
MEDIA KIT
2012



Welcome to **Mindful Magazine**, a digital online emagazine (eco-friendly) with flipping page technology. This publication is focused on mind, body and wellness. Mindful living is a journey of awareness and discovery; exploring a healthy lifestyle, while also keeping the earth clean and healthy. Living well isn't having luxuries money can buy, although it may seem as if it were easier if we just had this or that. Living well is not having luxuries money can buy, it is being happy with what you have and knowing what you have, is key. Learning to be resourceful will always be an advantage to living well.

We at **Mindful Magazine** want to help people live a lifestyle that promotes respect and health for ourselves, our family, our community and the Earth. We want to band together and make a difference.

Circulation

Emailed bi-monthly and present on popular social media sites. Subscription increases monthly. Published since July 2012.

Demographics

Mindful Magazine caters to readers who are mindful, health conscious, educated, affluent, ready to invest in a healthy lifestyle, and to make a change in their life and in the world. Those who seek natural, sustainable, holistic information, products,

and services of self care guidance and renewal.

We serve the holistic health care community by sharing and improving its understanding of wellness practice of professionals in the wellness field as well as home care and the environment. Each issue features articles on mindfulness in daily life, education and CEU courses, spa wellness, holistic spa wellness, holistic health care disciplines, nutrition, family, fitness, natural healthy recipes, and so much more.

Mindful Magazine supports mindful focused Doctors, Naturopaths, Herbologists, Nutritionists, Aromatherapists, Spiritual Guides, Fitness Leaders, Wellness Practitioners of Ayurveda, Traditional Chinese Medicine, and other ancient forms of health care, and all professionals supporting a better, healthier, fuller life for our readers.

We aim to inspire readers with vital information, while being a national leader in sharing and collaborating wellness in one place for the entire holistic health care community with inspired editorial and design.

ADVANCED TECHNOLOGY

Mindful Magazine is purposely positioned as an emagazine online for your convenience, our

sustainable eco-friendly content are thoughtful, authentic, and completely unique. If you wish to have local based print copies please let us know, we want to be frugal with print but are happy to accommodate your needs.

Flipping page, zoom in, hyper links and direct email link emagazine (Note: Even if you include your internet info in a print ad you will lose effectiveness. Why? Because people can't click on your magazine ad — right now!) That's what people want. They want it now! In **Mindful Magazine** your ad is linked to your website, for instant gratification! Subscribers can simply click on your website or email address and get your information within moments. Now that's convenient and fast!

Vibrant, full color, high quality, and clean design, along with informative wellness articles will give **Mindful Magazine** an edge as your ultimate affordable advertising tool.

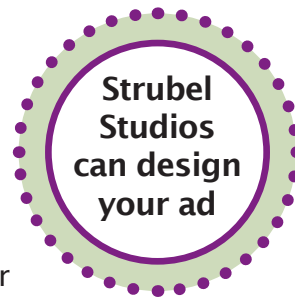
AFFORDABLE ADVERTISING

In contrast to a print magazine you will normally find you can reach just as many people with an emagazine for about 1/10th of the cost.

CONVENIENCE

When you place an ad with **Mindful Magazine** you can expect to see it in circulation

within a couple of weeks. With traditional forms of print advertising you will normally have to wait up to 90 or even 120 days to see your advertising in print.



Strubel Studios DESIGN

Design and assistance with your ad (\$75 per ad*)

LONGEVITY

There is nothing to throw away/ recycle each week like a local newspaper or printed magazine. People keep it as a reference for the whole month (even longer), thereby giving advertisers 'immediacy of access' when their services are required. Publication issues are also archived so your ad may very well be seen in back issues as well ... so your advertisement becomes virtually immortal! An additional bonus is that many people forward their emails to friends, family and business associates. This is Free Advertising! Extra exposure! This single fact alone adds to the overall value, making your ad a much better value for your advertising dollar.

EXPOSURE

Emailed emagazine and presence on social media and related wellness blogs.



ADVERTISING RATES

	1-Issue	3-Issues (Save 10%)	6-Issues (Save 15%)
FULL PAGE	\$275	\$248 (\$742)	\$234 (\$1,404)
1/2 PAGE	\$145	\$130 (\$390)	\$124 (\$744)
1/4 PAGE	\$80	\$72 (\$216)	\$68 (\$408)
INSIDE FRONT COVER	\$295		
BACK COVER	\$325		
DBL PAGE EDITORIAL	\$495		

Give your business a depth of coverage that is normally only available at a huge expense in other publications. It's a great way to let potential customers know all about your business. Double page spread, includes photographs and advertisement. **Fantastic value at just \$495**

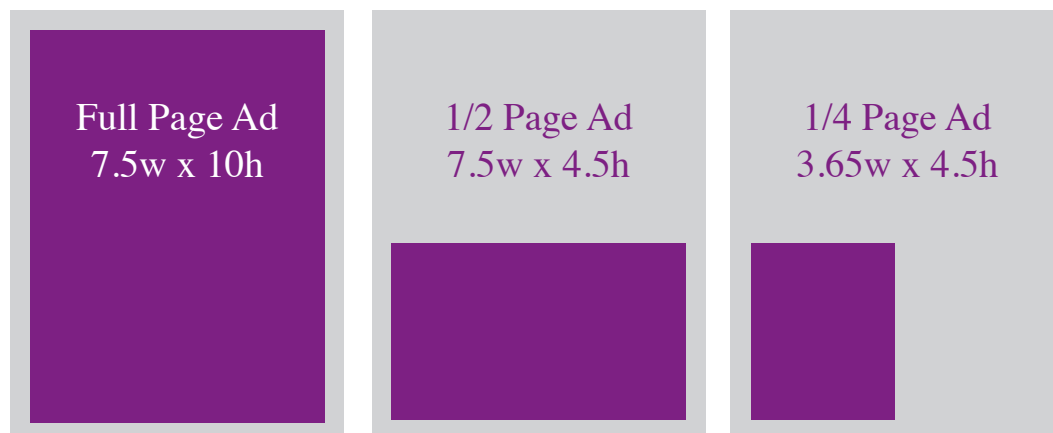
ONLINE ADVERTISING RATES: Ask for rate sheet.

MEDIA SPECS

FORMAT InDesign (.indd), Illustrator (.ai), Photoshop (.psd), Hi-Res. pdf, eps, tiff, or jpg (When supplying InDesign or Illustrator please remember to supply all supporting files plus a lo-res PDF for reference). Files should be 300 dpi for optimal clarity.

FULL PAGE 7.5w x 10h
1/2 PAGE 7.5w x 4.5h
1/4 PAGE 3.65w x 4.5h

EMAIL ADS TO info@mindfulmag.com



EDITORIAL CALENDAR

September/October Issue

Theme: *Stress Relief*

Departments/Features

Mindful Living

Stress Management Tips

Add quality family time into your busy schedule

Giving Back

Mindful Spa & Beauty Wellness

Interview: Karen Asbury: Cranial Sacral

Want to look younger?

Mindful Health, Nutrition & Fitness

Mouth Hygiene: What's in tooth paste?

Make your own toothpaste. Flossing benefits.

What benefits do Vitamin Bs have?

Breathing: Meditation, Weight-Loss & Pain Relief

Healthy Kitchen

Spotlight

Love It! Products you'll love!

Guest: The Dharma Types by Simon Chokoisky

Workshops & Retreats

Life-changing programs, retreats, and workshops to empower you. Learn, discover and explore for self improvement and relaxation.

Books & Media Review

Sharing thoughts and opinions on Books, CDs, Films and Music.

Coming Soon! Popular columns by leading wellness experts.

**Editorial is subject to change*

November/December Issue

Theme: *Eco-Safety*

Departments/Features

Mindful Living

What does Fair Trade mean?

Fire safety in the home.

Giving Back

Mindful Spa & Beauty Wellness

What steam can do for the body. (Health benefits. Cautions.)

Hair loss prevention

Mindful Health, Nutrition & Fitness

GMO Foods: Why they're bad for you and the environment.

What you put in your body affects your skin - skin disorders.

Healthy Kitchen

Spotlight

Love It! Products you'll love!

Guest: World Famous Pianist, Weber Iago

Workshops & Retreats

Life-changing programs, retreats, and workshops to empower you. Learn, discover and explore for self improvement and relaxation.

Books & Media Review

Sharing thoughts and opinions on Books, CDs, Films and Music.

Coming Soon! Popular columns by leading wellness experts.

**Editorial is subject to change*

ERRORS Errors not caught during advertisers proofing are the responsibility of the advertiser. It is the advertiser's responsibility that the artwork supplied does not breach copyright laws. Mindful Magazine LLC reserves the right to decline or accept any advertisement at its own discretion.

BILLING Full payment is due on or before the deadline date. Payment must be received in order to be published. Check (Payable to Mindful Magazine LLC, 5102 Plomondon Street, Vancouver WA 98661) or conveniently pay on our [website](#).

PUBLICATION SCHEDULE

September/October Issue

Deadline: August 15

Email Distro: September 10

November/December Issue

Deadline: October 12

Email Distro: November 5

⋮ **ONLINE**
⋮ **ADVERTISING**
⋮ **RATES**
⋮ Ask for rate sheet.

mind, body
& wellness

AD DESIGN

Take advantage of our professional design partner, Strubel Studios ... all ads are designed for \$75 per ad*.

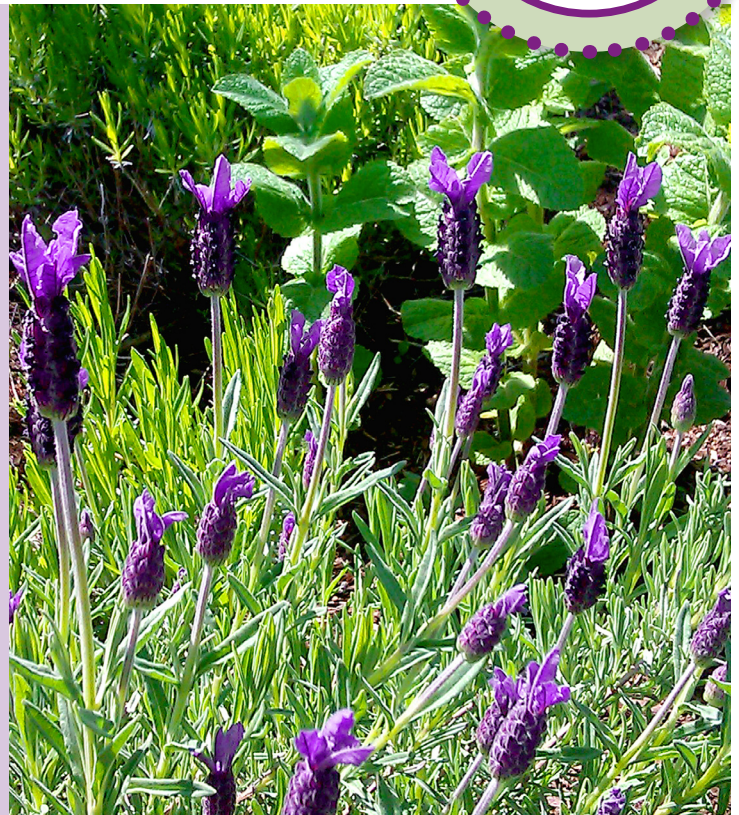
**This price does not include unlimited changes to ad. First revision is included in the \$75 price, any time after that will be charged an hourly rate of \$75 per hour.*

**LINK YOUR AD TO YOUR WEBSITE
OR SOCIAL MEDIA!**

Contact us today to
reserve your ad space!

**[CONTACT US BY
CLICKING HERE](#)**

**\$75
for ad
design***



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FOLLOW US ON **twitter**

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