

mindful

taking time for what matters



Media Kit 2016

mindful media

MISSION STATEMENT:

*To inspire, guide, and connect
all those who want to enjoy the
benefits of mindfulness practice,
and to create a more healthy
and caring society.*

***“Mindful magazine is a fantastic resource for people looking to learn
about mindfulness in a smart, secular, and science-oriented way.”***

—Dan Harris, ABC News anchor and author of 10% Happier

THE VOICE OF THE MINDFULNESS REVOLUTION

Millions of Americans are discovering the proven scientific benefits of mindfulness for:

- Reducing stress
- Easing worry and anxiety
- Dealing with pain and loss
- Nurturing creativity
- Uncovering happiness
- Improving performance

“Mindfulness appeals to people seeking an antidote to life in work-obsessed, tech-saturated, frantically busy Western culture.” *-The Week Magazine*



WHY IS MINDFULNESS HITTING THE MAINSTREAM?

*Anyone can do it. It helps.
It's evidence-based.
It's a way of living.
It offers hope for the future.*

Anyone can do it.

It's a 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 helps.

It has proven results for our health, happiness, work, and relationships. It benefits our families, organizations, schools, and communities.

It's evidence-based.

Its positive effects for individuals, institutions, and society are documented by both science and experience.

It's a way of living.

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.

When people live mindfully we develop calm, clarity, and effectiveness as we deal with the increasing complexity and uncertainty of today's world.

THE NEW mindful MINDSET

Mindfulness is at the vanguard of the health and wellness movement seeping into all aspects of American life and experience, including:

- Healthy eating and nutrition
- Physical fitness
- Workplace wellness
- Wellness tourism
- Health-care delivery



“Mindfulness is at the forefront of the trend in health care toward more self-care.”

*—Sukanya Soderland,
Harvard Business Review*

WHY ADVERTISE WITH mindful media

To reach a fresh and largely untapped audience of early adopters who:

- Prioritize a well-balanced approach to physical and mental health
- Gravitate toward products embedded with health benefits, thoughtfully designed, joyful, tasty, interesting or storied
- Look to purchase products that are environmentally friendly and socially responsible



mindful PLATFORMS

Mindful Magazine

85,000 circulation base and growing.



mindful.org

New site launched in July 2015. Over 675,000 page views from 310,000 unique visitors.



Mindful iPad Edition

New custom app available on the App Store. Launched in 2015, the print magazine is now beautifully redesigned for iPad.



Weekly Newsletter

Sent weekly to 70,000+ subscribers and growing, featuring top stories of the week from mindful.org. Open rate is 30%+.

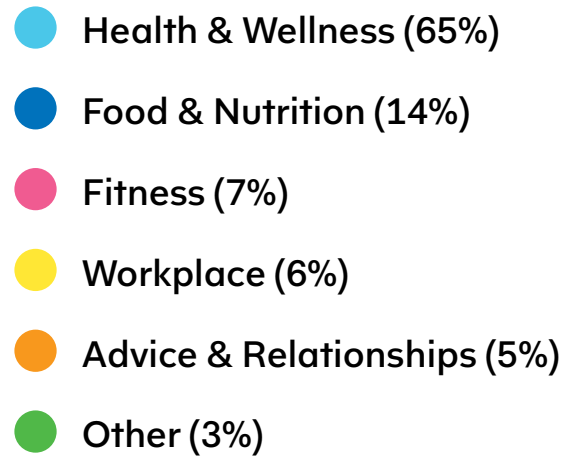
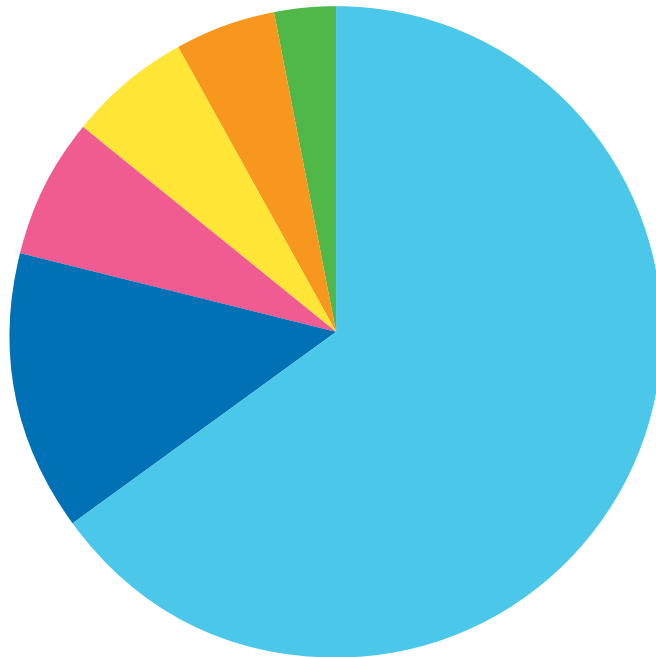


MindfulDirect

Our video platform featuring the leaders of the mindfulness movement. Pre-roll, sponsorship, or native content opportunities available.



EDITORIAL MIX



- Actionable achievable strategies for mental and physical wellness
- Tactics for managing emotional well-being, enhancing creativity, improving performance, deepening relationships
- The latest health and wellness news and expert advice
- Healthy, mindful eating made simple



AUDIENCE

Mindful readers are engaged, caring people who are looking for better ways to live. They are looking for products and services that fit their lifestyle. Brands they believe in.

Who Reads Mindful?

79% Female

Median HHI: \$80,000

Median Age: 55

85% Have college or university degree

55% Have a postgraduate degree.

73% Employed

24% Professional positions

20% Executive or managerial positions

Our readers tell us that...

- 82% Read as a favorite leisure activity
- 87% Travel for leisure once a year or more
- 57% Travel for education or personal development once a year or more
- 49% Practice yoga
- 76% Exercise three times per week or more
- 76% Say it is important to purchase brands that share their values
- 81% Are the main grocery shopping decision maker in their home
- 77% Are willing to pay a premium for Natural/Organic products
- 32% Keep their magazines in a permanent collection

Within the last six months...

- 58% Purchased four or more books

After reading an issue of Mindful...

- 25% Purchased a product or service advertised in the Mindful Marketplace
- 50% Purchased a book by a featured teacher or author
- 10% Registered for an event, seminar or course
- 5% Booked a meditation retreat

mindful ONLINE

mindful.org receives 675,000 page views monthly and continues to grow.



mindful.org Overview

Website (desktop & mobile)

- Monthly page views: 675,000
- Unique visitors/month: 310,000
- Growth: 23% in YTD traffic

Source: Google Analytics August 2015

Social Media

- Facebook: 182,000+ fans
- Twitter: 65,000+ followers

A young girl with dark hair, wearing a blue and white striped t-shirt and yellow pants, is blowing a large, colorful bubble in a field of wildflowers. The bubble is large and iridescent, showing rainbow colors. The background is a lush green field with various wildflowers and trees in the distance. The scene is bright and sunny, suggesting a pleasant day outdoors.

APPENDIX

- I. *Mindful* Editorial Calendar
- II. Print Closing Dates
- III. Advertising Rates
- IV. Advertising Specs
- V. Copy and Contract Requirements
- VI. Policies
- VII. Contact

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EDITORIAL CALENDAR

FEBRUARY 2016

THE MINDFUL ATHLETE

Mindful profiles George Mumford, the man behind the NBA's most mindful superstars, who has coached athletes like Kobe Bryant and Shaquille O'Neal in meditation.

Feature: How Pulitzer prize-winning journalist Katherine Ellison uses mindfulness to help her cope with adult ADHD.

Brain Science: They say men are from Mars and women are from Venus. But are male and female brains really that different? Sharon Begley investigates.

How to Live a Mindful Life: 11 tips for becoming your most confident self.

Food: Beautiful photos & recipes featuring nuts.

APRIL

CAN MINDFULNESS CHANGE PEOPLE?

Mindful looks at how Mindfulness-Based Cognitive Therapy is helping people who struggle with mental illness and examines the latest research in the field.

Feature: Our authoritative guide to finding meditating instruction that works for you.

Brain Science: We still think in terms of right brain and left brain, even though today neuroscientists deem the categorization overly simplistic.

How to Live a Mindful Life: Soothe your anxious mind with 11 simple tips.

Food: Beautiful photos & recipes featuring Brussels sprouts.

JUNE

THE FAMILY ISSUE

What is family? In this special issue, we examine the many nuances that define love and family, both in the traditional and modern sense offering practical advice and genuine insights.

Feature: Mindfulness means paying attention to the present moment non-judgmentally. But obsessing over paying attention to every single thought and moment can become a harmful cycle.

Brain Science: Why do our thoughts have the power to keep us up at night?

How to Live a Mindful Life: 11 tips for getting out of your head and connecting with the power of your body.

Food: Beautiful photos & recipes featuring Swiss chard.

AUGUST

THE 10 MOST MINDFUL CITIES

Our authoritative list of the cities doing the most to support mindfulness in all aspects of life. Does your hometown make the cut?

Feature: The most important thing for a spicy, romantic, and fulfilling sex life? That's right: mindfulness. We give you the lowdown on how to bring mindfulness into the bedroom.

Brain Science: Do games that claim to improve our memory and mental agility actually work, or are our brains set in their ways?

How to Live a Mindful Life: 11 tips for soothing your anxious mind.

Food: Beautiful photos & recipes featuring a different seasonal ingredient each issue.

OCTOBER

CONQUERING CLUTTER

The art of de-cluttering your house, your mind, and your life.

Feature: Tips from best-selling author and tidying expert Marie Kondo, whose book *The Life-Changing Magic of Tidying Up* has revolutionized the way we relate to our world.

Brain Science: We all know exercise benefits our bodies, but does it affect our brain function? Sharon Begley looks at the latest research.

How to Live a Mindful Life: 11 ways to bring more meaning and connection into your relationships.

Food: Beautiful photos & recipes featuring a different seasonal ingredient each issue.

DECEMBER

THE GRATITUDE ISSUE

There's an old saying that goes "It's not happy people that are thankful; it's thankful people that are happy." We interview everyone from celebrities to scientists to explore why it is that doing something good for others, feels so good!

Feature: What we buy is a big part of how we live. From clothes and food to shelter and transportation, we can help you truly live a mindful life, starting with what you choose to consume.

Brain Science: The brain in early childhood.

How to Live a Mindful Life: How to relax in the middle of a crisis.

Food: Beautiful photos & recipes featuring a different seasonal ingredient each issue.

Please note that our editorial calendar is subject to change.

mindful 2016

CLOSING DATES

Frequency: 6x/year

ISSUE	ON SALE	SPACE CLOSING	MATERIALS DUE
February 2016	Dec 29, 2015	Nov 9	Nov 13
April	Mar 1	Jan 11	Jan 15
June	Apr 26	Mar 14	Mar 18
August	Jun 28	May 9	May 13
October	Aug 30	Jul 11	Jul 15
December	Nov 1	Sep 12	Sep 16



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ADVERTISING RATES

ONLINE

UNIT	DESKTOP SIZE (PIXELS)	MOBILE SIZE (PIXELS)	ROS DISPLAY NET CPM	TARGETED DISPLAY NET CPM
Leaderboard	728w x 90h	288w x 36h	\$12	\$15
Side Box	300w x 250h	242w x 202h	\$17	\$22
Video pre-roll with companion banner	300w x 250h	Included	--	\$50
Newsletters	600w x 150h	Included	\$10	

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



ADVERTISING SPECS

mindful MAGAZINE

UNIT	AD SIZE/TRIM	LIVE TEXT AREA	BLEED
1. Double page	16.75"w x 10.875"h	16"w x 10.125"h	17"w x 11.125"h
2. Full Page	8.375"w x 10.875"h	7.625"w x 10.125"h	8.625"w x 11.125"h
3. 1/2 page*	3.6875"w x 10.875"h	2.9375"w x 10.125"h	3.9375"w x 11.125"h

*Limited availability

AD SIZE/TRIM

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

LIVE TEXT AREA

= 0.375" inside of ad size

Main type and design elements should be placed within this area. (e.g., your company logos, headlines, and main copy)

BLEED

= 0.125" outside of ad size

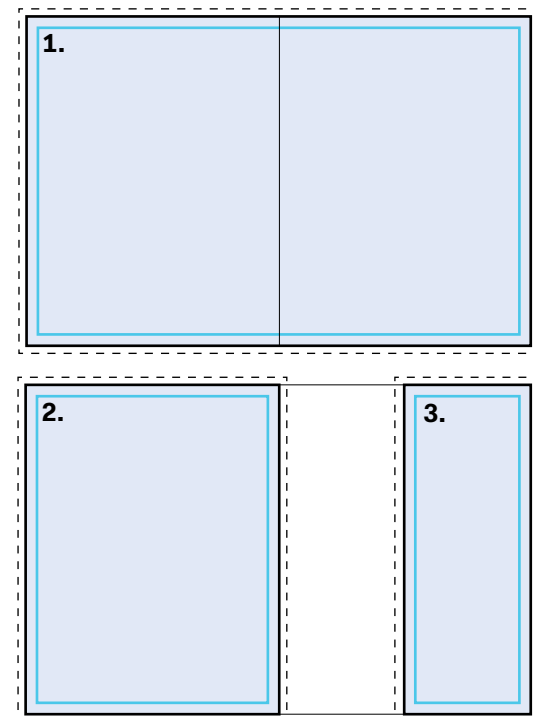
Ads must have a 0.125" bleed on all sides.

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 left-hand 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](#).



- = Trim
- = Live text area (no important information outside of this line)
- = Bleed

ADVERTISING SPECS

mindful MARKETPLACE

UNIT	IMAGE SIZE	COPY
1. 1/4-page Marketplace	3.375"w x 1.8125"h	100 words MAX.
2. 1/8-page Marketplace	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.** Please keep the copy as simple as possible without excessive styling (e.g. bold, italics, underlines, and line breaks).

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

IMAGE SPECIFICATIONS

Advertiser supplied images must meet the following requirements:

Image: Product image OR company logo. NO EXTRA COPY IN THE IMAGE

Resolution: 300 dpi

File Format: JPG/TIF/PDF

No text in the images

No borders on images

Advertisers are responsible for image quality and photo rights.

MATERIAL SUBMISSION

- 1) Using your web browser go to:
<http://goo.gl/forms/xisqAAMX6i> to submit your copy.
- 2) Email the image to your representative.

1.

1/4 page
 3.375"w x 1.8125"h
 at 300 dpi
 JPG/TIFF/PDF
 100 words MAX

2.

1/8 page
 1.625"w x 1.8125"h
 at 300 dpi
 JPG/TIFF/PDF
 45 words MAX

ADVERTISING SPECS

GUIDELINES

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.

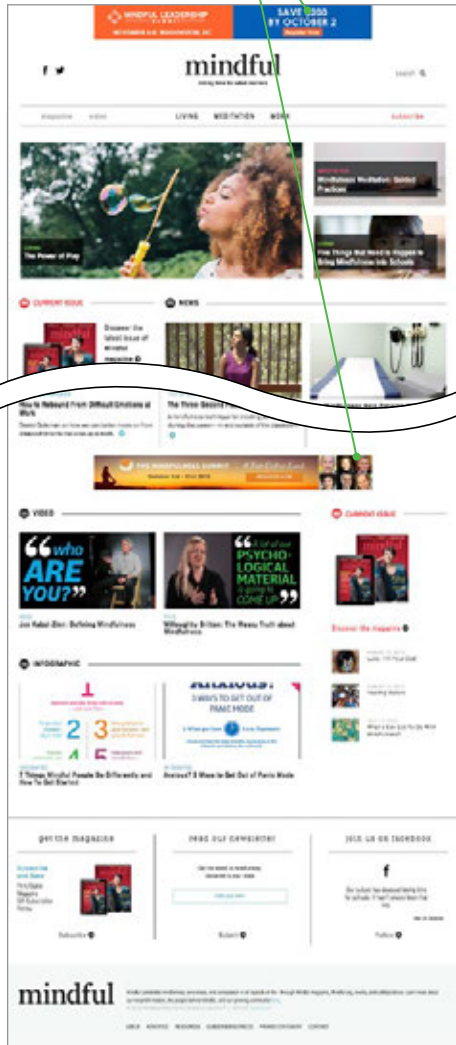
UPLOADING YOUR AD

To upload artwork please visit <http://aduploads.sendmyad.com> and follow instructions.

ADVERTISING SPECS

DIGITAL PLACEMENT

LEADERBOARD
 Desktop: 728 x 90
 Mobile: 288x36



HOMEPAGE

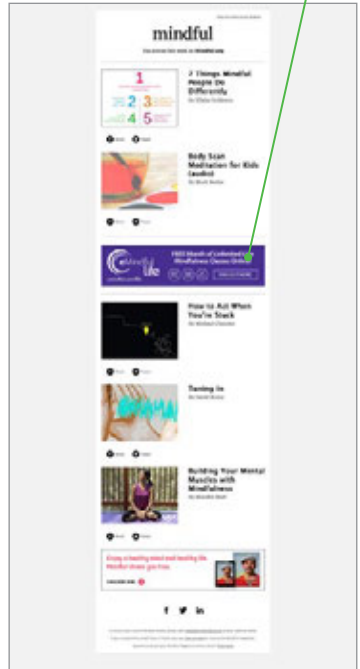


ARTICLE PAGE

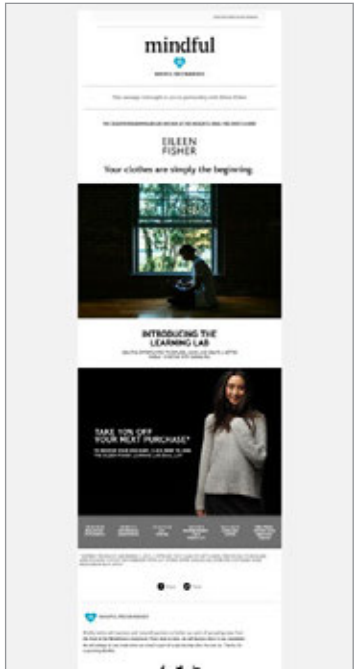
SIDE BOX
 Desktop: 300 x 250
 Mobile: 242x20

NEWSLETTER
 Desktop: 600 x 150

CUSTOM DESIGN
 or supplied HTML



NEWSLETTER



MINDFUL RECOMMENDS

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. 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.
5. 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.
6. 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* endeavors 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.
7. Copy resembling editorial will be labeled "Advertisement" by *Mindful* at its discretion.
8. 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.
9. 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.
10. 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.
11. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

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.



GET IN TOUCH WITH mindful

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