



natural awakenings®

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.

843-497-0390
GrandStrandHealthyLiving.



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

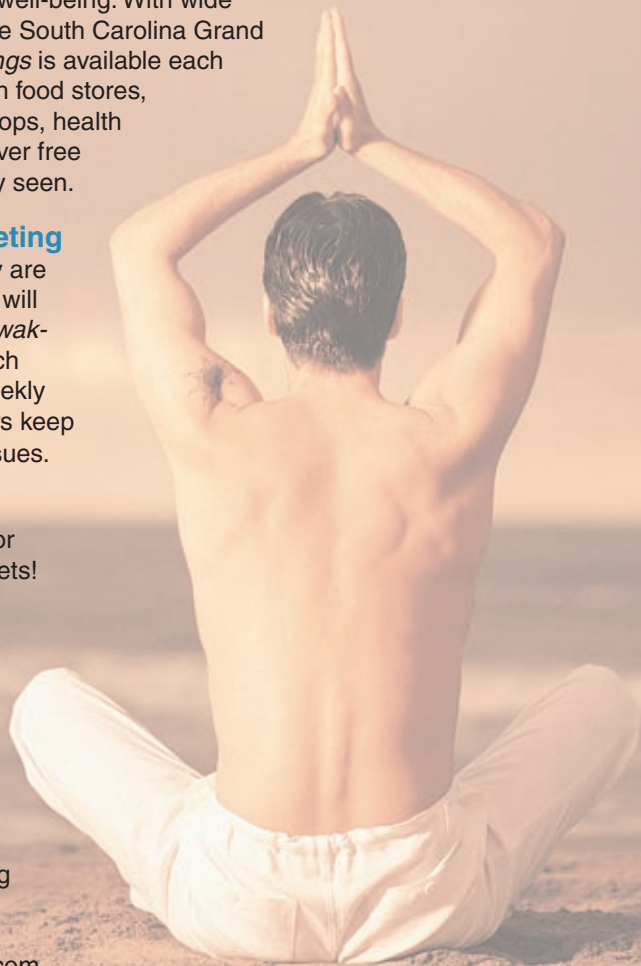
Reach our affluent, well-educated and health-conscious readers who are eagerly seeking resources that will improve their health and well-being. With wide distribution throughout the South Carolina Grand Strand, *Natural Awakenings* is available each month at your local health food stores, fitness centers, coffee shops, 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 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, or for franchising opportunities call 1-888-434-9392 or visit: NaturalAwakeningsMag.com.



*awakening one community
at a time . . . naturally !*

Natural Awakenings Welcomes 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.



editorial

Feature Articles

*Length: 250-1200 words (some articles longer)
Due on 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. Please include a brief biography at the end of your article.

News briefs

*Length: 50 to 250 words
Due on the 12th 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: 50 to 250 words
Due on 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 (e.g., 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:

- Email (preferred) – as an attached MS Word or text file to gseditor@naturalawakeningsmag.com
- Hard copy – left justified (digital format also required)
- 3.5 inch disk, CD, or DVD – saved in MS Word or text format.

Include your name, business name, phone number and email address with your editorial submissions. We reserve the right to edit all submissions for length and clarity.

Photos and Graphics

Be sure to include any photos or graphics that would enhance your feature. Submit your images in one of the following formats:

- Digital images from camera preferred. Computer prints & website graphics can not be accepted.
- Scanned professional print at 300 dpi, saved as TIFF, JPG, EPS, BMP or PDF.
- Attach graphic directly to email as a separate file (TIFF, JPG, EPS, BMP or PDF) and send to gseditor@naturalawakeningsmag.com. Do not embed graphics in word files.

contactus

Grand Strand Natural Awakenings

404 64th Ave. N.
Myrtle Beach, SC 29572
843-497-0390

Editorial email: gseditor@naturalawakeningsmag.com
Advertising email: gsads@naturalawakeningsmag.com

Community Resource Guide

Due on the 12th of the month prior to publication.

resourceguide

Basic Listing includes: 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 \$3 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 ##.

Description: Up to 25 free words. Additional words may be added at \$1.00 per word.

SAMPLE BASIC LISTING

PUBLICATIONS

NATURAL AWAKENINGS

Keith Waller
Phone: 843-497-0390
GrandStrandHealthyLiving.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: \$60

15% discount w/ 6-month contract: \$51

25% discount w/ 12-month contract: \$45

DISPLAY ADVERTISERS—

50% off Listing Cost: \$30

SAMPLE LISTING with ITEMS and PHOTO added

PUBLICATIONS

NATURAL AWAKENINGS

Keith Waller
404 64th Ave. N, Myrtle Beach, SC
Phone: 843-497-0390
Fax 843-497-0760
gseditor@NaturalAwakeningsMag.com
GrandStrandHealthyLiving.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.

15,000 free copies are distributed at over 300 locations. See ad page 36.

32 words (32- 25 words = 7 extra words x 50¢) = \$3.50
3 extra items @ \$3 each = \$9.00; photo @ \$10 = \$10

Listing Cost: \$60 [+ \$3.50 + \$9 + \$10] = \$82.50

15% discount w/ 6 month contract
\$51 [+ \$3.50 + \$9 + \$10] = \$73.50

25% discount w/ 12 mo. contract
\$45 [+ \$3.50 + \$9 + \$10] = \$67.50

DISPLAY ADVERTISERS - 50% off Listing Cost:

\$30 [+ \$3.50 + \$9 + \$10] = \$52.50

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 hyphen or a slash.

Calendar Events

Due on the 12th of the month prior to publication.

Must be resubmitted each month. Email to: gscalendar@NaturalAwakeningsMag.com

The calendar is a wonderful resource for filling your workshops and events. There is a nominal charge per listing for this service. (Display advertisers receive 5 free listings per month). 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: gscalendar@NaturalAwakeningsMag.com

Classes that meet on an on-going basis are placed in this section. Submit in the same format as above, as brief as possible.



My ad in Natural Awakenings has more than paid for itself. It has also been very helpful for clients attending my classes. Natural Awakenings is the only advertising we do. The exposure and circulation is great.

Thank you!

—C.W., Oil Lady Aromatherapy

Natural Awakenings is a professionally recognized publication that has provided me and many of my clients with an opportunity where we can successfully advertise and gain exposure through the many forms of promotion that the magazine has to offer. My client base and exposure to the local marketplace has greatly expanded due to the support of the creative and professional Natural Awakenings staff. Thank you for your invaluable service!

—Patricia Varley, MHSA

Professional Speaker
Business and Personal Coach