

natural awakenings®

HEALTHY LIVING

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 Greater Lehigh Valley and Far West New Jersey, *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 239-449-8309. For franchising opportunities call 239-530-1377 or visit www.NaturalAwakeningsMag.com.

610-421-4443
**Greater Lehigh Valley
and Far West New Jersey**

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

Length: 125 to 200 words

Due on or before the 15th 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: 125 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 INFORMATIONAL 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 LVEditor@NaturalAwakeningsMag.com
- Save to 3.5 inch disk or CD - saved in MS Word or text format; mailed or hand-delivered.

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 LVPublisher@NaturalAwakeningsmag.com.

contactus

Natural Awakenings –Greater Lehigh Valley and Far West New Jersey

Reid Boyer, Publisher

P.O. Box 421, Emmaus, PA 18049

ph. 610-421-4443 fx. 610-421-4445

LVPublisher@NaturalAwakeningsmag.com

www.HealthyLehighValley.com



Community Resource Guide

Due on or before the 15th 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). To include a photo or logo (choose one), add \$10 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.

When we had the opportunity to participate in Natural Awakenings we were hopeful it would reach people who needed our services. Boy, did it ever! We have had the best response to our message with Natural Awakenings when compared to our other marketing efforts. People call! The added bonus for us is the knowledge that Natural Awakenings has connected the natural health market in our area in a way that had not been achieved by other publications. Thanks Natural Awakenings!

Coleen Maulfair,
The Maulfair Medical Center,
Topton



SAMPLE BASIC LISTING

PUBLICATIONS

NATURAL AWAKENINGS

Reid Boyer, Publisher
PO Box 421, Emmaus, PA 18049
www.NaturalAwakeningsMag.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.

Listing Cost: \$75

15% discount w/ 6-month contract: \$63.75

25% discount w/ 12-month contract: \$56.65

DISPLAY ADVERTISERS—

50% off Listing Cost: \$37.50

To Submit Your Listing:

Choose a category.

Type in plain text format:

No *italics*, **bold face**, or underlined styles are used in the listing description. Emphasized words may be typed in UPPERCASE.

Words are counted as any set of letter/numbers separated by a space, hyphen or a slash.

SAMPLE LISTING with ITEMS and PHOTO added

PUBLICATIONS

NATURAL AWAKENINGS

Reid Boyer, Publisher
PO Box 421
Emmaus, PA 18049
Phone: 610-421-4443
Fax: 610-421-4445
Email: LVPublisher@
NaturalAwakeningsMag.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. 20,000 FREE copies are distributed at over 900 locations.

32 words (32- 25 words = 7 extra words x \$1) = \$7

4 extra items @ \$4 each = \$16.00

Photo @ \$10 = \$10

Listing Cost: \$75 [+ \$7.00 + \$16 + \$10] = \$108.00

15% discount w/ 6 month contract

\$63.75 [+ \$7 + \$16 + \$10] = \$96.75

25% discount w/ 12 mo. contract

\$56.65 [+ \$7 + \$16 + \$10] = \$89.65

DISPLAY ADVERTISERS - 50% off Listing Cost:

\$37.50 [+ \$7 + \$16 + \$10] = \$70.50

Calendar Events

Due on or before the 15th of the month prior to publication.

calendar

3 Different Calendar Categories. 1) Natural Health Calendar, 2) Yoga and Fitness Calendar, 3) Creative Expression Calendar

Must be resubmitted each month. Email to: LVCalendar@NaturalAwakeningsMag.com. The calendar is a wonderful resource for filling your workshops and events. There is a \$10 charge per 50-word listing for this service. (Display advertisers receive up to 5 free listings per month). Websites are not allowed in standard calendar events. Events must be submitted in the following format:

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

Ongoing Calendar

Must be resubmitted each month. Email to: Email@NaturalAwakeningsMag.com. Classes and other events that meet on an on-going basis are placed in this section. Submit in the same format as above, as brief as possible.

SAMPLE CALENDAR EVENT

MONDAY, MARCH 2

New Series Begins – 8week 6 (Mar 2.
New students receive free
teachers, styles and to regis Yoga
5047 Kemsville Rd., Orefiled

\$10
50 words

Save the Date Events

Due on or before the 15th of the month prior to publication.

save the date

3 Different Calendar Categories. 1) Natural Health Calendar, 2) Yoga and Fitness Calendar, 3) Creative Expression Calendar

Must be resubmitted each month. Email to: LVCalendar@NaturalAwakeningsMag.com. The calendar is a wonderful resource for filling your workshops and events. There is a \$40 charge per 85-word listing for this service. Websites are allowed. Events must be submitted in the following format:

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

SAMPLE SAVE-THE-DATE

savethedate

WISDOM & WELLNESS WEEKEND RETREAT

DR. HELENE LEONETTI & TAHYA, WITH
SPECIAL GUEST ARTIST GRANT SMITH

FRIDAY-SUNDAY, JUNE 5-7, 2010
UPPER BUCKS COUNTY, PA

Gain insights toward vibrant health & well-being with Leonetti, and rejuvenate a sessions of the heart with Er toward joy and vitality. The day evening, continues the afternoon into evening with and concludes Sunday early on. For complete details, visit www.Tahya.com or call: 610-776-7045

\$35
85 words

Natural Awakenings

Magazine and Twin Ponds

Integrative Health Center

were founded within a month

of each other in 2007.

Without a doubt, this

magazine has been the main

reason for our success and

has been the main source for

our clients finding us. It has

reached the segment of the

population who uses natu-

ral medicine and over the

last three years has been an

inspiring introduction to the

natural way of wellness for a

whole new group of readers.

Carolyn J. Reese,
Founding Director
Twin Ponds Integrative
Health Center, Breinigsville





Classified Ads

Due on or before the 15th of the month prior to publication.

classifieds

Must be resubmitted each month. Email to: LVCalendar@NaturalAwakeningsMag.com. The classified ads are an inexpensive way to reach our readers. There is a \$1 per word charge for this service. Websites are allowed. There is a 15% discount for a 6-month placement and a 25% discount for a 12-month placement.

SAMPLE CLASSIFIED AD

classifieds

COURSES

Become a Certified Hypnotherapist – New classes forming! 150 hours & MC Credit cards and payments accepted. "sample class" information on www.4change.com. M. Ht. at Downeyflake J. town, PA. 18103. 610-797-4change.com; 4change.com.

**\$1
per word**

I utilize Natural Awakenings for one reason. It works! This magazine is a great vehicle to reach health conscious individuals who become great patients for our practice. The team at Natural Awakenings has bent over backwards to be sure we get results.

Daniel J Milavec, DDS
Milavec Dental Care, Northampton





Community Business Profiles

Length: 125 words + picture or logo.

Due on or before the 15th of the month prior to publication.

profiles

Periodically Natural Awakenings Product Profiles to support local businesses that relate to a special issue's content. Profiles allow businesses to explain the benefits of their product to our readers in a written format. There is a \$139 charge for business profiles. Please write profiles in third person.

Thank you for the promotion of our Teacher Training program. It brought in a lot of calls. We now have 6 people starting this weekend.

Deborah Balaus,
Bright Path Yoga

SAMPLE BUSINESS PROFILE

Dorneyville Pharmacy

Tom Silvonek, Registered Pharmacist and owner of Dorneyville Pharmacy, estimates that sixty percent of his Compounding Pharmacy's customers come in with a prescription from a veterinarian.

"Cats are notoriously hard to medicate," Silvonek observes. "My pharmacy offers several different delivery choices to make it easier to administer medication. We work



with each individual animal owner and their veterinarian to formulate a customized prescription that will be convenient to administer and also be palatable and undetectable to the animal. Each patient is regarded as unique. We are able to com-

compound medications for a wide variety of animals from small to large – cats, dogs, rabbits, birds, ferrets, horses, reptiles and exotics. My pharmacy is dedicated to promoting wellness for animals.

Dorneyville Pharmacy offers a wide variety of dose of medicine in a molded, formed, or topical form to suit the taste of the drug. A topical cream can be rubbed into the ears. Liquid medications come in a variety of different flavors to suit the palatable taste buds.

Dorneyville Pharmacy is located at 3330 Hamilton Blvd in Allentown. Call 610-437-4600 for more information. See ad page 27.

\$185
150 words
& picture





Product Profiles

Length: 85 words + picture

Due on or before the 15th of the month prior to publication.

profiles

Periodically Natural Awakenings Offers Business Profiles to support local businesses that relate to a special issue's content. Profiles allow businesses to explain the benefits of their service to our readers in a written format. There is a \$185 charge for business profiles. Please write profiles in third person.

SAMPLE PRODUCT PROFILE



Intrinsic Foods, LLC

Foods from the past, nourishing the future. Intrinsic foods are unique and delicious baked goods and bake-at-home mixes made from 100% organic stone ground flour, milled in-house, milled immediately prior to baking on par with the traditional stone-milling process capturing all the natural benefits of the grain. Our family of products includes healthy differentiates. Available at local food stores, throughout the Lehigh Valley and at 34 North 2nd Street in Easton. 610-252-7781.

IntrinsicFoodsLLC.com

\$139
85 words
& picture

Advertising in Natural Awakenings magazine has helped to expand our client base even more! The magazine helps thousands of readers to make informative decisions to seek help from the wide variety of practitioners that we have in this area which in turn can help our clients in a natural way. Many new clients have walked into Kim's Healing Center saying that they read about us in the Natural Awakenings Magazine!

Kim Ng, Owner,
Kim's Healing Center, Easton





Discount Coupons

Length: 125 words + picture or logo.

Due on the 12th of February, May, August or November

profiles

Discount Coupons are designed to drive traffic by giving readers a significant discount to patronize your business. They are delivered to our digital subscribers monthly and available on our website. They will not be published in our printed magazine. Coupons will be placed 6 to a page by geographic location. No two like businesses will be placed on the same page. Offers need to be valid for three months and updates can only be done quarterly.

Coupon costs:

\$60 per three months

\$45 per three months for Community Resource Guide listings

\$30 per three months for print advertisers >1/6 page

Free for print advertisers <1/8 page

\$25 one-time setup fee

SAMPLE COUPON

Wish You Could
Afford to Do YOGA?

NOW YOU CAN.

for only
\$27 per month



Billed monthly to a credit card or checking account.
Some restrictions apply.
See Olde Mill for details!

Olde Mill Yoga
& Wellness Center

No Commitment. No Hassle. No Kidding!

555 Bushkill Street in Glens

We're Serious.

610.438.0288

Expires 1/31/09

natural awakenings®

Greater Lehigh Valley

Calendar Item Card Billing Authorization Form

All requested information is required

\$ 10 per calendar date submission

\$35 for save the date event

\$1 per word for classified ad

\$185 for community business profile

\$139 for product profile

I authorize Natural Awakenings to bill the credit card listed below as specified:

Amount \$ _____ First Month

Start Billing on: _____
(Today's date)

Natural Awakenings accepts the following credit cards: Visa MasterCard Discover Am Express

Business Name: _____

Credit Card No: _____ Expiration: _____

Contact Phone Number: _____

Name as it appears on Credit Card: _____

Billing Address for Credit Card: _____

City: _____ State: _____ Zip Code: _____

3 Digit Code: _____ (signature line on back of credit card) 4 Digit Code for AmEx: _____ (on front of card)

Cardholder's Signature: _____ Date: _____

**PRINT FORM - PROVIDE INFORMATION – FAX TO 610-421-4445.
ALL INFORMATION IS CONFIDENTIAL AND SECURED**