

Spirituality
& Health

2022 MEDIA KIT



trust comes first

In this era of stress and distrust, Spirituality & Health knows that people increasingly turn to friends they trust and to media sources that have earned their trust, for answers to questions about health and happiness. Twenty-three years of success building the trust readers seek and that advertisers need is a tradition and investment that readers and advertisers benefit from.

Launched as a national magazine in 1998, Spirituality & Health is a complete resource, including print, a comprehensive website, social media, podcasts, and an array of newsletters.

Each issue includes:

- An in-depth interview with one of the biggest names in wellness
- Beloved columnists, including Mark Nepo and Rabbi Rami Shapiro
- Reviews of books, movies, and music
- A toolbox section on products for a better life
- + Many articles and features on living a better, more meaningful, healthier, more joyful life

Our readers trust Spirituality & Health.

Our readers are trusted advisors for their family, friends, colleagues, and clients.

Our readers are leaders who act as influencers for our advertisers.



our mission

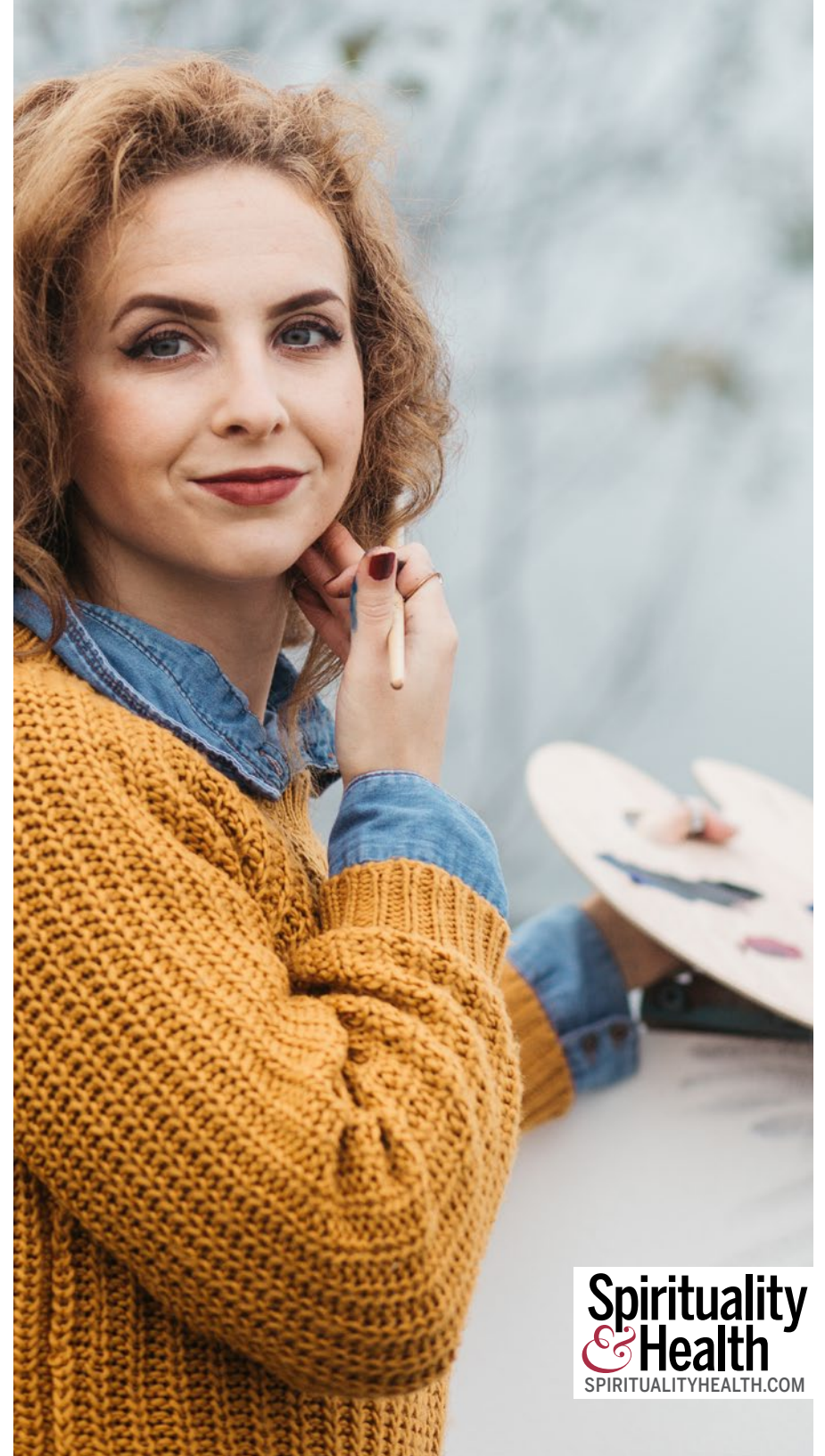
We support those seeking health, happiness, and spirituality, and our community of spiritual and health leaders who support their friends, family, colleagues, and clients or customers. We draw from the wisdom of many traditions and cultures with an emphasis on sharing practices. We look to science to help provide 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, our exercise habits, and even the air we breathe.

Mindfulness and meditation? 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 highlight it all in Spirituality & Health!

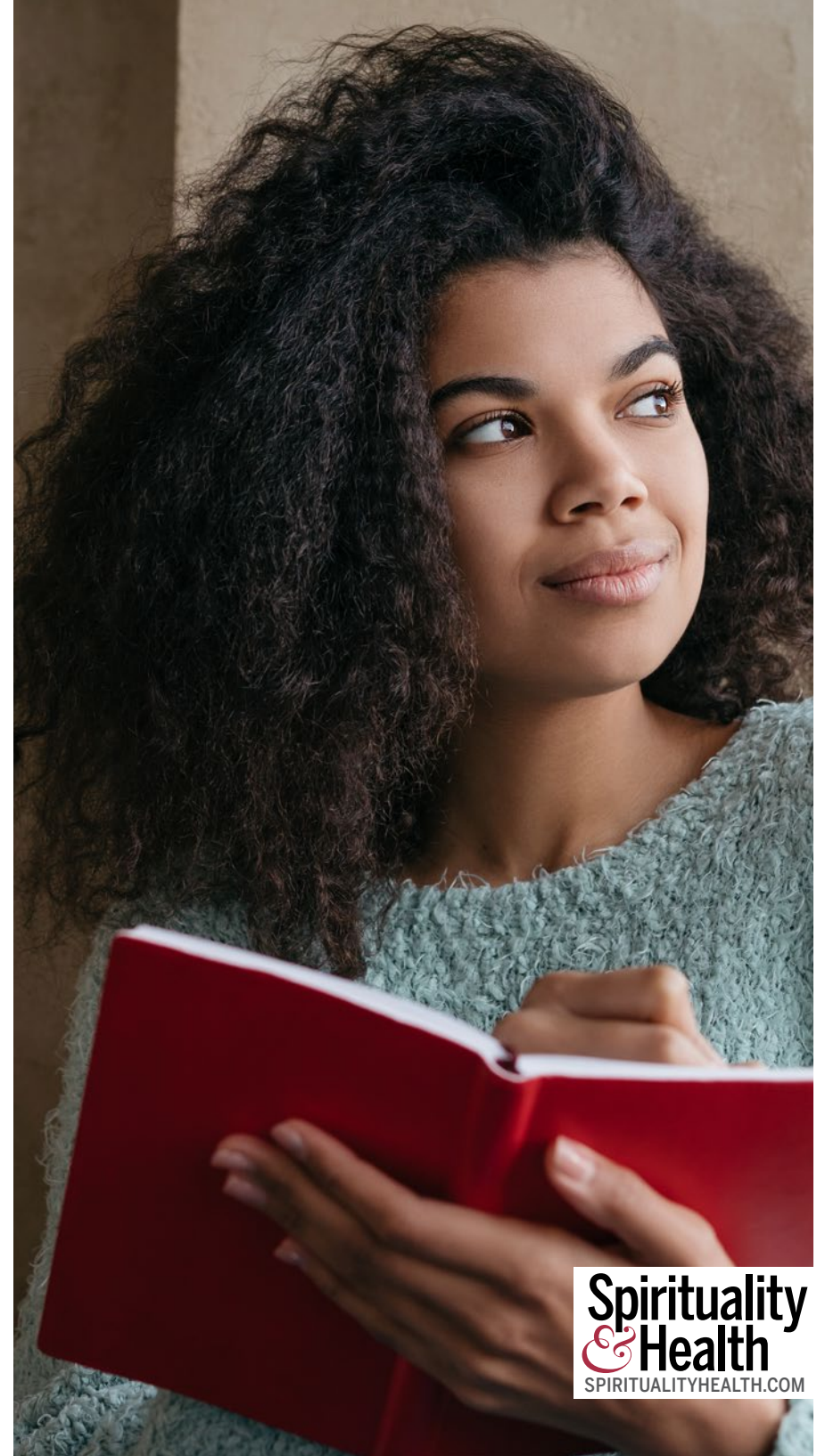


our readers are leaders

WHO WE REACH:

- 75% of our readers identify as female; 25% as male.
- Median age: 56
- \$82,000 average household income
- 80% have a college degree or higher
- 64% are asked “at least monthly for advice on health or food & nutrition or happiness matters”
- 48% attend a training at least once a year
- 50% attend a retreat or conference at least once a year
- 25% are healthcare professionals
- 18% are amateur or professional fitness instructors or mentors including yoga, tai-chi, and other traditions
- 9% are spa or wellness center owners or workers

Sources: Spirituality & Health Subscriber Survey and Good Harbor Media Health, Spirituality & Wellness Survey 3/2020.



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:

- Purchase traditional vitamins or minerals **81%**
- Purchase natural supplements like turmeric, fish oil, etc. **76%**
- Purchase natural remedies like special tea or melatonin **64%**
- Purchase probiotic formula **55%**
- Purchase natural immune system booster **43%**

Sources: Spirituality & Health Subscriber Survey and Good Harbor Media Health, Spirituality & Wellness Survey 3/2020.



2022 editorial calendar

Jan/Feb 2022:

Special Editorial Section:
Retreat Guide

EDITORIAL CLOSING: **9/21/2021**

AD RESERVATIONS CLOSE: **11/18/2021**

AD MATERIALS CLOSE: **11/24/2021**

ON SALE: **12/29/2021**

Mar/Apr 2022

Special Editorial Section:
Summer Travel

EDITORIAL CLOSING: **11/16/2022**

AD RESERVATIONS CLOSE: **1/20/2022**

AD MATERIALS CLOSE: **1/27/2022**

ON SALE: **3/3/2022**

May/June 2022:

Special Editorial Section: Online
Wellness Classes

EDITORIAL CLOSING: **1/18/2022**

AD RESERVATIONS CLOSE: **3/17/2022**

AD MATERIALS CLOSE: **3/24/2022**

ON SALE: **4/27/2022**

July/August 2022:

Special Editorial Section: Find Your Calling

EDITORIAL CLOSING: **3/18/2022**

AD RESERVATIONS CLOSE: **5/19/2022**

AD MATERIALS CLOSE: **5/24/2022**

ON SALE: **6/29/2022**

September/October 2022:

Special Editorial Section: Books We Love

EDITORIAL CLOSING: **5/24/2022**

AD RESERVATIONS CLOSE: **7/21/2022**

AD MATERIALS CLOSE: **7/28/2022**

ON SALE: **9/1/2022**

November/December 2022:

Special Editorial Sections: Holiday Gift
Guide + Find Your Calling

EDITORIAL CLOSING: **7/19/2022**

AD RESERVATIONS CLOSE: **9/22/2022**

AD MATERIALS CLOSE: **9/29/2022**

ON SALE: **10/28/2022**





AVAILABLE AT THESE FINE STORES



BARNES & NOBLE *Wegmans*

Spirituality & Health
SPIRITUALITYHEALTH.COM

print ad rates

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

	1X	3X	6X
Full-Page	\$3,290	\$2,745	\$2,285
2/3-Page Vertical	\$2,475	\$2,100	\$1,720
1/2-Page Vertical/Horizontal	\$2,185	\$1,860	\$1,520
1/3-Page Vertical/Square	\$1,645	\$1,400	\$1,160
Marketplace			
1/9 Page	\$550	\$425	\$325
2/9 Page	\$700	\$575	\$475

Advertising rates effective January 1.

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.

multimedia options

PRINT MAGAZINE

Bimonthly, see Editorial Calendar and Closing Dates

75,000+
READERSHIP

DIGITAL DELIVERY

E-NEWSLETTERS

91,000+

E-NEWSLETTER SUBSCRIBERS; depending on list

SPIRITUALITY HEALTH.COM

200,000+

PAGE VIEWS PER MONTH

BIWEEKLY PODCAST

6,300

UNIQUE VISITORS WEEKLY

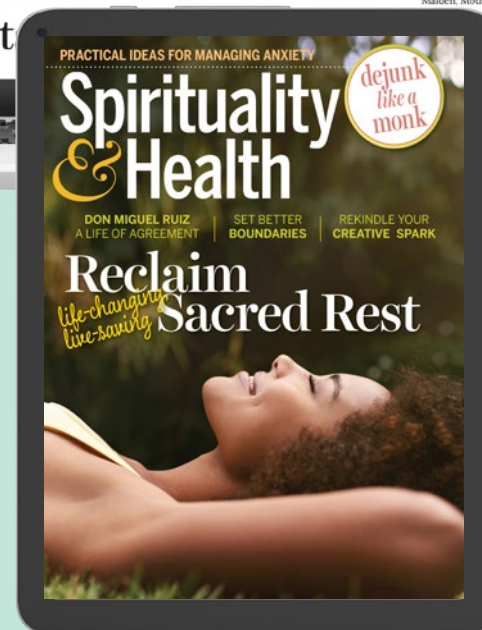
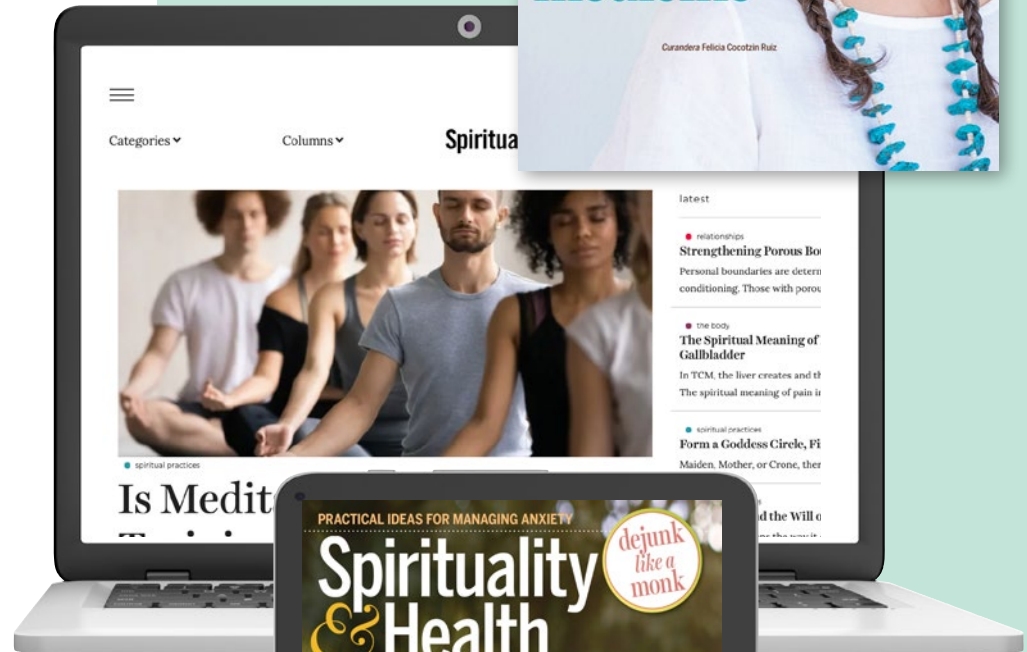
SOCIAL MEDIA

286,000+
FACEBOOK FOLLOWERS

28,000+
PINTEREST MONTHLY VIEWERS

31,000+
TWITTER FOLLOWERS

10,000+
INSTAGRAM FOLLOWERS



Spirituality & Health
SPIRITUALITYHEALTH.COM

website

WHO WE REACH:

OVERVIEW

- 200,000+ page views per month
- 86,000+ unique visitors per month

DEMOGRAPHICS

- 70% of our readers identify as female; 30% as male.
- Age Breakdown
 - 18–24: 17%
 - 25–34: 28%
 - 35–54: 17%
 - 45–54: 16%
 - 55–64: 13%
 - 65+: 9%
- 51% have a HHI of \$60,000+
- 74% hold a bachelor's or master's degree

DEVICES

- Mobile: 67%
- Desktop: 30%
- Tablet: 3%



digital advertising opportunities

10 EXCLUSIVE SPONSORS EACH MONTH

WHAT'S INCLUDED:

- Estimated 100,000+ monthly impressions per advertiser
- Reach S&H's web & e-newsletter subscribers with digital display advertising. Your banners will rotate on every page of the website and in our Monday & Wednesday e-newsletters.
- Combines pervasive branding with high-impact ad positions

MONTHLY RATES

Frequency Discounts

- 1x \$1200
- 3x \$1050
- 6x \$950
- 12x \$900

Reach our niche readership, within your target market, with a CPM as low as \$9

WEB BANNER SIZES:

Wide billboard: 970 x 250 pixels
Medium rectangle: 300 x 250 pixels
Leaderboard: 728 x 90 pixels

Digital advertising is sold monthly as exclusive sponsorships. Contact your salesperson for a proposal.

ADDITIONAL DIGITAL ADVERTISING OPPORTUNITIES

- Custom eblasts: \$1,750
- Sponsored content
- Podcast sponsorship

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:

tabetha@spiritualityhealth.com
peter@spiritualityhealth.com

newsletters

MONDAY, WEDNESDAY, FRIDAY:
EDITORIAL E-NEWSLETTERS

WEEKLY: ADVERTISER EBLASTS

MONTHLY: BOOKMARK E-NEWSLETTER


Display advertisers on email
must supply two creative units:

- **Leaderboard banner** (for desktop readers 728 x 90 pixels)
- **Medium rectangle** (appears both desktop and mobile 300 x 250 pixels)
- **Bookmark** (appears both desktop and mobile 468 x 120 pixels)

NATIVE AD UNITS

Highlighted partner content in one of our weekly editorial e-newsletters reaching over 90,000. Content also appears on the homepage for two weeks, archived after. Content must be article-like; informative, not promotional, and subject to editorial approval.

Spirituality & Health
Our Top Stories of the Week
728x90



4 Questions to Liberate You From Your Lockdown
BY JASMINE BLAZI
 Even before COVID-19, you were in your own, personal lockdown, hemmed in with fears that are bound to create regrets. Start liberating yourself with these simple questions. [Read More.](#)


Healing Racism: Don't Do Something, Sit There!
BY KEVIN ANDERSON, PSYCHOTHERAPIST
 "The place to start deepening my understanding of the unconditional worth of every person is within myself." [Read More.](#)

300x250

Is Your Feline Sending Divine Signs?
BY SHERYL BROWN
 "Are cats on their own spiritual paths to enlightenment?" Here are four divine signs your feline is sending you. [Read More.](#)


Here's Why You Should Put Oil in Your Nose
PATRIKER CONTENT FROM SAVANNAH SCIENCEGALS
 An easy and effective way to support and enhance mental clarity, memory, increased awareness, decreased stress, greater equilibrium, and heightened discrimination is sitting right at the end of your nose. [Read More.](#)

Radically Choosing Your Wild and Precious Life
BY ALAN HESTER
 We tend to put others first—and it's time to break that contract and start living a life that is full and wild and precious. [Read More.](#)



Lectio Divina: Divine Reading for Today
BY ANNA FURBER/BLISS HEARTS
 Use this ancient Christian practice to bring a fresh perspective to any book, poem, or sacred text. [Read More.](#)

Spirituality & Health


SUBSCRIBE NOW!

Spirituality & Health
728x90

The daily work of living. Work. That's a process, not a destination. Perfection is a gleaming city where we can never arrive. But daily work, that, my friend, is a path we are already on. Here are some affirmations for embracing imperfection.

1. Being human is messy, and that's okay.
2. "You are enough. You are so enough. It is unbelievable how enough you are." — Sierra Roggess
3. There is only one me.
4. I am genuine. I am real.
5. "Creative is ready to serve you, if you just be you." —Yogi Bhaajan
6. I am miraculous just the way I am.
7. I am worthy of love.
8. A huge part of success is making mistakes.
9. I turn toward my difficulties instead of trying to fix them instantly.
10. Mistakes can lead to great new ideas.
11. What is most "imperfect" about me may in fact be my best qualities.
12. When I mess up, I easily move on.
13. I can clearly see the beauty and joy in my life.
14. I release the need for approval from others.
15. My goal is wisdom, not perfection.
16. If goals are unrealistic, I find a space where imperfection is considered acceptable.
17. "Have no fear of perfection. You'll never reach it." —Salvador Dali

Click here to read the full article on our website
By Kallyra Drury Wagner


+ 7 self-care practices to support you. [Read more.](#)

+ The magic of beginner's mind. [Read more.](#)


+ 4 yoga poses to save you from burnout. [Read more.](#)

300x250

+ Let go of pandemic perfection. [Read more.](#)

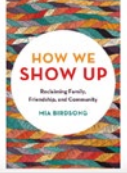

SUBSCRIBE NOW!

Spirituality & Health
bookmark
468x120



Let Breath be Your Prayer
 Your breath has the power to deeply transform your physiology. Journalist James Nestor explores the commonality of the breath cycle among spiritual traditions, and how it affects the body. [Read More](#)

7 Steps to Navigate Challenging Conversations
 Peace experts Diane Musbo Hamilton, Gabriel Menegale Wilson, and Kimberly Loh share a process for gaining emotional perspective, which can transform difficult conversations. [Read More](#)



Women's Healing Circles
 Mia Birdsong explores the power being present for each other, and recognizing the place circles of women hold in her life. "Following the ancient tradition of women's circles, we have collectively created a space that is safe enough for us to talk about things that are hard even though the conversations are more intellectual. And we laugh a lot." [Read More](#)

sponsored content from Emerald House
 Being able to navigate through uncertainty requires a series of choices and course corrections. Yoga and meditation teacher Diana Amrita Davidge shares how staying true to her practice has helped her through the challenges of this year. [Read More](#)

Find Peace
 After her father's death, Earthbound Farms co-founder Myra Goodman found his unfinished book on returning to the light after surviving the darkness of the holocaust. She found solace in finishing his story. [Read More](#)


Dreams at the End of Life
 "Amid our current medical excesses, there is an even greater need for spiritual renewal in patient care. What the dying fear most is not death but the loss of a life they can recognize as their own." Christopher Kerr, MD, PhD. [Read More](#)

468x120

Our annual Books We Love feature is in our new issue that goes on sale today. Be sure to pick up your copy, or better yet, subscribe!

What books are you loving? Share your favorites with us at editors@spiritualityhealth.com.

Kalla Reimann
 Editorial Director
[Read more from our list.](#)


SUBSCRIBE NOW!

get in touch

ADVERTISING SALES DIRECTOR

Tabetha Reed
231-492-4116
tabetha@spiritualityhealth.com

ADVERTISING SALES DIRECTOR

Peter Lymbertos
818-624-6254
peter@spiritualityhealth.com

EDITOR AND PUBLISHER

Ben Nussbaum
ben@spiritualityhealth.com

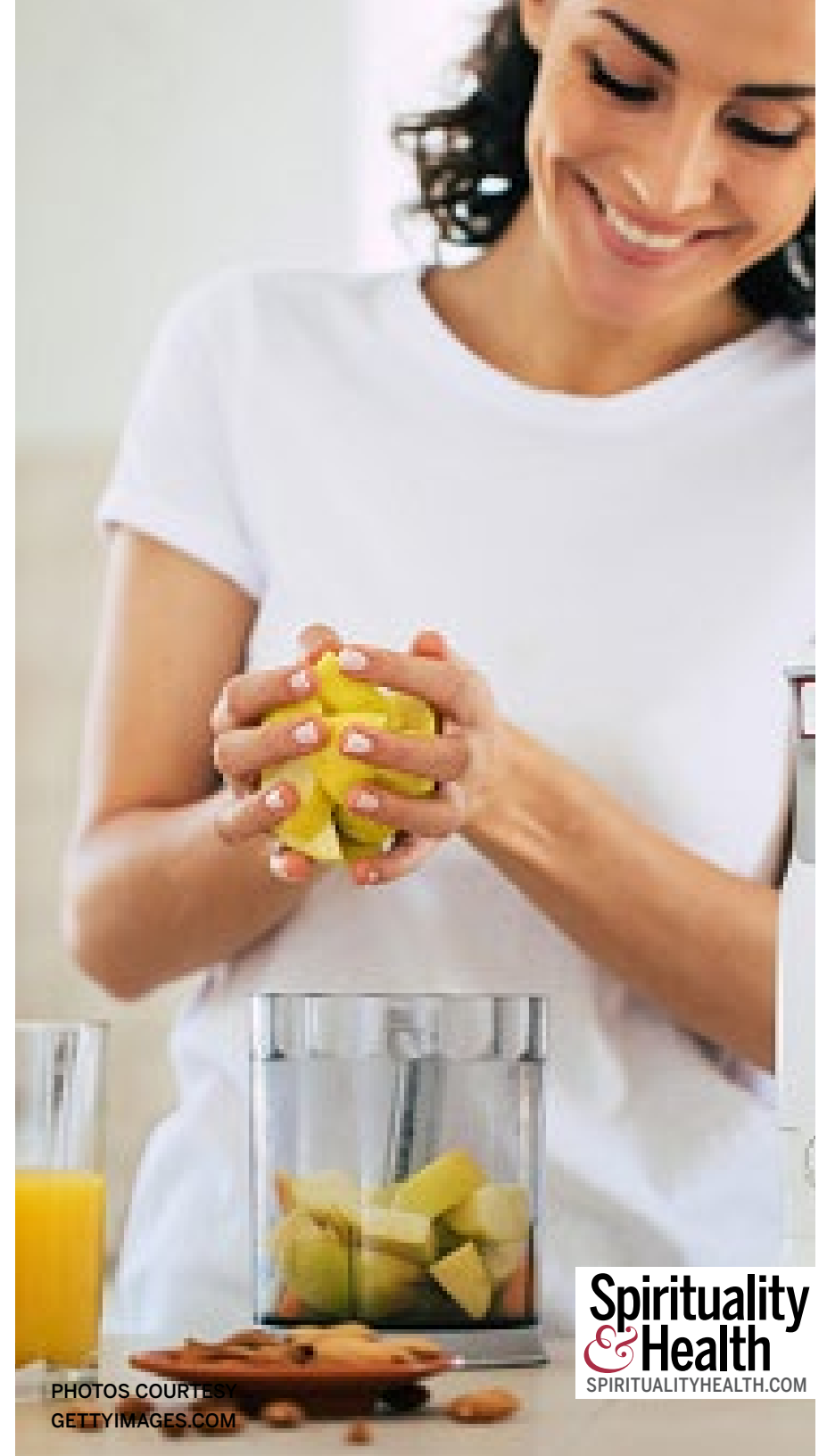
EDITORIAL INQUIRIES

spiritualityhealth.com/submission-guidelines
editors@spiritualityhealth.com

MAIN OFFICE

52 Golf Oval
Springfield, NJ 07081

SpiritualityHealth.com



PHOTOS COURTESY
GETTYIMAGES.COM

**Spirituality
& Health**
SPIRITUALITYHEALTH.COM