

A woman with long brown hair, wearing a light pink tank top and blue jeans, is sitting cross-legged on a wooden dock. She is looking out over a body of water with vibrant green and blue hues. The water's surface is covered in shimmering, golden light reflections, creating a magical atmosphere. The dock is made of light-colored wooden planks, and the woman's shadow is cast onto it. The overall scene is peaceful and serene.

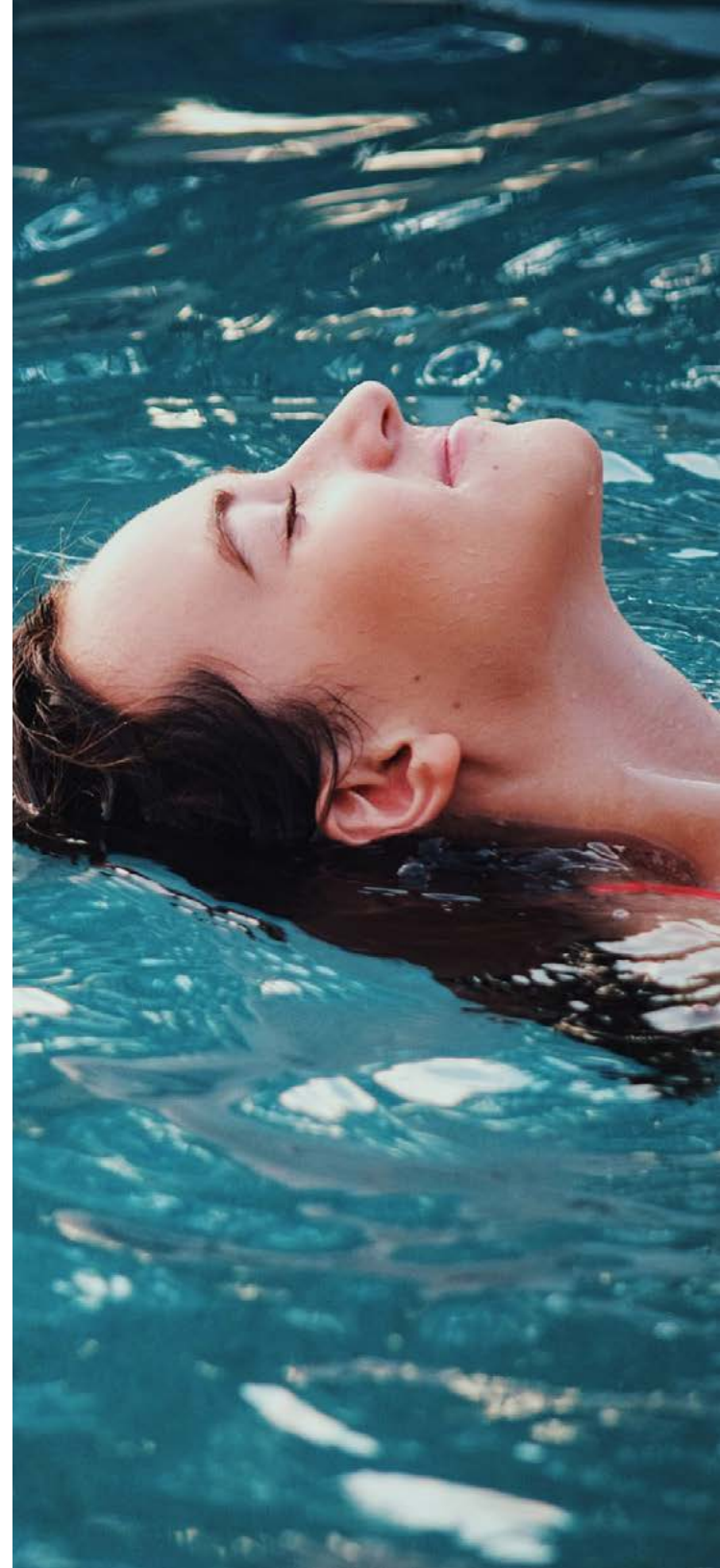
mindful
THE MEDIA COMPANY

Media Kit 2020

mindful 2020

MINDFULNESS IS TRENDING...BUT WHY?

*It's simple. It's healthy.
It's evidence-based. It works.
It helps improve society...
and anyone can do it!*





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HEALTHY MIND HEALTHY LIFE

A growing body of research shows mindfulness can alleviate common health issues, such as stress, anxiety, depression, sleeplessness, and overeating.

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

—Sukanya Soderland, Harvard Business Review

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THE AUTHORITATIVE VOICE

As the leading authority in its field, Mindful is a respected consumer brand for everyone—from beginners to advanced practitioners—who seek a healthier mind and a healthier life.

Mindful's 5 key brand differentiators:

- **Tangible results**
- **Science-based**
- **Authoritative**
- **Integrity**
- **Secular**

“Mindful 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

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MISSION STATEMENT

Mindful is a mission-driven nonprofit. We're dedicated to inspiring, guiding, and connecting anyone who wants to explore mindfulness—to enjoy better health, more caring relationships, and a compassionate society.

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PLATFORMS

Mindful Magazine ▶

Bimonthly paid circulation: 95,000



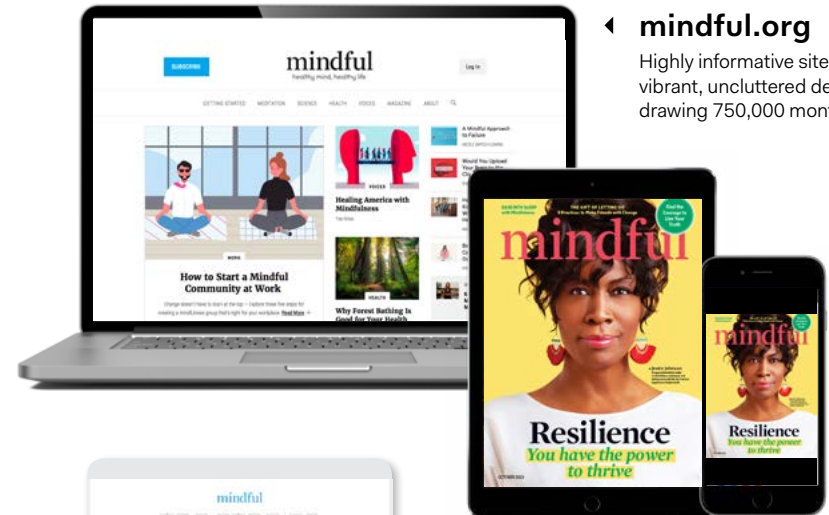
▼ Social Media

Facebook: 524,000+ likes, Twitter: 161,000+ followers, Instagram: 60,000+ followers



◀ mindful.org

Highly informative site with a vibrant, uncluttered design, drawing 750,000 monthly users



▲ Mindful Mobile Edition

Custom mobile app available for all smartphone and tablet devices.

◀ Weekly Newsletters

Sent weekly to 200,000+ subscribers, featuring top stories of the week, helpful practices, and more from mindful.org.

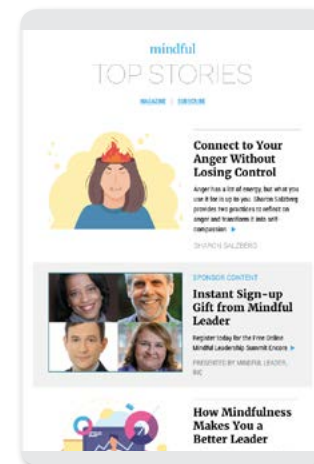
Video ▶

Leading mindfulness advocates and influencers sharing their experiences with Mindful.org viewers



▲ Podcasts

150,000 monthly listens



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IN PRINT



Frequency: 6X/year

Circulation: 95,000

100% paid

20% newsstand / 80% subscription

40-45% sell through on newsstands

Sold at most bookstores, including Barnes & Noble and select food retailers including Giant, Harris Teeter, Wegmans, Whole Foods, Sprouts, and specialty stores.

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AUDIENCE

Mindful readers are engaged, caring people who are looking for better ways to live. They support brands and services that share their values—brands they can believe in.

Who Reads Mindful?

78% Female

68% Married

Median HHI: \$100,000

Median Age: 57

81% Hold a college or university degree

46% Hold a postgraduate degree

70% Employed

Reader Engagement

- 70% have read 4 of their last 4 issues
- 79% have read all or nearly all of the magazine
- 84% spend 30-60 minutes reading each issue
- 57% save their copies after reading them

Reader Psychographics

- 55% travel for education or personal development once or more a year
- 65% were inspired to purchase a book by something they read in the magazine
- 60% read 8 or more books a year
- 89% have visited an advertiser's website after seeing their ad in the magazine
- 46% exercise 2-3 times a week, 40% exercise daily, and 51% practice yoga
- 38% use a chiropractor, 71% a massage therapist, and 30% an acupuncturist
- 81% are the main grocery shopping decision makers in their home
- 87% shop at Whole Foods, Sprouts, independent health food store, or co-op
- 80% shop at a traditional supermarket
- 69% are willing to pay a premium for natural/organic products, 36% for Non-GMO
- 74% buy vitamins and dietary supplements on a regular basis
- 80% say it is important or very important to purchase brands that share their values

mindful 2020

EDITORIAL CALENDAR



FEBRUARY/MARCH: YOUR GUIDE TO SELF-COMPASSION

Being kind to yourself is one of the most powerful things you can do. In this issue, readers learn how to let go of the negative beliefs they hold about themselves and shift anxious thoughts into moments of presence and kindness.

ON SALE DEC 24 **AD SPACE** NOV 4 **MATERIALS** NOV 7



APRIL/MAY: BEFRIEND YOUR INNER CRITIC

Want to live with more joy and less stress? Learn to befriend your life as it is. This issue focuses on learning how to deepen your mindfulness practice so you can live with more clarity, calm, and resilience.

ON SALE FEB 25 **AD SPACE** DEC 30 **MATERIALS** JAN 3



JUNE/JULY: THE ART OF LOVING-KINDNESS

Experience a more connected, compassionate, and courageous life. We explore the science and practice of loving-kindness: How it transforms our health, increases our emotional intelligence, and primes us for health and healing.

ON SALE APR 28 **AD SPACE** MAR 2 **MATERIALS** MAR 6



AUGUST/SEPTEMBER: THE POWER OF ATTITUDE

What you think really does shape your world. This issue focuses on how mindfulness practice rewires your brain for greater confidence and self-worth, helps you connect with your purpose and passion, and allows you to overcome feelings of unworthiness and shame.

ON SALE JUNE 23 **AD SPACE** APR 27 **MATERIALS** MAY 1



OCTOBER/NOVEMBER: THE SCIENCE OF THE MIND

A revolutionary look at the science of awareness and mindfulness. We are in the middle of a renaissance in the field of research on the nature of the mind. This issue presents the leading edge of what's possible when the human mind is willing to know itself.

ON SALE AUG 25 **AD SPACE** JUNE 29 **MATERIALS** JULY 3



FEBRUARY/MARCH: PRACTICING DAILY GRATITUDE

Experience the simple habit that changes everything. Gratitude helps us let go of toxic emotions, improves mental health and well-being, and fosters genuine moments of positivity and connection in your relationships.

IN EVERY ISSUE

Letter from the Editor Editor Anne Alexander provides an engaging look at the best of Mindful in print and online

The Mindful Survey Readers reveal what they think about key subjects in this highly engaging page

Top of Mind Spotlight on the latest news, events, research, even the wacky things happening in the world of mindfulness. Includes short profiles of mindfulness teachers and experts, plus reader favorites: Mindful or Mindless? and Mindful FAQ (top questions answers)

How to Making the practice of mindfulness easy and accessible for all

Mindful Eating Bringing attention to what we eat, from taste and nutrition, to sourcing and sustainability

Mindful Health Top doctors share how mindfulness impacts and improves our health and well-being

Inner Wisdom Psychotherapist and mindfulness expert shares insights about finding joy and meaning and transcending negative emotions

Brain Science Investigating the cutting edge of research in the field

Bookmark This Reviews of the best books, podcasts, and more

Mindspace A last look and final thought for the issue

Point of View Editor in Chief Barry Boyce takes a close look at the hottest mindfulness issues of the day

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ONLINE

Mindful.org serves more than 1 million page views per month, with two-thirds of its traffic coming from social media and organic search.

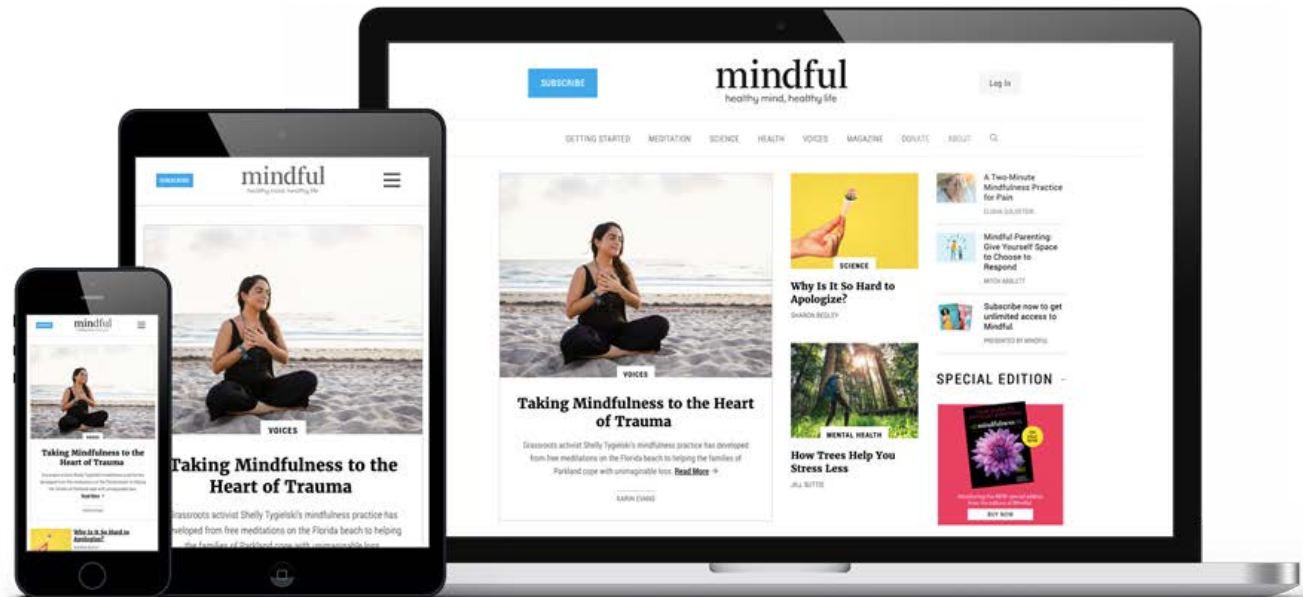
mindful.org Overview

- Monthly users: 750,000
- Monthly page views: 1.5 million

Source: Google Analytics

Social Media

- Facebook: 500,000+ likes
- Twitter: 160,000+ followers



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CLOSING DATES

PRINT

Frequency: 6x/year

| ISSUE | ON SALE | SPACE CLOSING | MATERIALS DUE |
|----------|---------|---------------|---------------|
| February | Dec 24 | Nov 4 | Nov 7 |
| April | Feb 25 | Dec 30 | Jan 3 |
| June | Apr 28 | Mar 2 | Mar 6 |
| August | Jun 23 | Apr 27 | May 1 |
| October | Aug 25 | Jul 29 | Jul 3 |
| December | Oct 27 | Aug 31 | Sep 4 |



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CLOSING DATES

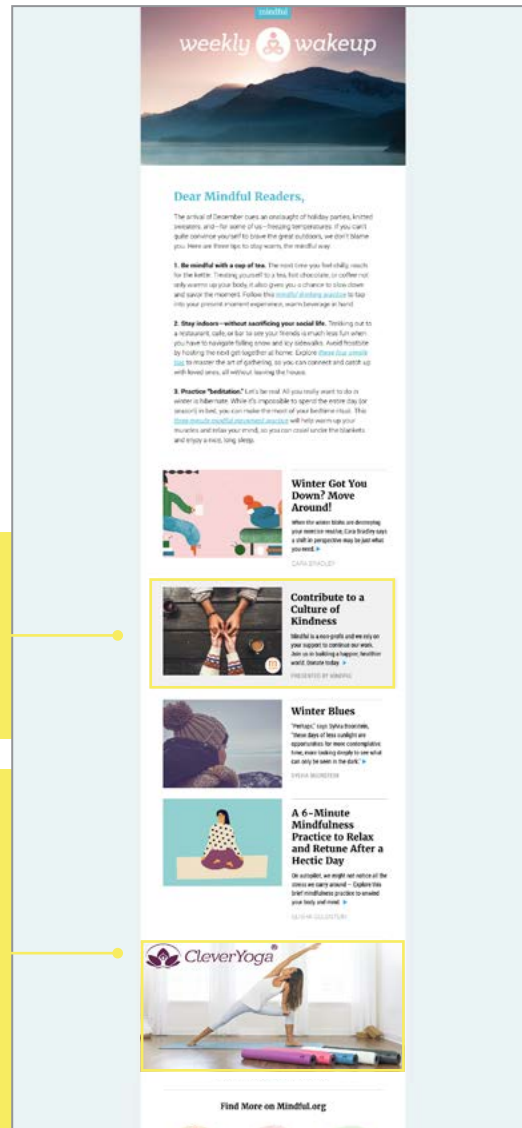
mindful SIP

Frequency: 3x/year

| ISSUE | ON SALE | SPACE CLOSING | MATERIALS DUE |
|--------|---------|---------------|---------------|
| Spring | Apr 9 | Feb 2 | Feb 13 |
| Summer | July 30 | May 24 | June 3 |
| Fall | Nov 19 | Sept 17 | Sept 26 |



NEWSLETTER - WEEKLY WAKEUP



WEEKLY WAKEUP

SPONSOR CONTENT POST

270 X 200

AD BANNER

600 X 300

600 X 150

AD BANNER SPECS

- 600 x 300 px or 600 x 150 px
- Included images must be JPG, PNG, or GIF
- NO Flash or multimedia or other plug-ins, animated images, background images, image maps, Javascript or Frames, HTML forms, floats and positioning
- Max file size: 30 KB
- All creative must be provided 2 weeks prior to mail date

SPONSOR CONTENT POST SPECS

- Stand-alone image with no copy: 270 x 200
- Included images must be JPG, PNG, or GIF
- NO Flash or multimedia or other plug-ins, animated images, background images, image maps, Javascript or Frames, HTML forms, floats and positioning
- Max file size: 30 KB
- All creative must be provided 2 weeks prior to mail date
- Copy: Headline 4 words minimum and 8 words max. Description, 8-15 words.
- Byline (e.g. company name, presenter, contributor): 6 words max.
- Desired click-out URL

Please email all assets to Chris Gooding at chris@mindful.org

NEWSLETTER - TOP STORIES

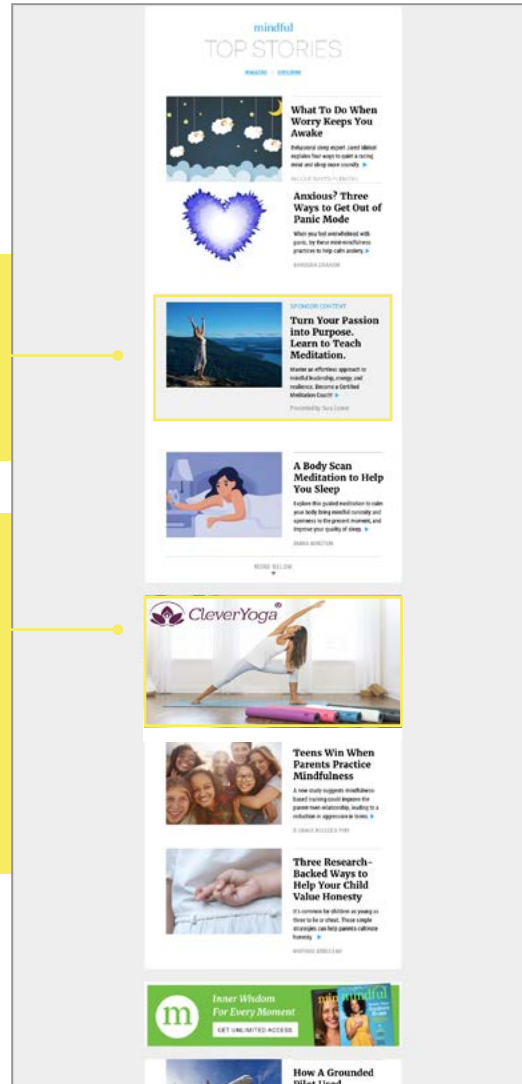
SPONSOR CONTENT POST

270 X 200

AD BANNER

600 X 300

600 X 150



TOP STORIES

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SPONSOR CONTENT: ACESO

ACESO



Lavender, grapefruit, and passionflower have been used as naturopathic calming compounds for centuries.

[Aceso Calm](#) increases their benefits by combining them with full-spectrum hemp oil and its naturally occurring phytocannabinoids (like CBD, CBC, and CBN) to create a fast-acting, non-sedative relaxation formula that brings the body back into balance.

Designed in single dose formats that are portable and packable for when you are on the go, [Aceso Calm](#) makes a great stocking stuffer.



Shop Now To Enjoy 20% Off Your First Order

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SPONSORED EMAIL BLAST

SPONSORED EMAIL SPECS

Summary of assets needed:

- Logo in transparent PNG format, 300 px minimum width
- Main image in PNG or JPG format, 1000 px wide
- Text
- Link
- Secondary image in PNG or JPG format, 1000 px wide
- Call to action button text
- Subject line
- Word doc containing all copy and links, with notes to specify where any buttons or images are to be placed (please attach images separately)
- Email addresses for anyone who should receive test mailings before final approval

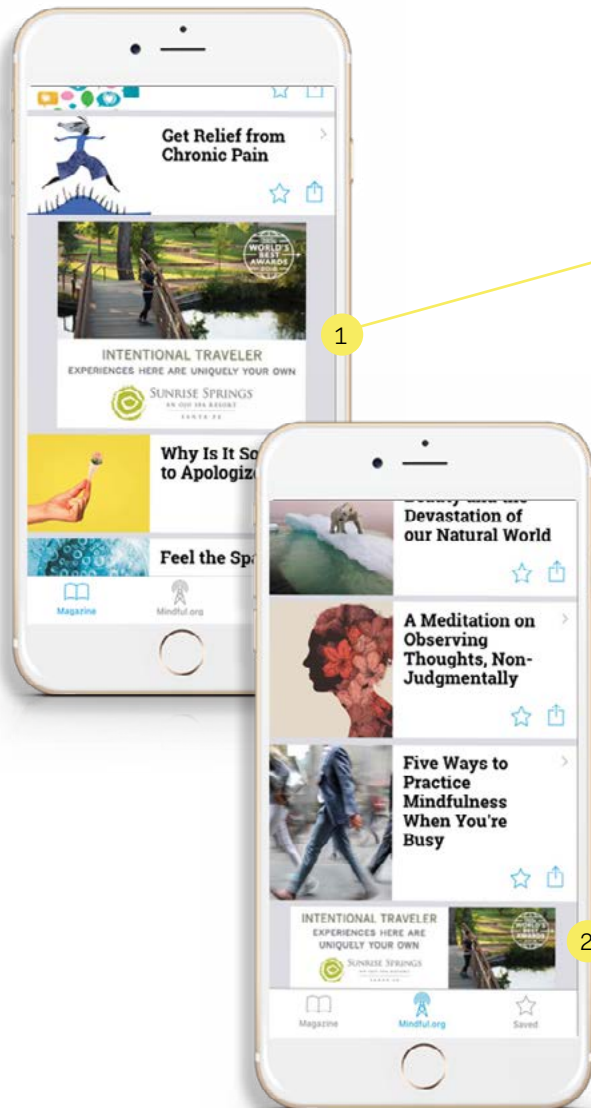
Accepted formats:

- Included images must be JPG or PNG
- Images must be 1000 px wide to ensure quality
- Attach images separately. **Do not** embed them in the Word doc.
- No Flash or multimedia or other plug-ins, animated images, background images, image maps, Javascript or Frames, HTML forms, floats and positioning

* All creative must be provided **2 weeks prior** to mail date

Please email all assets to Chris Gooding at chris@mindful.org

MOBILE APP BANNER ADVERTISING



Mobile App Banner Advertising Specs

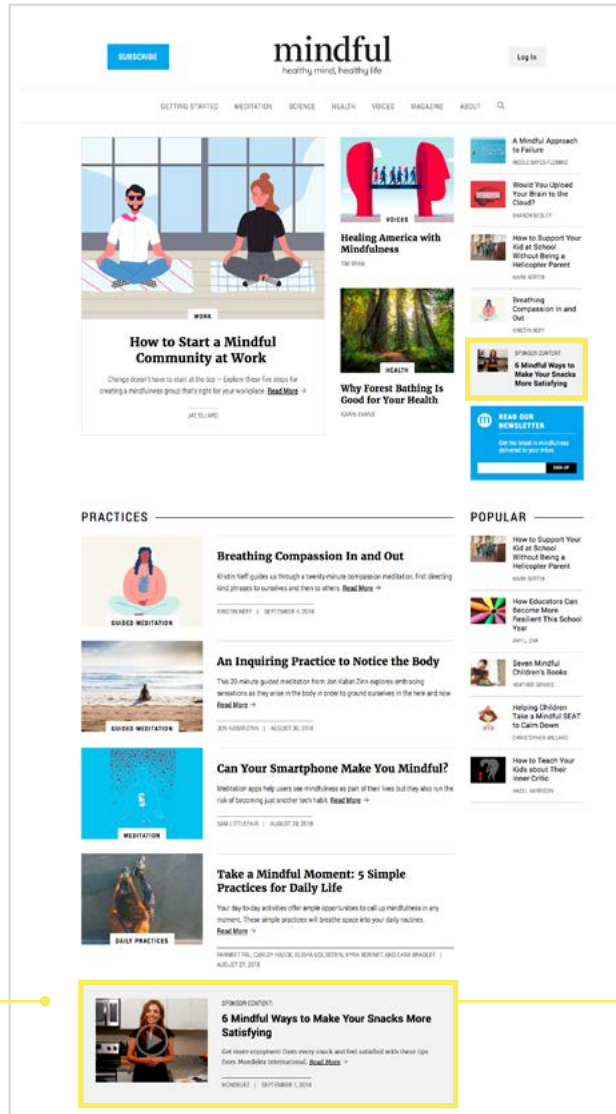
Summary of assets needed:

- Two units needed:
 - 300 x 250 px
 - 320 x 100 px
- Included images must be JPG, PNG, or GIF
- NO Flash or multimedia or other plug-ins, animated images, background images, image maps, Javascript or Frames, HTML forms, floats and positioning
- Max file size: 30 KB

* All creative must be provided **2 weeks prior** to mail date

Please email all assets to Chris Gooding at chris@mindful.org

WEBSITE SPONSORSHIP



HOMEPAGE AND
ROS NATIVE
ADVERTISING

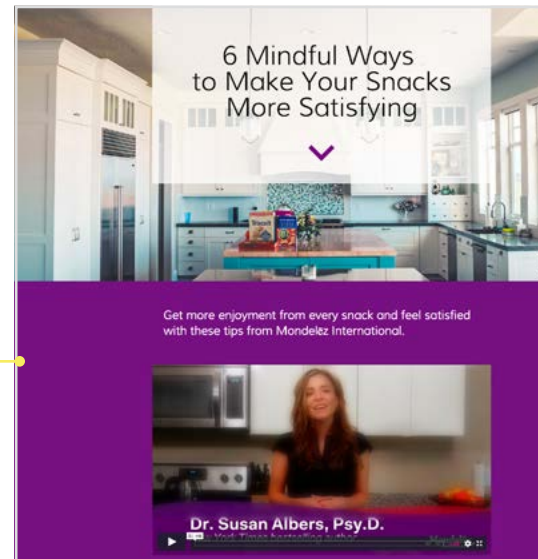
INSTRUCTIONS

- All materials due three weeks prior to campaign start date
- All creative must be provided 3 weeks prior to posting date

Summary of assets needed:

- Main image at least 2000 x 1520 px; additional images at least 1000 px wide
- Logo in EPS format or transparent PNG
- Headline: 5-8 words
- Intro text: 20-30 words
- Link

Please email all assets to Chris Gooding at
chris@mindful.org



SPONSOR
CUSTOM
CONTENT
PAGE

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

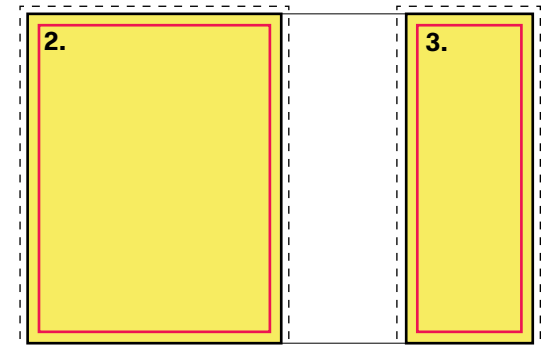
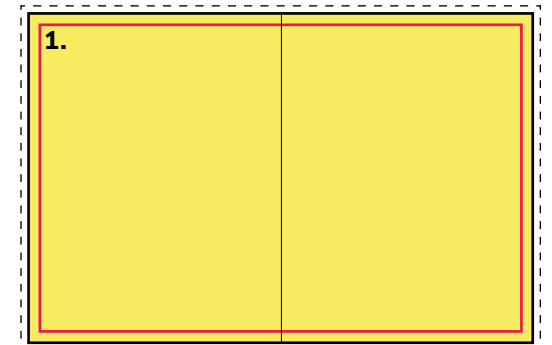
Ads must have a 0.125" bleed on all sides.

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 "Sign Up 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, **please contact Chris Gooding at chris@mindful.org**



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

ADVERTISING SPECS

mindful SIP

| UNIT | AD SIZE/TRIM | LIVE TEXT AREA | BLEED |
|-----------------------------|-----------------|--------------------|--------------------|
| 1. SIP 2-Page Spread | 16"w x 10.875"h | 15.25"w x 10.125"h | 16.25"w x 11.125"h |
| 2. SIP Full Page | 8"w x 10.875"h | 7.25"w x 10.125"h | 8.25"w x 11.125"h |

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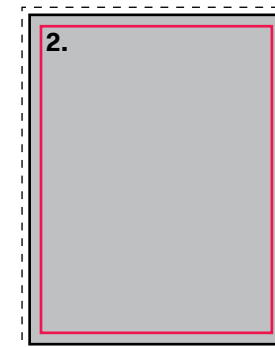
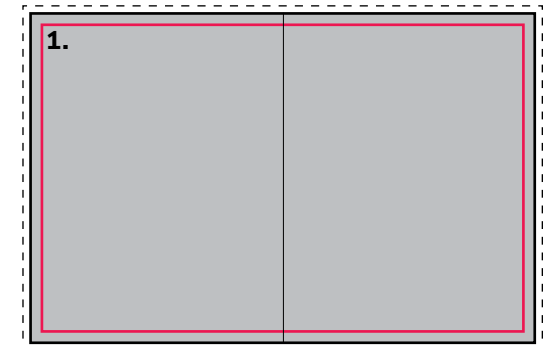
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- = Bleed

ADVERTISING SPECS

mindful MARKETPLACE

| UNIT | AD SIZE |
|-------------------------|---------------|
| 1. 1/4-page Marketplace | 3.5"w x 4.6"h |
| 2. 1/8-page Marketplace | 1.7"w x 4.6"h |

AD SIZE/TRIM

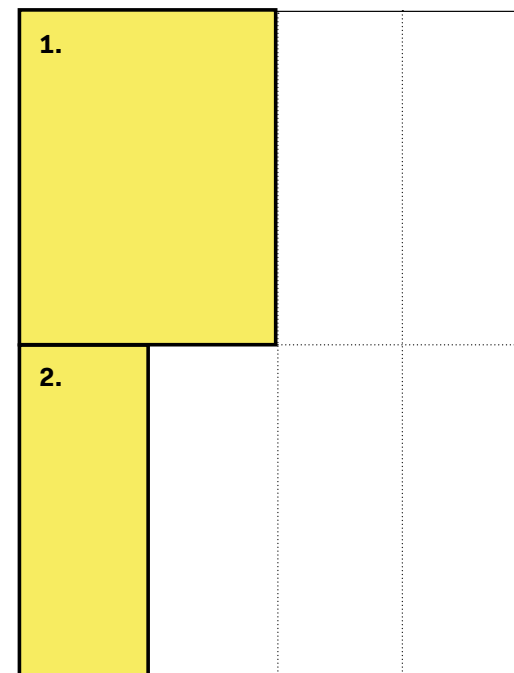
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ADVERTISING SPECS

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.

Submitted advertising creative that does not conform to *Mindful's* published requirements will be refused with a request for the advertiser to resubmit. Alternatively, the advertiser would incur charges for *Mindful's*

art department to make any needed corrections to the file, billed at a flat \$100 fee, plus \$100 per hour after the first hour of work. 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.

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 that 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 acknowledgment 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 that 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.

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ADVERTISING SPECS

TAKING PAUSE

| UNIT | IMAGE | COPY | TITLE |
|-------------------------|---------------|---------------|--------------|
| Ad spot in Taking Pause | 1.5"w x 1.8"h | 60 words MAX. | 6 words MAX. |

CONTENT & IMAGE SPECIFICATIONS

The advertiser supplies both the image and the ad copy. **Mindful assembles the ad in the Taking Pause 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 (6 words max.)
- 2) Body copy**
60 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: EPS/TIF/PDF

No text in the images

No background in the images

No borders on images

Advertisers are responsible for image quality and photo rights.

MATERIAL SUBMISSION

Email both text and image to **Chris Gooding** at chris@mindful.org

advertisement

COME GET YOUR MIRACLE AT RYTHMIA IN GUANACASTE, COSTA RICA

Awaken to a new kind of luxury resort and retreat center dedicated to helping guests take time for what counts most in their lives. We offer yoga, organic food, massages, colon cleanses, life transformation workshops and plant medicine ceremonies to guide you towards your highest potential – everything is included in one price, starting at \$299 (does not include resort surcharge, pricing is per night per person). Come get your Miracle!

Call (855) 511-6376 or visit www.rythmia.com/mirac
Call now using promotion code MMS to save \$300



Authentic Leadership Center
NAROPA UNIVERSITY

BECOME THE LEADER THE WORLD NEEDS NOW
Authentic Leadership Summer Program
naropa.edu/authentic
Online June 5–August 11, 2017 with seminars in Boulder, Colorado June 12–16, 2017 & July 24–28, 2017

ENGAGE THE DIFFERENCES THAT DIVIDE US
Authentic Leadership in Action (ALIA) 2017
naropa.edu/alia2017
Tacoma, Washington June 22–25, 2017

SAVE THE DATE
September 28–October 7, 2017
Leadership Pilgrimage to Bhutan

For more information, contact ALC@naropa.edu

taking pause
A selection of products and services from Mindful's advertising community.

IMAGE SIZE:
1.5"W X 1.8"H
AT 300 DPI
EPS/TIF/PDF

60 WORDS MAX.

HELP YOUR BRAIN KEEP UP – WITH COGNIZIN*

Modern life is complicated. With the multitasking our world demands, your brain's energy stores are constantly being drained. Help re-energize it with Cognizin® Citicoline. Backed by years of clinical trials, Cognizin increases ATP energy in brain cells and helps protect neurons from free radical damage. You ask a lot of your brain. Give it the energy, nourishment and protection it needs.

Visit cognizin.com to learn more.

Cognizin®
For the evolution of your mind™

WELZEN — YOUR PATH TO A HAPPIER LIFE

Welzen is a Mindfulness meditation app designed to lead you into a happier & stress free life. It offers a series of mindfulness tools to help you release stress & anxiety, enhance your focus & creativity, improve your relationships, and stay mindful at work. Learn to unwind, be fully present in the moment, and live happier in just 5 minutes a day. Download Welzen for free. Available for iOS and Android devices.

www.YogaAnytime.com

* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

mindful 2020

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 25%; available for full and double pages only.



MINDFUL ADVERTISING GUIDELINES

These Guidelines, primarily adopted in accordance with the Guidelines of the American Society of Magazine Editors (ASME), set forth standards that govern Mindful's relationship with its advertising partners and the relationship between editorial and advertising content. The overriding consideration is that Mindful must maintain its editorial integrity and independence, and the trust of its readers. We believe that establishing, publicly displaying, and adhering to these Guidelines is important to protect the trust and transparency that should exist between a publication, its readers, and its advertisers.

We also believe that to serve its mission, the Mindful brand needs to be sensitive to presenting a secular approach to mindfulness, free of religious doctrine, dogma, imagery, or rituals. Our main mission is to encourage practices that develop skills and innate abilities or endowments. In our view, people are innately mindful, aware, kind, and compassionate. We believe that secular mindfulness practices can draw that out, and make insights into habits.

Finally, we recognize that no set of Guidelines can address every situation or issue that may arise in the course of doing business, especially given the pace of change within the media industry. Accordingly, we anticipate that these guidelines will be revisited and updated from time to time. In particular, we will remain teachable and open to suggestions, criticism, and correction.

GENERAL ADVERTISING GUIDELINES

The Guidelines in the following section apply to all advertisements and sponsor content served by or appearing in the print publications of Mindful and its digital properties, including mindful.org and the Mindful e-newsletter, and all related social media, mobile, and app extensions.

- Mindful will not allow any relationship with an advertiser to compromise Mindful's editorial integrity.
- All advertising content must be clearly distinguishable from editorial content. To that end, Mindful will label an advertisement with the word "Advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.
- While the content of advertising does not necessarily reflect the views of Mindful or its editors, if it comes to the attention of Mindful that an ad, in our opinion, contains demonstrably false or unlawful content, Mindful will refuse or remove the ad in whole or in part.
- Mindful may exercise its discretion to refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to Mindful's brand.
- Mindful will not trade editorial coverage for advertising and will alert advertisers that story plans communicated via an editorial calendar are never a guarantee that a specific topic, person, or product will appear in the magazine. Advertisements will not be integrated into editorial content.
- Mindful will make every effort to avoid advertising adjacencies that could lead a reader to believe that the product advertised is endorsed by or promoted by the surrounding editorial copy. Additionally, editorial coverage of a person or product will never be positioned adjacent to advertising related to the same person or product.

- Mindful will not submit editorial content to advertisers for approval.
- Mindful will disclose to readers any e-commerce partnerships as such with advertisers.

ADVERTISING THAT WILL NOT BE ACCEPTED

Although Mindful will evaluate whether to work with advertisers on a case-by-case basis, some examples of advertising Mindful will not accept are the following:

- Advertising that Mindful believes, in its opinion, makes questionable claims.
- Advertising that Mindful believes, in its opinion, is indecent, vulgar, suggestive, profane, inflammatory, or offensive.
- Advertising for illegal products or services, including drugs, illegal substances, or any related products or services.
- Advertising that Mindful believes will undermine the intellectual integrity, authority, and character of its mission and brand.

SUBJECT TO THE SOLE DISCRETION OF THE PUBLISHER, EDITOR, AND GENERAL MANAGER

All determinations of the application of the foregoing standards to particular advertisements or advertisers shall be within the sole discretion of Mindful's publisher, editor, and general manager.

Mindful may remove advertising content at any time if such content is inconsistent with the policies described herein, with or without prior notice to the advertising client and regardless of whether the advertising content has been accepted or displayed within Mindful for any period of time.

MINDFUL ADVERTISING GUIDELINES (CONTINUED)

SPONSOR CONTENT GUIDELINES

Definition

Sponsor Content (or “native advertising”) is content created or commissioned by advertisers in collaboration with Mindful’s marketing team. Mindful allows Sponsor Content in two forms: (1) Content produced by the marketing team as commissioned by its advertising partners and (2) Content produced by advertisers.

Sponsor Content should consist of content that the magazine would not normally publish; i.e., it should distinguish itself as something “special” and distinct from editorial pages.

Labeling & Design

As with all advertising, Sponsor Content does not necessarily reflect the views and choices of Mindful’s editors. Accordingly, Mindful will prominently display the following disclaimer on all Sponsor Content: ‘SPONSOR CONTENT: (name of advertiser)’ or ‘PAID POST: (name of advertiser).’ Mindful will include a disclaimer on all Sponsor Content that notes the non-involvement of Mindful’s editorial staff in curating or creating the Content and clarifies that the Content is made possible by a Sponsor, specifically: “This (email, post, content) is sponsored by an advertiser. Mindful editorial staff did not produce it.” For sponsor emails, the subject line of the email should read “Sponsored: (sponsor’s subject line).”

Mindful may additionally include, in certain areas and platforms, further explanation defining Sponsor Content to Mindful readers. In addition, Mindful will ensure the treatment and design of Advertising and Sponsor Content is clearly differentiated from its editorial content.

Despite the caveat that Sponsor Content does not necessarily reflect the views of Mindful or its editors, Mindful will refuse

publication of such content that, in its own judgment, would undermine the intellectual integrity, authority, and character of our enterprise.

As with all advertising, and consistent with the foregoing General Advertising Guidelines, Mindful may reject or remove any Sponsor Content at any time that contains false, deceptive, potentially misleading, or illegal content; is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to Mindful’s brand.

PARTNERSHIP CONTENT

If Mindful is formally a co-convenor or business partner of an event, service, or product, content related to promoting that event, service, or product may be labeled “MINDFUL RECOMMENDS” with the disclaimer:

“As a proud partner of [name of partner or conference], Mindful hopes to further our work of spreading news from the leading edge of the Mindfulness movement. We will always let you know when an email is part of a partnership (like this one is). Thanks for supporting Mindful.”

If however Mindful is receiving payment or an in-kind exchange of goods or services for their involvement as merely a sponsor of the event, service, or product, then such content should be labeled “Sponsor Content: (name of advertiser)” or “Paid Post: (name of advertiser),” with the disclaimer “This (email, post, content) is sponsored by an advertiser. Mindful editorial staff did not produce it.”

UNDERWRITING SUPPORT

Mindful is published by the Foundation for a Mindful Society, a nonprofit dedicated to inspiring, guiding, and connecting anyone who wants to explore mindfulness. In addition to a subscription model and advertising that partly supports the pursuit of our mission, for financial sustainability Mindful also seeks financial support from donors and underwriters.

Underwriters are not provided with any editorial influence over the content they underwrite. Mindful content that is underwritten by an outside party will be labeled in the presentation of that content as “Development of this article was underwritten by (name of underwriter).”

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