



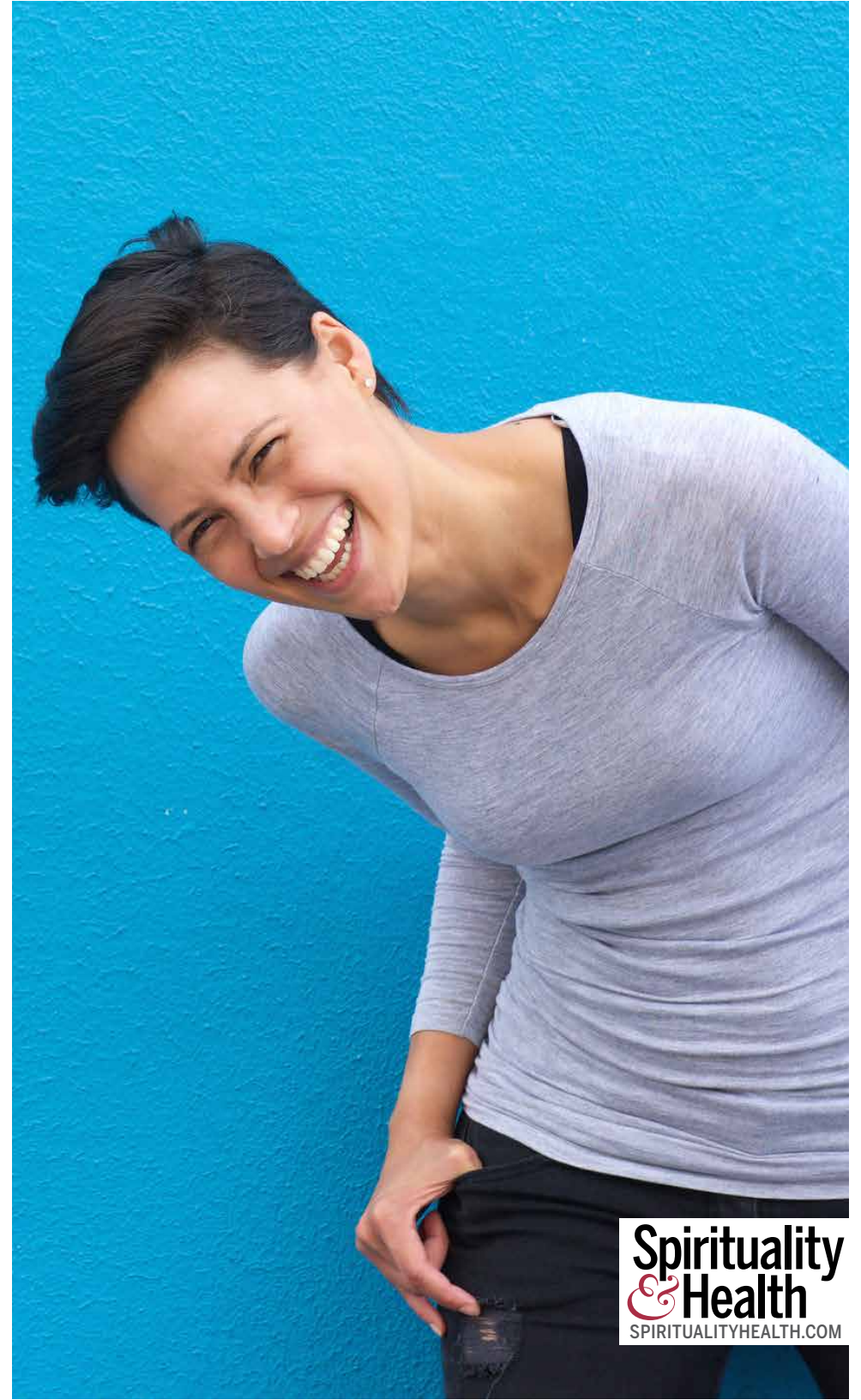
Spirituality & Health

2020 MEDIA KIT

THE NEW S&H

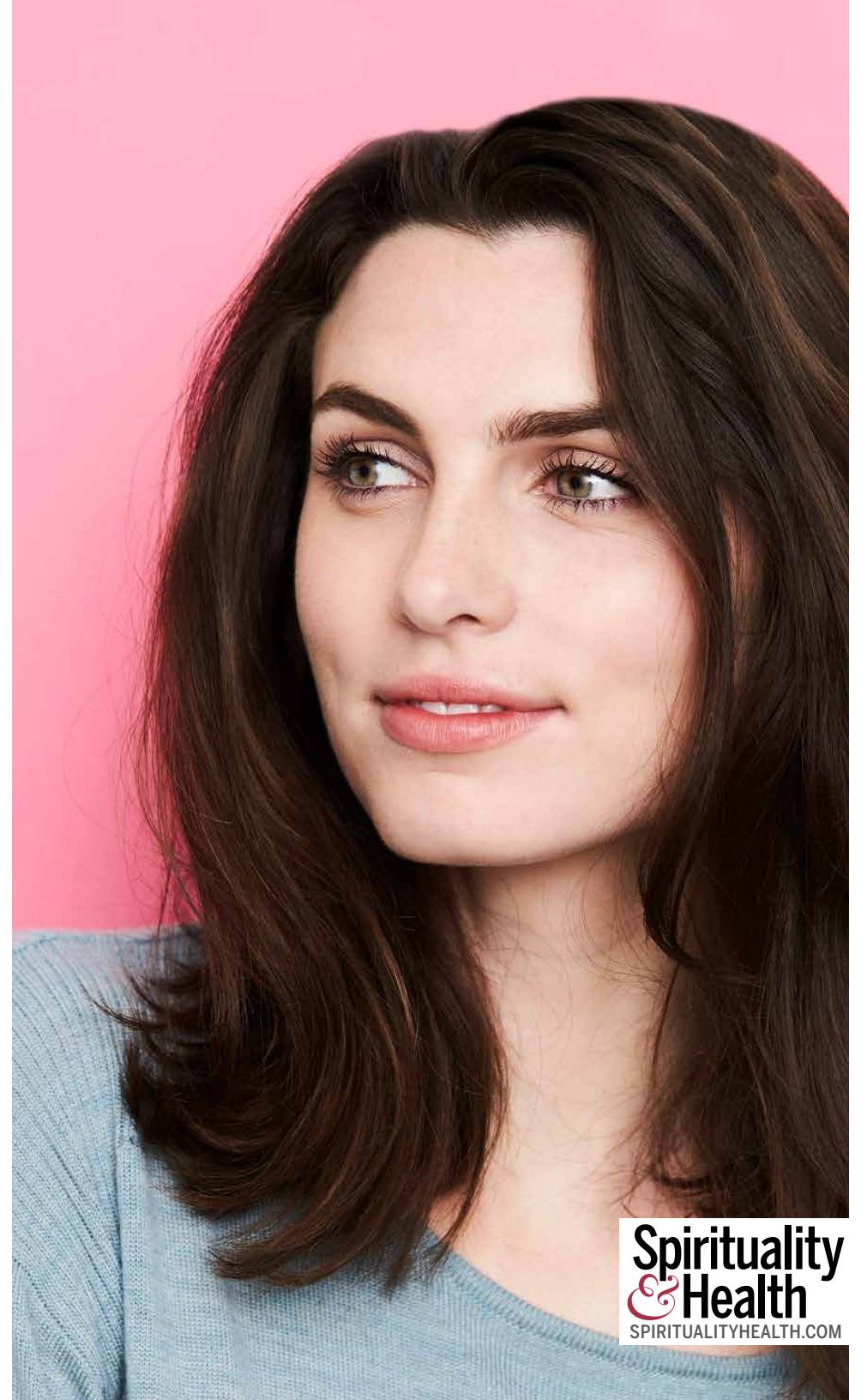
After 20 years of success, *Spirituality & Health* is better than ever. Each issue includes

- Columns by Mark Nepo, Emma Seppälä, Paul Sutherland, Rabbi Rami Shapiro, and Kathryn Drury Wagner
- A feature interview with one of the biggest names in wellness, conducted by editor at large Stephen Kiesling
- Reviews of books, movies, and music
- A toolbox section on products for a better life
- + many short articles and features on living a better, more meaningful, healthier, more joyful life.



OUR MISSION

Launched as a national magazine in 1998, Spirituality & Health is now a complete resource including print, spiritualityhealth.com, podcasts, courses, travel, and events. We draw from the wisdom of many traditions and cultures with an emphasis on sharing practices. We look to science to help provide a context for the spiritual quest. We acknowledge that in our language the words “whole,” “health,” and “holy” share a common root.



MODERN, RELEVANT
& CUTTING-EDGE EDITORIAL
ALL IN ONE PLACE!

Our sense of self is constantly shifting, depending on our own thoughts, the company we keep, the foods we eat, whether or not we exercise, even the air we breathe.

Mindfulness and meditation? These are just a part of the overall editorial coverage of *Spirituality & Health*. We recognize that every tradition has its own contributions to total aliveness—and new traditions are being created all the time. What's unique is having access to all of them in a world that is changing faster than ever—and we have it all in *Spirituality & Health*!



MULTIMEDIA OPTIONS

**SPIRITUALITY &
HEALTH MAGAZINE**

100,000+
READERSHIP

**WEEKLY
NEWSLETTERS**

80,000+
E-NEWSLETTER
SUBSCRIBERS

300,000+
FACEBOOK FANS

7,000+
PINTEREST
FOLLOWERS

**SPIRITUALITY
HEALTH.COM**

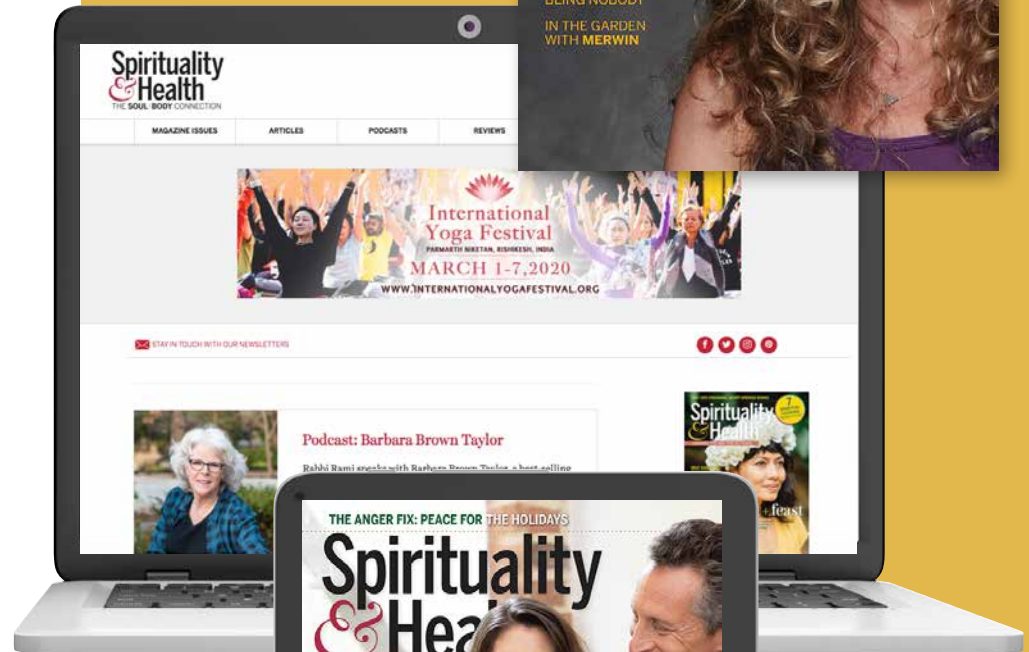
200,000+
PAGE VIEWS
PER MONTH

**WEEKLY
PODCAST**

6,300
UNIQUE
VISITORS
WEEKLY

26,000+
TWITTER
FOLLOWERS

7,000+
INSTAGRAM
FOLLOWERS



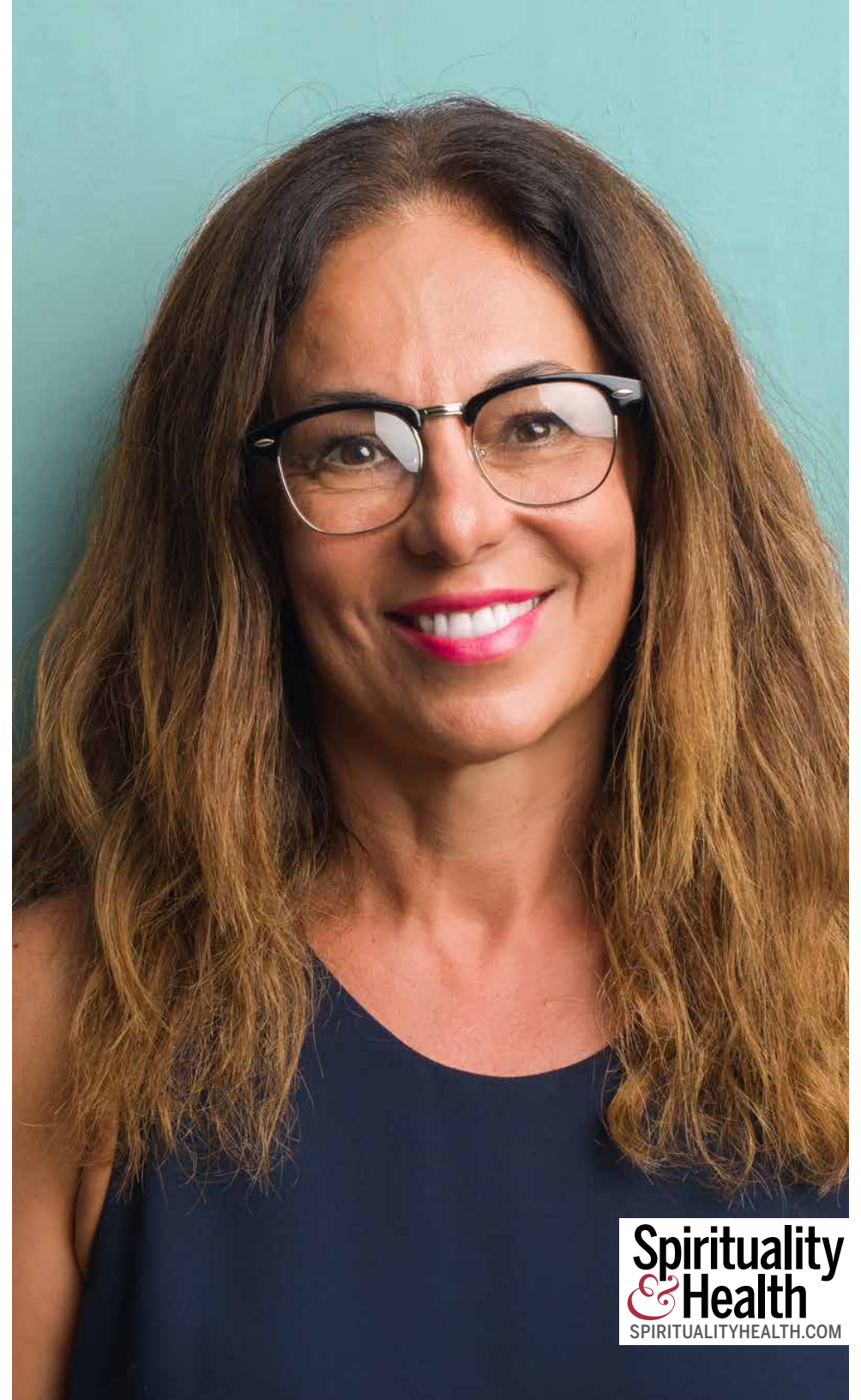
**Spirituality
& Health**
SPIRITUALITYHEALTH.COM

READER DEMOGRAPHIC

WHO WE REACH

READER

- 75% F / 25% M
- Median age: 56
- \$82,000 average household income
- 80% have a college degree or higher



READER PROFILE

WHO WE REACH

TOPICS THEY'RE MOST INTERESTED IN:

- Meditation **89%**
- Practices **83%**
- Healthy Eating **79%**
- Prayer **70%**
- They read voraciously—purchased 11 books in the past 12 months

THEY LIVE A HEALTHY LIFESTYLE:

- Purchased vitamins, minerals, or supplements in last 12 months **96%**
- Follow regular exercise routine **70%**
- Are vegan, vegetarian, or semi-vegetarian **50%**
- Visit spas and retreat centers **30%**
- Attend self-improvement retreats **29%**



2020 EDITORIAL CALENDAR

Jan/Feb

ON SALE: **12/31/2019**

AD CLOSE: **11/8/2019**

EDIT CLOSE: **9/24/2019**

**SPECIAL EDITORIAL SECTION:
RETREAT GUIDE**

March/April

ON SALE: **2/24/2020**

AD CLOSE: **1/3/2020**

EDIT CLOSE: **11/19/2019**

**SPECIAL EDITORIAL SECTION:
BETTER SLEEP**

May/June

ON SALE: **4/28/2020**

AD CLOSE: **3/6/2020**

EDIT CLOSE: **1/21/2020**

**SPECIAL EDITORIAL SECTION:
SUMMER RECIPES**

July/August

ON SALE: **6/30/2020**

AD CLOSE: **5/8/2020**

EDIT CLOSE: **3/24/2020**

**SPECIAL EDITORIAL SECTION:
ENCORE CAREERS**

Sept/Oct

ON SALE: **8/25/2020**

AD CLOSE: **7/3/2020**

EDIT CLOSE: **5/19/2020**

**SPECIAL EDITORIAL SECTION:
100 BOOKS WE LOVE**

Nov/Dec

ON SALE: **10/27/2020**

AD CLOSE: **9/4/2020**

EDIT CLOSE: **7/21/2020**

**SPECIAL EDITORIAL SECTIONS:
HOLIDAY GIFT GUIDE
ENCORE CAREERS**



PRINT AD RATES

All rates are net.
All rates are 4-color.

	1X	3X	6X
Full-Page	\$3,355	\$2,955	\$2,685
2/3-Page Vertical	\$2,525	\$2,225	\$2,020
1/2-Page Vertical/Horizontal	\$2,230	\$1,965	\$1,785
1/3-Page Vertical/Square	\$1,680	\$1,480	\$1,340
Marketplace			
1/9 Page	\$560	\$435	\$330
2/9 Page	\$715	\$585	\$485

Advertising rates effective January 1.
2020 rate base=80,000 copies.

MATERIAL SPECIFICATIONS

PDF/X-1A

PDF/X-1a is our preferred file format. Detailed information about PDF/X-1a files can be found at adobe.com.

Photoshop PDF files cannot be saved directly as X-1a files and are not acceptable.

SIZE

The digital file must be 100% of the S&H advertising size (see ad dimensions at top right).

COLORS

All images and colors must be specified as CMYK process colors or grayscale. Pantone or custom inks are not acceptable.

IMAGES AND GRAPHICS

All continuous tone art must be high-resolution CMYK 100% at 300 dpi. Line art must be 100% at 1,600 dpi.

FONTS

All fonts must be embedded in the PDF file.

CROP MARKS AND BLEED

Full Pages: All live text must be 1/4 inch from trim edges. Crop marks and color bars must be outside bleed. Offset for PDF/X-1a registration marks should be set at 0.167".

Partial Ads: No bleed or crop marks for partial ads; please send PDF at trim size.

OTHER FORMATS

Photoshop CMYK files are acceptable at 300 ppi with all layers flattened. Photoshop files must be saved as JPG with a quality of 12 or as PSD or TIFF files.

TRAPPING

Do not apply trapping to PDF files.

Full-Page
Trim: 8" x 10.5"
Live Area: 7.5" x 10"
Bleed: 8.25" x 10.75"

1/2-Page Horizontal
7" x 4.625"
*

1/2-Page Vertical
3.375" x 9.5"
*

1/3-Page Vertical
2.125" x 9.5"

1/3-Page Square
4.625" x 4.625"

1/4-Page Square
3.375" x 4.625"
for special sections

* Bleeds are available on half-page ads. Please contact your representative for dimensions and prices.

WEBSITE

WHO WE REACH

OVERVIEW

- 200,000+ page views per month
- 95,000+ unique visitors per month

DEMOGRAPHICS

- 72% F / 28% M
- Age Breakdown
 - 18–24: 16%
 - 25–34: 29%
 - 35–54: 19%
 - 45–54: 15%
 - 55–64: 13%
 - 65+: 8%
- 48% have a HHI of \$60,000+
- 74% hold a bachelor's or master's degree

DEVICES

- Mobile: 52%
- Desktop: 39%
- Tablet: 9%



DIGITAL ADVERTISING OPPORTUNITIES

Select individual digital ads, custom packages or our pre-packaged digital sponsorships! The Spirituality and Health website averages 200,000 page views per month and over 2.3M page views per year!

ESSENTIAL STATISTICS

YEARLY

PAGE VIEWS	SESSIONS	USERS
2,386,355	1,627,486	1,185,038

TOP 10 TOTAL PAGE VIEWS

COUNTRY	%	WORLD CITY	%	U.S. CITY	%
United States	59.95	New York	3.65	New York	6.01
India	7.84	Ashburn	2.62	Ashburn	4.31
Canada	5.97	London	1.98	Los Angeles	3.00
United Kingdom	5.78	Los Angeles	1.82	Chicago	2.61
Australia	3.59	Chicago	1.58	Atlanta	1.42
South Africa	1.47	Sydney	1.09	Dallas	1.32
Philippines	1.19	Bengaluru	1.00	Washington	1.29
Germany	0.72	Toronto	0.99	Houston	1.29
Netherlands	0.61	Melbourne	0.95	San Francisco	1.26
New Zealand	0.60	Mumbai	0.87	Seattle	1.13

WEB BANNER SIZES

970x250, 300x250, 728x90

Advertiser may submit any one, two or three sizes. Each size contributes to the number of impressions purchased. Advertiser can start and stop campaigns on specified dates according to advertiser goals and timing

Cost - \$20 CPM

Example: 10,000 impressions = \$200
30,000 impressions = \$600

Messaging can be geo targeted to any country, city or state.

ESSENTIAL INFO:

Digital File Specifications

JPG or GIF only—256K maximum size

Deadline

Files must be submitted one week prior to publication.

Link Information

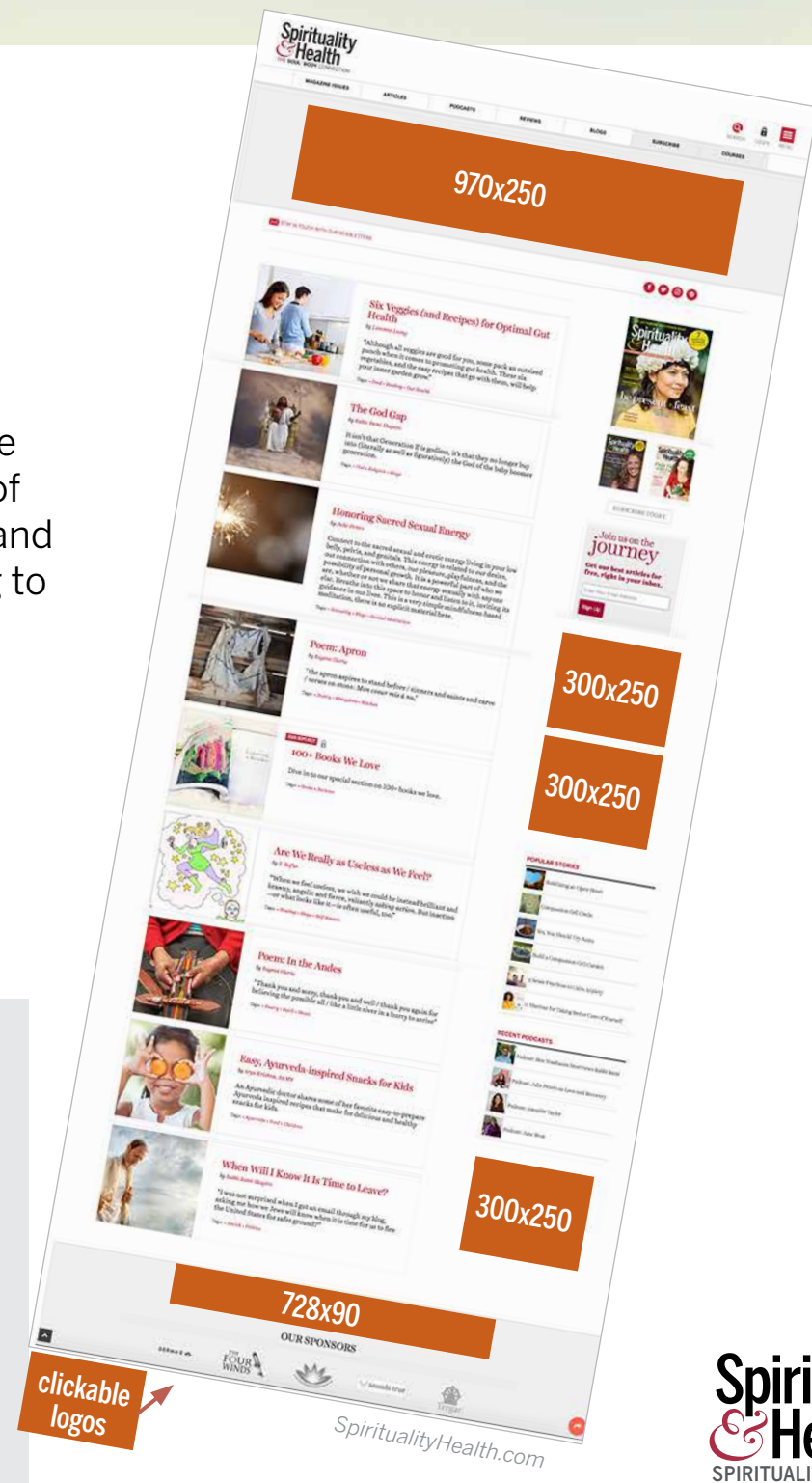
Every banner must have a URL.

Send Materials to Your Ad Representative:

ann@spiritualityhealth.com

tabetha@spiritualityhealth.com

todd@spiritualityhealth.com



NEWSLETTERS

Present Moment

Sent Every Tuesday to
44,000 Subscribers.
\$385/newsletter/ad

Inner Happy Hour

Sent Every Monday to
36,000 Subscribers.
\$315/newsletter/ad

Each newsletter has two
300x250 creative sizes

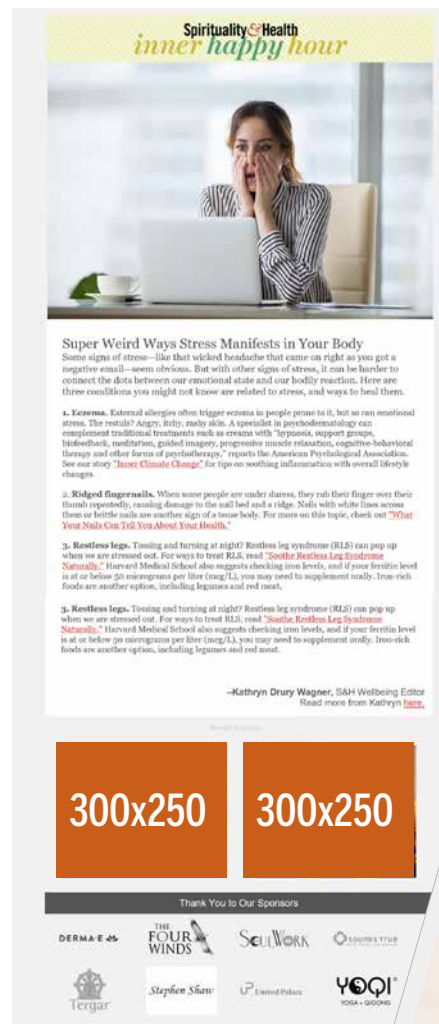
Bookmark

Sent Once Per Month (last Wednesday
each month) to 33,000 Subscribers.

One advertiser per newsletter.

\$745

Creative Size is 468x120



300x250

300x250



eNewsletter

clickable logos

Bookmark

468x120



ADDITIONAL DIGITAL OPTIONS

ADVERTISER DEDICATED E BLASTS

Advertiser Dedicated E Blasts – Sent every Thursday to 38,000 Subscribers.
\$1,750

AUTHOR INSIGHTS E BLAST

Author Insights E Blast—Sent twice per Month to 33,000 Subscribers.
\$1,950

SPONSORED CONTENT

Two weeks on home page and Two social media call outs - then archived.
\$595

CUSTOM PACKAGES

Your Advertising Representative will work with you to customize your messaging and overall cost for Web Advertising, Newsletters, Dedicated E Blasts, Sponsored Content, etc.

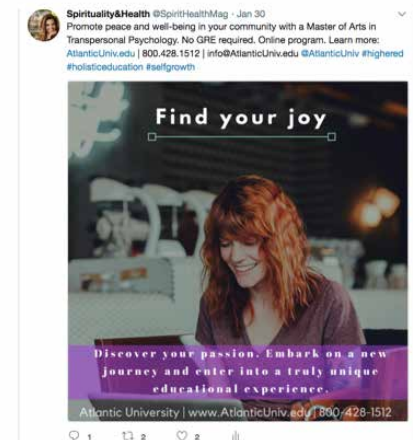
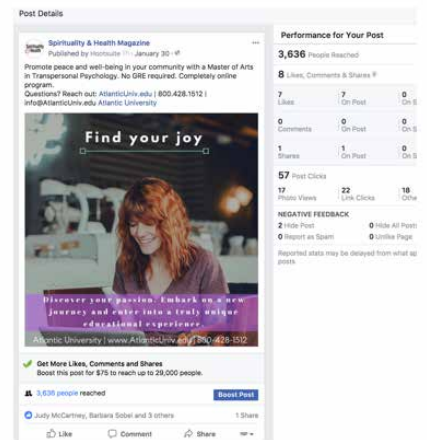
DIGITAL PRE-PACKAGED SPONSORSHIPS

Only 5 Exclusive Sponsorships Are Available Each Month
Over 400,000 impressions per advertiser.

PACKAGE PRICE:
\$1,950
**40%
DISCOUNT!**

INCLUDES:

- 5 website banners sizing from 728x90, 300x250 and 970x250
- Banners in 4 newsletters (2 for Inner Happy Hour and the Present Moment).
- Logo on 40,000 page views of the website and 160,000 newsletter subscribers
- 2 Social Media Posts, one each Facebook and Twitter



Facebook and Twitter Post Examples

GET IN TOUCH

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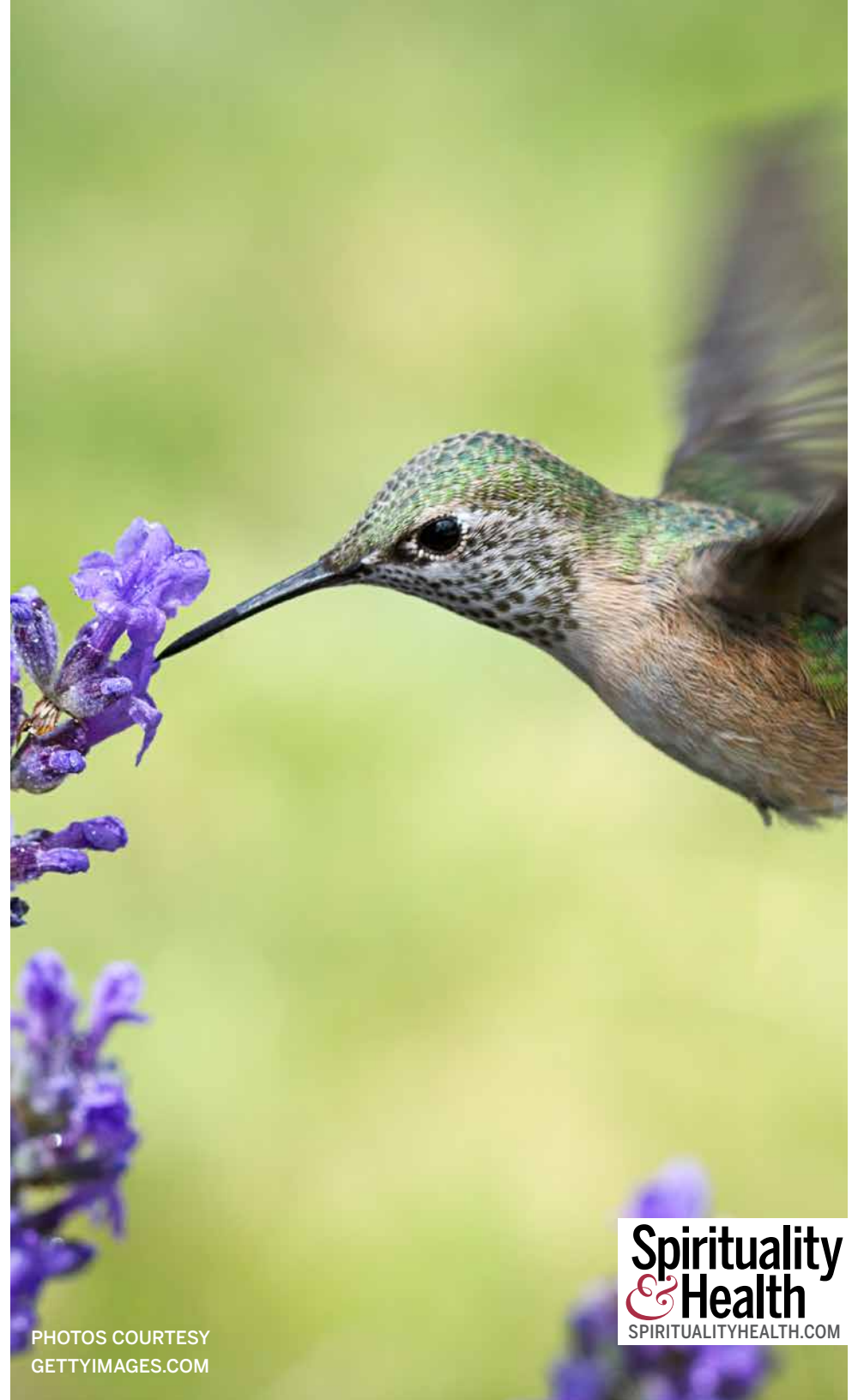
EDITORIAL INQUIRIES

spiritualityhealth.com/submission-guidelines
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GETTYIMAGES.COM

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