

## DEMOGRAPHICS

NEWLIFE magazine is a bi-monthly, four color glossy magazine. It is the largest holistic magazine in the Tri-State area with a circulation of 60,000 and a readership of 240,000.

### AVERAGE INCOME - \$82,960

Under \$60,000 .....	15.9%
\$60,000 - \$90,000 .....	32.5%
\$90,000 - \$120,00 .....	30.8%
Over \$120,000 .....	20.7%

### WHO READS NEWLIFE

Circulation: 60,000 • Total Readership: 240,000  
Age: 37.4 • Male: 41.4% • Female: 58.6%  
Percentage Who Respond To Ads: 65%

## CIRCULATION & DISTRIBUTION

Complimentary copies available at more than 500 locations (health food stores, restaurants, doctors offices, co-ops, newsstands, etc.).

## ISSUES DATES & DEADLINES

JANUARY/FEBRUARY .....	December 10
MARCH/APRIL .....	February 10
MAY/JUNE .....	April 10
JULY/AUGUST .....	June 10
SEPTEMBER/OCTOBER .....	August 10
NOVEMBER/DECEMBER .....	October 10

**CALL (516) 897-0900 TODAY!**

FAX (516) 897-0585

## APPLICATION & CONTRACT INSTRUCTIONS

- If you are a new, current or past advertiser fill out all appropriate sections.
- Full payment must accompany all insertions orders. Please make all checks payable to SERENITY.
- Send back this application with your check. Send to NEWLIFE Magazine, 168 West Park Ave, Long Beach, New York, NY 11561.
- If you contract for 3 or 6 issues:
  - You are making a space reservation for 3 or 6 consecutive issues. You may change the content of your ad each time (at the production cost), provided we receive the changes by the deadline.
  - Payment for your first insertion must accompany this contract. Each issue is paid for one at a time prior to publication date.
  - You may cancel your contract prior to the deadline date of any issue. If you cancel before fulfilling your 6 issues you will be responsible for the difference between the one time rate and the six time rate.
- If you want to be on the contract, check '3' or '6' issues under frequency and sign at the bottom.
- We accept Mastercard and Visa as payment.

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Credit Card # \_\_\_\_\_

MasterCard  Visa  American Express  Discover

Expires \_\_\_\_\_ Sign \_\_\_\_\_

### AD TYPE (CHECK BOXES WHERE APPROPRIATE)

Display Ad  Calendar Listing

Profile  Classified

Reference & Resource CATEGORY \_\_\_\_\_

### FREQUENCY

1 issue  3 issues  6 issues

### DISPLAY ADS SIZES

Full Page  1/2 Page  1/3 Page  1/4 Page

1/6 Page  1/8 Page  1/12 Page

### COLOR

BLACK & WHITE  4-COLOR  2ND COLOR

### SPECIAL SERVICES REQUIRED

TYPING  DESIGN  SCANNING

### CATEGORY (FOR PROFILE LISTINGS)

Acupuncture  Colon Therapy  Dentists

Doctors  Health Services  Hypnotherapy

Metaphysical  Psychology & Therapy  Reiki

Weight Loss  Yoga

OTHER \_\_\_\_\_

### PAYMENT

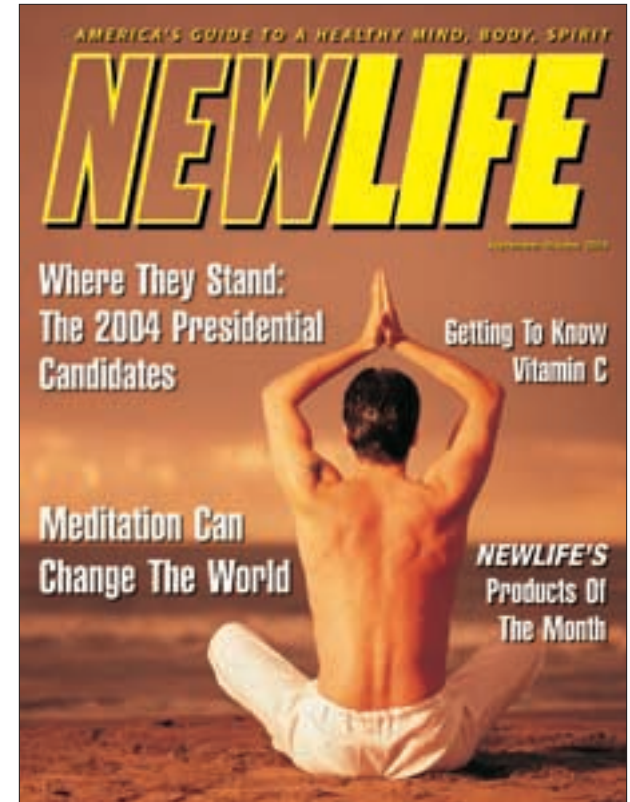
Payment must accompany this application.

Enclosed is payment for: \$ \_\_\_\_\_

Contract Starting Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_

# ADVERTISING RATE CARD



# AMERICA'S NATURAL HEALTH MAGAZINE

[www.NEWLIFEemag.com](http://www.NEWLIFEemag.com)

# NEWLIFE ADVERTISING RATES AND INFORMATION

## DISPLAY ADVERTISING

Traditional display advertisements are high exposure ads that are placed in the front half of the magazine among the articles and are very effective for events, products and services. They are sold by size (refer to table at the bottom). Have your ad listed on [www.NEWLIFEmag.com](http://www.NEWLIFEmag.com) for free if you take a six time contract.

## RATES & CONTRACTS

All above prices are for 100% camera ready ads. Production charges are extra (typesetting, typing, layout, halftones, composing, color separation).

## SCANNING

If we have to scan photos or artwork there is a \$25 charge.

## CLASSIFIEDS

We offer a classified section for your product or service listings. Rate: \$1.50 PER BOLD WORD. \$1.00 PER WORD. \$30 MINIMUM.

## ARTWORK SUBMISSION FILE FORMATS

All hard copy ads sent to us should be camera ready at 133 line screen. Digital ads created with Quark, Illustrator & Photoshop (Macintosh files) on CD disks are welcome.

Call if you have questions regarding "What is camera ready" or "How to prepare digital files."

DIGITAL FILES SHOULD BE E-MAILED TO: [ADS@NEWLIFEMAG.COM](mailto:ADS@NEWLIFEMAG.COM).

Press Optimized PDF files are preferred with all fonts bundled and all elements in CMYK. TIFF, JPEG and EPS files are also accepted. We can also accept Quark files up to version 4.1 formatted for Macintosh™ only. Please include all Postscript fonts (No TrueType fonts) and all images & logos used in your layout – Photoshop (JPEG, TIF, EPS) for pictures and Illustrator (EPS) for graphics and logos. Photoshop files should be 300 DPI (dots per inch) in 4 colors, or 600 DPI in black & white 1200 DPI.

We offer a design and production service at an extra charge If you would like a display ad but don't know how to create one.

## CALENDAR

This is an ideal place to list your workshop, event, lecture, seminar or class. Our calendar section lists one-time as well as ongoing events and classes for \$1.00 PER WORD. \$30 MINIMUM. (refer to WORD COUNTING.) Each calendar listing must be typed on a separate piece of paper.

## CLASSIFIEDS & CALENDAR WORD COUNTING

For Classified and Calendar Listings: All words including 'a', 'and', 'the' and 'an' count as one word. Grouped numbers in address count as one word. Hyphenated words count as two words, except when one word is less than three characters. Cities and states count as one word each. A phone number counts as two words. A date counts as one word. Times count as one word. REMEMBER: It is not the quantity but the quality of the words in your ad that brings the best response.

## REFERENCE & RESOURCE GUIDE

A directory of practitioners and services listing your name, address, phone number and topic heading. Rate: \$30 or \$15 with display or profile ad.

## PROFILES

Profile listings run across the page in three columns with your logo or photo in the first column. The next two columns are for your text. This is designed to give you the opportunity to visually communicate what you have to offer as well as to relate your experience and services.

## PROFILES RATES

One time: \$215 per issue. Three times: \$190 per issue. Six times: \$185 per issue. Prices based on a 150 WORD profile listing. EACH ADDITIONAL WORD AFTER THE FIRST 150 WORDS COSTS \$1.00.

E-mail text or send it on a CD using Microsoft Word along with your logo and or Photo in JPEG or TIFF format (or send hard copy for us to scan) We will format your ad to fit our design. The cost is \$40.

## PROFILE CATEGORIES

Categories are: Doctors, Health, Psychology and Therapy, Bodywork, Learning Centers, Yoga, Metaphysical and Miscellaneous.

PAGE SIZE	BLACK & WHITE				FOUR COLOR						
	WIDTH	X	HEIGHT	IX	3X	6X	DESIGN	IX	3X	6X	DESIGN
Back Cover *	8 3/8	x	10 3/4	—	—	—	—	\$1490	\$1390	\$1290	90
Inside Cover *	8 3/8	x	10 3/4	—	—	—	—	1365	1265	1165	90
Full page *	8 3/8	x	10 3/4	\$1090	\$1085	\$940	90	1240	1140	1040	90
1/2 page H	7 1/2	x	4 3/4	590	550	510	40	710	660	615	40
1/2 page V	3 5/8	x	9 3/4	590	550	510	40	710	660	615	40
1/3 page V	2 3/8	x	9 3/4	465	430	400	30	565	525	490	40
1/3 page S	4 7/8	x	4 3/4	465	430	400	30	695	650	600	40
1/4 page V	3 5/8	x	4 3/4	365	330	300	30	465	425	400	40
1/6 page V	2 3/8	x	4 3/4	265	245	225	20	360	335	310	40
1/6 page H	4 7/8	x	2 1/4	265	245	225	20	360	335	310	40
1/8 page H	3 5/8	x	2 1/4	215	190	170	20	290	265	240	20
1/12 page S	2 3/8	x	2 1/4	165	150	140	20	240	215	190	20

\* FULL PAGE: Image Area: 7 1/2 X 9 3/4 – Trim Size: 8 3/8 X 10 3/4 – Bleed Area: 8 5/8 X 11 1/4  
 WIDTH & HEIGHT IN INCHES      H = HORIZONTAL   V = VERTICAL   S = SQUARE      RATES IN U.S. DOLLARS

