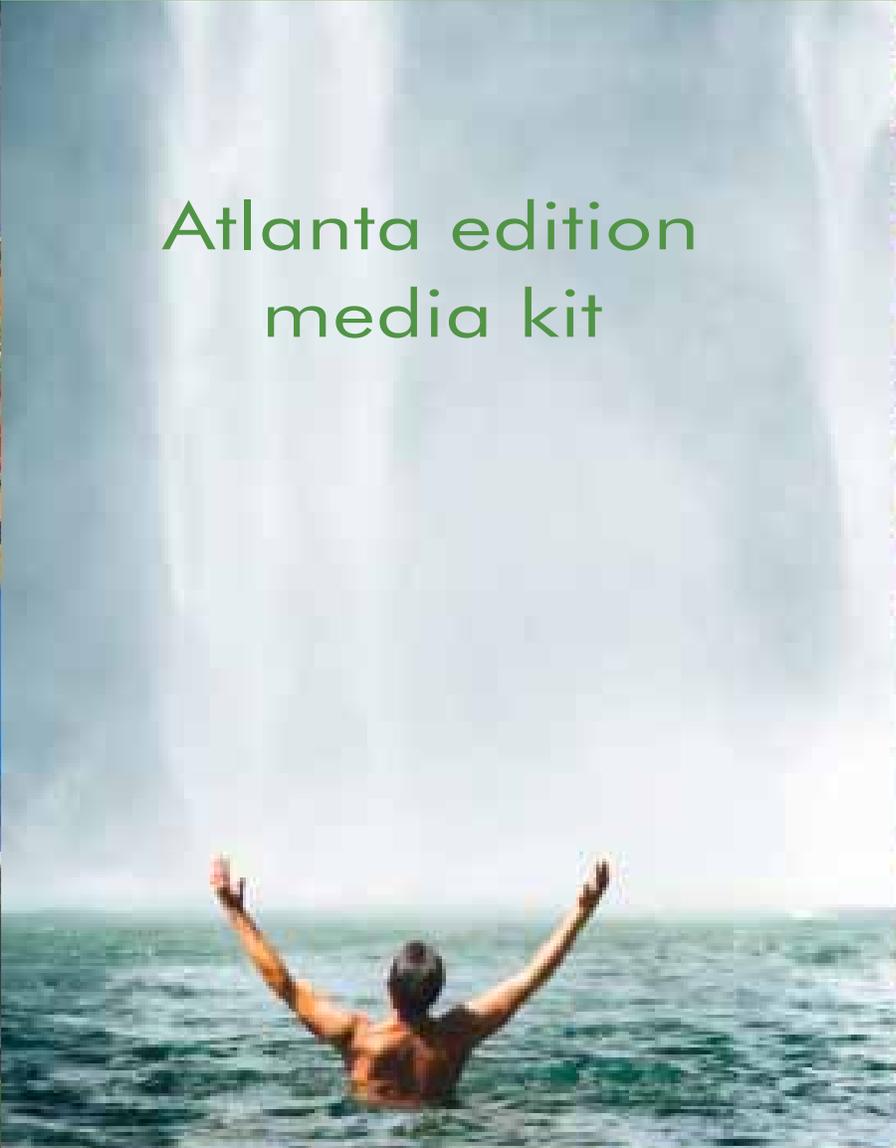




natural awakenings



Atlanta edition media kit



E-mail: ads@naAtlanta.com • Phone: 404-474-2423



WELCOME

to your opportunity to reach thousands of consumers interested in a healthy, natural and sustainable lifestyle. If you're a green, healthy, sustainable or socially responsible organization, Natural Awakenings wants to work with you—and FOR you!

healthy living

REACH OUR HEALTH-CONSCIOUS READERS

Natural Awakenings is one of the largest national publications serving the vast natural health and sustainable living sectors of our economy, a demographic that research by the Natural Marketing Institute has identified as Lifestyles of Health and Sustainability (LOHAS). One in four adult Americans is part of this \$227 billion marketplace for goods and services in the categories of health and wellness, the environment and ecological living, social justice, personal development, spirituality, and socially responsible investing.

We've spent the last decade serving the LOHAS market, and we know what it takes to reach these consumers—to educate and inform, to influence purchasing decisions, and to promote healthy, eco-friendly lifestyles. We provide exactly what they want—and we've proven it again and again!

CUTTING-EDGE INFORMATION

Natural Awakenings readers have access to green and healthy living information through knowledgeable publishers, editors, and local and national experts. This type of access grants *Natural Awakenings* a level of credibility that subscription-based publications cannot achieve. When new trends begin to emerge, or when information is released via television, radio, or in newspapers or other magazines, it is the local *Natural Awakenings* offices who receive calls and emails to confirm, verify or provide information to consumers in the community. *Natural Awakenings* is the face of healthy living in the communities it serves.

INTEGRATED APPROACH

We work with you utilizing all of our knowledge and "tools" to create an integrated marketing approach. Our display ad design process is an integral part of this well thought out strategy. So, you get a great ad paired with effective use of quality editorial content, delivered to the right people at the right time.

WHY OUR READERS ALWAYS PICK US UP!

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., and Nell Newman; and doctors Mehmet Oz, Andrew Weil, Deepak Chopra, Wayne Dyer and Christiane Northrup, among many others.

Each month, *Natural Awakenings* magazines across the country take a practical look at the latest natural approaches to nutrition, fitness, creative expression, personal growth and sustainable living. Our how-to articles and fresh perspectives help readers map out routes to healthier, happier and longer lives as they forge more meaningful local and global connections.



UNSURPASSED LOCAL MARKET PENETRATION

As a free community publication, *Natural Awakenings* is distributed at hundreds of locations in the Atlanta metropolitan area, providing an unsurpassed depth of market penetration, with more than 350 distribution locations. Our readers can pick us up all month at:

- Health food stores and markets
- Food co-ops
- Holistic clinics and centers
- Practitioner offices
- Schools and educational centers
- Public libraries
- Restaurants, cafés and coffee shops
- Fitness centers
- Book stores
- Spas & retreat centers
- Gift shops
- Retail stores
- Nonprofit organizations
- Recreational centers
- Vitamin and herb shops
- Local and regional expos and conferences
- Newsstands
- And many other locations

In fact, we're everywhere our readers visit, so we're always available. When a local or regional body/mind/spirit or natural living event or expo takes place, you can bet *Natural Awakenings* will be there—often 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.

healthy planet



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.

Who Reads *Natural Awakenings*?



SURVEY SAYS ...

80.5% are women

61.5% have been reading *Natural Awakenings* for more than 2 years

34.7% share their monthly copy of our magazine with 2 or more additional readers

80% frequently purchase products or services from ads seen in *Natural Awakenings*

57% have an annual income in excess of \$45K per year

48.6% are between the ages of 35-54

77% of our readers are interested in buying vitamins, herbs or supplements

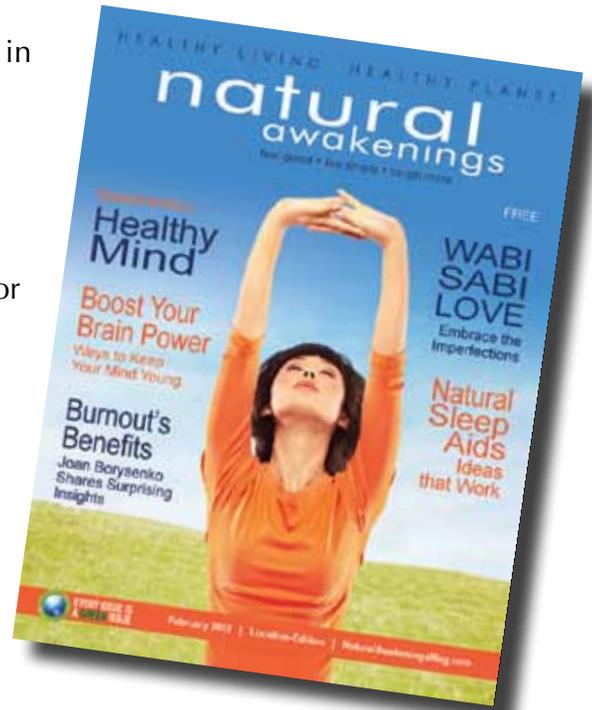
71% are interested in finding a new health care practitioner

89.1% purchase healthy or organic foods

66% are interested in getting massage, bodywork, reiki or similar services

52% attend spiritual or healing events

45.9% attend exercise or fitness events



***Natural Awakenings* magazine rated higher over TV, radio, Internet and other print publications as the #1 source for health-related information.**

Survey done by CVC Publication Audit & Marketing Service. They estimate that all the information has an accuracy level of +/-2.5%.

2016 editorial calendar

departments

healthbriefs
globalbriefs
ecotips
greenliving
healingways
healthykids

consciouseating
wisewords
fitbody
inspiration
naturalpet



themes

JANUARY health & wellness
plus: dance power

FEBRUARY friendship
plus: dental health

MARCH food matters
plus: eye health

APRIL everyday sustainability
plus: freshwater scarcity

MAY women's wellness
plus: thyroid health

JUNE happiness
plus: balanced man

JULY independent media
plus: summer harvest

AUGUST empowering youth
plus: creativity

SEPTEMBER healing music
plus: yoga

OCTOBER community game changers
plus: chiropractic

NOVEMBER mental wellness
plus: beauty

DECEMBER uplifting humanity
plus: holiday themes

natural
awakenings®



print advertising rates

Full Color Ads • Business Profile Articles

Ad Size	Monthly Rate	** Design Fee (Optional)
Full page	\$1075/mo	\$250/ad
2/3 page	\$825/mo	\$225/ad
1/2 page	\$640/mo	\$200/ad
5/12 page	\$575/mo	\$180/ad
1/3 page	\$450/mo	\$150/ad
1/4 page	\$375/mo	\$125/ad
1/6 page	\$275/mo	\$100/ad
1/8 page / Business Card	\$180/mo	\$70/ad
1/12 page	\$149/mo	\$55/ad
Resource Guide Listing	\$125/mo	\$35/ad
Premium Pages *	\$1320/mo	\$250/ad
Back Cover	\$1650/mo	\$250/ad

Rates listed are per month.

* Premium pages are inner front and back covers, page 3-7.

** Includes ad design, initial stock photo license fees and up-to 20 minutes of edits monthly for the life of one ad. Edits over 20 minutes monthly will be billed at \$60/hr.

Packages - An Integrated Approach

It's not just an ad. We work with you to create an integrated marketing approach utilizing multiple channels to promote your business in both print and online. Multi-month packages may include complementary editorial coverage, social media marketing and calendar event listings, as well as discounted print and online directory listings. The amount of additional services depends on the size of ad and contract length. Ask for package pricing.

• Editorial Coverage

We tell your story, highlight your business, publish your news, showcase your business next to relevant articles, so our readers get to know you and your business better.

• Social Media & E-Mail Marketing

When you're featured, author a local insights article, have news or calendar events, we share it with our Facebook, Twitter and e-mail lists. Ask about online and social media marketing rates.

• Calendar & Classified Listings

An economical option for promoting your events, seasonal specials or retail products. With display advertising, up to 5 calendar events or classified ads per month.

• Resource Guide Listings

With print advertising, only \$84.15/month. Free online directory listing for one year.

- Qualified 501(c)3 organizations take 5% off display ad and resource guide rates.
 - Ask about long-term advertising contract discounts and specials.

Calendar Ads

Event listings can be placed in the current month or plan-ahead date-specific calendar, or the undated ongoing calendar section.

- **Date-Specific Calendar**
\$25/mo for up to 45 words. Additional words \$1 each (per month). Save-the-date color highlight box and header, add \$25/mo.
- **On-going Calendar (Undated events only)**
\$45 for 3 mos for 45 words. Additional words \$1 each (per month). Mark-your-calendar color highlight box and header, add \$45 for 3 mos.

Classified Ads

\$1 per word per month. Color highlight box, add \$25/mo.

Resource Guide Listings

Resource guide listings are published monthly to connect readers to healthy living resources in the community. One complementary calendar event listing per month comes with each guide listing. 6-, 12- or 24-month contract options available.

PUBLICATIONS

NATURAL AWAKENINGS

Larissa Stewart, Publisher
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publisher@naAtlanta.com
naAtlanta.com
Mon-Fri, 10am-3pm



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

* Line items can include: business name, contact name, title, address, phone, fax, website, e-mail, business hours.

* Description limited to 25 words. Add \$1/word over 25 words.

* Additional listings 50% off.

Distribution

Atlanta Metropolitan Area

natural
awakenings

