

Natural Life

News.com e-zine

Holistic & Healthy Living in the West

Advertisers' Press Kit • NaturalLifeNews.com

Online Editions Begin Nov.–Dec. '22 • Free Downloadable PDFs for Subscribers

Dear Advertiser,

October 1, 2022

Welcome to the new *Natural Life News*! Your business can have a key presence on our website and in our digital magazine. With 20+ years as a regional, printed magazine, we now serve exclusively on the world wide web. Our six e-zines per year go out to our ever-growing subscriber list, who also get regular newsletters via email and “teasers” on social-media. We emphasize topics that include: natural therapies & remedies, nutrition and fitness, animals & pets, body-mind-spirit connections, natural recipes, and current events—any topic that will help readers to stay “*healthy, wealthy and wise.*” When budgeting your advertising dollars, please consider these options:

- **WRITE AN ARTICLE.** What health and wise info might you have to share? Articles (see page 4 of this Press Kit) increase reader awareness about your product or service.
- **BECOME A COLUMNIST.** Regular writers get a featured spot on the home page, which links to ALL of their articles, archived on their own pages. Link your ads to your own website, or send people to your archives via social media.
- **HOME-PAGE ADS.** Feature your product or service in ads on our home page. Your ad can be linked to an article you’ve written or directly to your website. Combine a home-page ad with other options: Columnist, Writer, and In-Issue Ads.
- **IN-ISSUE ADS.** Subscribers can download our entire magazine every two months, which can feature your ad in PDF format, with hyperlinks to your website.
- **NEED TO DEVELOP/DESIGN YOUR AD?** You’ll be delighted by what we can produce together, with your ideas and our graphics and marketing experience.

People are increasingly looking to *Natural Life* as **their source for unique and healthy events, products and services** in the West and now worldwide. Let’s get you started! Contact me, the editor, directly or call one of our sales representatives, as listed on page 4 of each issue. Welcome to our team!

Sincerely



Denis Ouellette, Editor & Publisher

Deadlines:

January / February = December 15
 May / June = April 15
 September / October = August 15

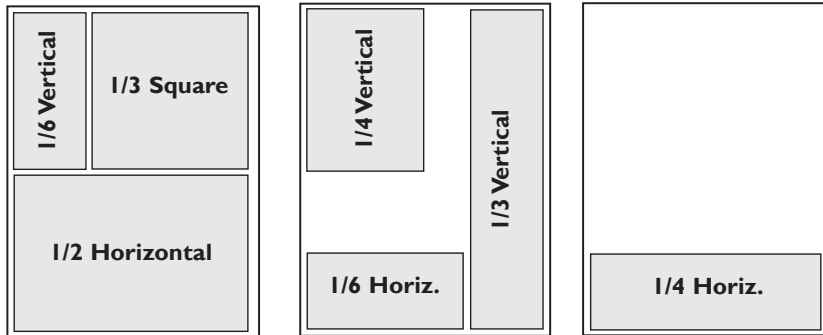
March / April = February 15
 July / August = June 15
 November / December = October 15

Holistic & Healthy Living in the West

INTRODUCTORY PRICES—WILL INCREASE INCREMENTALLY AS NUMBER OF SUBSCRIBERS GROWS.

COMMITMENT: ALL ADS RUN FOR 6 MONTHS (3 BI-MONTHLY ISSUES) ON A PREPAID BASIS.

IN-ISSUE AD SIZES:



Width x Height (inches) Width x Height (inches)

Full: Trim: 8" x 10.5" Bleed: 8.25" x 10.75"	1/4 Page Vertical 3.375" x 4.687"
Full: Image Area 7" x 9.5"	1/4 Page Horizontal 7" x 2.375"
1/2 Page Horizontal 7" x 4.687"	1/6 Page Vertical 2.175" x 4.687"
1/3 Page Square 4.7" x 4.687"	1/6 Page Horizontal 4.7" x 2.375"
1/3 Page Vertical 2.175" x 9.5"	

Specifications

Frequency Bi-monthly (6 issues/year)
 Circulation by Subscription
 Page Count 24–36 pages

Advertising Creation Fee (one time)

1/6 Page Ad \$27	1/2 Page Ad \$47
1/4 Page Ad \$34	2/3 Page Ad \$55
1/3 Page Ad \$36	Full Page Ad \$66

Special Placement: Add 15% for Inside or Outside Cover.

Deadline. Printed every other month. The deadline for all advertising and editorial submissions is the 15th prior to the publishing month:

Feb. 15, April 15, June 15, August 15, October 15 & Dec. 15.

Payment Terms. Advertisers invoiced after release (noting commitments). Payment is due upon receipt. Ads will automatically repeat unless notified.

All advertising material shall be subject to Publisher approval. Publisher reserves the right to limit the amount of advertising or reject any advertising.

AD RATES~Effective 10-1-22

Write an Article

1 Article = 1-Issue (2-month) Commitment

INCLUDES a 1/6 page ad.

One Page \$38 per issue
Word count: 450
Two Pages \$76 per issue
Word count: 900
Additional column . . \$12 per issue
Word count: 150

Become a Columnist

Prepaid 1-year Commitment = 6 Issues

If you've already written 6, you're in!

- Includes in-issue ad (1/6th page)
- Home page Animated GIF and writeup
- Links to ALL YOUR Archived Articles
- Your ads link to your website
- Seen by subscribers and all visitors

One Page \$48 per issue
Word count: 450
Two Pages \$86 per issue
Word count: 900
Additional column . . \$12 per issue
Word count: 150

Home-Page Ads

Prepaid for 6-Months = \$60

Pixel size: 288 x 504

- Links to one of your articles or website

In-Issue Ads

6-Month Commitment = 3 Issues

Full Page \$185 per issue
1/2 Page \$76 per issue
1/3 Page \$50 per issue
1/4 Page \$39 per issue
1/6 Page \$26 per issue

Natural Life News.com e-zine

Holistic & Healthy Living in the West

ADVERTISING AGREEMENT
 Send Ad Materials to 730 N. 11th St., Livingston, MT 59047
 email: denis@naturallifeneews.com • (406) 333-9800

Starting Issue: _____

Rep: _____

Date: _____

Company Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: (____) _____ Email: _____@_____

Follow Up Call(s): _____

In-Issue AD SIZE:

1-issue (2 months)
3 Issues (6-months)
 (circle one)
1 Article / Columnist
 (circle one)
Home-Page Ad
 (yes / no)
Ad Creation Needed
 (yes / no)
Ad Materials Needed
 (yes / no)

Use this space for ad composition:

Ad Cost (per issue):
 \$ _____
Article (per issue):
 \$ _____
Columnist: \$ _____
Home-Page Ad:
 \$ _____
Ad Creation (one time):
 \$ _____
Total: \$ _____

- 1) See Rate Sheet for prices on Ads and Articles.
- 2) Art and Advertising deadlines: **Dec 15** for Jan/Feb • **Feb 15** for Mar/Apr • **Apr 15** for May/June
Jun 15 for Jul/Aug • **Aug 15** for Sept/Oct • **Oct 15** for Nov/Dec
- 3) All ads will be automatically repeated in subsequent issues unless you notify us.
- 4) All articles and ads will be pre-approved by writer and/or advertiser (via email).
- 5) Method of Payment: Prepay [] Check # _____ Invoice Us []
 [] Visa [] MasterCard [] Discover

Credit Card #: _____ Exp.Date: _____ / _____

CVV Code (back of card): _____ CC Billing Zip Code: _____

Signed by Advertiser: _____ **Thank You!**

Ad copy may be mailed or e-mailed to the above address before the deadline.
 Camera-ready art must be 72 dpi at 100% of the ad size. Photoshop JPEG (in RGB), or Press-Ready PDF.
 No charge for minor changes or corrections to proof.

Natural Life News.com e-zine

Holistic & Healthy Living in the West

Dear Advertiser,

October 1, 2022

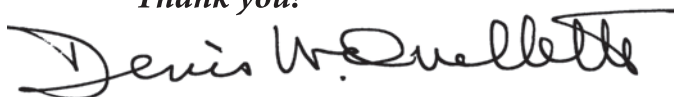
Here are the GUIDELINES for

ARTICLE WRITING

at NaturalLifeNews.com:

- **Word Counts:** up to 450 words (1 page) • Up to 900 words (2 pages) • 150 words (prorated additional column in 3-column format). Please submit articles to *Natural Life* as a Word attachment or copied into the body of an e-mail. Please make sure that it is proofread and spell-checked. New to writing? On a first draft, it's a good idea to have a trusted friend read it and give you their feedback. Not a great writer? Not to worry—the magazine uses professional proofreaders.
- **Educational Marketing! Non-Commercial Content.** *Educate first—sell later.* Please make sure the content of the article does not sound like an advertisement for the product or service you represent. Articles need to educate, inform and entertain. They should be of value to the reader *whether or not they purchase your product or service*. There can be contact information, and you can mention your product and service, at the end of the article. The ad that comes with the article is the means of doing the selling. It's also a good idea to offer some kind of special or discount, or a free initial consultation, etc. Articles are a great option and deal, too! Costs almost the same as an ad alone.
- **Commitment:** We will publish your article, along with a 1/6th color Display Ad (vertical or horizontal) in one issue. Articles do not repeat in subsequent issues. Additional articles (new topics) are always welcome. Columnists, featured on home page, are regular writers who have six or more articles they have, or will, write.
- **Illustration(s).** Along with the logo, picture or graphic that may appear in your ad, most articles are illustrated by some kind of graphic image—a picture of the author, perhaps a shot of them in action. A logo, or another illustration for the story. All artwork needs to be sent in at least 72 dpi. PDF format is preferred.
- **Deadline & Proofing.** All materials need to be received two weeks prior to the publishing date. See chart below for deadline schedule. The editor reserves the right to edit or trim the article as needed for space. Editorial changes and layout will be re-submitted to the author for final approval. It's preferable to receive articles/ads from new contributors well before the deadline.

Thank you!



Denis Ouellette, Publisher

Deadlines:	January / February = December 15	March / April = February 15
	May / June = April 15	July / August = June 15
	September / October = August 15	November / December = October 15

Effective Advertising Tips

by Denis Ouellette, Editor of *Natural Life News.com*

It's easy to create an effective advertising plan if you follow the experts' tried-and-true methods. In **ADVERTISING 101**, we learned: Lead with benefits, follow with features, give something away, and end with a call to action. More on these points later, but first, make sure you are thinking about advertising on the positive side. It's the engine that keeps you in the public eye and keeps customers coming—it's not a necessary evil! Create your own buzz. Your paper ads should be an important part of several ways you promote yourself... give free talks, write articles, do expos, and everyone's favorite—generate word of mouth.

Plan for the long haul. A smaller ad run all year is always more effective than a single larger ad. Find an ad size that fits your budget and stick with it. If you're thinking, "I'll try it once and see how many calls I get," you're wasting your money. Will people be able to find you when they're ready for you? (*Natural Life* often gets calls from customers looking for former advertisers!)

It's rare for a customer to call you when they first see your ad. Molly Gordon in her popular book, *Authentic Promotion*, says you must be consistent and patient with your marketing. She illustrates her point with a typical scenario. The **1st time** a customer comes across your offer: He doesn't see it. **2nd time:** It's a faint blip on his radar. **3rd time:** He faintly recalls having seen it before. **4th time:** He actually looks at it. **5th time:** He reads it through and says, "Whatever." **6th time:** He wonders if it would amount to anything. **7th time:** He asks a friend about it. **8th time:** He remembers he's wanted this for some time. **9th time:** He's interested but realizes he can't afford it. **10th time:** He swears at his own poverty. **11th time:** He checks his bank account. **12th time:** He buys!... but what if YOU gave up after the third time?

Back to Advertising 101:

✓ **LEAD WITH BENEFITS.** The customer always wants to know, "What's in it for me?... What problem will you solve?" Show them you can fulfill their specific needs, and you've won them.

Needs are often emotional, and the big headlines should be attention grabbers that appeal to the emotions. But be specific and avoid tired buzzwords that carry little meaning, such as *safe and effective, unique, and breakthrough*.

✓ **FOLLOW WITH FEATURES.**

Ever notice how the full-page car ads reserve things like: *V6 with 6-speed automatic transmission, 30 CITY/38 HWY MPG, front wheel drive, dual air bags*, for the extreme fine print? Manufacturers love their features, but customers buy on feelings! And remember that your name, business name and credentials are features, not benefits, and they belong last.

✓ **GIVE SOMETHING AWAY.**

People love a bargain, even more so if they can get it free! Offer free services with your first visit. How about a free report that speaks directly to your target audience?

✓ **END WITH A CALL TO ACTION.**

Don't shy away from telling people what you want them to do. And finally, KEEP IT SIMPLE. Stick to these main points and reduce the clutter. ■

REMEMBER, ALL ADS automatically repeat unless you notify us before the next deadline.

Deadlines: January / February = **December 15**
May / June = **April 15**
September / October = **August 15**

March / April = **February 15**
July / August = **June 15**
November / December = **October 15**

WE ACCEPT:



NATURAL LIFE NEWS

730 N. 11th St. • Livingston, MT 59047

Phone & fax: 406-333-9800

Editor, Denis Ouellette • denis@naturallifenews.com