natural awakenings
PUBLISHING CORPORATION

KnEWwell

2023 MEDIA KIT

HEALTHY LIVING | HEALTHY PLANET

MISSION STATEMENT
To EMPOWER individuals to live a healthier lifestyle on a healthier planet.
To EDUCATE communities on the latest in natural health and sustainability.
To CONNECT readers with local wellness resources and events, inspiring them to lead more balanced lives.
ABOUT US

2023 MARKS THE 29TH YEAR THAT NATURAL AWAKENINGS MAGAZINES HAVE BEEN PUBLISHED!

leaders in the health & sustainability industry for
29 YEARS

SOCIAL MEDIA
117,761 Facebook likes
23,545 Twitter followers
23,416 Instagram followers

1.3 million+
loyal monthly readers

DISTRIBUTION
20,592 physical locations

80% of NA READERS purchase products or services from ads seen in Natural Awakenings
PRINT
Target marketing is the key to our success. Our unique business model connects advertisers with like-minded readers seeking their products and services. Our loyal readership and retention rate proves our success.

DIGITAL
WE’VE EXPANDED OUR OFFERINGS
With the world being more online today than ever, we have added new digital products to help our advertisers promote their business beyond print to broaden their reach. Opportunities now include a range of digital advertising and promotional benefits, as well as digital services through KnoWEwell (parent company).

PRINT + DIGITAL
Consistency matters! Combining our dedicated readership with an online audience is what will set your business apart.
Who Is The Natural Awakenings Reader?

We’ve spent the last 25-plus years serving the LOHAS market, and we know what it takes to reach these consumers. According to our readership surveys conducted over the years, our total readership is majority female (54%), and:

- 88% have been reading Natural Awakenings for at least 6 months,
- 44% purchase from our advertisers between 2 and 3 times per month,
- 69% are between the ages of 25-44,
- 81% are college educated,
- 65% have an annual income in excess of $45K,
- 49% purchase healthy or organic food, and
- 51% attend exercise or fitness events.

(According to a 2021 survey of our readers)

Our Readers’ TOP 5 Interests Are:

1. HEALTHY LIVING
2. COMPLEMENTARY & HOLISTIC HEALTH CARE
3. PERSONAL DEVELOPMENT
4. ECOLOGICAL LIFESTYLES
5. SUSTAINABLE ECONOMY
THE EDITORIAL PILLARS

We uphold the highest journalistic standards.

EACH MONTH YOUR BUSINESS IS AMONG CUTTING-EDGE INFORMATION IN NATURAL HEALTH, NUTRITION, FITNESS, PERSONAL GROWTH AND GREEN LIVING EDITORIALS.

Articles by Journalists and Industry Experts

Independent Expert Interviews

Evidence-Based and Fact-Checked
DIVERSE, TARGETED DISTRIBUTION

Reach More than 1.3 Million Consumers Monthly

A free community publication, *Natural Awakenings* is distributed at hundreds of locations in each member city or metropolitan area, providing an unsurpassed depth of market penetration, with **18,000+ distribution locations**. Our readers can pick us up all month at:

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

News Brief
Appearing in the front of the magazine, a news brief announces a piece of news about your business and gives additional details. They average around 175 words.

Event Calendar
Dated calendar in the back of the magazine, containing listings for that issue month. 25 words.

Ongoing Calendar
Calendar in the back of the magazine for events that always take place on the same day of the week, same time and location. 25 words.

Advertisements
From full page to quarter page your product or service offering, or content article.
# MULTI-MARKET PRINT AD RATES

All rates are per market, per month

45+ MARKETS

<table>
<thead>
<tr>
<th>Size</th>
<th>12 Months 25% Discount</th>
<th>6 Months 15% Discount</th>
<th>1-3 Months</th>
<th>Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$784</td>
<td>$888</td>
<td>$1045</td>
<td>$225</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$575</td>
<td>$651</td>
<td>$766</td>
<td>$170</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$454</td>
<td>$514</td>
<td>$605</td>
<td>$140</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$314</td>
<td>$356</td>
<td>$419</td>
<td>$105</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$252</td>
<td>$286</td>
<td>$336</td>
<td>$85</td>
</tr>
</tbody>
</table>

**National Digital Add-Ons**

12-month contract advertisers receive a 15% discount on:
- Banner advertising
- National website sponsorship
- A sponsored content article
- 4 News briefs
- 5 calendar listings per month
## PRINT AD SPECS

### File Preparation
Please adhere to the guidelines below when preparing files.

<table>
<thead>
<tr>
<th>Full Page Bleed:</th>
<th>Full Page (No Bleed)</th>
<th>2/3 Page Vertical</th>
<th>1/2 Page Vertical (2ep)</th>
<th>1/3 Page Vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed Size 8.75 x 11.25</td>
<td>7.5 x 10</td>
<td>4.875 x 9.75</td>
<td>3.625 x 9.75</td>
<td>2.375 x 9.75</td>
</tr>
<tr>
<td>Trim Size 8.25 x 10.75</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live Area 7.5 x 10.25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### File Specifications/General Guidelines
- Include/embed all fonts and artwork.
- 300 dpi for images
- CMYK only. Convert any Spot colors not intended to print into CMYK.
- All RGB elements must be converted to CMYK. Pantone Elements must be converted to CMYK. Do not use illegal characters in file names.

### Fonts
- 4 Color black type should not be used. If used, note there is a potential for registration concerns.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
- 4 Color type should not exceed 300% density.

### Document Settings
- Ads should be built at 100% trim size.
- Full Page bleed ad, extend bleed to .25” on all sides.
- Full Page bleed ad, all live content intended to print must be kept at least .375” inside trim size.

No computer-printed material or website images are accepted.
KnoWEwell's Global, Trusted RWH Digital Ecosystem

"Integrated ecosystems are essential – product, service, social media, community, and environmental activism built around the consumer.” – PricewaterhouseCoopers, The Rise of Welcare

Growing Industry Leading Domestic and International Collaborative Partners

HEALING & WELL-BEING PROVIDERS

HEALTH & MEDICINE PRACTITIONERS

MISSION-ALIGNED NONPROFITS

HOSPITALS AND CLINICS

ACADEMICS, SCIENTISTS & RESEARCHERS

REGENERATIVE ORGANIC FARMERS

EMPLOYERS & INDUSTRY TRADE BUSINESSES
DIGITAL ADD-ONS

NAPC CATEGORIES
Scrolling NAPC categories

PREMIUM (Center)
Hyperlinked to Professional or Organization Profile

SPONSOR (Logo)
Hyperlinked to Organization Profile

BANNER
Scrolling

SPONSOR (Logo)
Hyperlinked to Organization Profile

DIRECTORY
Hyperlinked to Professional Profile

ORGANIZATION PROFILE

ADVERTISEMENT SIZES

PREMIUM (Center)
Hyperlinked to Professional or Organization Profile

size
price

SPONSOR (Logo)
Hyperlinked to Organization Profile

size
price

DIRECTORY
Hyperlinked to Professional Profile

size
price
Bring your thought-leading scientists, researchers, or providers, and share your knowledge with our like-minded, motivated community seeking to learn and engage. We will co-host and moderate a meaningful discussion with your subject-matter expert.

**Webinar Set-up and Promotion:** We will produce and facilitate an interactive, educational webinar with evidence-based content produced and presented by your thought leader (e.g., scientist, provider, researcher, or another subject-matter expert). Your webinar will be promoted on the platform as follows:

- Listed in the searchable in the global Events and Online Events directory and up to five Topic Specific Communities up to 30 days in advance of the session
- Promotion of the upcoming webinar in global newsletter and through social media, as well as in the Activity Digest, for those members who have opted-in to notifications
- Recorded, uploaded, archived, and available for playback from the Past Online Events directory

- Live and on-demand webcast delivery
- Pre-recorded simu-live
- Live screen share and webcam
- Broadcast video
- Support for slides and video clips
- High accessibility
- Audio via web or phone
- 1,000 maximum attendees
- No plug-ins or downloads
- Registration source tracking and social sharing
- Multi-event, single-form registration
- Automated, customizable email notifications
- Mobile-friendly viewing
- Personalized presenter and audience views

- Dynamic webcast console, video, bio, resources, multi-person view, social media
- Support for multiple presenters
- Engage with polls, and live Q&A
- Offer handouts and resources for download
- Gain insight through attendee surveys
- Social media widgets
- Group chat and idea-sharing tools
- Testing and certification tools
- Real-time, robust webcast analytics
- KnoWEwell services and support
- More insights with same-day marketing analytics
- Perpetual program archiving on KnoWEwell website
KnoWEwell Media Kit

KnoWEwell’s audience and RWH members are thirsty for today's knowledge to educate and inspire them. As such, our sponsor packages are focused on multimedia educational content. Use link to KnoWEwell Media Kit and see pages 10-13 for description details of each package.

<table>
<thead>
<tr>
<th>Brand Recognition</th>
<th>EDUCATIONAL CONTENT PACKAGE</th>
<th>TOPIC GROUP SPONSOR PACKAGE</th>
<th>FOUNDING PATRON PACKAGE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Founding Partner Recognition</td>
<td>1</td>
<td></td>
<td>Lifetime</td>
</tr>
<tr>
<td>Topic Group Recognition</td>
<td>1</td>
<td></td>
<td>Lifetime</td>
</tr>
<tr>
<td>Organizations Directory</td>
<td>1</td>
<td></td>
<td>Lifetime</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Educational Content Marketing</th>
<th>EDUCATIONAL CONTENT PACKAGE</th>
<th>TOPIC GROUP SPONSOR PACKAGE</th>
<th>FOUNDING PATRON PACKAGE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Hosted Webinars</td>
<td>2(bi-annually)</td>
<td>4(quarterly)</td>
<td>12 (1 per month)</td>
</tr>
<tr>
<td>Live Events Listing</td>
<td>2 per month</td>
<td>4 per month</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

| Article | 6 (1 every other month) | 12 (1 per month) | $2 (1 per week) |
| Video   | 6 (1 every other month) | 12 (1 per month) | $2 (1 per week) |
| Infograph | 6 (1 every other month) | 12 (1 per month) | $2 (1 per week) |
| White Paper | 6 (1 every other month) | 12 (1 per month) | $2 (1 per week) |

<table>
<thead>
<tr>
<th>Specific Topic Group(s)</th>
<th>EDUCATIONAL CONTENT PACKAGE</th>
<th>TOPIC GROUP SPONSOR PACKAGE</th>
<th>FOUNDING PATRON PACKAGE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Feed</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>News</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Live Events Directory</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Media Center</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weekly Notifications</th>
<th>Activity Digest</th>
<th>Member Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product and Services Promotions</th>
<th>EDUCATIONAL CONTENT PACKAGE</th>
<th>TOPIC GROUP SPONSOR PACKAGE</th>
<th>FOUNDING PATRON PACKAGE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific topic group promotions</td>
<td>6 (1 every other month)</td>
<td>12 (1 per month)</td>
<td>12 (1 per month)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities Directory</th>
<th>EDUCATIONAL CONTENT PACKAGE</th>
<th>TOPIC GROUP SPONSOR PACKAGE</th>
<th>FOUNDING PATRON PACKAGE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullpage 90-day post of jobs, internships, etc.</td>
<td>6 per year</td>
<td>24 per year</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KnoWEwell Memberships</th>
<th>EDUCATIONAL CONTENT PACKAGE</th>
<th>TOPIC GROUP SPONSOR PACKAGE</th>
<th>FOUNDING PATRON PACKAGE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic individual memberships</td>
<td>250</td>
<td>500</td>
<td>1,000 $*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRICING (as of March 2023)</th>
<th>EDUCATIONAL CONTENT PACKAGE</th>
<th>TOPIC GROUP SPONSOR PACKAGE</th>
<th>FOUNDING PATRON PACKAGE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000 Per Year</td>
<td>$20,000 Per Year</td>
<td>$100,000 One-Time Cost</td>
<td>($53,000 value) ($79,000 value) ($priceless)</td>
</tr>
</tbody>
</table>

* LLTCA, Last, and custom packages are available. For more information, speak with your KnoWEwell representative. * Lifetime is defined as 25 years. * Sponsored content is reviewed by KnoWEwell prior to publishing to ensure it is mission-aligned and meets KnoWEwell’s standards and policies. KnoWEwell reserves the right to accept or reject any and all marketing content on its platform. * $200 for each 1,000 additional individual memberships.
INTEGRATED APPLIED BRANDED EXPOSURE

Example Integrated Print and Digital Brand Experience

Monthly: Underwritten Article: New NAPC Dept in print & online magazines
- Join multi-media content planning
- NAPC Journalist
- Boiron recognition

NAPC & KnowEwell Promotion
On KnowEwell, NAPC and Franchises current and new websites, in Hub & social

Weekly: Sponsored online articles or other multimedia edu content and events
NAPC and KnowEwell websites and in Hub

Monthly: Sponsored Webcast Show
e.g.: Homeopathy Healing Success Stories

Shoppable Product Company in Hub
Branded Community
Featured Partner in Homeopathy Community
Posts, Articles, Media, Promotions, Events

Media Center Resources
Folders, files, links, videos, webcasts, pdf’s etc.

2023 Media Kit
EMAIL ADVERTISING

1. BANNER ADS

What Is It?
Banner ads are within our monthly email newsletters. Given their highly targeted nature they are considered one of the most effective methods for reaching potential customers.
RETAIL: $200/month (includes two mailings)

2. DEDICATED EBLAST

What Is It?
An email sent out to our network dedicated solely to your business with your desired messaging. This is a perfect opportunity to showcase an upcoming event, special promotion, or new product or service.
RETAIL: $60 per 1,000 subscribers

Why These Work ...
Banner ads and dedicated emails can help you stand out in multiple ways with a consistent presence to promote a product or service and drive traffic to your site, generating leads for your business.

17 K Subscribers
Global Mailing List
43.0%
KWW Average Open Rate

12 K Subscribers
National Mailing List
28%
NA Average Open Rate

Ad Sizes
Banner
728x90

JPG and animated GIF files are accepted.
NEW NATIONAL DIGITAL MAGAZINE
Interactive No Skip Ads | Interactive Video | Click Through Purchases

ON NEW NAPC NATIONAL WEBSITE

+ 28 NEW STATE WEBSITES

CALL FOR SPECIAL PRELAUNCH PRICING!

2023 Media Kit
NEW SUBSCRIPTION MAGAZINE

LAUNCHING SOON!
Expanded Combined NAPC and KnoWEwell Content in New Mobile Application

CALL FOR SPECIAL PRELAUNCH PRICING!
START. GROW. SCALE.

Whether you are just starting your business or looking to grow your impact and scale nationally or globally, we are partnering to bring you the best in class technology and provider services to help you achieve your mission and make your journey easier.
YOUR ALL-IN-ONE TURN-KEY BUSINESS SOLUTION

Public website and/or public and private community, membership management, education, CRM and more

PRICELESS VALUE: low-cost, high-value, integrated technology solution with partner promotion in a growing Hub of your key target audience.

Get a personalized demo
Call today!
Global Trusted RWH Marketplace

You market, we promote, and members shop for everything you, your business and nonprofit offer.

Our growing, like-minded ecosystem of health and wellness consumers have selected their interests, are actively seeking your knowledge and services, and have opted-in for you to be able to educate and direct target-market your knowledge, programs, books and services.
Today’s competitive marketplace demands that you have a comprehensive online strategy that includes multiple channels. Digital marketing gives you the ability to reach a broader audience, drive more people to your content, increase ROI, and build better relationships with your readers.

Achieve unmatched growth with minimum worry and without needless outside costs. We only present you what you need to think about. We swat down the fluff and present you with the deeper value-adds instead.

We'll work with you to set clear strategic goals for what you want to achieve online in terms of gaining new customers or building deeper relationships with existing ones. After analyzing your existing business, we’ll help you create a digital marketing strategy that builds more awareness for your brand and drives results.

By leveraging digital marketing tools, including search engine optimization (SEO), sales funnels, landing pages, social media, and web analytics alongside our specialized expertise, we can help you drive highly-targeted traffic that delivers the results you desire.
Get Started with 2 Weeks Risk Free Trial

We believe that in your success lies our success. Our team of vEmployees are an extension of your team, working with you to make you successful.
Every Business Relies on Technology

- **80%** of small businesses are not taking full advantage of available technology.
- **28%** of data breaches in 2020 involved small businesses.
- **13.5%** increase in remote workforce is expected, even after the pandemic.

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**IT Consulting**
We give you the time and the guidance your business requires. Our clients get personalized advice.

**Managed Services**
Systems administration, device management, end-user support. We can fully run or supplement your IT.

**Managed Security**
We provide threat, cloud, infrastructure, data, identity, and response management for your entire organization.

**Backup and Recovery**
We protect your business against data loss by providing industry’s best backup and recovery methods.

**Cloud Solutions**
Your team’s collaboration rely on the cloud: we deliver solid infrastructure, agile platforms and high-standard services.

**Email Hosting**
Our hosted email solutions provide your business with secure email and advanced communication features.

**Voice Over IP (VoIP)**
Solutions with functionality such as a mobile app, video conferencing, voicemail-to-email delivery, and more.

**Compliance**
We help your business to comply with data laws, regulations, and guidelines relevant to your industry.
Contact us for custom business services bundles and to schedule a demo.

**Call:**

1-855-KWE-WELL (593-9355)

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**CONTACT**

KNOWEWELL.COM

E: SPONSORS@KNOWEWELL.COM

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**VIEW KNOWEWELL MEDIA KIT**