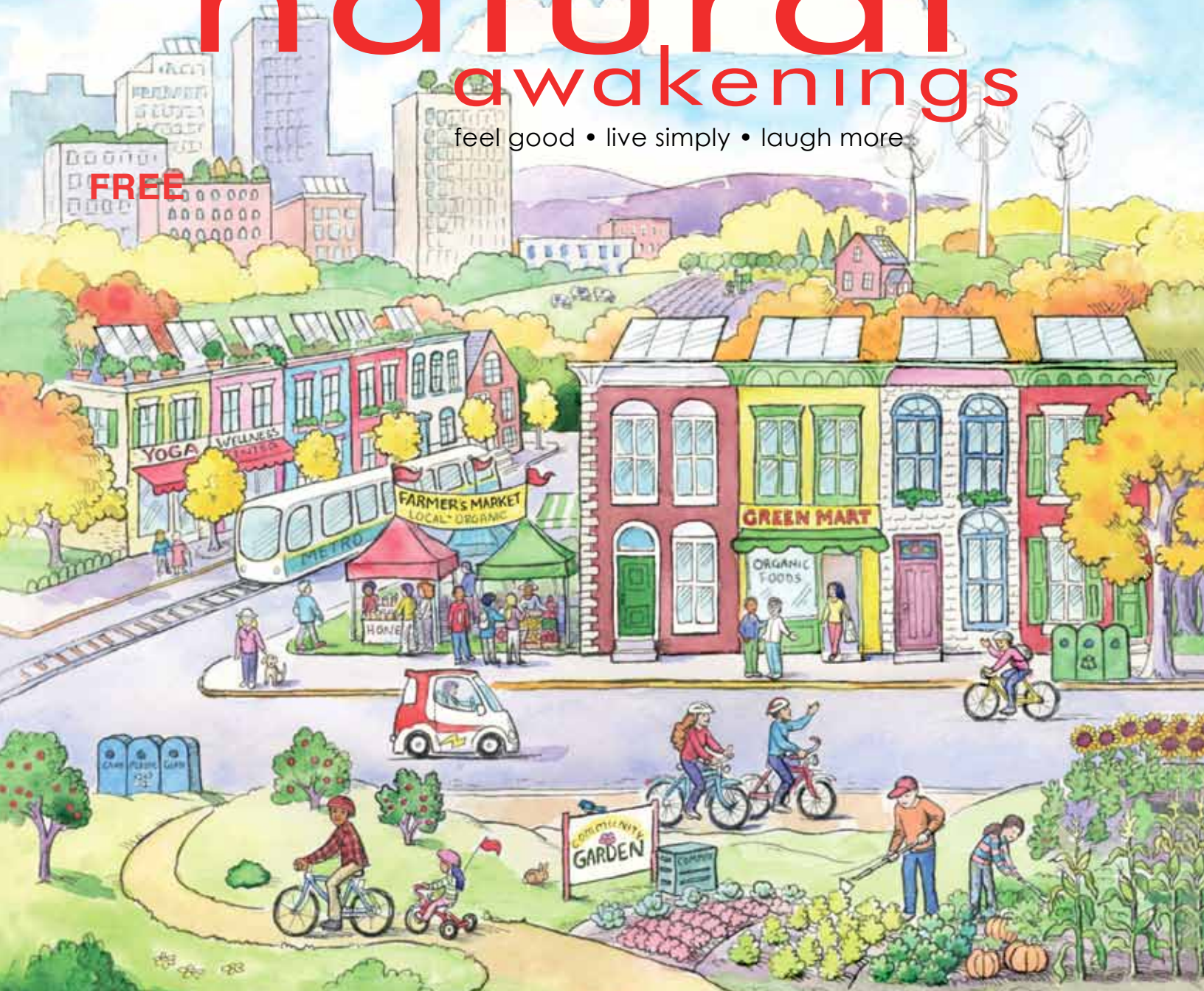


HEALTHY LIVING HEALTHY PLANET

# natural awakenings

feel good • live simply • laugh more

FREE



AFFORDABLE  
Advertising

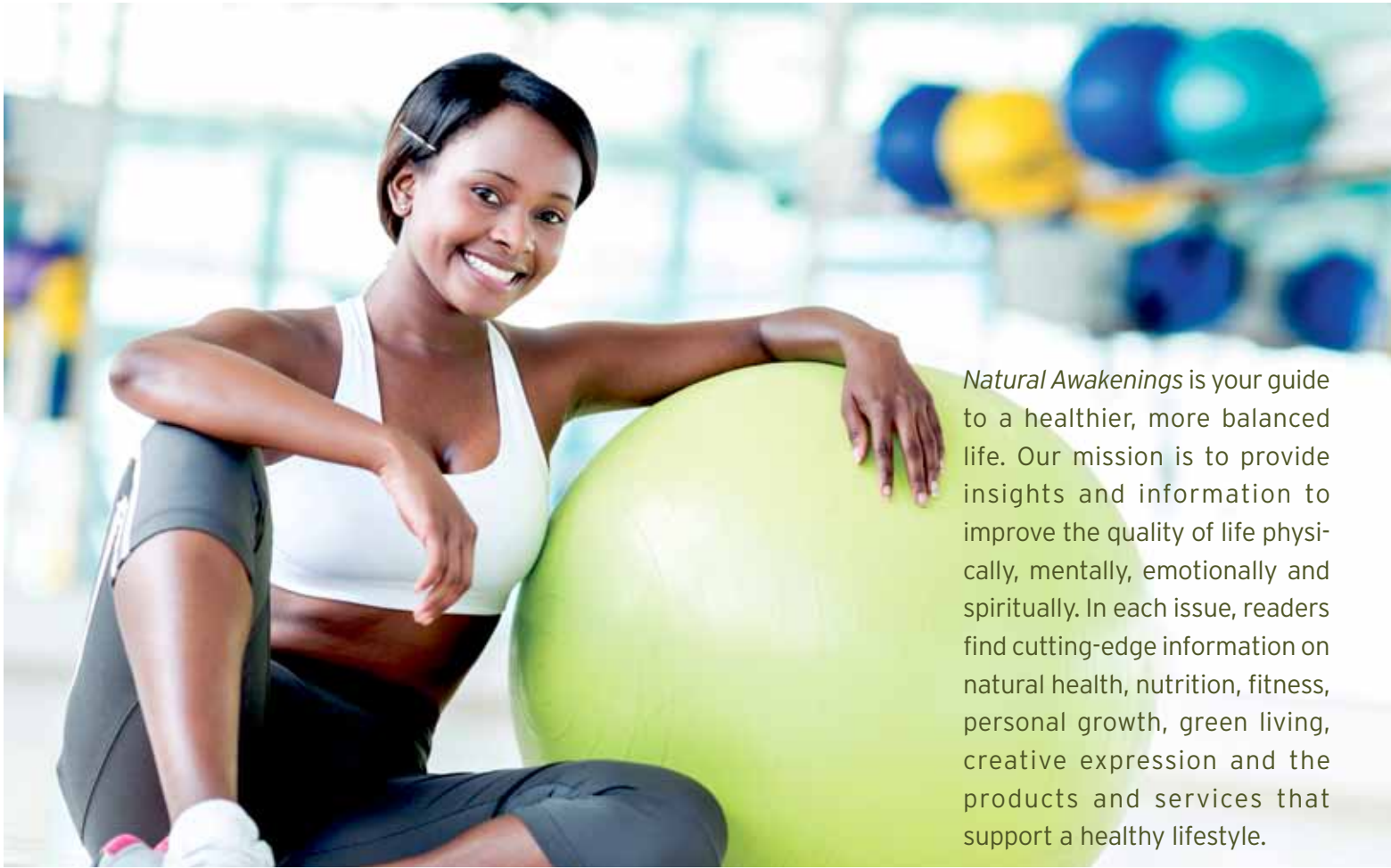
REACH  
YOUR TARGET  
MARKET

WIDESPREAD  
Circulation



EVERY ISSUE IS  
A GREEN ISSUE

Media Kit 2016 Greater Oklahoma / OKC Edition / 405-602-1014



*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.

# 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. Local editorial is due on the 5th of each month.

## **TARGETED DISTRIBUTION**

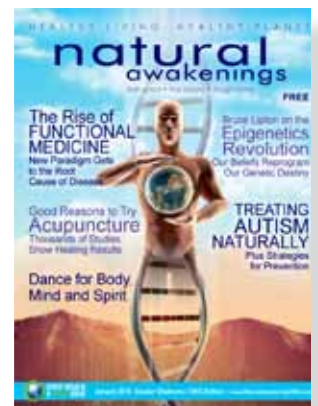
Reach our affluent, well-educated and health-conscious readers who are eagerly seeking resources that will improve their health and well-being. With wide distribution throughout the Oklahoma City Metropolitan area, *Natural Awakenings* is picked up each month at your local health food stores, fitness centers, book stores, health care facilities, and wherever free publications are generally seen. *Natural Awakenings* OKC edition prints 20,000 magazines each month and can be found in over 600 locations in the greater metropolitan area.

## **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 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](http://www.NaturalAwakeningsMag.com).



## WHO IS THE *NATURAL AWAKENINGS* READER?

In our recent Readership Survey, respondents tell us:

- 61.5% have been reading *Natural Awakenings* for more than 2 years
- 21% purchase from our advertisers between 1 and 3 times per month
- 34.7% share their monthly copy of our magazine with 2 or more additional readers
- 80.5% are female
- 48.6% are between 35 and 54 years of age
- 59.8% have one or more college degrees
- 57% have an annual income in excess of \$45,000 per year
- 89.1% purchase healthy or organic food
- 51.5% attend spiritual or healing events
- 45.9% attend exercise or fitness events

## 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 50,000 distribution locations. *Natural Awakenings* loyal local readers are intensely loyal!

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
- Vitamin and herb shops
- Fitness centers
- Bookstores
- Spas and retreat centers
- Gift shops
- Retail stores
- Restaurants, cafés and coffee shops
- Nonprofit organizations
- Recreational centers
- Local and regional expos and conferences
- Newsstands
- 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.

# healthy planet



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.

# editorial

## FEATURE ARTICLES

*Length: 250-750 words*

*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. Please include a brief biography at the end of your article.

## 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@NaturalAwakeningsOKC.com](mailto:Publisher@NaturalAwakeningsOKC.com)
- Save to CD/DVD - 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 [Publisher@NaturalAwakeningsOKC.com](mailto:Publisher@NaturalAwakeningsOKC.com).

## CONTACT US

### **Natural Awakenings - Oklahoma City Edition**

Tina and Christopher Hilbert, Publishers  
PO Box 76031

Oklahoma City, OK 73147

ph. 405.602.1014 fx. 1.866.346.1014

[Publisher@NaturalAwakeningsOKC.com](mailto:Publisher@NaturalAwakeningsOKC.com)

[NaturalAwakeningsOKC.com](http://NaturalAwakeningsOKC.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.

# 2016 editorial calendar

## departments

**health**briefs  
**global**briefs  
**eco**tips  
**green**living  
**healing**ways  
**healthy**kids  
**conscious**eating  
**wise**words  
**fit**body  
**inspiration**  
**natural**pet



## 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®



# magazine ad rates

# listings

Size:	1 Month	6 Months* <i>15% discount</i>	12 Months* <i>25% discount</i>	Design
Full Page	\$825.00	\$701.25	\$618.75	\$206.25
2/3 Page	602.00	511.70	451.50	150.50
1/2 Page	480.00	408.00	360.00	120.00
5/12 Page	420.00	357.00	315.00	105.00
1/3 Page	330.00	280.50	247.50	82.50
1/4 Page	264.00	224.40	198.00	66.00
1/6 Page	198.00	168.30	148.50	49.50
1/8 Page	149.00	126.65	111.75	37.25
Business Card	132.00	112.30	99.00	33.00
1/12 Page	107.00	90.95	80.25	26.75

## PREMIUM POSITIONING

Inside Front	1030.00	875.50	772.50	257.50
Page 3	1030.00	875.50	772.50	257.50
Page 4 & 5	950.00	807.50	712.50	237.50
Inside Back	950.00	807.50	712.50	237.50
Outside Back	1150.00	977.50	826.50	287.50

## COMMUNITY RESOURCE GUIDE

No Display Ad **95.00**      **80.75**      **71.25**

Display Advertisers **47.50 with a one year contract**

**Basic listing includes:** 4 items and up to 25-word description.

**Available items:** business or professional name, contact name, address, phone, cell number, fax number, email address, website address.

\_\_\_ Extra words @ \$1    \_\_\_ Extra items @ \$4

## CLASSIFIED AD

**\$20.00** (up to 20 words)+ **\$1.00** per word over 20 words. Must be pre-paid.

Email listing, include billing contact information by 10th of month prior to publication to:

Publisher@NaturalAwakeningsOKC.com

## CALENDAR

Events Listing: **\$25.00** (Up to 25 words) Plan Ahead Listing: **\$30.00** (Up to 30 words)

Ongoing Events Listing: **\$12.50;** (Up to 25 words)

Display Advertisers: 5 free listings per month—for ad size 1/6 page or larger.

Under 1/6 page ad and CRG Advertisers: up to 2 free listings per month.

Submit your listing online by the 10th of the month prior to publication to:

www.NaturalAwakeningsOKC.com or email Publisher@NaturalAwakeningsOKC.com

## AD DESIGN AND LAYOUT

The contract rates listed are for camera-ready ads. If needed, initial ad design/layout fee is 25% of the non-discounted rate of your ad size. Subsequent ad design/layout changes will be billed at **\$25** per 15 minutes of design time. (Minimum charge is **\$20.**)

## DEADLINES

Display ads, classifieds and calendar listings must be received by the 10th of the month prior to the desired month of publication. Requests for changes to existing ads also must be received via email by the 12th.

\* Pricing is based on consecutive month placement in *Natural Awakenings* magazine. Prices listed are per month.

[www.NaturalAwakeningsOKC.com](http://www.NaturalAwakeningsOKC.com)

•**Community Resource Guide (CRG) listings** are a reference tool allowing our readers to find you when they are in need of your services.

•**Calendar listings** promote your workshops, open houses, lectures or other events.



# 2016 mechanical 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, JPG, PSD or PDF file. All fonts must be embedded and/or attached. Please "flatten" all files before saving. 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. **Microsoft Word files are not accepted as print-ready ads. Publisher files are not accepted.**
- 3) Native application files: PC InDesign files with "ALL 300 dpi files needed for remote printing." This should include the original one-page InDesign file, 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

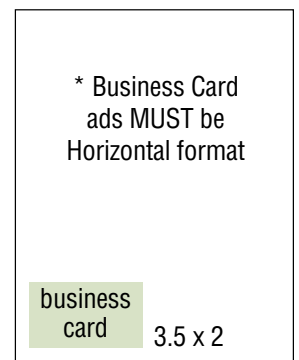
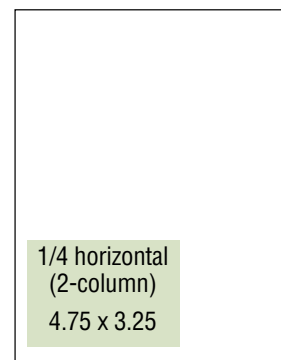
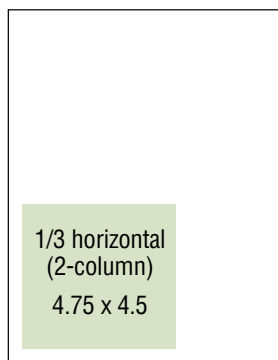
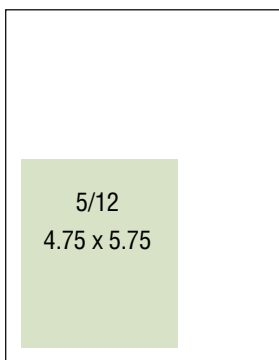
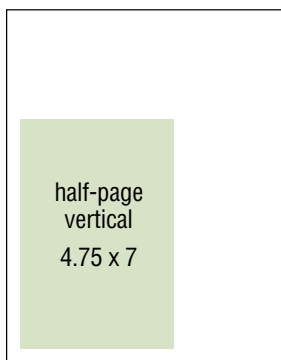
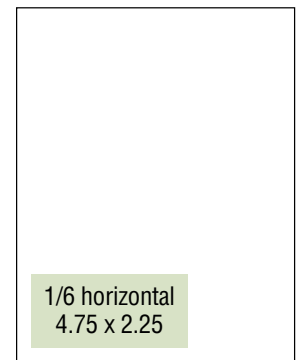
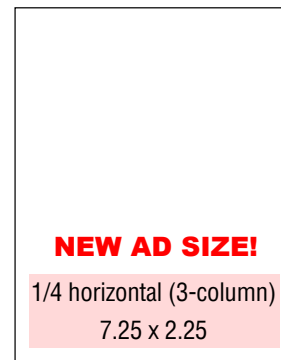
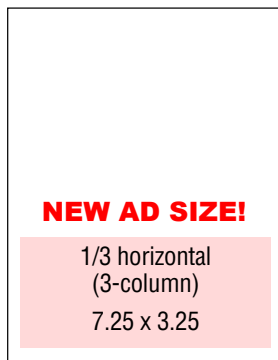
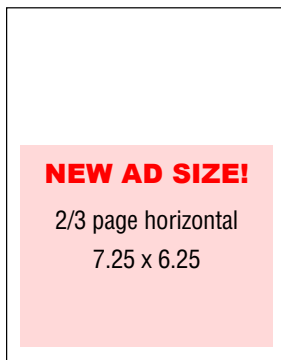
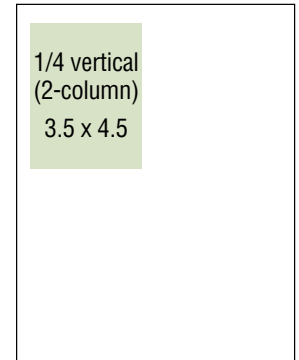
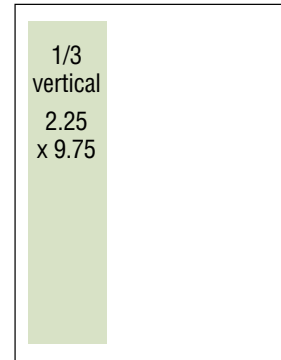
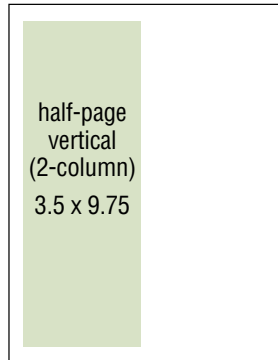
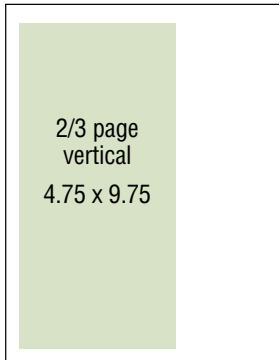
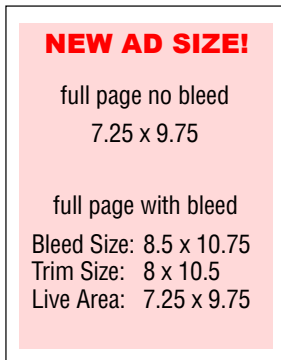
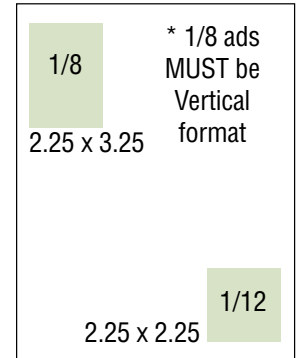
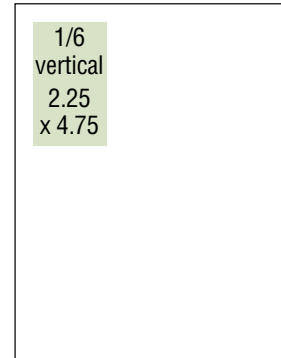
Be sure to include any photos or graphics in one of the following formats as an email attachment. Graphics embedded into word documents are not acceptable.

- 1) Digital photos (JPG or TIFF) unretouched "right out of the camera" are preferred.
- 2) Professionally printed photos scanned at 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@NaturalAwakeningsOKC.com](mailto:Publisher@NaturalAwakeningsOKC.com)

ALL DIMENSIONS SHOWN ARE  
 "WIDTH X HEIGHT"



# advertising agreement

Contract Length:  1 Month  6 Months  12 Months From \_\_\_ / \_\_\_ Through \_\_\_ / \_\_\_

## A. Display/Print Ad: size: \_\_\_\_\_

Price/Month _____	2nd Month through contract end _____
Design _____	
Resource Guide _____	
Classified Ad _____	Contract Payment in Full _____
Calendar Listings _____	5% Discount _____ <small>for 6 &amp; 12 month agreements</small>
Other _____	
1st Month TOTAL _____	Print TOTAL _____

## D. Online Community Resource Guide

Premium Listing  Featured Listing

TOTAL \$ \_\_\_\_\_

## Total of All Ad Placements

Add boxes A through E

GRAND TOTAL \$ \_\_\_\_\_

\*Pricing is based on consecutive month placement in *Natural Awakenings* magazine or [www.NaturalAwakeningsOKC.com](http://www.NaturalAwakeningsOKC.com). Prices listed are per month. Monthly electronic invoices are available upon request.

## Payment via credit card only. We gladly accept:

 MasterCard   Visa   AmEx

*\*Must complete credit card authorization form.*

**Credit card charges:** Your account will be billed between the 10th & 20th of the month prior to publication. All advertising must be prepaid.

**Late Payments:** Any past due payments due to Natural Awakenings may be charged to any credit card on file for you or your company

*NOTE: This is a non-cancellable agreement. Your account will be billed between the 10th & 20th of the month prior to publication. All advertising must be prepaid via credit card. Advertisers must fill out the Natural Awakenings Advertising Agreement and Credit Card Authorization Form.*

**Broken contracts:** Will be charged 50% of what is owed on the remaining term of the advertising agreement plus a \$35 administration fee will be applied. Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

***I agree to the terms of this contract. I understand cancellation penalties and payment policies.***

Signature \_\_\_\_\_

**Fill** in contract form. **Calculate** your price in the worksheet area. **Email** in your print-ready ad or ad copy and graphics to [Publisher@NaturalAwakeningsOKC.com](mailto:Publisher@NaturalAwakeningsOKC.com). Images for scanning may be mailed to the address at the right. Images returned with SASE. In-house-designed ad proofs will be sent via email.

Name \_\_\_\_\_ Date \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## OKLAHOMA CITY EDITION

Tina and Christopher Hilbert,  
Publishers/Owners

PO Box 76031

Oklahoma City, OK 73147

ph. 405.602.1014

fx. 866.346.1014

Publisher@  
[NaturalAwakeningsOKC.com](http://NaturalAwakeningsOKC.com)

[NaturalAwakeningsOKC.com](http://NaturalAwakeningsOKC.com)

**natural**  
awakenings®



# credit card billing authorization

## OKLAHOMA CITY EDITION

PO Box 76031  
Oklahoma City, OK 73147  
Publisher@NaturalAwakeningsOKC.com  
NaturalAwakeningsOKC.com  
405.602.1014

**Please print this form and fax it back to us. FAX: 866.346.1014**  
**DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL.**  
**All requested information is required.**

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

Amount \$ \_\_\_\_\_ Frequency:  One Time \_\_\_\_\_  
 Monthly \_\_\_\_\_

Please charge my credit card (ONLY if NAPC does not receive my payment by the 23rd of the month prior to upcoming month's issue).

Start billing on: \_\_\_\_\_ End billing:  On contract expiration  
(Today's date)  One-time charge

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_

*Natural Awakenings* accepts the following credit cards: Visa, MasterCard, American Express.

Credit Card # \_\_\_\_\_ Expiration: \_\_\_\_\_

Name as it appears on Credit Card: \_\_\_\_\_

Billing Address for Credit Card: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

3 Digit Code \_\_\_\_\_ (from signature line on back of credit card)

4 Digit Code for AmEx \_\_\_\_\_ (on front of card)

Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**natural**  
awakenings®