

Natural Life Magazine

Green Living ♦ Natural Parenting ♦ Life Learning



Natural Life is one of the oldest and most respected natural lifestyle publications in North America. Founded in Canada in 1976 out of one family's need for information and inspiration about healthy, simple, environmentally responsible living, **Natural Life** is a pioneer in the fast growing field of healthy, sustainable family living.

Natural Life continues to be independently owned and focused on providing quality to both readers and advertisers. Our editorial integrity and spirit are unmatched.

Six times a year, **Natural Life** addresses a wide range of natural living topics in a

positive and intelligent manner. Each issue contains philosophical inspiration and practical information about topics that are important to readers as they move towards a healthier, more sustainable lifestyle. In each issue, articles cover natural parenting; healthy, sustainable homes; renewable energy; organic gardening and native plants; eco-leisure and travel; wellness and natural healing; and holistic, alternative, home-based and democratic education.

Natural Life's circulation is now approaching 100,000, via subscription, newsstands, professional organization membership and conferences (60% US, 36% Canada, 4% foreign). Each issue – including your advertising – is available for free PDF download on our website, which is used as an ongoing reference by our targeted audience of progressive, information-seeking, environmentally aware readers.

Our readers look to **Natural Life** for reliable, objective information. We have earned their trust; in our pages, your advertisement will share that environment of credibility and authority.

Rolf Priesnitz,
Founding Publisher

"Natural Life has been promoting natural lifestyle values since 1976 and in that time they have held true to their values, which for me is an expression of honesty to their readers in all ways."

Hugh Perry, Editor,
Eco-Community News

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Reader Profile

Natural Life readers are progressive, well educated and well informed. They are at the leading edge of the emerging new consumer group that has been dubbed "LOHAS", which refers to those who want "Lifestyles of Health and Sustainability." Their purchasing decisions are values-driven and significantly affected by their concern about human and planetary health. They also have a high degree of influence over others, and are, according to research, three times as likely as the general population to influence and teach others about the benefits of green products and services.

- The average annual household income of **Natural Life** readers is over \$75,000.
- 80% of **Natural Life** readers are women between the ages of 35 and 55.
- 75% of **Natural Life** readers hold a college or university degree.
- An average of 4.8 additional people read each copy and 80% of readers keep the magazine more than 1 year and continue to consult it for editorial and advertising information.

Natural Life readers are family-oriented. They are committed to attachment parenting practices such as extended breastfeeding, babywearing and cosleeping, and they educate their children in progressive ways like life learning, homeschooling and democratic schooling. They are seeking information about organic food, clothing, bedding and household fabrics, as well as organic and environmentally-safe, non-toxic household products. They are also eager to enhance their children's self-directed learning experiences with high quality educational services and products such as DVDs, CDs, books, games, software, websites, travel opportunities, and alternative post-secondary programs. **Natural Life** readers are interested in green, energy-efficient living. They are homeowners who are knowledgeable about and purchase environmentally-friendly, energy-efficient products and services that allow their families to be self-reliant while decreasing their household's ecological footprint. They are also keenly interested in learning about sustainable, healthy home design, renovation and construction.

- 95% have children living at home and/or are preparing for the birth of a child.
- 90% buy organic produce.
- 95% use natural remedies, herbs and supplements.
- 90% are concerned about the dangers of genetically modified ingredients.
- 86% enjoy sustainable family-based outdoor leisure activity and eco-touring.
- Spend an average of \$3000 annually on learning tools, experience and materials (not including tuition) for their children's home-based education.
- 90% have purchased green products for their homes in the last year.
- 82% plan to purchase a fuel-efficient, hybrid or electric vehicle in the next year.
- 80% intend to make health or energy related improvements to their homes.
- 75% would like to purchase or build an off-grid or alternatively constructed home.
- 78% are avid organic gardeners, with many growing a sizable portion of their family's food.
- 91% regularly compost and recycle.

Natural Life has been working with this type of consumer for over three decades, ensuring that they get the respect and information they need to integrate their values with their purchasing decisions.

"I consistently receive more responses to my ads in Natural Life than I do from any other magazine."

Richard Griffith, Coordinator,
Permaculture Worknet

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Why Advertise in Natural Life

Exposure to Opinion Leaders: **Natural Life** readers are progressive, engaged, well-educated early adopters of green living trends. This two percent of the population is at the leading edge of the emerging new consumer group that has been dubbed "LOHAS", which refers to those who live "Lifestyles of Health and Sustainability." Their purchasing decisions are values-based (three-quarters of our readers say they are willing to spend to support socially and environmentally responsible companies). They are significantly affected by their concern about human and planetary health (90 percent try to eat only organic food and over 80 percent routinely purchase only green products for their homes). They also have a high degree of influence over others and are, according to research, three times as likely as the general population to influence and teach others about the benefits of green products and services.

Cutting Edge Editorial: Were in touch with what's new, trendy and groundbreaking in the area of green living...usually before it hits the mainstream media. And we know how to present it in a way that engages and holds our readers' attention. As one subscriber put it, "Last week my husband was reading to me from a different publication and after a couple of 'Yeah-yeah- I-know-about-thats' from me, he asked if I had already read his newly arrived magazine. I got to say "No, I've read all this in **Natural Life** a month ago."

Credibility and Integrity: **Natural Life** readers trust our editorial content because it is well-researched and balanced (we even won an award for balanced editorial from an environmental industry organization!), so your advertising shares in that credibility. We publish our ethics and sustainability statements prominently in the magazine and on its website, and 90 percent of our readers say they are aware of and appreciate those policies. When you advertise in **Natural Life**, that integrity and trust extends to your message.

Paid Distribution: **Natural Life** readers have a demonstrated financial commitment to our magazines because they have either paid for a subscription or purchased a copy on the newsstand.

Solid Circulation Numbers: **Natural Life's** circulation is now approaching 100,000. That is a combination of subscriptions, newsstand sales, professional organization membership add-ons, professional office copies and conferences. The geographical breakdown is approximately 60 percent United States, 36 percent Canada and 4 percent foreign (including Australia, the UK, and Europe).

Repeat Exposure: **Natural Life** readers refer to each issue of the magazine multiple times. Eighty percent tell us that they save each issue, often for years, providing the opportunity for repeat multiple exposure to your advertising. Each copy of **Natural Life** also has a high number of readers, with each issue being read by an average of 4.8 people. Because **Natural Life** is a holistic publication, our readers stay with us for many years, often from the early years of starting a family, through the years when they are making alternative education decisions for their children, and onto the time of life when they are more occupied with buying or building second-level housing and making mid-life plans.

Quality: **Natural Life's** stunning layouts, four-color photography and high quality printing on FSC-certified paper matches your professional and environmentally responsible image.

Internet Exposure: All ads also appear in the PDF versions of the magazine, which are posted to our website upon publication of the print edition. An average of 20,000 additional readers download the PDF versions each month. In addition, 60 percent of respondents to a recent website survey say they visit the site weekly or more often to research topics and read articles.

Experience: Life Media has been publishing magazines since 1976, so we know what our readers want and how to give it to them. Current Editor and Publisher Wendy and Rolf Priesnitz are the founders of **Natural Life** and the original owners of Life Media and, in addition to having published magazines and books for this market for three decades, they walk the green talk in their personal and business lives. This experience ensures that **Natural Life's** readers get the respect and information they need to integrate their values with their brand choices and purchasing decisions...and that you get solid marketing advice to help you understand this market.

Customer Service: When you succeed, we succeed. Our goal is to create a long-term mutually beneficial relationship with our advertiser clients.

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Display Advertising Rates

Ad Type	Width	Height	One Insertion	Three Insertions	Six Insertions
Outside Back *	7-1/4"	9-3/4"	\$3,150	\$8,505	\$14,175
Inside Back *	7-1/4"	9-3/4"	\$2,925	\$7,898	\$13,163
Inside Front *	7-1/4"	9-3/4"	\$2,925	\$7,898	\$13,163
Full Page *	7-1/4"	9-3/4"	\$2,700	\$7,290	\$12,150
1/2 vertical	4-3/4"	7-1/4"	\$1,440	\$3,888	\$ 6,480
1/2 horizontal	7-1/4"	4-3/4"	\$1,440	\$3,888	\$ 6,480
1/3 square	4-3/4"	4-3/4"	\$1,020	\$2,754	\$ 4,590
1/3 vertical	2-1/4"	9-3/4"	\$1,020	\$2,754	\$4,590
1/4 vertical	2-1/4"	7-1/4"	\$ 810	\$2,187	\$ 3,645
1/6 horizontal	4-3/4"	2-1/4"	\$ 570	\$1,539	\$ 2,565
1/6 vertical	2-1/4"	4-3/4"	\$ 570	\$1,539	\$ 2,565
1/12 square	2-1/4"	2-1/4"	\$ 300	\$ 810	\$ 1,350

* **Note:** the cover and full-page size listed here is a print area dimension only. To create and size your full-page ad with a bleed, please see trim and bleed sizes on our Specifications Page.

Copy & Payment Deadlines

September/October 08 Issue June 13, 2008
 November/December 08 Issue August 15, 2008
 January/February 09 Issue October 17, 2008
 March/April 09 Issue December 12, 2008

Payment Policies

Payment is required in full for all advertising by the applicable ad deadline or ad will not run. Credit cards are accepted when paying online only. Cancellation of any portion of a prepaid contract will result in your cost being recalculated based on the one-time rate; notice of change or cancellation must be received in writing by the advertising deadline.

These rates are for four-color print-ready copy, produced to our specifications. A production charge of \$100 plus GST/HST is applicable to any changes we have to make to non-conforming material, or if you want us to produce your ad for you.

Contact

Life Media, 508-264 Queen's Quay W, Toronto ON M5J 1B5
(416) 260-0303 or toll-free 1-800-215-9574 or email adsales@NaturalLifeMagazine.com

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Print Advertising Specifications

Natural Life magazine is printed on high quality coated stock with a matte finish. Advertising copy must be supplied in accordance with the following specifications. Please consult our advertising guidelines and read the following technical instructions carefully.

Creating Your Ad

1. Create your ad using a graphics program that's intended for professional design work and producing prepress files. We do not accept Quark, Microsoft Publisher or Pagemaker files or ads in Microsoft Word or Wordperfect format.
2. Coupons are not allowed in ads.
3. Set up your software for 600 dpi resolution, web coated CMYK color profile (or grayscale if the ad is black and white) and the correct ad size.
4. Refer to the size specifications on our ad rate card and ensure your ad is exactly the correct size. Make sure the size of your document page is the size of the ad. That means there should be no surrounding white space, outside the borders of your ad.
5. Bleeds are acceptable only on full-page or cover ads and should extend a 1/8-inch beyond the trim size on top, bottom and one side. Trim size is 8-1/8 inches by 10-7/8 inches.
6. Scan all photos at 300 dpi/ppi minimum (150 line screen), at the finished size or larger; do not enlarge an image that is small in resolution or dimensions. Create or scan line art and text at 600 dpi/ppi. Images in web format (i.e. JPG or GIF) are not acceptable for print reproduction.
7. Black type in all color ads must be 100% black rather than 4-color (i.e. set the color setting for C=0, M=0, Y=0, K=100%.) If you want more information about color issues, please refer to our color issues information page.
8. If your ad is less than a full-page in size, save it as a TIF with all compression turned off. A full-page or cover ad can also be saved as a press-optimized PDF with fonts embedded.
9. Do not use crop marks or color keys.
10. Name the file so that we can recognize it, including the name of your company and the issue date in the name. Please do not include spaces between file name words.

Submitting Your Ad

1. Send your TIF or PDF file electronically via email to ads@NaturalLifeMagazine.com. We can accept large files via email, but if you wish, you may upload your advertising file to our anonymous FTP site at <ftp.life.ca> (no password needed; place ads in "incoming" folder, and don't forget to alert us by email). In order to properly transmit, do not include spaces in the PDF file name.
2. Do not use compression software (Stuffit, Zip) to decrease the size of your ad - use our ftp site instead to ensure the highest quality reproduction.

If you cannot provide an ad in our required format, we can produce your ad for you, from exact wording and graphics that you provide. Logos, photos and other graphics must meet the above specifications before we will begin work on your ad. A flat fee production charge of \$100 will be added to your invoice.

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Website Advertising Rates

The **www.NaturalLifeMagazine.com** website was established in 1994 as a portal to information about natural homes, healthy food and organic gardening, natural parenting and alternative education, green business, health and wellness, and life-affirming leisure activities. It includes articles from the past 15 years of Natural Life magazine, as well as complete PDF versions from the past five years.

We do not rotate ads, so each time a person visits any one of our pages, they see your ad.

Banner ads

Size: 468 pixels wide by 60 pixels high, maximum 20 kilobytes

Format: JPG or GIF

Location: Long-term contract ads (one year or longer) are situated at the top of each page; shorter-term contract ads are situated closer to the bottom of the pages.

Cost: \$200 per month; \$1020 for six months; \$1800 for one year. All rates are subject to GST/HST.

Tile Ads

Size: 120 pixels wide by 60 pixels high, maximum 20 kilobytes

Format: JPG or GIF

Location: Tile ads appear under the navigation bar along the left side of each page.

Cost: \$100 per month; \$510 for six months; \$900 for one year. All rates are subject to GST/HST.

Payment Policy

Charges are quoted as Internet ready. Design and production charges apply for non-Internet ready ads (a flat fee of \$100 plus GST/HST). All advertising must be paid for prior to being uploaded to the site.

About Our Visitors

According to a recent online survey, 56% of our visitors are between 30 and 49 years of age, and 74% are female. Sixty percent earn over \$50,000 annually. Forty % live in the USA, 56% live in Canada, and 4% live in the UK and other countries. Over 95% of them say they respond to advertising found on the website and 60% visit the site weekly or more often.

Contact

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Advertising Guidelines

Advertisements accepted for placement in **Natural Life** must adhere to the following guidelines:

1. Advertisements will not be accepted for cigarettes of any kind, nuclear power, guns, household or agricultural chemicals, biotechnology, baby bottles, infant formula, infant pacifiers, non-organic baby food, disposable diapers, most pharmaceuticals or any other products that are deemed not to be healthy, or environmentally or socially responsible, are illegal or could subject the magazine to liability. Educational products or services must encourage independent learning and should not attract buyers by promoting anxiety or purposefully making parents or learners feel inadequate about academic standards or educational advancement. Materials or services that are based on a particular religious philosophy or perspective should specify that clearly. **Natural Life** supports the World Health Organization's International Code of Marketing of Breastmilk Substitutes.
2. Advertisements must avoid misleading claims and hyperbolic descriptions. The Publisher may, at his discretion, ask that all claims be proven to his satisfaction. Mention of third party endorsements or awards in your advertising in subject to Publisher approval.
3. Advertorials are not accepted. Under no conditions will acceptance or placement of advertising be contingent upon the publication of an article. Natural Life does not accept gifts of product, or free/reduced-rate travel, entertainment or lodging from advertisers.
4. All advertising must be clearly different in style from editorial, or it will be marked "Advertisement" at the Publisher's discretion. Advertising should in no way suggest that a product or service has the endorsement of **Natural Life** or its editorial department.
5. Positioning of advertising is not guaranteed except for covers. Generally, full-page, 1/2-page and 1/3-page ads are positioned near the front of the magazine; smaller ads are positioned near the back. Full-page text ads or ads with coupons are not accepted.
6. Advertisers are expected to guarantee their products and services.
7. All advertising must be prepaid by the advertising deadline.
8. Ads from network marketing or multi-level companies will be scrutinized for credibility. Business opportunity ads will only be accepted from companies that do not charge for information about the opportunity and that do not make unrealistic claims about the potential remuneration or products "selling themselves." We will not guarantee exclusivity. When a website link is involved, the advertiser's website must provide sufficient detail about the product to be sold.
9. Ads should be of the highest graphic quality possible (in one of the formats specified on our rate card) and be proofread so as not to contain typographical or grammar errors.
10. **Natural Life** gives 15% advertising agency commissions to recognized, bona fide advertising agencies that are completely independent from the advertiser.

The Publisher reserves the right to interpret these or any other guidelines which may be put in place from time to time, and to refuse any ad that is deemed not to follow them. For further information, contact Rolf Priesnitz, Publisher at (416) 260-0303 or rolf@lifemedia.ca.

"I bought an issue of Natural Life and was mightily impressed. It had me nodding my head in agreement on pretty well every article. The quality and scope of coverage are amazing! You are to be congratulated."

Sandra, Seattle, Washington