

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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Third installment of our Getting Started series

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On our cover
Neuroscientist **Richie Davidson**, the world's most-cited scientist on the topic of mindfulness. Learn more about him and his work on **page 50**.
Photograph by **Carmen Wittig**, styling by **Lisa Barry**.

PHOTOGRAPH BY ANA WILSON FOR CAMERON WATTS; GUY FOTON; ILLUSTRATION BY MICHAEL SCHIMMEL

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mindful

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
1776 Street, NW
9th Floor, # 90046
Washington, DC 20006

FREQUENCY

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

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Sample Spreads



mindful eating

Enjoy Versatile, Healthy Eggplant

Resistant foods and mindful eating habits are the perfect combination for the perfect antioxidant for the perfect antioxidant.

Eggplant has a rich, earthy flavor and a soft, spongy texture. It's a versatile vegetable that can be used in a variety of dishes. It's also a healthy choice, packed with antioxidants and fiber. Eggplant is a member of the Solanaceae family, which also includes tomatoes, peppers, and eggplants. It's a low-calorie vegetable that's high in fiber and antioxidants. Eggplant is a great choice for those looking to improve their diet and overall health. It's a versatile vegetable that can be used in a variety of dishes. It's also a healthy choice, packed with antioxidants and fiber. Eggplant is a member of the Solanaceae family, which also includes tomatoes, peppers, and eggplants. It's a low-calorie vegetable that's high in fiber and antioxidants.

Recipe: Eggplant and Chickpea Salad

1. Wash and slice the eggplant into 1/2-inch thick rounds.
2. Preheat the oven to 400°F.
3. Brush the eggplant slices with olive oil and season with salt and pepper.
4. Bake the eggplant for 20-25 minutes until tender.
5. In a large bowl, combine the roasted eggplant, chickpeas, cucumber, and tomatoes.
6. Dress with olive oil, lemon juice, and balsamic vinegar.

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in my body

Taking it in Stride

Running is something I do every day. It helps me in all parts of my life. It's my mental health, and my conversation with myself.

By Catherine Strong
Photograph by Ryan Rogers



When morning light breaks up the sky, I can feel the ground beneath my feet. It's a familiar feeling, one that I've experienced for years. Running is something I do every day. It helps me in all parts of my life. It's my mental health, and my conversation with myself. I've found that running is a great way to clear my mind and reduce stress. It's a simple activity that can have a big impact on your well-being. Running is a great way to clear your mind and reduce stress. It's a simple activity that can have a big impact on your well-being. Running is a great way to clear your mind and reduce stress. It's a simple activity that can have a big impact on your well-being.

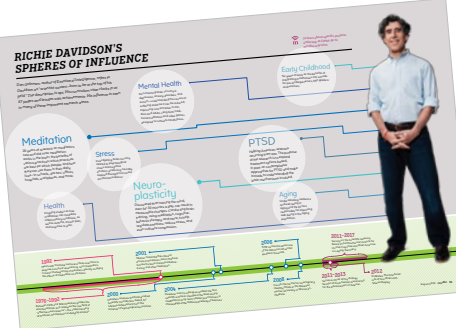
The Art of Conversation

Effective communication is a key skill in many areas of life. It's about listening and understanding others. It's about expressing your thoughts and feelings clearly. It's about building relationships and resolving conflicts. It's about being a good team player and a good leader. It's about being a good friend and a good neighbor. It's about being a good citizen and a good member of society. It's about being a good person and a good human being. It's about being a good example and a good role model. It's about being a good person and a good human being.

Conduct Your Role: Contribute to Community

72% of people who volunteer in their community report feeling more fulfilled and happy. Volunteering is a great way to give back and make a difference in the world. It's a simple activity that can have a big impact on your well-being and the well-being of others. Volunteering is a great way to give back and make a difference in the world. It's a simple activity that can have a big impact on your well-being and the well-being of others.

RICHELSON DAVIDSON'S SPHERES OF INFLUENCE




Richelson Davidson is a leading expert in the field of meditation and its benefits. His work has been instrumental in bringing mindfulness to the mainstream. He has authored several books and articles on the subject. He is a frequent speaker at conferences and seminars. He is a member of several professional organizations. He is a role model for many people. He is a good person and a good human being.

media

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.

how I learned to become 10% happier

By Dan Harris



Exclusive book excerpt from *10% Happier* by Dan Harris. In his new book, Dan Harris, ABC news anchor and author of *10% Happier*, shares how he learned to use meditation to defang the voice in his head. He explains how he went from a skeptic to a practitioner and how it changed his life. He shares his experiences and insights on the power of meditation. He explains how he went from a skeptic to a practitioner and how it changed his life. He shares his experiences and insights on the power of meditation.

Mindful-Mindless

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



mindful vs. **mindless**. Mindful living is about being present and aware of the present moment. It's about paying attention to what you're doing and feeling. It's about being fully engaged in the present. Mindless living is about being distracted and not paying attention to the present moment. It's about being on autopilot and not being fully engaged in the present. Mindful living is about being present and aware of the present moment. It's about paying attention to what you're doing and feeling. It's about being fully engaged in the present.

Editorial Features

getting started: how to meditate

HOW TO MEDITATE and why

Lots of us think about trying mindfulness meditation, but it can be hard to know where to begin. In this first installment of our new **Getting Started** series, we'll show you how to start meditating, feel better, reduce your stress, and enjoy your life a little more.

Photograph by Laverie Robinson
Illustration by James Lee



performance

The Game Changer

Most coaches impose standards from the outside. **Pete Carroll**, head coach of the Super Bowl Champion **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.

By Hugh Downsberry

The **big** **game** **is** **being** **and** **not** **just** **winning**. **Most** **coaches** **impose** **standards** **from** **the** **outside**. **Pete** **Carroll**, **head** **coach** **of** **the** **Super** **Bowl** **Champion** **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**.

Illustration by James Lee



well-being

BURNOUT TENSION TUNNEL VISION ...are not the keys to success

When she collapsed from exhaustion, injuring her head, **Arianna Huffington** had a rude awakening. She'd been measuring success without considering well-being—a mistake many of us make, including the most influential people in the country.

Talking with *Mindful's* Barry Boyce in her office, the media magnate shares her thoughts on the changes we need for a more fulfilling life, why she started *Mindful's* "Third Metric" campaign, and what her new book, *Thrive*, is all about.

Illustration by James Lee



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, resilience and enriches our lives.

Arianna Huffington and The Third Metric

Arianna Huffington, president and editor-in-chief of the Huffington Post Media Group, and a 2013 addition to Forbes Most Powerful Women list, has just authored her 14th book. Arianna talks to *Mindful* about how her personal tribulations took her on a contemplative journey to mindfulness, and why she is convinced that its benefits will change the world.

Jon Kabat-Zinn: Why Mindfulness Has a Big Future

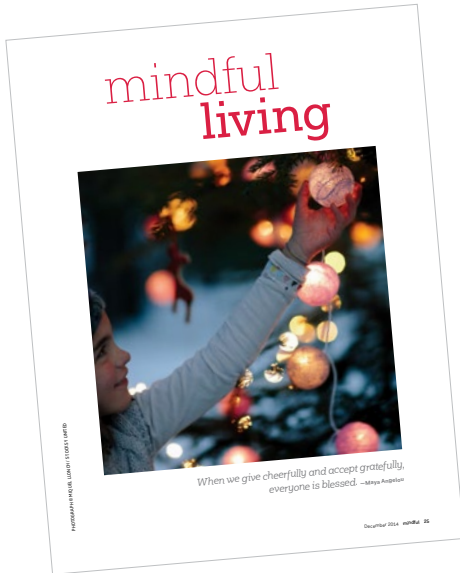
Mindful sits down with Jon Kabat-Zinn, founder of Mindfulness Based Stress Reduction and the Center for Mindfulness in Medicine, Health Care, and Society at the University of Massachusetts Medical School, to discuss the evolution of mindfulness, how it's reaching people and helping them in their lives,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

mindful

Editorial Departments 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 Gourmand*. We celebrate cooking by way of enjoying ingredients and the experience with others—the moments and sensations that make up our lives.

MIND 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?

Sex

- 73% Female
- 27% Male

Age

- 8% 25-34
- 19% 35-44
- 26% 45-54
- 27% 55-64
- 17% 65+

Household Income

- 32% 100K or higher
- 45% 75K or higher

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
- 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.

mindful

2015 Closing Dates

ISSUE	MATERIALS DUE	ON SALE
FEBRUARY 2015	November 14	January 1
APRIL	January 16	March 1
JUNE	March 13	May 1
AUGUST	May 15	July 1
OCTOBER	July 17	September 1
DECEMBER	September 7	October 27

2015 Rates

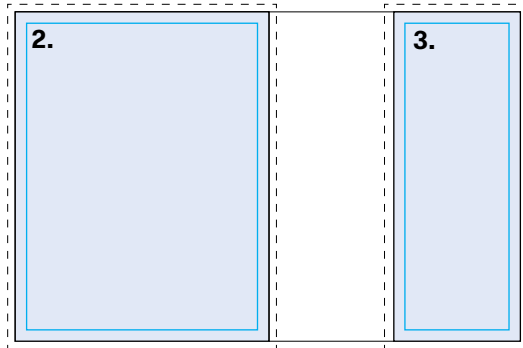
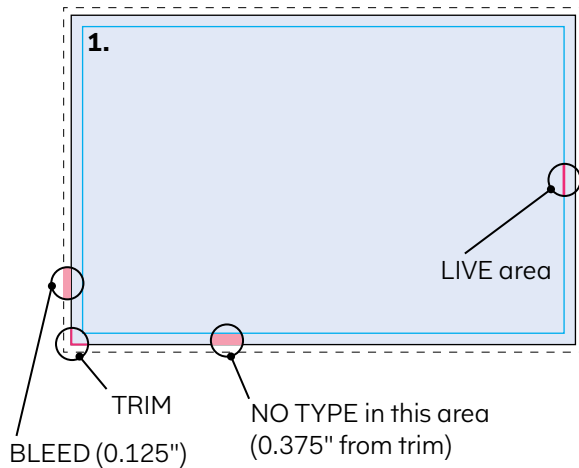
Rate base 85,000, growing to 95,000+ in 2015

FULL-COLOR	1X	3X	6X
Double page	Please call for rates		
Full page	\$2,800	\$2,700	\$2,500
1/2 page	\$1,900	\$1,800	\$1,700

COVERS (FULL-COLOR)

2nd	\$3,650
3rd	\$3,350
4th	\$3,900

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 [Paul Laybolt](#).

Mindful Marketplace

Mindful Marketplace, *Mindful's* catalog of products and services, provides 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	1X	3X	6X
1/4 page	\$ 750	\$ 650	\$ 550
1/8 page	\$ 500	\$ 375	\$ 300

UNIT	DESCRIPTION SIZE	IMAGE SIZE
1/8 page vertical	45 words*	1.625"w x 1.8125"h**
1/4 page vertical	100 words*	3.375"w x 1.8125"h**

* Plus company name, website address, phone number. A company logo is treated as an image.

** Photographic image resolution should be **300 dpi** (dots per inch).

Mindful Marketplace Sample Layout

1/8 vertical

- ① Your product/image **OR** company logo
Image size: **1.625"w x 1.8125"**
min. 300 dpi
- ② Company **OR** product name
- ③ Text length: **max. 45 words**
- ④ URL and email address **OR** phone number

1/4 vertical

- ① Your product/image **OR** company logo
Image size: **3.375"w x 1.8125"**
min. 300 dpi
- ② Company **OR** product name
- ③ Text length: **max. 100 words**
- ④ URL and email address **OR** phone number

marketplace

		
<p>Cloud Meditation Bench Set</p> <p>Made in Vermont, Samadhi Cushions' Cloud Bench supports a cross-legged posture:</p> <ul style="list-style-type: none"> • More comfortable than meditation in a chair • Slightly inclined for the best meditation posture • Bench cushions vary to adjust the height • Includes a cushion and mat • Portable. Easy assembly, 7 lbs. <p>www.SamadhiCushions.com/Mindful 1-800-331-7751</p>	<p>Samovar Tea Lounge</p> <p>Samovar Tea Lounge delivered to your door! Handcrafted teas sourced from artisan farmers across the globe since 2002.</p> <p>Get 25% off your order with coupon mindful13.</p> <p>www.samovarlife.com</p>	<p>1440 Foundation</p> <p>At the 1440 Foundation, we believe life's most important experiences are found where the greatest self-awareness and the richest relationships have been built. We also believe that our capacity to develop relationships with conscious intent is one of the most valuable tools we can acquire. Relational competence—like any other skill—can be practiced and refined. We invest in projects and programs that bring the power of self-awareness</p> <p>and authentic relationship skills to education, wellness, and the workplace. 1440 aims to improve the state of the world—one person, one relationship, one connection, and one minute at a time.</p> <p>www.1440.org www.facebook.com/1440Foundation</p>
		
<p>Naropa University</p> <p>Become the leader the world needs now.</p> <p>The Authentic Leadership Certificate Program at Naropa University provides a powerful approach to personal and professional transformation that increases a leader's capacity for clarity, compassion, and effective action both in life and at work.</p> <p>Drawing on the disciplines of neuroscience, Buddhism,</p>	<p>complexity science, and organizational learning, the program offers proven methods and practices that help leaders cultivate self-awareness and creativity, strengthen and enhance their relationships with others, and effectively lead the changes they want to see in their organizations and in the world.</p> <p>To learn more or register:</p> <p>Naropa.edu/authentic (303) 245-4800, ext. 2</p>	<p>Holstee</p> <p>Holstee is a Brooklyn-based studio offering sustainably made posters, cards, and frames designed for a mindful life. Visit holstee.com/ or mindful to learn more and receive a \$10 gift code.</p> <p>www.holstee.com</p>
<p>Mindful Ski Camp, Jackson Hole Mountain Resort</p> <p>Come Ski in the Moment</p> <p>Join John Travis, senior Buddhist teacher, Spirit Rock Meditation Center, at North America's No. 1 winter resort. Transform mind, life, skiing through mindfulness on and off slopes. \$985 Jan. 31 – Feb. 2, 2014. Includes lodging, lifts, coaching, Dharma Talks, meditations, meals.</p> <p>www.jacksonhole.com/camps@jacksonhole.com</p>		

Mindful Marketplace Sample Layout v02.1

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.

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.



The screenshot shows the mindful.org website interface. At the top, there's a navigation bar with links for 'Home | Mindful', 'about', 'contact', 'e-newsletter', 'donate', and 'subscriber services'. A prominent banner encourages users to 'SUBSCRIBE TO MINDFUL' with a 33% discount. Below this, there are several featured articles and sections: 'Glimpse: No Blueprint, Just Love' featuring Jon Kabat-Zinn, 'MINDFUL NOW' with a 'Bringing the Hearts and Minds of Youth' conference, 'Gene Expression Changes with Meditation (Study)', and 'MINDFUL PRACTICE' with a 'Meditation in Action' article. The layout is clean and organized, with clear calls to action and social media links.

mindful

Online Advertising: mindful.org

KEY ADVANTAGES TO ADVERTISING ON MINDFUL.ORG

- Standard IAB ad sizes
- Responsive *Mindful* demographic
- Fully customizable advertising campaigns including geographic targeting
- Weekly email reporting of your advertising performance

FLAT-RATE BANNER ADVERTISING

Online ads are served across all pages on our website in random rotation, giving you maximum presence on a variety of different pages. Whether a reader is searching for a particular article, reading an archived feature, checking out a review of a book, or finding out about the latest community building mindful events—your banner ad will be front-and-center along with our editorial content and easily viewed.

With our flat-rate banner advertising campaigns, your online advertising costs are contained, but the visibility of your advertising is not. Monthly rates include unlimited page loads and click-throughs from our website to yours.

For one monthly rate, you can upload both banner ad sizes.

- Accepted Ad Formats: GIF, GIF89, animated GIF, JPEG, HTML, Flash.
- Maximum file sizes: 250 kb @ 72 dpi for image ads, 5 MB for HTML ads, 1 MB for Flash ads.
- Please include your click-through URL and an email address where we can send you your weekly impression and click-through count reports.
- Send all ads to paul@mindful.org with your company name, contact name, and contact number. Ads are uploaded within one business day.

Online Rates & Sizes

Online ad rates are for a one month/30 day period. Ads can begin at any time.

UNIT NAME	SIZE (PIXELS)	ONLINE ONLY	WITH PRINT AD
Large Rectangle	300 x 600	\$500	\$375
Wide Skyscraper	160 x 600		



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