

# Spirituality & Health

A UNITY PUBLICATION

## 2024 MEDIA KIT





# trust comes first

In this era of conflict and mistrust, *Spirituality & Health: A Unity Publication* knows people increasingly turn to friends they trust and to media sources that have earned their trust, especially when they seek answers to health and happiness. Readers and advertisers alike need the trust that has been built through our magazine for more than a century.

Launched as a national magazine in 1891, *Unity Magazine*® purchased *Spirituality & Health* magazine in 2024 and has merged the two as a complete resource, including print and digital versions of the bimonthly magazine, a robust website, social media, and an array of e-newsletters.

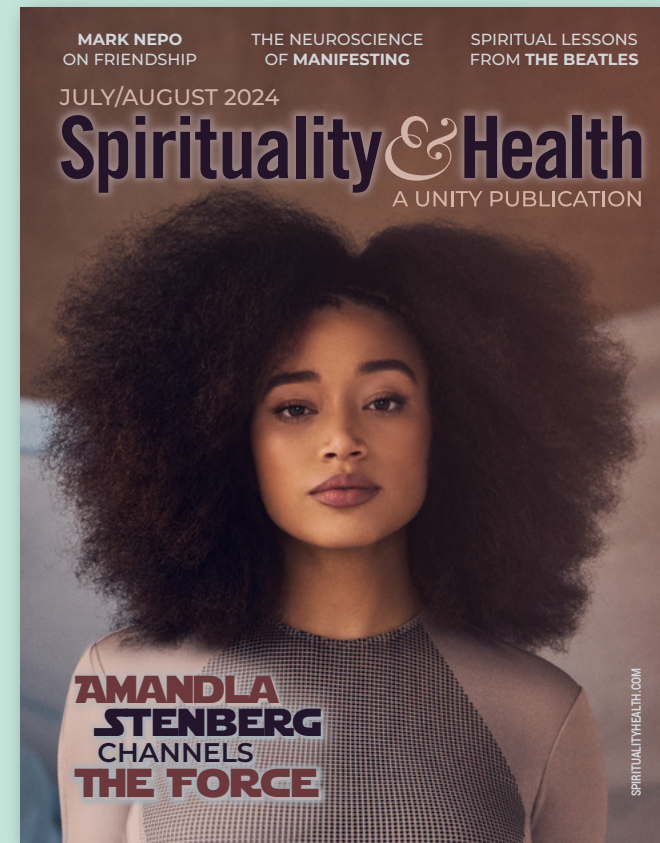
Each issue of S&H includes:

- An in-depth Q&A with one of the biggest names in the field of spirituality or wellness
- Beloved columnists including Rabbi Rami Shapiro, Jacquie Fernandez, and Ogun Holder
- Book reviews and excerpts
- A toolbox section with curated products for a better life
- Articles and features on living a healthier, more joyful life and deepening spirituality

**Our readers trust  
*Spirituality & Health: A Unity Publication.***

**Our readers are trusted resources for  
their family, friends, and colleagues.**

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



# 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.





# 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, 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.



# 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

January/February 2024:

## HEALING RETREATS

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

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

March/April 2024:

## FIND YOUR CALLING

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

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

May/June 2024:

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

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

July/August 2024:

## FIND YOUR CALLING

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

AD MATERIALS CLOSE: **4/18/2024**

September/October 2024:

## BOOKS WE LOVE

AD RESERVATIONS CLOSE: **5/20/2024**

AD MATERIALS CLOSE: **6/18/2024**

November/December 2024:

## HOLIDAY GIFT GUIDE

AD RESERVATIONS CLOSE: **7/24/2024**

AD MATERIALS CLOSE: **8/21/2024**



# 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](http://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**  
Ad space:  
8.375" x 10.875"  
Bleed: 8.625" x 11.375"  
Live Area:  
7.6" x 10.4075"

**1/2-Page  
Horizontal**  
7.6" x 4.85"  
\*

**1/2-Page  
Vertical**  
4" x 10.15"  
\*

**1/3-  
Page  
Vertical**  
2.405" x  
10.15"

**1/3-Page  
Square**  
4.9244" x  
4.9244"

**Back Cover**  
Ad space: 8.375" x 8"  
Bleed .25 on bottom,  
left, right

\* 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

80,000+ 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

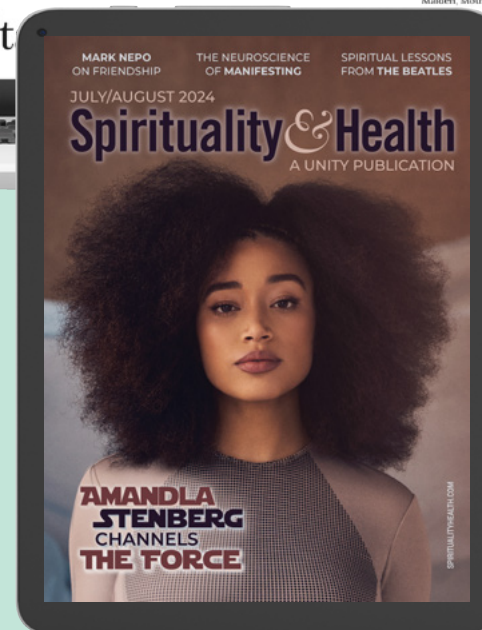
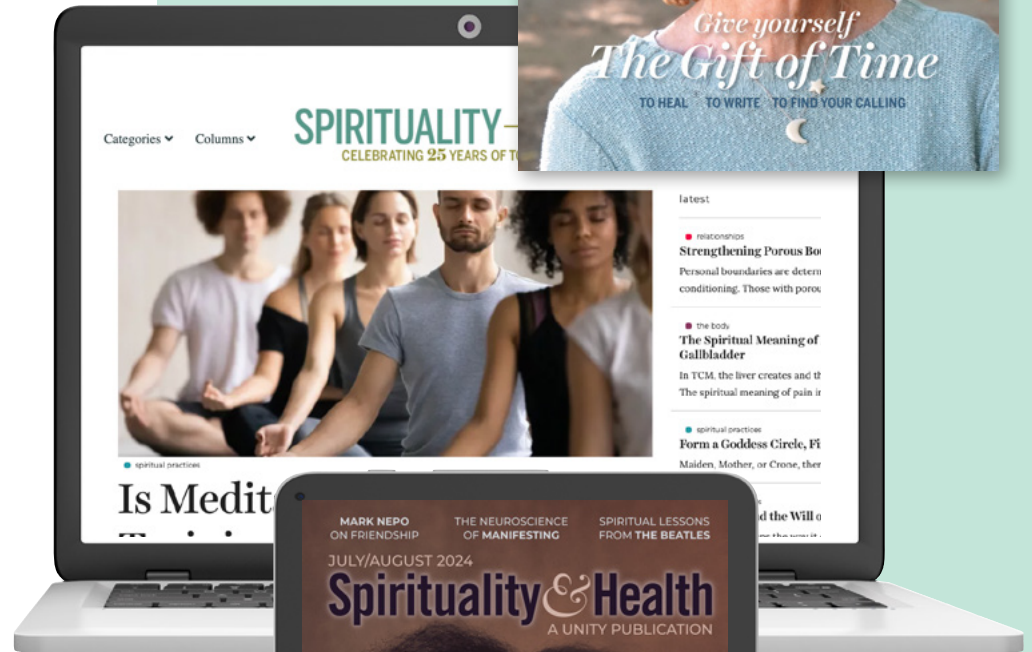
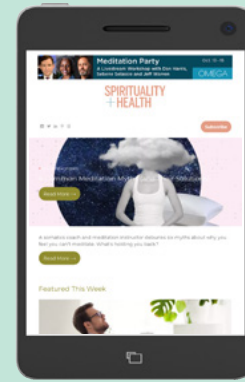
## SOCIAL MEDIA

288,000+ FACEBOOK FOLLOWERS

24,000+ PINTEREST MONTHLY VIEWERS

35,000+ TWITTER FOLLOWERS

14,400+ INSTAGRAM FOLLOWERS



Spirituality & Health  
A UNITY PUBLICATION  
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 household income of \$60,000+
- 74% have 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 and e-newsletter subscribers with digital display advertising. Your banners will rotate on every page of the website and in our Monday and 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 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

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 Get 3 Issues for \$1' badge. 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 'Form a Goddess Circle, Find Your Sacred Self'. A prominent orange box on the right side of the page contains the text '300x250'. Below the main content, there are sections for 'Mental Wellness' and 'Spiritual Practices', each with multiple article teasers. At the bottom of the screenshot, another orange banner contains the text '728x90'.



# newsletters

**MONDAY AND WEDNESDAY:  
EDITORIAL E-NEWSLETTERS**

**WEEKLY: ADVERTISER E-BLASTS**


**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
- **e-newsletter Takeover:** Both display banners, plus a native ad unit

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

728x90

SPRITUALITY + HEALTH




Read More →

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

SPRITUALITY + HEALTH  
CELEBRATING 25 YEARS OF TOTAL ALIVENESS



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.



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](mailto:course.support@shambhala.com).

728x90

SPRITUALITY + HEALTH




Read More →

A master flower essence practitioner offers her favorite flower essences to encourage healing and embodied sensuality.

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-powered."

Read More →

# get in touch

**ADVERTISING SALES DIRECTOR**

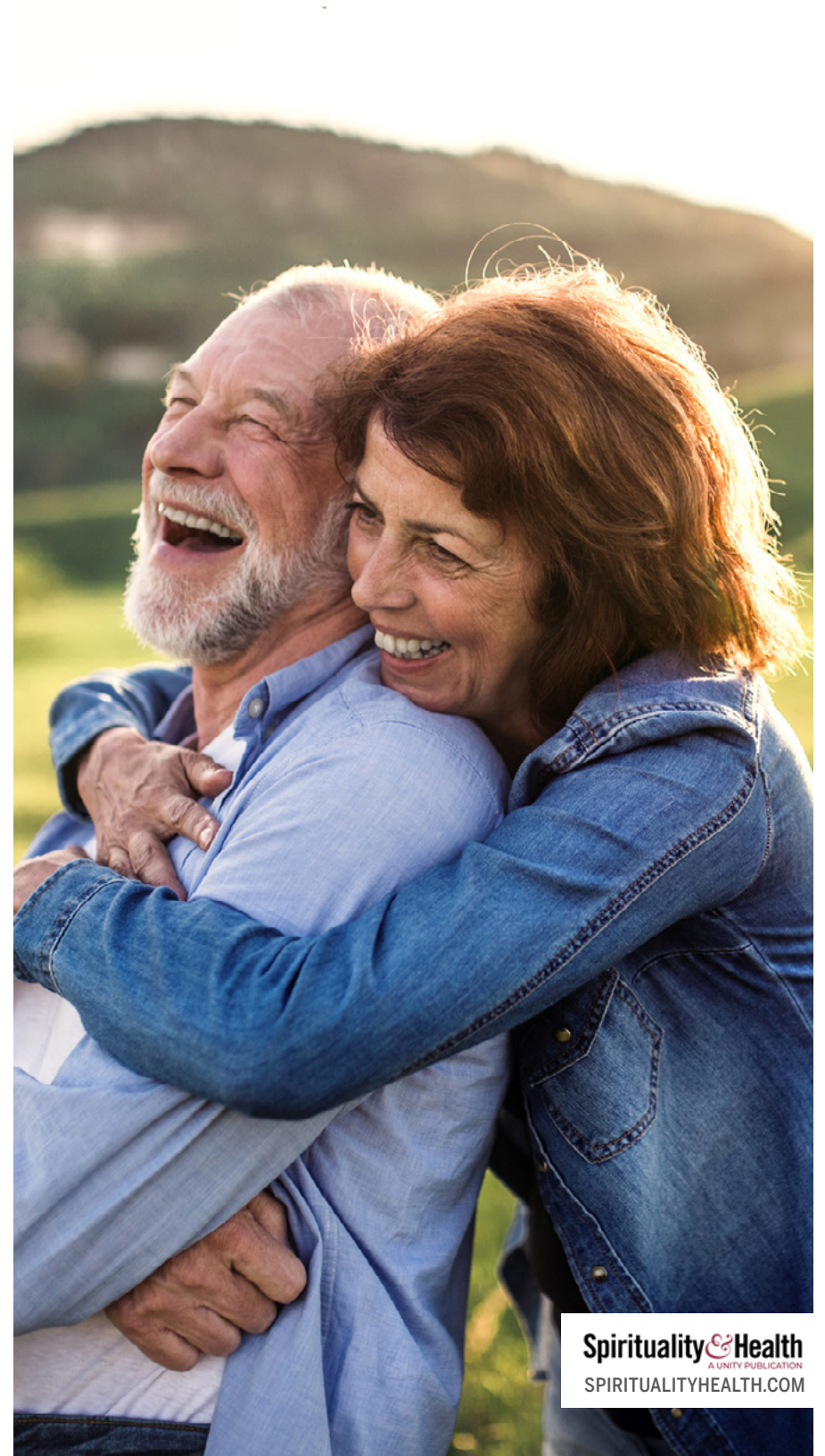
Tabetha Reed  
231-492-4116  
tabetha@spiritualityhealth.com

**ADVERTISING SALES REPRESENTATIVE**

Tina Williamson  
WilliamsonT@unityonline.org

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**SpiritualityHealth.com**

PHOTOS COURTESY  
GETTYIMAGES.COM



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