

Media Kit 2015



What is Mindful?

IT'S THE VOICE OF THE MINDFULNESS REVOLUTION.

Millions of Americans are discovering the proven benefits of mindfulness—for their health, families, work, and society. They realize it's changing their lives for the better. *Mindful* is their voice, meeting place, and valuable guide. It's for everyone who wants to live with more awareness and fulfillment.

Mindful is part of an evolving, integrated multi-media initiative

encompassing both print and digital products. *Mindful*, a new bimonthly magazine which launched on February 5, 2013, is unlike any other magazine available today. It's a new movement magazine—offering the advertiser a unique mix of readers. You will reach a highly committed readership looking for brands, products, and services that speak to their values and reflect the

mindful world. It's full of inspiring stories, helpful advice, and lots of news you can use to live more mindfully. It is on newsstands across North America and enjoyed by readers of *O*, *Psychology Today*, *Yoga Journal*, *Men's Health*, and many more.

IT'S YOUR COMMUNITY.

Your market is engaged and caring, people who are looking for better ways to live. You will reach them in the pages of *Mindful*. *Mindful* readers will know that you support their values. They'll know your products and services fit their lifestyle.

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In excerpt from his book, 10% Happier, ABC news anchor **Dan Harris** describes his journey from medication skeptic to committed practitioner who believes in the benefits of mindfulness.

"It's a proven technique for preventing the voice in your head from leading you around by the nose." —Dan Harris

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On our cover
Neuroscientist **Richard Davidson**, the world's most-cited scientist on the topic of mindfulness. Learn more about him and his work on **page 50**

Photograph by **Caetano Wittig**, styling by **Lisa Barry**.

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What is Mindfulness?

ANYONE CAN DO IT.

Mindfulness is the moment-by-moment awareness of whatever arises in our body, mind, emotions, and the world around us. It's a formal practice and a way of living. It cultivates universal human qualities, and so it doesn't conflict with anyone's religion, beliefs, or lifestyle.

IT ALWAYS HELPS.

Practicing mindfulness makes our lives better. It has proven results for our health, happiness, work, and relationships. It benefits our families, organizations, schools, and communities.

IT'S EVIDENCE-BASED.

We don't have to take mindfulness on faith. Its positive effects for individuals, institutions, and society are documented by both science and experience.

IT'S A WAY OF LIVING.

Mindfulness is not just about techniques and specific benefits. It's also about bringing awareness, caring, and joy to everything we do. Whatever life we choose, mindfulness enhances it.

IT OFFERS HOPE FOR THE FUTURE.

Mindfulness benefits the society, from healthcare and education to corporations and government. When people live mindfully we develop calm, clarity, and effectiveness as we deal with the increasing complexity and uncertainty of today's world.



Who We Are

PUBLISHER

The Foundation for a Mindful Society
228 Park Ave S #91043
New York, NY 10003-1502

FREQUENCY

6 times per year:
February, April, June,
August, October, December

CONTACT

ASSOCIATE PUBLISHER

Claudia Chender
Toll Free: 844-431-8121
Email: claudia@mindful.org

LOHAS AD DIRECTOR

Kevin Gillespie
Phone: 603-305-5106
Email: kevin@mindful.org

ADVERTISING REPRESENTATIVE

Kilah Rolle
Toll Free: 855-420-9085
Direct: 902-431-9630
Email: kilah@mindful.org

Sample Spreads



mindful eating

Enjoy Versatile, Healthy Eggplant

Bevantee Brodie and author of *mindful eating* offer tips to make the most of eggplant in the kitchen.

Eggplant has a reputation for being a vegetable that is difficult to cook. But it's not so hard as you think. In fact, it's one of the most versatile vegetables in the kitchen. It can be roasted, grilled, sautéed, or even eaten raw. The key is to know how to prepare it. Here are some tips to help you get the most out of your eggplant.

Preparation: Wash the eggplant thoroughly. Cut it into the shape you want to use it. If you're roasting or grilling it, you may want to brush it with olive oil. If you're sautéing it, you may want to add a little salt and pepper. If you're eating it raw, you may want to slice it into thin rounds and sprinkle it with salt and pepper.

Cooking: Roasting is a great way to cook eggplant. Preheat the oven to 400°F. Toss the eggplant with olive oil and salt and pepper. Roast for 20-30 minutes. Grilling is another great option. Preheat the grill to medium-high heat. Grill the eggplant for 10-15 minutes. Sautéing is also a good option. Heat a little oil in a pan. Add the eggplant and cook for 5-10 minutes.

Serving: Roasted eggplant can be served as a side dish or as a main course. Grilled eggplant can be served as a side dish or as a main course. Sautéed eggplant can be served as a side dish or as a main course. Raw eggplant can be served as a side dish or as a main course.



Taking it in Stride

Working in something I do enjoy is a better option in all parts of my life. It can be a challenge, but it's worth it.

By Catherine Strong, Photographer by Ryan Rogers

When morning light breaks up the sky, it's a beautiful sight. The sun is just rising, and the world is still quiet. It's a perfect time to take a walk. I love to walk in the park. It's a beautiful place. The trees are green, and the flowers are in bloom. It's a great place to be. I love to walk in the park. It's a beautiful place. The trees are green, and the flowers are in bloom. It's a great place to be.

The Art of Conversation

Confronting Hub Phobias: Contribute to Community

72% of people experience social anxiety disorder.

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RICHELSON'S SPHERES OF INFLUENCE

Early Childhood, PTSD, Aging, Neuroplasticity, Mental Health, Stress, Health, Meditation

Early Childhood, PTSD, Aging, Neuroplasticity, Mental Health, Stress, Health, Meditation

media

how I learned to become 10% happier

By Dan Harris

If you'd told me when I first arrived in New York City, to start working in network news, that I'd be using meditation to defang the voice in my head, I would have laughed at you.

EXCLUSIVE BOOK EXCERPT

In his new book, *10% Happier*, ABC news anchor Dan Harris describes how practicing meditation helped him overcome his own inner negativity by taking a few minutes to appreciate what's right in front of his face.

Mindful-Mindless

Our take on who's paying attention and who's not

mindful

mindless

Our take on who's paying attention and who's not

Editorial Features

RECENT MINDFUL STORIES

Getting Started

What is mindfulness exactly? And how do we bring it to bear on our lives? In the first installment of a six-part series, we outline how to get started with a mindfulness practice and how doing so boosts happiness and resilience, and enriches our lives.

The Game Changer

Most coaches impose standards from the outside. Pete Carroll, head coach of football's Seattle Seahawks, asks his players to go inside—to find the confidence to be the best they can be. He coaches the whole person, and it changes their view of the game, and of life.

Jon Kabat-Zinn: Why Mindfulness Has a Big Future

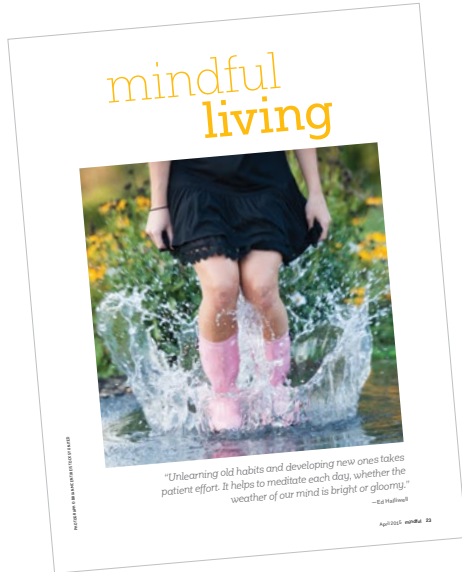
Mindful sits down with Jon Kabat-Zinn, founder of Mindfulness-Based Stress Reduction and the Center for Mindfulness in Medicine, Health Care, and Society at the University of Massachusetts Medical School, to discuss the evolution of mindfulness, how it's reaching people and helping them in their lives, and where it can be applied next.

The Voice in My Head Signs Off

In excerpts from his entertaining memoir, *10% Happier*, ABC news anchor Dan Harris describes his journey from meditation skeptic to committed practitioner. His narrative takes us from his on-air meltdown in front of over five million *Good Morning America* viewers to his discovery of the benefits of mindfulness and his ability to calm the voice in his head.



Editorial Departments



MINDFUL LIVING

What's happening in everything from pop culture to online communities, the latest in digital resources, books... plus, profiles of the people exploring and championing mindfulness in daily life. Also including MINDFUL EATING, with an expanded feature on mindful eating and cooking, with resident foodie BÉATRICE PELTRE, author of *La Tartine Gourmande*. We celebrate cooking by way of enjoying ingredients and the experience with others—the moments and sensations that make up our lives.



BRAIN SCIENCE

Acclaimed author and senior health and science correspondent at Reuters, SHARON BEGLEY, takes readers on a tour of not just their brains, but their minds. It's the science of our everyday lives—and how we might live them better.

MINDFUL PRACTICES

Mindful offers practices that enrich your relationships with yourself, with your spouse, your boss, your children, your world. Accessible and approachable instructions provide an introduction for those new to mindfulness and deeper exploration for readers who are familiar with the concepts.

Who Are *Mindful* Readers?

80% Female

\$88K Median HHI

52 Median reader age

Education

- 87% College degrees
- 55% Graduate or professional degrees

Occupation

- 78% Employed
- 20% Executive or managerial positions
- 24% Professional positions
- 20% Educators

Mindful readers are active and engaged

- 30% Purchased 20 books within the last year
- 82% Read as a favorite leisure activity
- 50% Travel for leisure
- 70% Practice yoga
- 70% Physically active three times per week or more

Mindful readers are committed to their personal and professional development

Within the last six months...

- 37% Attended a professional conference
- 44% Attended a professional development course

In the last year...

- 30% Attended between 3–4 courses or workshops

After reading an issue of *Mindful*...

- 76% Read a mindfulness-related book
- 40% Researched about courses, workshops or seminars
- 40% Researched about conferences

Mindful readers are committed to their values

- 93% Value organic or natural foods and products
- 97% Value products and services that are socially or environmentally responsible
- 81% Value investing in businesses they consider socially or environmentally responsible
- 86% It is important to extremely important to their household that they purchase organic or natural foods

*based on Fall 2013 reader survey results

Why Advertise in *Mindful*?

MINDFUL IS THE VOICE OF THE
MINDFULNESS REVOLUTION.

BENEFITS OF ADVERTISING IN THE LAUNCH OF *MINDFUL*:

- enjoy **MAXIMUM EXPOSURE AND VISIBILITY** with a 65/35 edit-to-ad ratio;
- reach a **HIGHLY COMMITTED READERSHIP** looking for brands, products, and services that speak to their values and reflect the mindful world;
- guaranteed rate base of **85K**, building to **95K+** in 2016;
- ride the momentum of the mindfulness revolution with **HIGH PASS-ALONG RATES** among family, friends, and colleagues;
- stake your claim and **REINFORCE YOUR BRAND** by positioning your product or service within this growing movement.

IN THE US

Mindful is in most bookstores, including BARNES & NOBLE, BOOKS A MILLION, and HASTINGS. It is also in select mass market retailers such as GIANT FOODS, HARRIS TEETER, WEGMANS, SAFEWAY, and speciality stores such as WHOLE FOODS.

IN CANADA

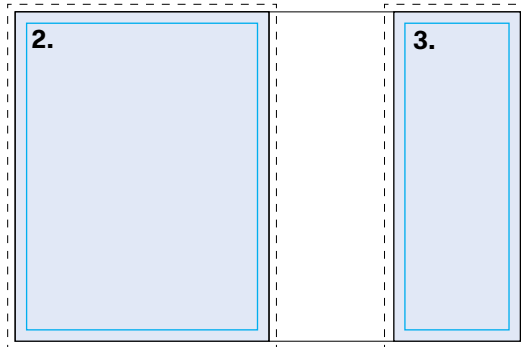
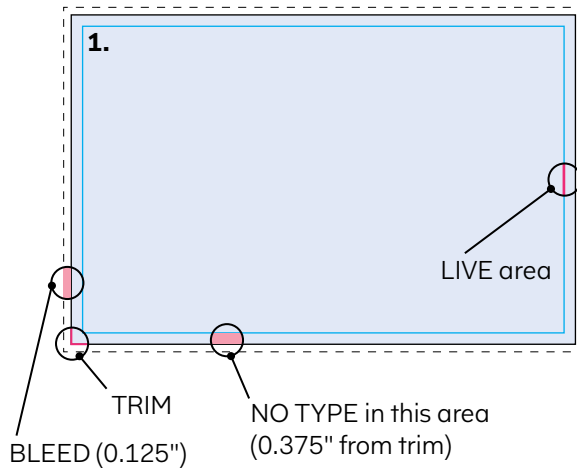
Among other retailers, *Mindful* is carried at Shoppers Drug Mart (Canada's #1 magazine retailer), LOBLAWS, CHAPTERS, and INDIGO.

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2015 Dates: Print

ISSUE	MATERIALS DUE	ON SALE
AUGUST 2015	May 15, 2015	July 1
OCTOBER	July 13	September 1
DECEMBER	September 7	October 27
FEBRUARY 2016	November 16	December 29
APRIL	January 11, 2016	March 1
JUNE	March 7	April 26

Advertising Sizes



UNIT	AD SIZE (TRIM SIZE)	LIVE TEXT AREA
1. Double page	16.75"w x 10.875"H	16" x 10.125"
2. Full page	8.375"w x 10.875"H	7.625"w x 10.125"H
3. 1/2 page*	3.6875"w x 10.875"H	2.9375"w x 10.125"H

*Limited availability

AD SIZES

Ads submitted at the wrong size will be resized or bordered at the advertiser's expense. We accept PDF/X-1a or TIFF files.

BLEEDS and LIVE AREA

Ads must have a 0.125" bleed on all sides. **Main type and design elements** (e.g. your company logos, headlines and main copy) **should be placed within the live text area** (0.375" inside of ad/trim size—inside of 0.375" document margins).

UPLOADING YOUR AD

Our online ad portal for submitting and preflighting your advertising files offers a stable platform and an easy-to-use interface. Delivering your advertising files to us is convenient and stress-free!

- 1) Using any web browser go to <http://aduploads.sendmyad.com>
- 2) Create an account using the "Signup Here To Send Ads" button.
- 3) Click "Send My Ad" under "Actions" in the lefthand bar.
- 4) Follow the online instructions to upload and preflight your ad. We prefer to receive PDF files, as they will be automatically preflighted by the ad portal. However, if you need to send us a TIFF file, just compress it into a ".zip" file, and the system will let you upload it. It will not, however, show you a preview of what your ad will look like or alert you to any potential problems.

For a copy of our Ad Portal User Guide, or if you have any questions, contact [Kevin Gillespie](#).

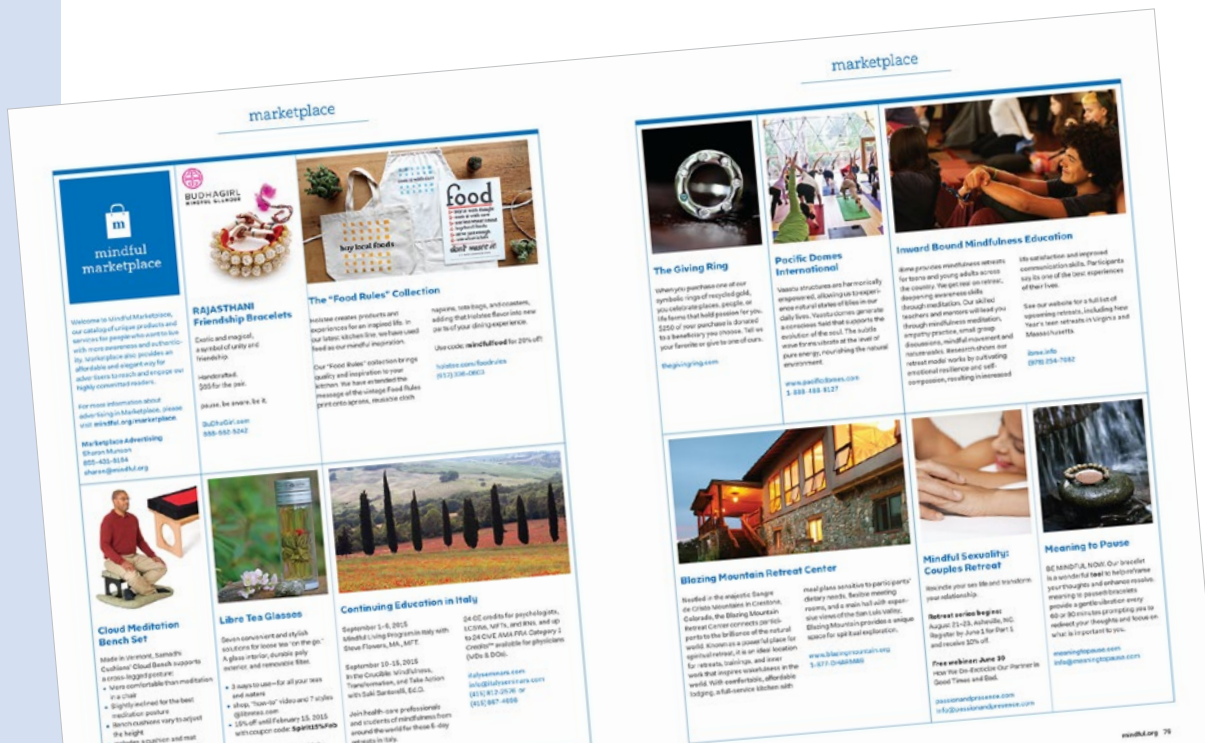
Mindful Marketplace

Mindful Marketplace, *Mindful's* catalog section of products and services at the back of the magazine, is an affordable way for advertisers to reach and engage *Mindful* readers. It's designed to:

- Showcase products and services in an attractive four-color templated format.
- Quickly and efficiently connect the advertiser's brand with *Mindful's* qualified audience.

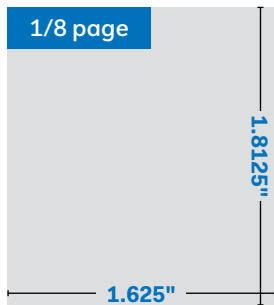
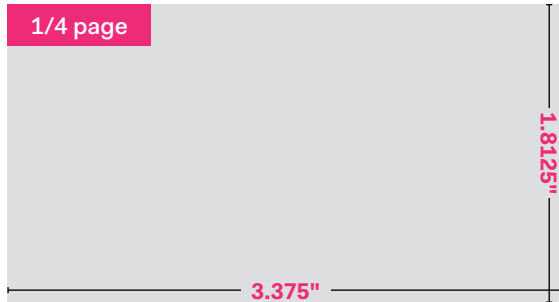
FREQUENCY

UNIT	1X	3X	6X
1/4 page	\$750	\$650	\$550
1/8 page	\$500	\$375	\$300



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Mindful Marketplace Advertising Sizes



UNIT	IMAGE SIZE	COPY
1/4 page	3.375"w x 1.8125"H	100 words max
1/8 page	1.625"w x 1.8125"H	45 words max.

CONTENT & IMAGE SPECIFICATIONS

The advertiser supplies both the image and the ad copy. *Mindful* assembles the ad in the Marketplace template, assigns position, and makes copy corrections deemed necessary by our design and editorial guidelines and requirements.

COPY REQUIREMENTS

- 1) Title:** Your company name OR headline
- 2) Body copy**
 - 1/4 page: 100 words max.
 - 1/8 page: 45 words max.
- 3) Contact info**
 - Two (2) of the following:
 - URL, email address , phone number

NOTE: If your copy exceeds the total word count, Mindful will cut and edit your text at our own discretion. Mindful also will edit your text according to our editorial and style guidelines. Mindful will format your text to adhere to the Mindful Marketplace layout including but not limited to: font, font size, and color.

IMAGE SPECIFICATIONS

Advertiser supplied images must meet the following requirements:

- Image:** product image OR company logo
- Resolution:** 300 dpi
- Color Mode:** CMYK
- File Format:** TIFF
- No** text in the images
- No** borders on images

Advertisers are responsible for image quality and photo rights.

MATERIAL SUBMISSION

Please email your copy and image to your representative. Copy should be submitted in the body of your email or in a Word or Text document.



Online Advertising: mindful.org

Reach our growing online community by advertising at mindful.org. Our website is the community that people turn to for articles, videos, and the latest news from the mindfulness movement. The site features tips and techniques on how to gain the benefits of mindfulness practice, whether at work, at home, or in life in general. With constant updates, our website is becoming the daily destination of choice for a growing numbers of web surfers.

MINDFUL.ORG OFFERS:

- in-depth features, news, instruction, commentary, and videos from the mindfulness field
- breaking news on mindfulness research and how mindfulness is being used in schools, politics, hospitals, offices, campuses—and even firehouses
- “[mindful now](#)”—a section highlighting important mindfulness news, including research, events, and programs
- “[mindfulness practice](#)”—a popular section featuring instruction for beginners as well as experienced practitioners
- “[mindful voices](#)”—a roster of bloggers who discuss practice, leadership, education and psychology, and so much more
- in-depth interviews from major contributors to mindfulness such as [Jon Kabat-Zinn](#)—one of the founders of Mindfulness-Based Stress Reduction (MBSR), and [Anthony King](#), who researches how mindfulness-based interventions can help war veterans suffering from post-traumatic stress disorder.



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2015 Rates: Online

ROS DISPLAY

UNIT NAME	SIZE (pixels)	NET CPM
Leaderboard	728x90	\$12
Large Rectangle	300x250	\$17

TARGETED DISPLAY

UNIT NAME	SIZE (pixels)	NET CPM
Leaderboard	728x90	\$15
Large Rectangle	300x250	\$22
Video pre-roll with companion banner	300x250	\$50

NEWSLETTERS

UNIT NAME	SIZE (pixels)	NET CPM
Leaderboard	600x150	\$10

Minimum Campaign Investment: \$2,500

All creative due five (5) business days prior to launch

Policies

INVOICING

Invoices are issued within two weeks of issue on-sale date and are due upon receipt.

CREDIT POLICY

New accounts must prepay until credit is established.

FREQUENCY DISCOUNTS

Frequency advertising contracts must be completed within one year of the first insertion.

AGENCY COMMISSIONS

15% for recognized advertising agencies only. Agency must provide an independent billing and creative service to the advertiser. Multiple discounts cannot be combined to earn a lower rate.

SPECIAL POSITIONING

Add 10%; available for full and double pages only.

Copy and Contract Requirements

- 1 All insertion orders are accepted subject to provisions of the current rate card. The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with set policies.
- 2 Orders are due on or before the ad reservation deadline. Orders must specifically state issues and space to be used. All verbal instructions regarding contracts, insertions, or changes of any kind are to be confirmed in writing by the advertiser.
- 3 A signed contract or acknowledgement is required to confirm ad reservation.
- 4 Publisher is not responsible for errors in key numbers or other type set by publisher. The publisher's liability for any error shall not exceed the cost of the space.
- 5 Cancellations or changes in orders will not be accepted after advertising space closing date and none may be considered executed unless acknowledged by the publisher. Orders for back covers and specified positions are noncancellable after 60 days prior to the closing date of issue.
- 6 Orders that contain incorrect rates or conditions will be inserted and charged for at regular schedule of rates. Such errors will be regarded only as clerical.
- 7 We reserve the right to reject advertisements which, based on our judgment, are not consistent with our publication's objectives, standards, and editorial convictions, as well as ads which in our estimation will not achieve the advertiser's aims. Because *Mindful* endeavours to offer a view and voice for the application of secular mindfulness practices, from time to time we may suggest changes to copy and/or imagery in keeping with this goal.

We understand that this may, at times, involve drawing distinctions that may not be clear to our advertisers or readers. As for what we do choose to print, we believe that our readers are skeptical and discerning enough to evaluate for themselves the claims made by these ads.
- 8 Copy resembling editorial will be labelled "Advertisement" by *Mindful* at its discretion.
- 9 All orders are accepted subject to fires, strikes, accidents or other occurrences beyond publisher's control, which prevent publisher from partially or completely producing, publishing, or distributing *Mindful*. Publisher shall not be liable for any costs or damages if for any reason the advertisement is not published.
- 10 Advertisers and their agencies have dual liability to *Mindful* for payment of advertising charges. That is, the agency is responsible for the client, and vice versa. Statements on agency (or advertiser) insertion orders or contracts negating dual liability are superseded by this required condition (by *Mindful*) of dual liability.
- 11 In consideration of the acceptance of the advertisement, the advertiser and/or agency assumes liability for any and all claims that may arise as a result of advertisements printed and will protect the publisher against any claims arising therefrom.

Advertising Specs

GENERAL GUIDELINES FOR PREPARING YOUR AD

To avoid production charges, your digital artwork dimensions must conform to our ad sizes, standards and specifications.

Before preparing your ad, ensure that all graphic elements are in **CMYK**, grayscale, or bitmap mode. Photographic images should be **300 dpi** (dots per inch) or greater. Line art should be 1200 dpi. Do not use images downloaded from the Internet as these often have a resolution of 72 dpi or 100 dpi, which isn't appropriate for print. Use CMYK mode (not RGB) for color ads.

We accept **PDF/X-1a and TIFF**. When creating a PDF/X-1a or TIFF, make sure all fonts are embedded, outlined, or flattened and all images are linked. If you are submitting a full-page ad make sure you include a 0.125" bleed on all sides.

Ads submitted that do not conform to our sizes, specifications and requirements will incur charges to fix the file. These will be billed at the rate of \$80/hour, in 15-minute increments. Charges will appear on your invoice.

GUIDELINES FOR SPECIFIC APPLICATIONS

INDESIGN & QUARKXPRESS

Create a PDF/X-1a file. PDF/X-1a files must be distilled with Acrobat Distiller or exported from InDesign. Please call if you plan to export a PDF from Quark without using Acrobat Distiller.

ILLUSTRATOR

Save the file as a PDF/X-1a. You can convert the type to outlines before creating a PDF/X-1a. If you choose not to convert the type to outlines, the fonts will be embedded as part of the PDF/X-1a process. Either option is acceptable.

PHOTOSHOP

Save the file as a PDF/X-1a or as a flattened TIFF. **Always construct your ad at 300 dpi.** To preserve text quality, do not resize your ad after the layers have been flattened. Also, do not resize the text layer if you render the type before flattening the layers. Rendering type changes fonts from vectors to pixels. Pixel-based fonts may look clear on your screen when you resize them, but they can appear blurry when printed.

MICROSOFT WORD AND PUBLISHER

We do not accept files, including PDFs, created in Word or Publisher. They are not suitable for professional magazine printing.

UPLOADING YOUR AD

To upload artwork please visit **www.mindful.org/upload** and follow instructions.