

HEALTHY LIVING HEALTHY PLANET

natural awakenings

feel good • live simply • laugh more

FREE

you asked for it
YOU GOT IT

coming this fall
natural
awakenings
english version
in Puerto Rico



EVERY ISSUE IS
A GREEN ISSUE

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.

In celebration of our 11th anniversary and upon many reader's requests, we are excited to announce the launch of our English version this Fall.

**CIRCULATION
8,000**

**READERSHIP
28,000+**

**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 in the West Coast as well as hotels and selected spots in the metro 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.

**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.

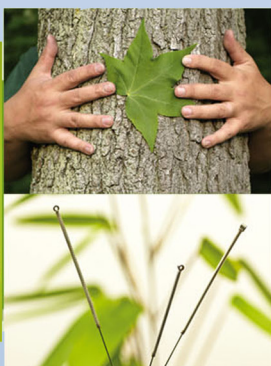
**UNSURPASSED LOCAL
MARKET PENETRATION**

As a free community publication, we're distributed in hundreds of locations for an unsurpassed depth of market penetration of more than 300 distribution locations. *Natural Awakenings* readers are intensely loyal; our list of distribution points is broad and numbers in the hundreds in every area.

Our readers can pick us up all month at:

- Health food stores and markets
- Holistic clinics and centers
- Practitioner offices
- Schools and educational centers
- Vitamin and herb shops
- Fitness centers
- Bookstores
- Spas and retreat centers
- Gift shops
- Retail stores
- Restaurants, cafés and coffee shops
- 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.



FULL COLOR ADS

SIZE	1 ISSUE	3 ISSUES 8% disc.	6 ISSUES 15% disc.	12 ISSUES 25% disc.	INTRO RATE* 20% disc.	LAYOUT
FULL PAGE	\$500	\$450	\$425	\$375	\$400	\$150
1/2 PAGE	325	293	276	244	260	125
1/3 PAGE	220	195	184	163	173	100
1/4 PAGE	170	152	143	127	135	85
1/6 PAGE	105	94	89	78	83	70
BUSINESS CARD	70	63	59	52	56	50
PAGE 4	600	540	510	450	480	150
PAGE 3	625	563	531	469	500	150
INSIDE BACKCOVER	600	540	510	450	480	150
INSIDE COVER(P2)	625	563	531	469	500	150
BACK COVER	700	630	595	525	560	150

COMMUNITY RESOURCE GUIDE

DIRECTORY	n/a	\$60	\$54	\$45
WITH DISPLAY AD	\$30			
ADDT'L WORDS	\$1	ADDT'L ITEMS. \$3	PHOTO /LOGO	\$10

CALENDARS²

BASIC⁴ \$25 • DESCRIPTION \$2/WORD
ONGOING CALENDAR³/CLASIFIEDS³ \$2 PER WORD
MARK YOUR CALENDAR (MTC) \$25 COLUMN INCH

 **SUSTAINABLE PRINTING: WE ONLY USE RECYCLED PAPER AND SOY INK FOR OUR MAGAZINE PRINTING.**

EDITORIAL CALENDAR 2013

SEPT/OCT	rethinking cancer mind-body fitness trends plus: food watch
NOV/DEC	personal growth environment plus: mindfulness

PAGES 5 A 10: ADD 10% TO RATE
SPECIAL PLACEMENT: ADD 10% TO RATE

¹ ADS ARE PLACED IN CALENDAR SECTION OR WITHIN THE COMMUNITY RESOURCE GUIDE.
² ADVERTISERS (1/6+) RECEIVE 8 FREE CALENDARS PER MONTH. SMALLER ADS AND DIRECTORIES RECEIVE 4 WITHOUT CHARGE PER MONTH. SEND CALENDARS BEFORE THE 10TH DAY PRIOR TO PUBLICATION TO CALENDARIOS@NA-PR.COM IN THE FOLLOWING FORMAT: EVENT NAME, TIME, VENUE, CONTACT, TEL. ³ THREE (3) MONTH MINIMUM PLACEMENT.
⁴ RATES EFFECTIVE JULY 2013. RATES SUBJECT TO CHANGE WITHOUT NOTICE.

*** INTRODUCTORY RATES VALID FOR CONTRACTS SIGNED FOR SEPT-OCT OR NOV-DEC ISSUES. VALID THROUGH CONTRACT TERM. SIGN TODAY AND SAVE!**

Company _____ Contact _____

Physical Address _____

Postal Address _____

City _____ Country _____ Zip code _____

Phone _____ Fax _____ Cel. _____

Email _____ Website _____

Magazines for distribution: 50 75 100 150 200 Other (no less than 25 magazines) _____

Term	Size			
<input type="checkbox"/> 1x	<input type="checkbox"/> FP	<input type="checkbox"/> 1/4	<input type="checkbox"/> Directory	<input type="checkbox"/> Classified
<input type="checkbox"/> 3x	<input type="checkbox"/> 1/2	<input type="checkbox"/> 1/6	<input type="checkbox"/> Logo / Photo	<input type="checkbox"/> Calendar
<input type="checkbox"/> 6x	<input type="checkbox"/> 1/3	<input type="checkbox"/> BC		<input type="checkbox"/> MYC
<input type="checkbox"/> 12x				<input type="checkbox"/> _____

From ___/___ To ___/___

Rate per issue _____

Layout _____

IVU 7% (if applicable) _____

Total 1st issue _____




Total/issue _____ Initials

PAYMENT METHOD:

Direct Debit: Saving Checking (Include voided check)

Bank Account # _____

Routing # _____

Credit   

Card # _____

Expiration _____ CSC _____

Pricing: Prices listed are per issue and based on consecutive month placement. Rates subject to change.

Payments: Your account will be debited between the 5th and 10th day of the month prior to publication. A \$25 charge will apply for returned checks or declined transactions (direct debit or credit card) after two intents.

Broken contracts: Unearned discounts and administrative fee of 25% of your monthly rate may be imposed (minimum of \$100). Should this become a collection problem, the client assumes all costs of collection, including, but not limited to court costs, interest and legal fees.

Renewal: This contract may be renewed with your authorization on same terms. You will be notified a month prior to expiration.

Layout/Design Charge: The contract rates listed are for camera-ready ads. Should layout and/or design work be needed there will be a one-time charge. If artwork is not provided in electronic format a layout charge will also apply. New ads and changes to existing ads should be submitted by the 5th of the month prior to publication.

Advertising Deadlines: Ads must be received by the 10th of the month prior to the issue the ad is to appear. Changes to the layout/design of an ad may be subject to a fee (\$25 min.) and must be received by the 5th day of the month prior to publication.

Waiver of Responsibility: Natural Awakenings is not responsible for color variations. These may result given the nature of the recycled paper used.

I have read the terms and conditions in this contract and I authorize my credit card or bank account to be debited.

Signature X _____ Date _____

INTERNAL USE: English 2013 Rep. _____ New Agreement Renewal DNA Client Notes:

SIZES / FORMATS

SPOTLIGHTS

We specialize in delivering editorial support for our advertisers. Let us tell our readers your story!

Spotlights are a great opportunity to highlight your product or service.

No layout fees are involved.

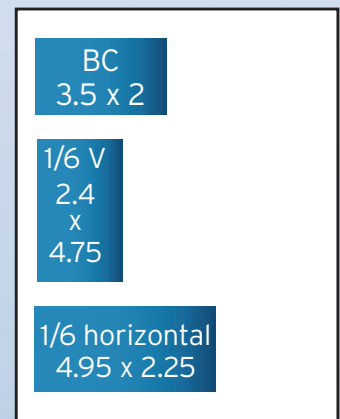
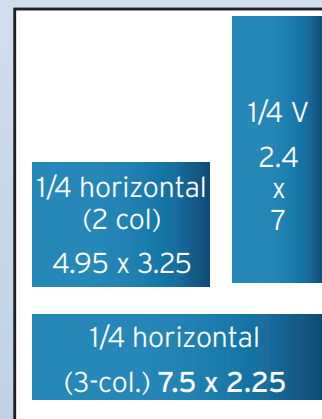
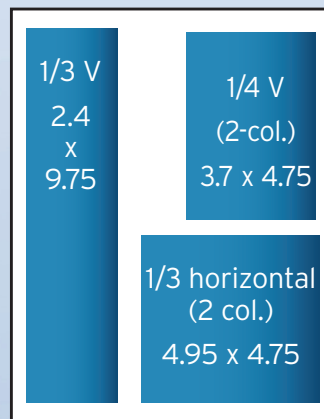
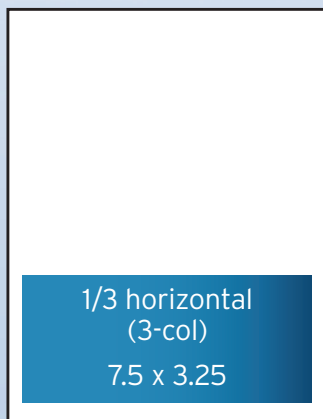
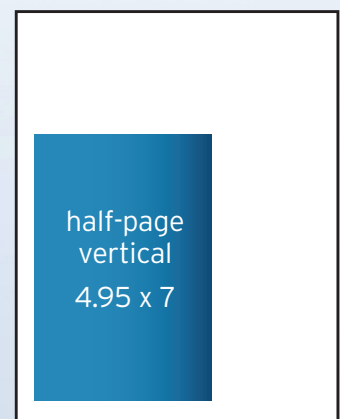
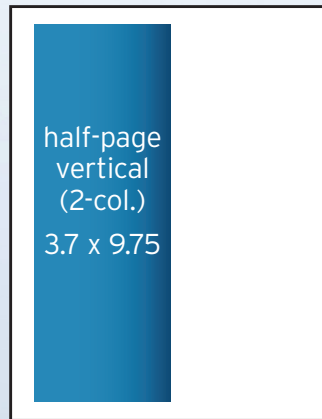
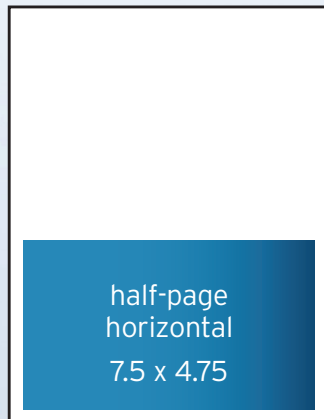
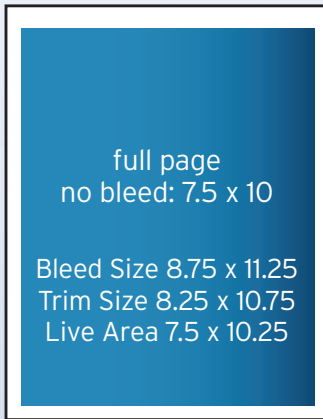
Just submit the editorial and graphic to use and we'll do the rest.

SIZE	TEXT ONLY	WITH PHOTO ¹
1/6	140	90
1/4	225	175
1/3	300	250
1/2	500	450
Full page	900	850

¹ Based on a 1.75 x1.75 inch logo. Si you prefer a bigger graphic you will need to reduce amount of words.

FORMATS FOR PHOTOS AND GRAPHICS

- 1) Archive in Adobe Acrobat© PDF, jpg, tif o eps
- 2) Scanned at 300 dpi.
- 3) ADS BUILT IN WORD, PUBLISHER OR OTHER PROGRAMS ALIKE ARE NOT ACCEPTABLE AND WILL BE SUBJECT TO LAYOUT FEES.
- 4) No printed material or downloaded material from the web.



* Dimensiones en pulgadas

CONTACT Us

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SOCIALNETWORK WWW.NA-PR.ME

IPHONE IPAD APP: NATURAL AWAKENINGS

 NATURAL AWAKENINGS PUERTO RICO

natural
awakenings®