Spirituality & Health®

A UNITY PUBLICATION

2027 MEDIA KIT



a trusted voice

Spirituality & Health: A Unity Publication is the leading media brand for readers seeking a more meaningful, balanced, and healthy life. As the only publication exploring the full spectrum of spirituality, holistic wellness, personal growth, and conscious living, we connect with an engaged audience investing in their physical, emotional, and spiritual well-being.

Our readers are thoughtful, values-driven consumers who actively seek trusted recommendations for books, wellness products, retreats, courses, natural health solutions, and experiences that support whole-person well-being.

That trust is reflected in our performance. *Spirituality & Health* consistently outperforms the national average in newsstand sales and has been recognized by the publishing industry with **FOLIO's Print Magazine of the Year** award.

Every issue features:

- Leading voices in spirituality, wellness, and personal growth
- Expert insights on integrative health and conscious living
- Book reviews, inspiring features, and practical resources
- Curated products and experiences that enrich everyday life

Our readers don't just consume content—they act on it. They influence the purchasing decisions of their families, friends, and communities, making *Spirituality & Health* the ideal place for purpose-driven brands to connect with an engaged, loyal audience.







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our mission

Our mission at *Spirituality & Health: A Unity Publication* is to explore the rituals, practices, beliefs, and ideas that enhance the health of our mind, body, and spirit, as well as the health of our communities and of the earth that supports us.

No other publication covers the full spectrum of spirituality, wellness, mindfulness, personal growth, and conscious living with the depth and credibility of *Spirituality & Health*.

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our readers are leaders

WHO WE REACH:

- 65% of our readers identify as female, 35% as male
- Median age: 53
- Average household income: $82,000
- 80% have a college degree or higher
- 64% are asked “at least monthly for advice on health, food and 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.

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reader profile

TOPICS THEY'RE MOST INTERESTED IN:

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

HEALTHY LIFESTYLE ITEMS THEY PURCHASE:

- Traditional vitamins or minerals **81%**
- Natural supplements like turmeric, fish oil, etc. **76%**
- Natural remedies like special tea or melatonin **64%**
- Probiotic formulas **55%**
- Natural immune system boosters **43%**

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



2027 editorial calendar

January/February 2027:
RETREAT GUIDE
AD RESERVATIONS CLOSE: **10/1/2026**
AD MATERIALS CLOSE: **10/8/2026**

March/April 2027:
FIND YOUR CALLING
AD RESERVATIONS CLOSE: **12/3/2026**
AD MATERIALS CLOSE: **12/10/2026**

May/June 2027:
SACRED TRAVEL
AD RESERVATIONS CLOSE: **1/28/2027**
AD MATERIALS CLOSE: **2/4/2027**

July/August 2027:
FIND YOUR CALLING
AD RESERVATIONS CLOSE: **4/1/2027**
AD MATERIALS CLOSE: **4/8/2027**

September/October 2027:
BOOKS WE LOVE
AD RESERVATIONS CLOSE: **6/3/2027**
AD MATERIALS CLOSE: **6/10/2027**

November/December 2027:
HOLIDAY GIFT GUIDE
AD RESERVATIONS CLOSE: **8/5/2027**
AD MATERIALS CLOSE: **8/12/2027**



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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".

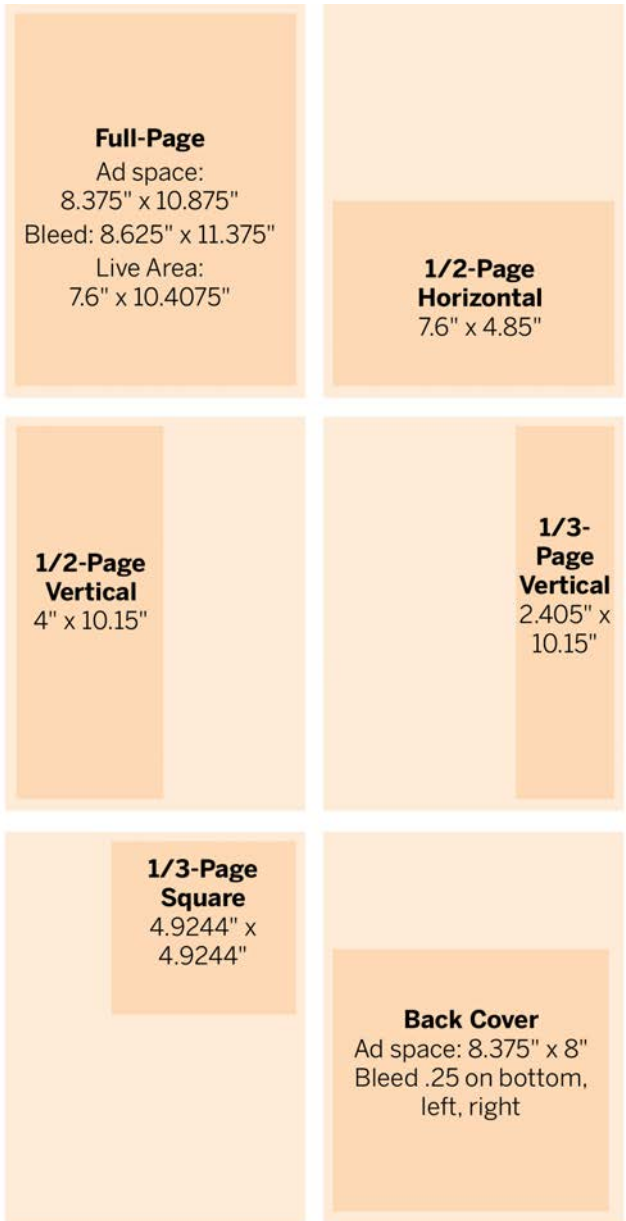
Partial Ads: No bleed or crop marks for partial ads; please send PDF at trim size.

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.



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multimedia options

PRINT MAGAZINE
Bimonthly, see Editorial Calendar and Closing Dates

60,000
READERSHIP

DIGITAL DELIVERY

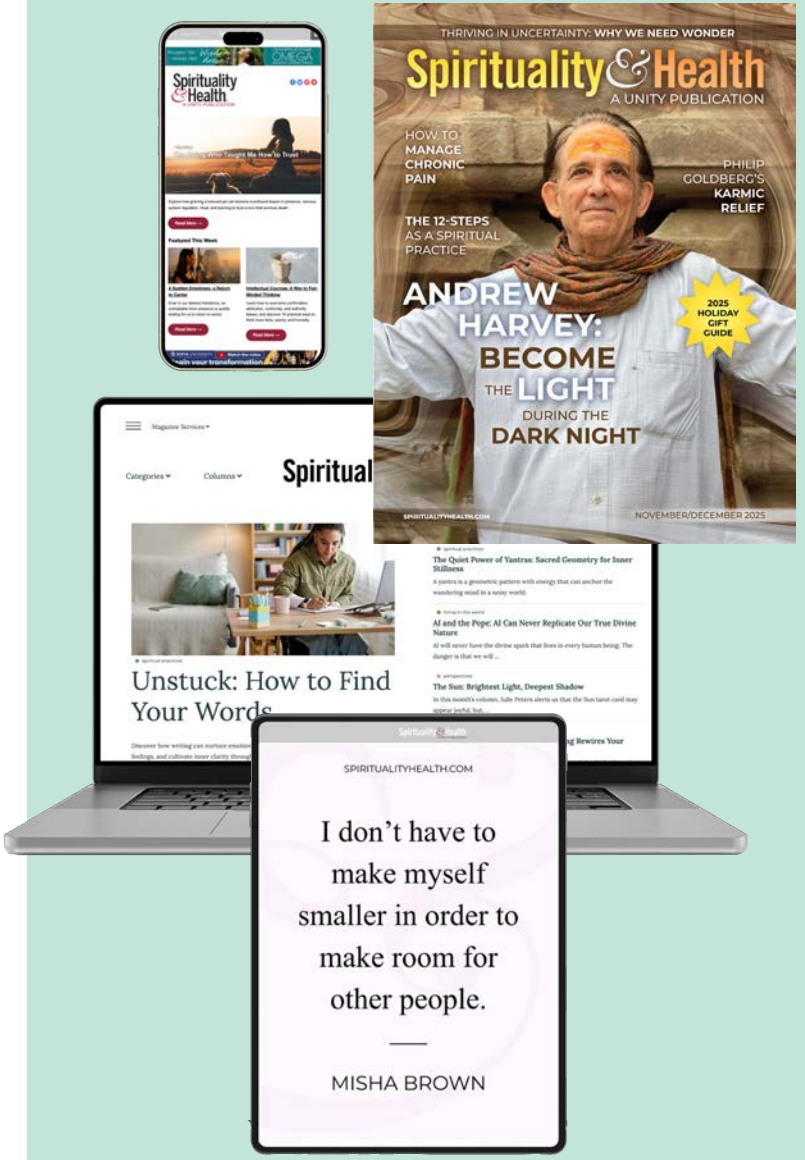
E-NEWSLETTERS
80,000
E-NEWSLETTER SUBSCRIBERS, depending on list

SPIRITUALITYHEALTH.COM
140,000
PAGE VIEWS AVERAGES 98,000 NEW USERS PER MONTH

278,000
FACEBOOK
FOLLOWERS

17,000
PINTEREST
MONTHLY VIEWERS

15,500
INSTAGRAM
FOLLOWERS



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2027 digital editorial calendar

JANUARY
Intentional New Beginnings
- Intention Setting & Sacred Rituals
- Creating Sustainable Habits
- Visioning Your Year with Purpose

FEBRUARY
Love & Heart-Centered Living
- Self-Love & Compassion
- Meaningful Relationships & Community
- Heart Health: Mind, Body, & Spirit

MARCH
Awaken & Renew
- Spring Renewal Practices
- Cleansing Mind, Body, & Home
- Awakening Creativity & Possibility

APRIL
Nature as Medicine
- Earth Day & Environmental Wellness
- Gardening, Herbalism, & Natural Healing
- Mindfulness in Nature

MAY
Whole-Person Wellness
- Women's Health & Hormonal Balance
- Mental & Emotional Well-Being
- Integrative Healing Practices

JUNE
Explore & Come Alive
- Sacred Travel & Pilgrimages
- Summer Adventure & Outdoor Wellness
- Joy, Play, & Embodied Living

July
Living Well, Longer
- Healthy Aging & Longevity
- Brain Health & Resilience
- Movement for Every Stage of Life

August
Retreat, Restore & Reset
- Self-Care Beyond the Bubble Bath
- Retreats & Wellness Escapes
- Nervous System Restoration

September
Back to Self
- Mindful Productivity
- Creating Healthy Routines
- Nourishment for Busy Seasons

October
Mystery & Inner Wisdom
- Intuition & Spiritual Practices
- Dreams, Shadow Work, & Transformation
- Exploring the Unseen

November
Gratitude & Generosity
- Gratitude as a Daily Practice
- Giving Back & Community
- Mindful Holiday Preparation

December
Sacred Winter
- Reflection & Release
- Seasonal Rituals & Rest
- Preparing for a New Beginning

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website

WHO WE REACH:

OVERVIEW

- 140,000 page views per month
- 98,000 new visitors per month on average

DEMOGRAPHICS

- 67% of our readers identify as female, 33% as male.
- Age Breakdown
  - 18–24: 20%
  - 25–34: 25%
  - 35–44: 21%
  - 45–54: 15%
  - 55–64: 10%
  - 65+: 7%
- 51% have a household income of $60,000+
- 74% have a bachelor's or master's degree

DEVICES

- Mobile: 59%
- Desktop: 39.6%
- Tablet: 1.4%

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digital advertising opportunities

10 EXCLUSIVE DIGITAL SPONSORS EACH MONTH

WHAT'S INCLUDED:

Gain consistent visibility with a Digital Sponsorship on *Spirituality & Health*. This premium opportunity gives your brand a presence across the S&H website, with sponsor banners evenly rotating throughout every page. Rather than a one-time digital placement, Digital Sponsorships provide ongoing exposure from the first through the last day of the month, helping brands build awareness and maintain visibility as our audience engages with *Spirituality & Health* content throughout the month.

WEB BANNER SIZES:

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

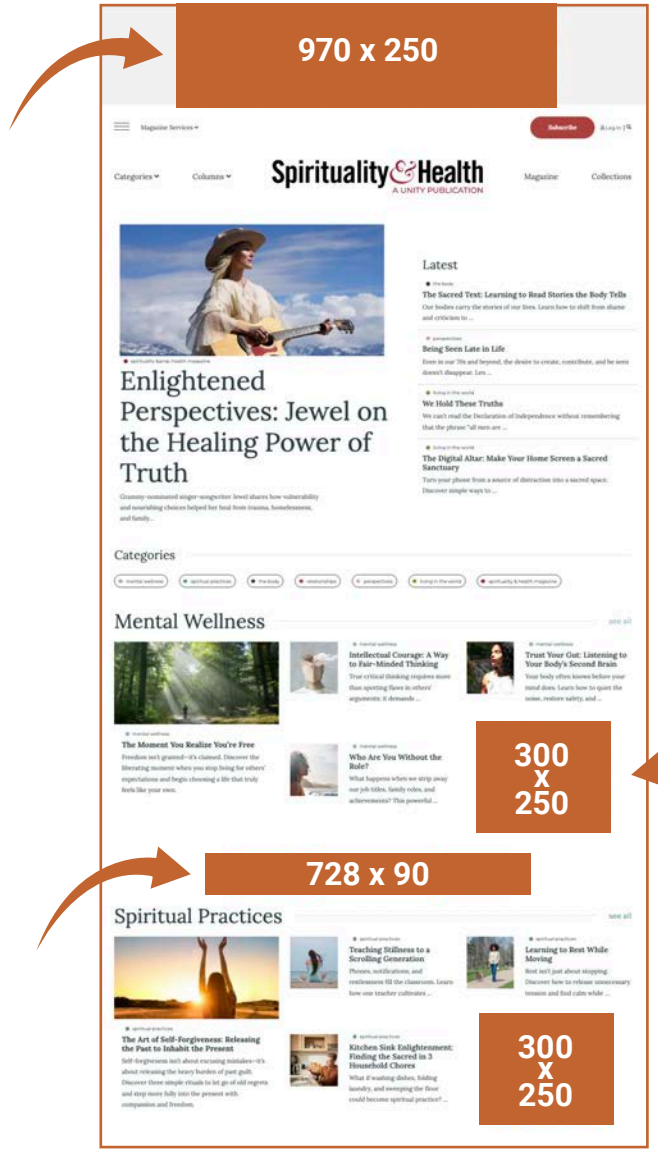
Digital advertising is sold monthly as exclusive sponsorships. Contact your salesperson for a proposal.

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 e-blasts
- Sponsored content



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

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digital advertising opportunities

MONDAY AND WEDNESDAY:
EDITORIAL E-NEWSLETTERS

WEEKLY: ADVERTISER E-BLASTS

***SPIRITUALITY & HEALTH* RETREATS**

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

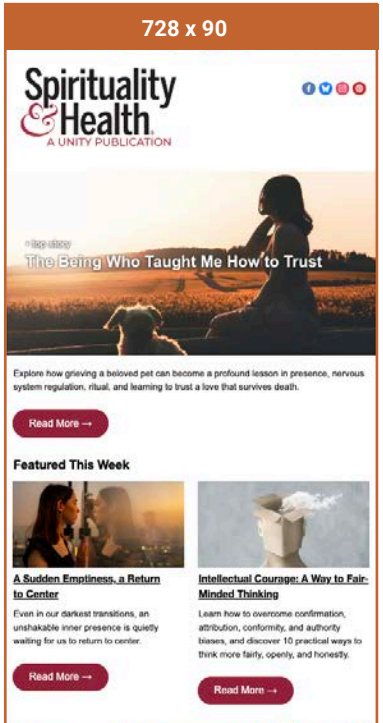
Contact your sales rep for additional specs, guidelines, and pricing.

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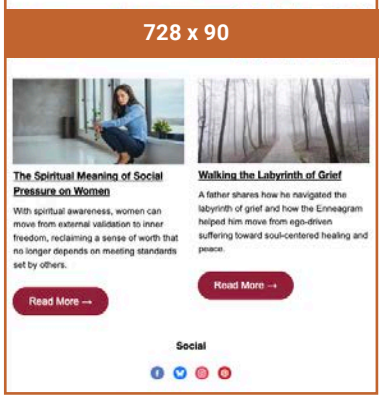
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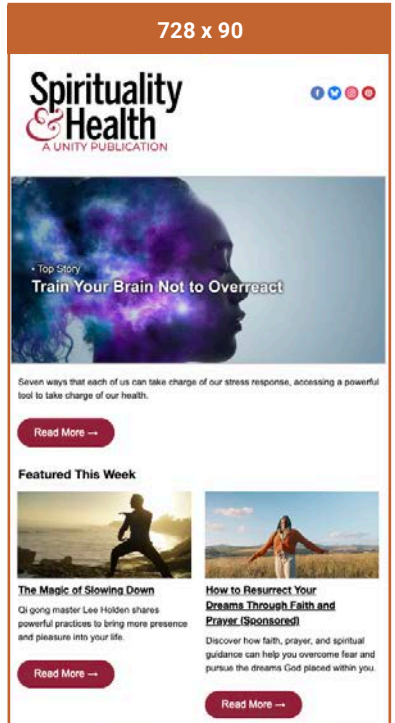
728 x 90



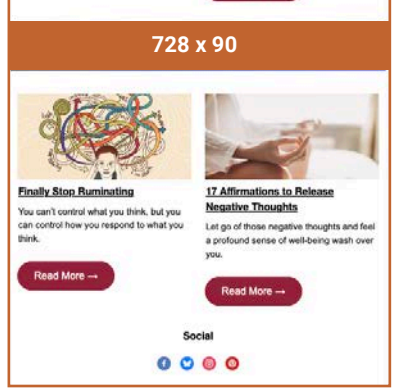
728 x 90



728 x 90



728 x 90



get in touch

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PHOTOS COURTESY
GETTYIMAGES.COM

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