



SPIRITUALITY + HEALTH

2024 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-five 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

At Spirituality+Health we define Spirituality as Total Aliveness.

Our Mission is to explore the rituals, practices, beliefs, and ideas that enhance the health of our bodies, minds, communities, and the earth that supports us.



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 acknowledge that each tradition brings its own valuable elements to overall well-being, and contemporary traditions continue to emerge. What sets us apart is the opportunity to explore these diverse traditions in a rapidly evolving world, and we showcase all of this and more in Spirituality+Health!



our readers are leaders

WHO WE REACH:

- 65% of our readers identify as female; 35% as male.
- Median age: 53
- \$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.



2024 editorial calendar

Jan/Feb 2024:

HEALING RETREATS

AD RESERVATIONS CLOSE: **11/22/2023**

AD MATERIALS CLOSE: **11/30/2023**

Mar/Apr 2024

FIND YOUR CALLING

AD RESERVATIONS CLOSE: **1/18/2024**

AD MATERIALS CLOSE: **1/25/2024**

May/June 2024:

NUTRITION TRAILBLAZERS

AD RESERVATIONS CLOSE: **3/14/2024**

AD MATERIALS CLOSE: **3/21/2024**

July/August 2024:

FIND YOUR CALLING

AD RESERVATIONS CLOSE: **5/16/2024**

AD MATERIALS CLOSE: **5/23/2024**

ON SALE: **7/4/2024**

September/October 2024:

BOOKS WE LOVE

AD RESERVATIONS CLOSE: **7/18/2024**

AD MATERIALS CLOSE: **7/25/2024**

November/December 2024:

HOLIDAY GIFT GUIDE

AD RESERVATIONS CLOSE: **9/12/2024**

AD MATERIALS CLOSE: **9/19/2024**



print ad specs

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

60,000+ READERSHIP

DIGITAL DELIVERY

E-NEWSLETTERS

100,000+

E-NEWSLETTER SUBSCRIBERS; depending on list

SPIRITUALITY HEALTH.COM

400,000+

PAGE VIEWS
AVERAGES 176,000
NEW USERS PER
MONTH

BIWEEKLY PODCAST

11,000+

DOWNLOADS
PER MONTH

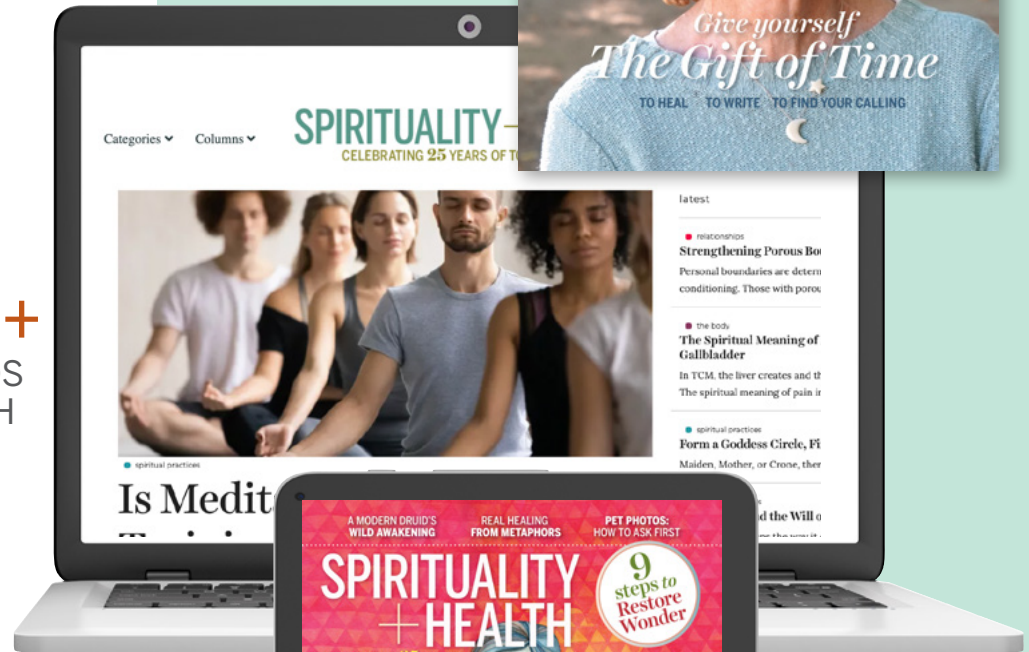
SOCIAL MEDIA

290,000+
FACEBOOK
FOLLOWERS

24,000+
PINTEREST
MONTHLY VIEWERS

35,000+
TWITTER
FOLLOWERS

13,000+
INSTAGRAM
FOLLOWERS



SPIRITUALITY
+ HEALTH
SPIRITUALITYHEALTH.COM

website

WHO WE REACH:

OVERVIEW

- 400,000+ page views per month
- 176,000 new visitors per month on average

DEMOGRAPHICS

- 65% of our readers identify as female; 35% as male.
- Age Breakdown
 - 18–24: 20%
 - 25–34: 25%
 - 35–54: 21%
 - 45–54: 15%
 - 55–64: 10%
 - 65+: 7%
- 51% have a HHI of \$60,000+
- 74% hold a bachelor's or master's degree

DEVICES

- Mobile: 75%
- Desktop: 24%
- Tablet: 1%



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

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.

CORE DIGITAL CONTENT CONCEPTS:

- Managing Anxiety
- Moon Practices
- Sensuality and Sexuality
- Better Sleep
- Gut Health
- Healthy Aging
- Dealing With Chronic Pain

ADDITIONAL DIGITAL ADVERTISING OPPORTUNITIES

- Custom eblasts
- 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

The screenshot displays the Spirituality + Health website interface. At the top, a wide orange banner contains the text '970x250'. Below this, the website header includes the logo 'SPIRITUALITY + HEALTH' with the tagline 'CELEBRATING 25 YEARS OF TOTAL ALIVENESS' and a 'Magazine' section indicating 'Get 3 Issues for \$1'. The main content area features several article teasers with images and titles such as 'Strengthening Porous Boundaries', 'The Spiritual Meaning of Pain in the Liver and Gallbladder', and 'Is Meditation Teacher Training Right for Me?'. A 'Categories' section lists various topics like 'Mental Wellness' and 'Spiritual Practices'. A 'Mental Wellness' section highlights articles like 'Reparenting Yourself: How to Heal From Inadequate Parenting' and 'Things in Therapy: Garlic Pickle'. A large orange box on the right side of the page displays '300x250'. Below this, a '728x90' banner is shown. The 'Spiritual Practices' section includes teasers for 'Spirituality and the Will of God' and 'High Summer and the Divine Feminine'. At the bottom right, there is a 'SUBSCRIBE NOW!' button next to a magazine cover image.

newsletters

MONDAY, WEDNESDAY, FRIDAY:
EDITORIAL E-NEWSLETTERS

WEEKLY: ADVERTISER EBLASTS

MONTHLY: BOOKMARK E-NEWSLETTER

- **Display Advertising:** 728 x 90 banner(s)
- **Native Ad Units:** Highlighted partner content in one of our weekly editorial e-newsletters
- **eNewsletter Sponsorship:** Both display banners, plus a native ad unit

Contact your sales rep for additional specs, guidelines, and pricing.

728x90

A lifelong Shinto practitioner suggests ways to incorporate Shinto cleansing and purifying rituals into your everyday life.

Read More →

Featured This Week

A Ritual for Shedding Negativity
Feeling overwhelmed by negative energy and not sure what to do about it? Celebrate positivity and find resilience even in challenging times with this ritual.

Read More →

Practicing Rituals When Seasons of Life Change [Sponsored]
To transition from one stage of life to the next, one theologian and author practiced a powerful candlelit ritual. Explore how rituals can help us reframe life.

Read More →

728x90

Ritual For Welcoming Moon Season (Fall and Winter)
Fall is the perfect season to release that which no longer serves us. Try this moon ritual to help you let go and move on.

Read More →

in Partnership with

SPIRITUALITY + HEALTH
CELEBRATING 25 YEARS OF TOTAL ALIVENESS

PEMA CHÖDRÖN
Turn Your World Around
Three Steps for Emotional Transformation
JOIN THE RETREAT

Dear Friends,

Never have Pema Chödrön's teachings been timelier than they are now with her online retreat, *Turn Your World Around*. In these teachings, Pema gives us a straightforward three-step process for working with challenging emotions—Refrain, Reframe, and Relax. With this framework, she helps us see that it's not about getting rid of emotions. It's about coming to know them well.

PEMA CHÖDRÖN
Turn Your World Around
Three Steps for Emotional Transformation

Strong emotions are simply part of the human experience. **Let Pema be your guide** for working with your own intense emotions. Having the courage to work with the feelings we'd rather avoid can be a path to personal transformation and positive change in the world.

Share the gift of this knowledge with our special **Buy a Course, Gift a Course** offer! When you purchase this course, you will have the option to gift a second enrollment at no additional cost to a loved one, friend, or colleague.

Registration for this online retreat is only open for a limited time—don't miss this special opportunity!

[Get Started Today](#)

Warmly, Prajna Studios A Division of Shambhala Publications
Have a comment or question? Please contact us at: course.support@shambhala.com.

728x90

SPRITUALITY + HEALTH

9 Flower Essences for Sensual Empowerment

Read More →

Top Reads from S+H

How to Get Yourself Unstuck From Stress
A physical therapist offers her best tips—from personal experience—to reawaken the mind and body after being stuck in stress mode.

Read More →

Awakening the Power of Our Soul's Intelligence [Sponsored]
In order to address the challenges we face in the 21st century, we must awaken the power of our soul's intelligence, which knows how to heal and restore. Thomas Hübl shares more.

Read More →

728x90

Beat Burnout by Becoming Me-Powered
An internal medicine physician shares her experience with burnout and gives insight into the five levels of becoming "me-governed."

Read More →

get in touch

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+ HEALTH**
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