

Spirituality & Health

2020–2021 MEDIA KIT



TRUST COMES FIRST

In this era of stress and distrust, Spirituality & Health knows that more than ever before, people turn to friends they trust, and to media that have earned their trust, for answers to questions about health and happiness. Twenty-two years of success building the trust readers seek and 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

- Columns by Mark Nepo, Kevin Anderson, Rabbi Rami Shapiro, Spring Washam, and others
- A feature interview with one of the biggest names in wellness, conducted by co-founder & 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 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 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!

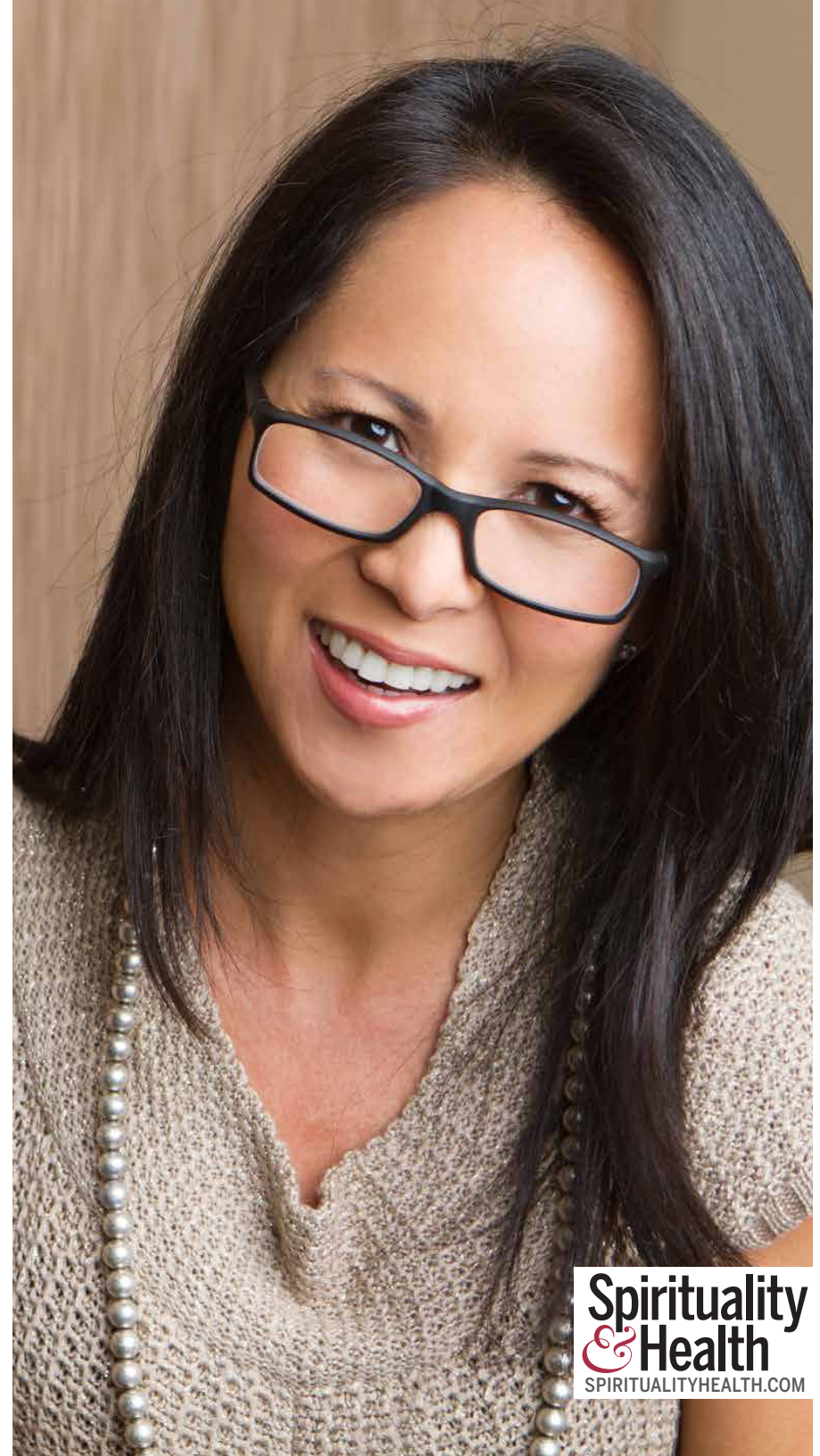


OUR READERS ARE LEADERS

WHO WE REACH

- 75% F / 25% M
- 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 ... **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.



2021 EDITORIAL CALENDAR

Jan/Feb 2021:

includes Special Editorial Section:
Retreat Guide

EDITORIAL CLOSING: **9/21/2020**

AD RESERVATIONS CLOSE: **11/09/2020**

AD MATERIALS CLOSE: **11/27/2020**

ON SALE: **12/29/2020**

Mar/Apr 2021:

includes Special Editorial Section:
Retreat Guide

EDITORIAL CLOSING: **11/16/2021**

AD RESERVATIONS CLOSE: **1/05/2021**

AD MATERIALS CLOSE: **1/22/2021**

ON SALE: **2/23/2021**

May/June 2021:

Special Editorial Sections: TBD

EDITORIAL CLOSING: **1/18/2021**

AD RESERVATIONS CLOSE: **3/09/2021**

AD MATERIALS CLOSE: **3/26/2021**

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

July/August 2021:

Special Editorial Sections: Encore Careers

EDITORIAL CLOSING: **3/18/2021**

AD RESERVATIONS CLOSE: **5/11/2021**

AD MATERIALS CLOSE: **5/28/2021**

ON SALE: **5/21/2020**

September/October 2021:

Special Editorial Sections: Books We Love

EDITORIAL CLOSING: **5/24/2021**

AD RESERVATIONS CLOSE: **7/13/2021**

AD MATERIALS CLOSE: **7/28/2021**

ON SALE: **8/31/2021**

November/December 2021:

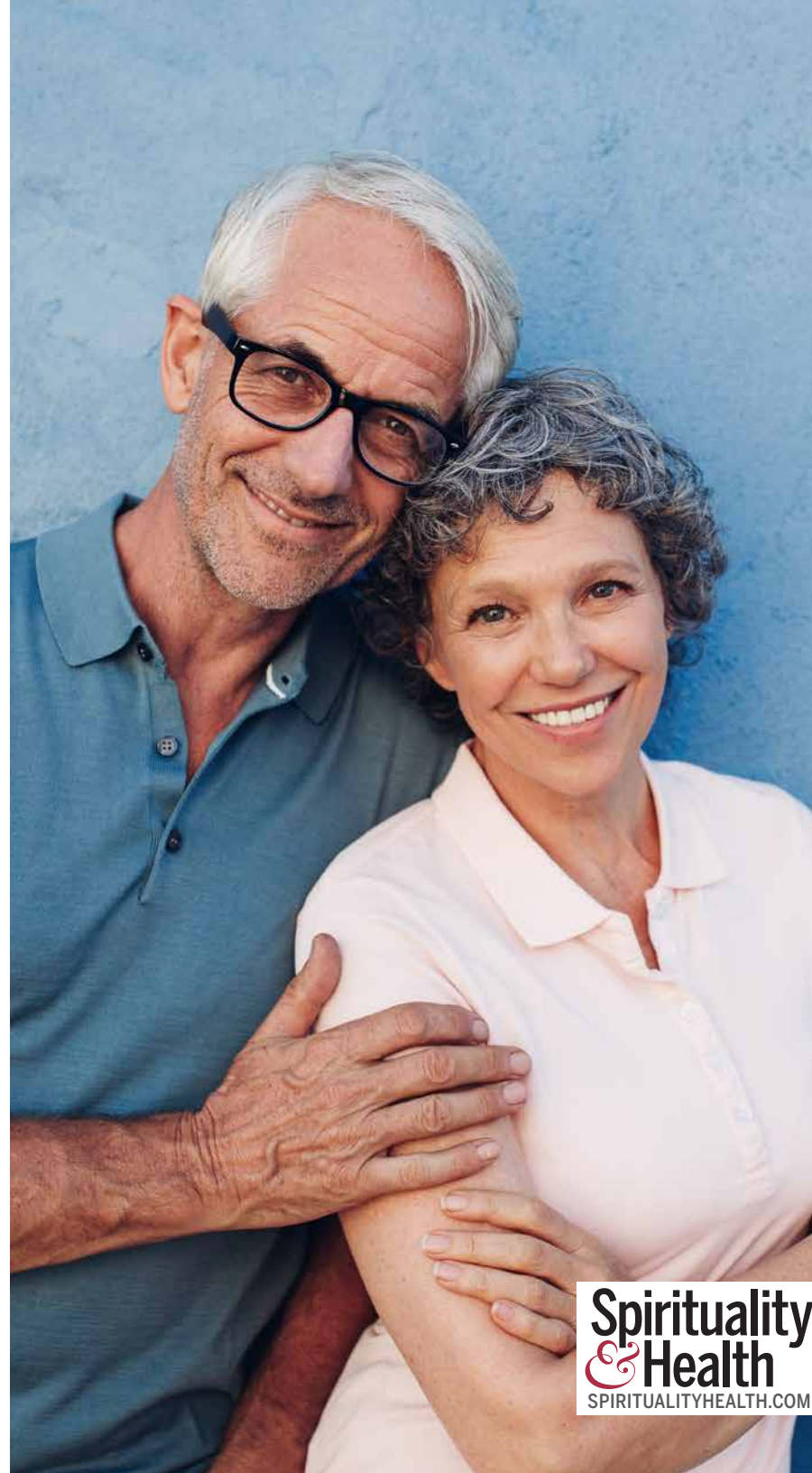
Special Editorial Sections: Holiday Gift
Guide and Encore Careers

EDITORIAL CLOSING: **7/19/2021**

AD RESERVATIONS CLOSE: **9/07/2021**

AD MATERIALS CLOSE: **9/24/2021**

ON SALE: **10/26/2021**



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.

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"

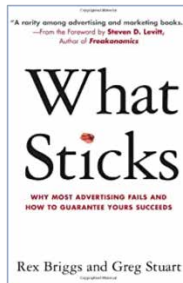
for special
sections

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

INFLUENCER MARKETING SUCCESS STARTS HERE

THE SURROUND-SOUND MARKETING EFFECT

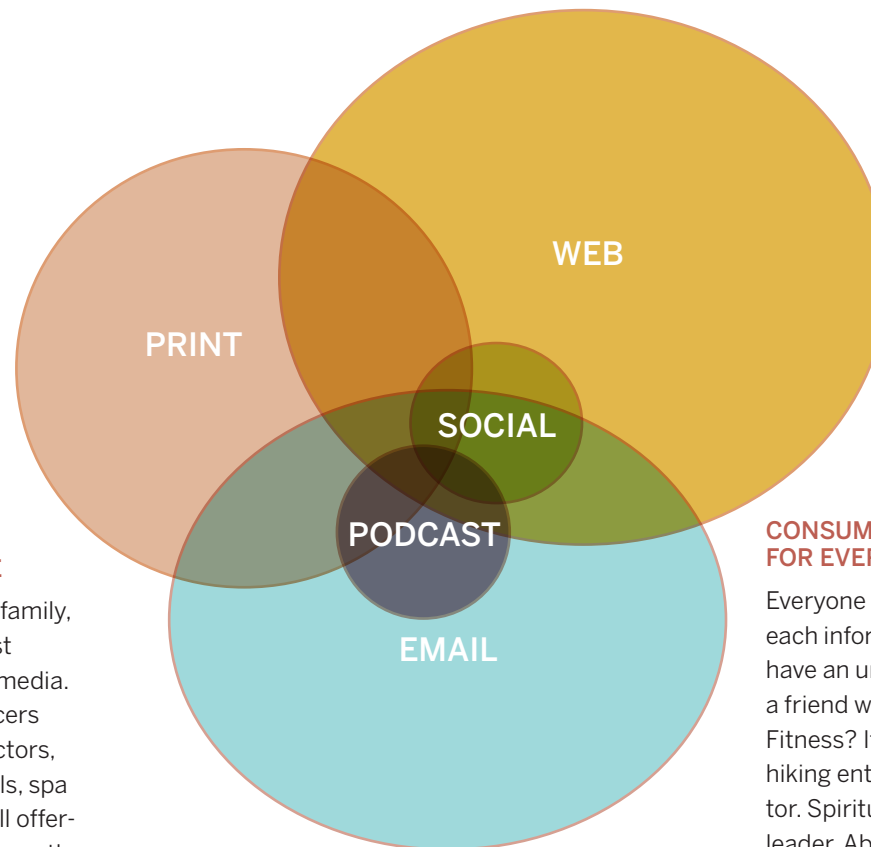
Using multiple media from one brand allow you to reach your prospects and customers repeatedly with different message formats for the greatest ROI. See *What Sticks*?



REAL INFLUENCERS ARE REAL PEOPLE

Each customer and prospect has friends, family, colleagues, and teachers who are the most influential to them, in person or on social media.

Our readers are those influencers and mentors: yoga instructors, health care professionals, spa owners and workers, all offering or being asked frequently for advice. See Good Harbor Media research.

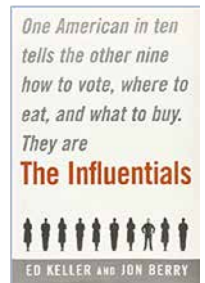


EXPERTS BECOME EXPERTS BY CONSUMING THE MOST MEDIA

Influential people are the easiest to reach with Spirituality & Health because they always want to know more about a subject. They read our print magazine, subscribe to our email newsletters, visit the website, listen to the podcast, and follow us on social media to be a part of the conversation.

CONSUMERS KNOW AN EXPERT FOR EVERY QUESTION

Everyone has a friend or relative for each information need: Baking? You have an uncle. Health? You have a friend who works in healthcare. Fitness? It's a triathlete friend or hiking enthusiast or yoga instructor. Spiritual questions? You have a minister or bible study leader. About 10% of customers in any category care more, read more, and opine more than others. In natural health and spirituality the influencers are our readers. See *The Influentials*.



MULTIMEDIA OPTIONS

PRINT MAGAZINE

Bimonthly, see Editorial
Calendar and Closing Dates

75,000+
READERSHIP

DIGITAL DELIVERY

eNEWSLETTERS

51,000+

E-NEWSLETTER
SUBSCRIBERS;
depending on list

SPIRITUALITY HEALTH.COM

200,000+

PAGE VIEWS
PER MONTH

WEEKLY PODCAST

6,300

UNIQUE
VISITORS
WEEKLY

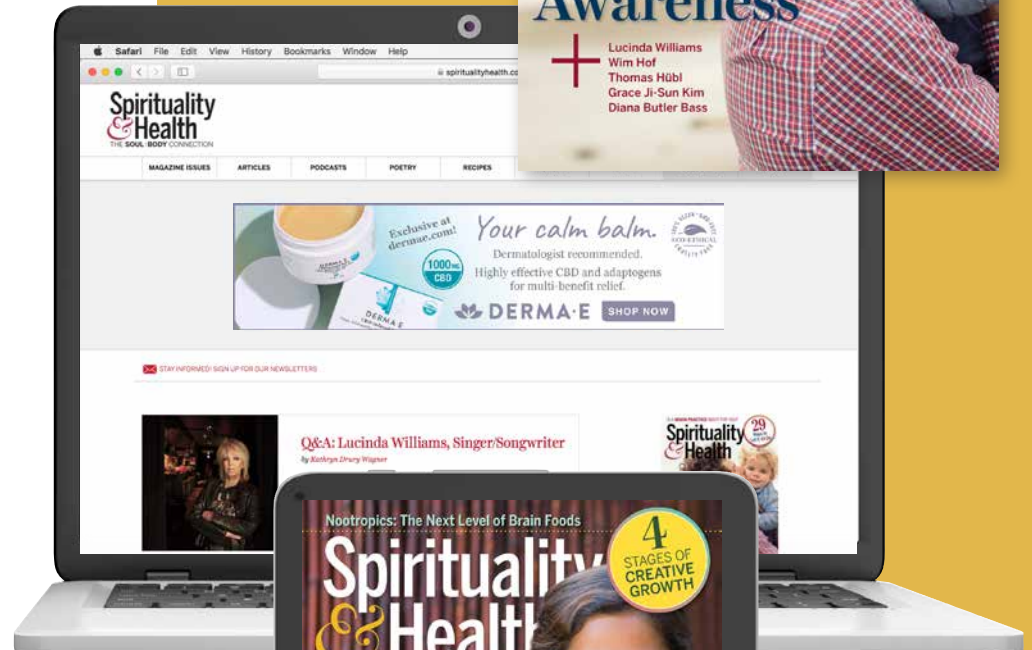
SOCIAL MEDIA

300,000+
FACEBOOK
FOLLOWERS

84,000+
PINTEREST
MONTHLY VIEWERS

27,000+
TWITTER
FOLLOWERS

8,000+
INSTAGRAM
FOLLOWERS



**Spirituality
& Health**
SPIRITUALITYHEALTH.COM

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%



WEB ADVERTISING OPPORTUNITIES

BANNER SIZES:

Wide Billboard: 970 x 250 pixels

Medium Rectangle: 300 x 250

Mobile Web Banner 300 x 50

Leaderboard: 728 x 90

Website advertising is sold on a guaranteed impression basis. Contact your sales person for a proposal.

ESSENTIAL INFO:

Digital File Specifications

JPG or GIF only—256K maximum size

Deadline

Files must be submitted one week prior to publication.

Link Information

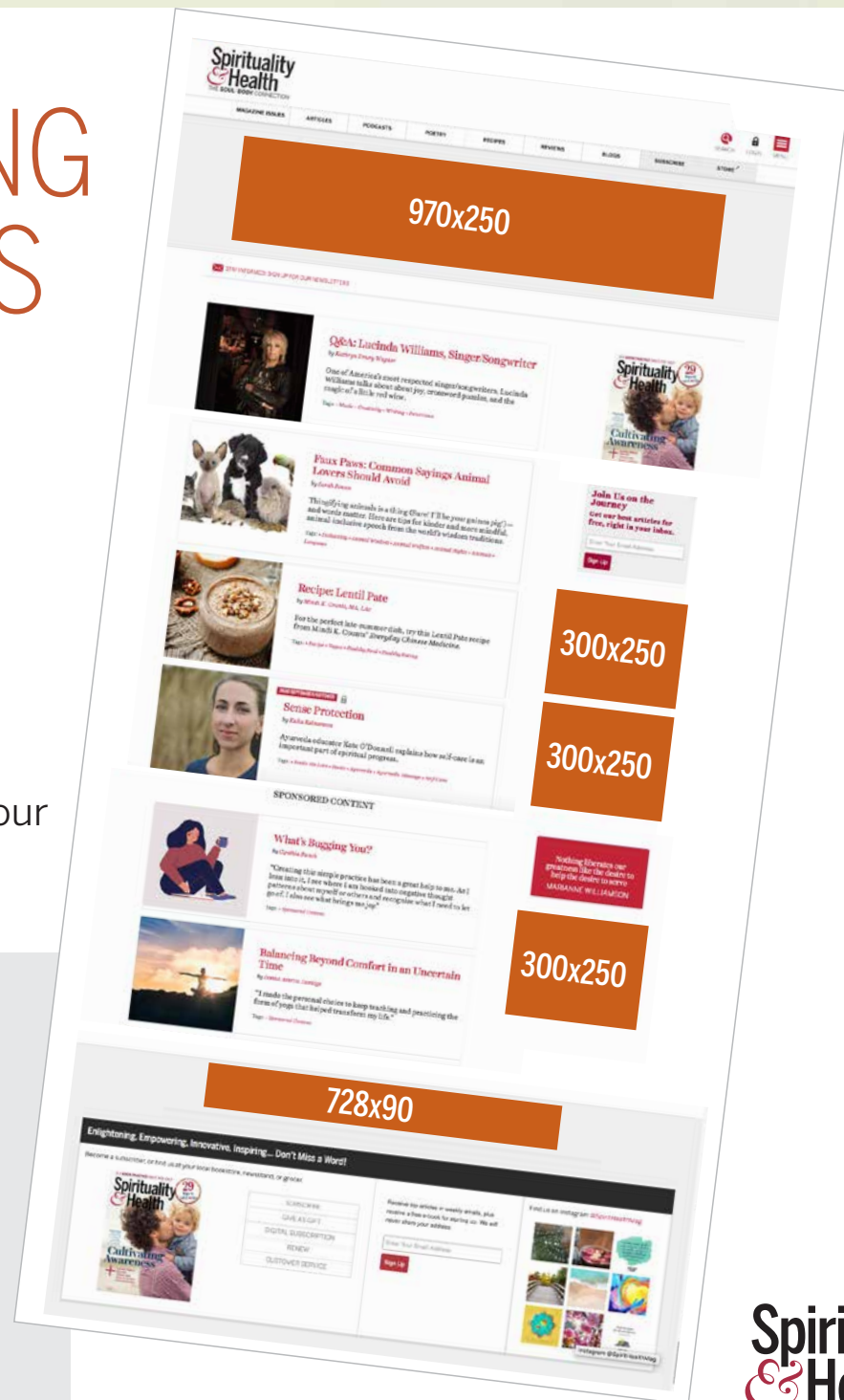
Every banner must have a URL.

Send Materials to Your Ad Representative:

ann@spiritualityhealth.com

tabetha@spiritualityhealth.com

peter@spiritualityhealth.com



NEWSLETTERS

MONDAY: **MONDAY MINUTE**

WEDNESDAY: **WEEKLY BEST OF S&H**

THURSDAY: **ADVERTISER EBLAST**

FRIDAY: **ADVERTISER-SPONSORED,
CUSTOM CREATED CONTENT**
(minimum 13 week commitment,
discuss with your salesperson)

Display advertisers on email must supply
three creative units:

- **Leaderboard Banner** (for desktop readers 728 x 90)
- **Medium Rectangle** (appears both desktop and mobile 300 x 250)
- **Mobile Banner** (for mobile readers 300 x 50)

Native Ad Units also available; Headline and Text

Email advertising is priced based on the list size
at time of ordering. We guarantee a minimum
number of sends, but as the list size increases you
get a bonus. So plan and order ahead!

The collage displays several ad units from the Spirituality & Health newsletter:

- 728x90 Leaderboard:** Features the "Spirituality & Health Our Top Stories of the Week" header and a list of 17 items, including "4 Questions to Liberate You From Your Local Lockdown," "Healing Racism: Don't Do Something, Sit There," "Is Your Feline Sending Divine Signs?", "Here's Why You Should Put Oil in Your Nose," "Radically Choosing Your Wild and Precious Life," "Lectio Divina: Divine Reading for Today," and "Introducing the Spirituality & Health directory".
- 300x250 Medium Rectangle:** Features a "HOW WE SHOW UP" graphic with the text "Rebuilding Family, Resilience, and Community" and "HEAL THROUGH US".
- 300x250 Mobile Banner:** Features a "SUBSCRIBE NOW!" graphic with a woman holding a smartphone.
- 970x250 Leaderboard:** Features the "Spirituality & Health bookmark" header and a list of 7 items, including "Let Breath be Your Prayer," "7 Steps to Navigate Challenging Conversations," and "Women's Healing Circles".
- 970x250 Mobile Banner:** Features a "SUBSCRIBE NOW!" graphic with a woman holding a smartphone.

MORE DIGITAL ADVERTISING AND MARKETING CHANNELS

SPONSORED CONTENT

We post an article written by the advertiser for two weeks on our homepage, along with two social media call-outs. Content must be article-like; informative, not promotional, and subject to editorial approval. Best used with display ads or native ads to drive readers to the content. Sponsored articles remain indefinitely on the S&H web site.

PODCAST SPONSORSHIP ESSENTIAL CONVERSATIONS WITH RABBI RAMI

Audio; moderator-read or prerecorded “sponsored by” message at open, mid-interview, and at close. Podcast sponsorships are best used in combination with display advertising to drive brand awareness and visual recognition, or with sponsored content to drive market education and podcast listenership.

SOCIAL MEDIA POSTS

Facebook
Instagram
Twitter
Pinterest

CUSTOM RESOURCE PAGE SPONSORSHIP

This option is available only in a bundled sponsorship. S&H creates a custom page on our website with introductory text and a list of S&H stories on subject matter of interest to your customers. For instance, if you sell sleep aids, the Custom Resource Page would include introductory content on sleep issues and answers and links to some of the many S&H articles on better sleep, along with your sponsorship graphic and links to your page or pages. This resource page sponsorship would be a full-year commitment, bundled with other advertising; billed upfront when launched.



GET IN TOUCH

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