

# mindful

THE MEDIA COMPANY



Media Kit 2018

# 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.



# MINDFULNESS & SELF CARE

*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*

# mindful

## THE AUTHORITATIVE VOICE

*Mindfulness is the fastest growing health care practice in the country.*

*Mindful is the voice of this movement.*

**For 5 years, *Mindful* has been the top authority on mindfulness practice and lifestyle. It's a respected 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:** practical evidence and personal stories of helpful techniques
- **Science-based:** the work of the top researchers with precise findings
- **Authoritative:** health and well-being advice from experts who walk the talk
- **Integrity:** facing life's challenges as gateways to a happier life
- **Secular:** diverse personal application in health care, education, business, government, and community life

# mindful

THE MEDIA  
COMPANY

## MISSION STATEMENT:

*Mindful is a mission-driven non-profit. 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.*

# mindful PLATFORMS

## Mindful Magazine

Bimonthly paid circulation: 95,000



## mindful.org

Highly informative site with a vibrant, uncluttered design, drawing 575,000 monthly users



## Video

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



## Weekly Newsletters

Sent weekly to 130,000+ subscribers, featuring top stories of the week, helpful practices, and more from mindful.org.



## Mindful Mobile Edition

Custom mobile app available for all smart phone and tablet devices.



# mindful MAGAZINE

Mindful offers a highly committed readership looking for brands, products, and services that speak to their values and reflect the mindful world.

## Print Overview

- Rate Base: 95,000
- Edit/Ad 65/35 ratio
- Frequency: 6x per year

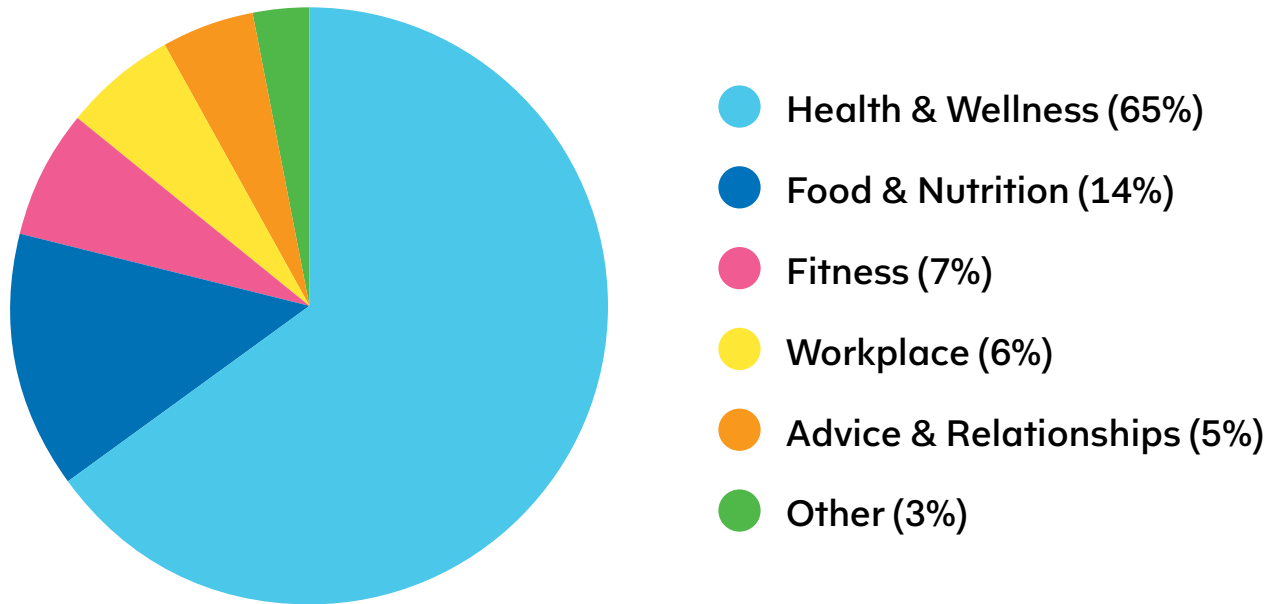
- Available in most bookstores including Barnes & Noble, Books-A-Million, and Hastings, as well as select retailers such as Giant, Harris Teeter, Wegmans, Whole Foods, Sprouts, and specialty stores

**“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**



# 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 support brands and services that share their values—brands they can believe in.*

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## Who Reads Mindful?

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**79%** Female

**68%** married

**Median HHI:** \$100,000

**Median Age:** 56

**84%** Hold a college or university degree.

**51%** Hold a postgraduate degree

**70%** Employed

### Reader Engagement

- 90% read *Mindful* to learn how to apply mindfulness to their daily lives
- 77% to learn about the health benefits of mindfulness
- 66% to learn how to be more productive in their workplace or family lives
- 69% have read 4 of their last 4 issues
- 81% have read all or nearly all of the magazine
- 87% spend 30-60 minutes reading each issue
- 56% save their copies after reading them
- Readers per copy: 2.2

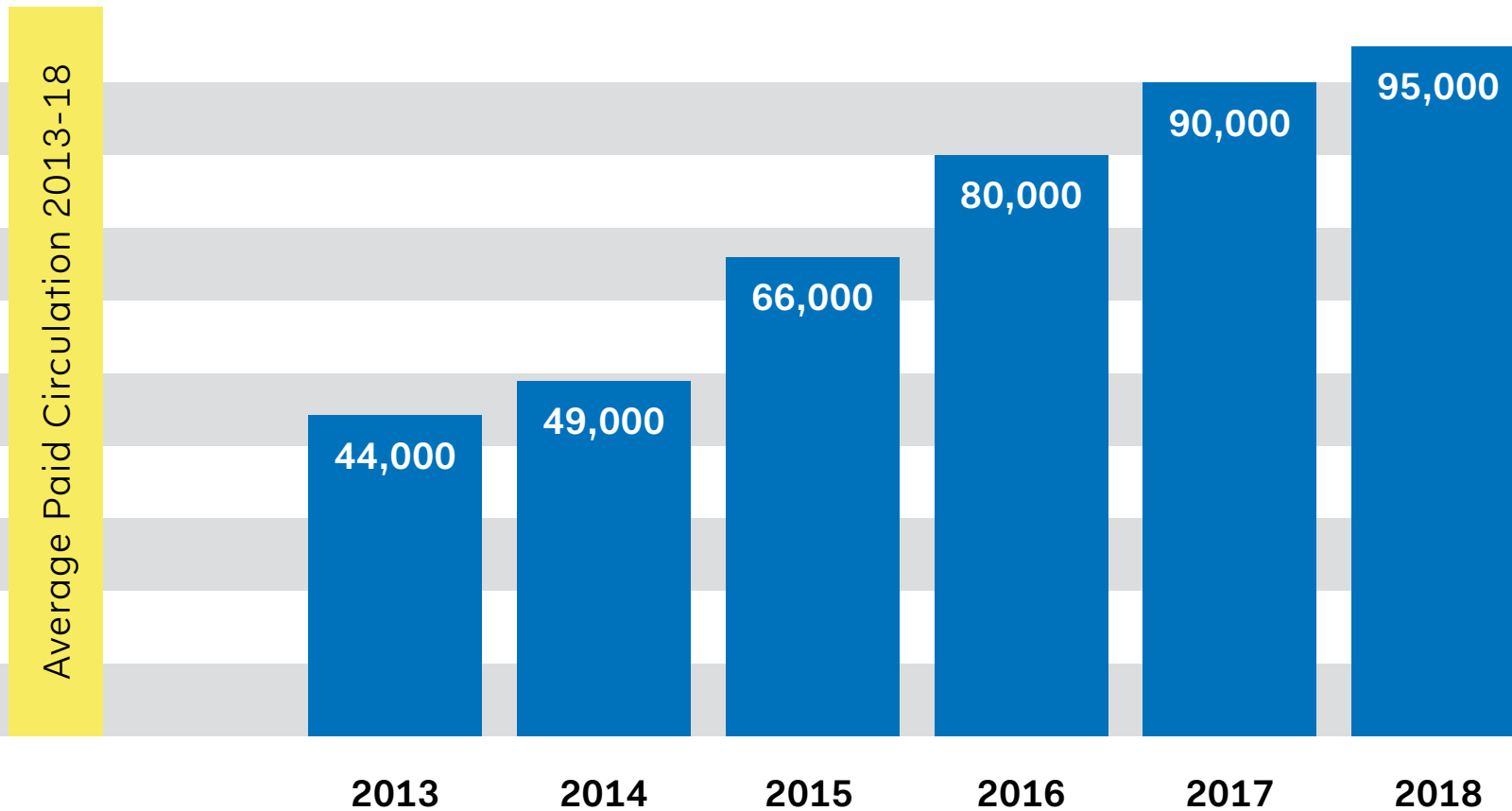
### Reader Psychographics

- 79% travel for leisure once or more a year, with 45% several times a year
- 56% travel for education or personal development once or more a year
- 67% were inspired to purchase a book by something they read in the magazine
- 63% read 8 or more books a year.
- 37% started using a meditation app as a result of reading the magazine
- 61% use at least one meditation app, with 30% using 2-3
- 90% have visited an advertiser's web site after seeing their ad in the magazine
- 43% exercise 2-3 times a week, 40% exercise daily, and 57% practice yoga

- 39% use a chiropractor, 70% a massage therapist, and 33% an acupuncturist
- 82% are the main grocery shopping decision makers in their home
- 85% shop at Whole Foods, Sprouts, independent health food store or co-op
- 83% shop at a traditional supermarket
- 76% are willing to pay a premium for natural/organic products
- 73% buy vitamins and dietary supplements on a regular basis
- 75% say it is important or very important to purchase brands that share their values

# PRINT CIRCULATION GROWTH

## IN A FLOURISHING VERTICAL MARKET



Source: Publisher's statement, year end average circulation

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# mindful ONLINE

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

## mindful.org Overview

- Monthly users: 575,000
- Monthly page views: 1 million

Source: Google Analytics

## Social Media

- Facebook: 450,000+ likes
- Twitter: 130,000+ followers



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# CLOSING DATES

Frequency: 6x/year

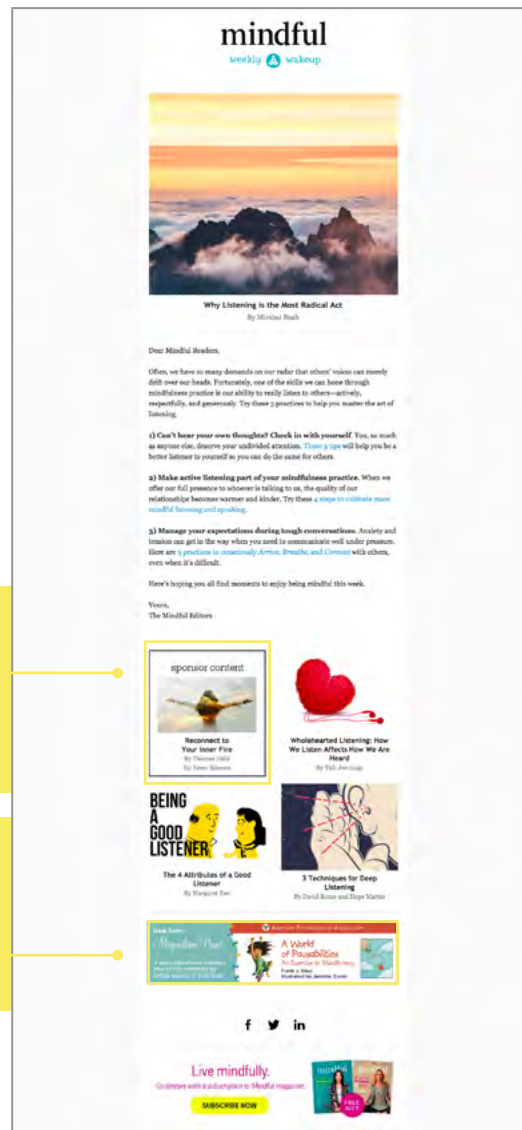
ISSUE	ON SALE	SPACE CLOSING	MATERIALS DUE
February	Dec 26	Nov 6	Nov 10
April	Feb 27	Jan 8	Jan 12
June	Apr 24	Mar 5	Mar 9
August	Jun 26	May 7	May 11
October	Aug 28	Jul 9	Jul 13
December	Oct 30	Sep 10	Sep 14



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# ADVERTISING SPECS

## NEWSLETTER - WEEKLY WAKEUP



WEEKLY WAKEUP

### Ad Banner Instructions

- 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

- Stand alone image with no copy: 270 x 150
- 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 8 words or less
- Desired click-out URL

Please email all assets to Chelsea Arsenault at [chelsea@mindful.org](mailto:chelsea@mindful.org)

SPONSOR CONTENT POST

270 X 150

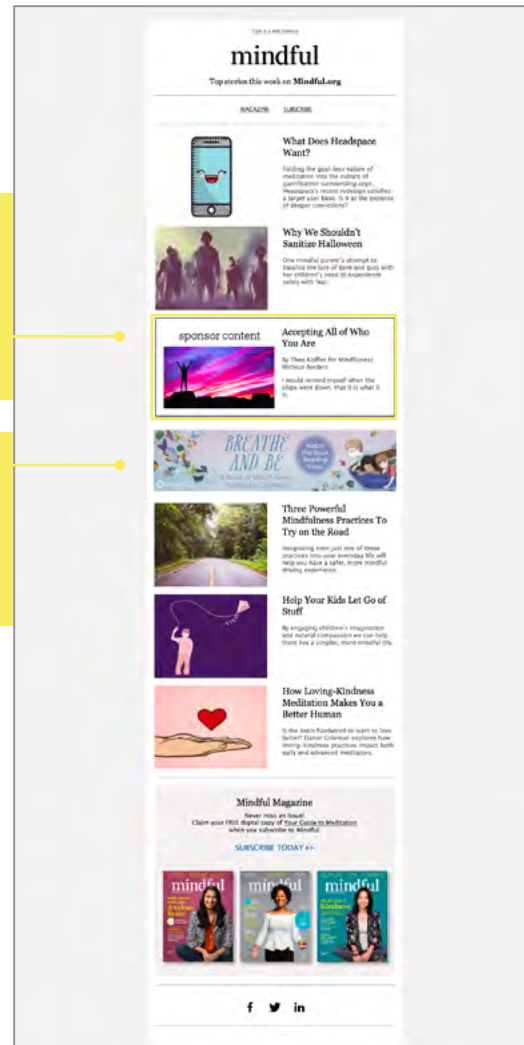
AD BANNER

600 X 150

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# ADVERTISING SPECS

## NEWSLETTER - TOP STORIES



TOP STORIES

### Ad Banner Instructions

- 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 Instructions

- Stand alone image with no copy: 270 x 150
- 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, 8 words or less. Description, 8-15 words.
- Desired click-out URL

Please email all assets to Chelsea Arsenault at [chelsea@mindful.org](mailto:chelsea@mindful.org)

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# ADVERTISING SPECS

## SPONSORED EMAIL BLAST

MINDFUL HEADER

mindful

SPONSOR CONTENT: WISDOM 2.0

wisdom 2.0  
in partnership with mindful  
PRESENTS

mindfulness IN america

NEW YORK CITY • OCTOBER 8<sup>TH</sup> & 9<sup>TH</sup>, 2017

Join us along with leaders of the mindfulness movement in America to explore who we are, where we have been, and how we move forward.



### SPEAKERS INCLUDE

Jon Kabat-Zinn  
Mindfulness Teacher



Arianna Huffington  
Founder, Huffington Post



Dan Harris  
Author & Journalist



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This content was made possible by our Paid Sponsor and does not reflect the views or opinions of the *Mindful* editorial staff.

SPONSOR  
CONTENT

MINDFUL FOOTER

### Instructions

- All creative must be produced within boilerplate HTML file [available here](#)
- All creative must be provided 2 weeks prior to mail date

### Summary of assets needed:

- Subject line
- HTML file prepared for Mailchimp. No external stylesheets permitted. Inline styles only
- Email addresses of anyone who should receive test mailings before final approval

### Required specs:

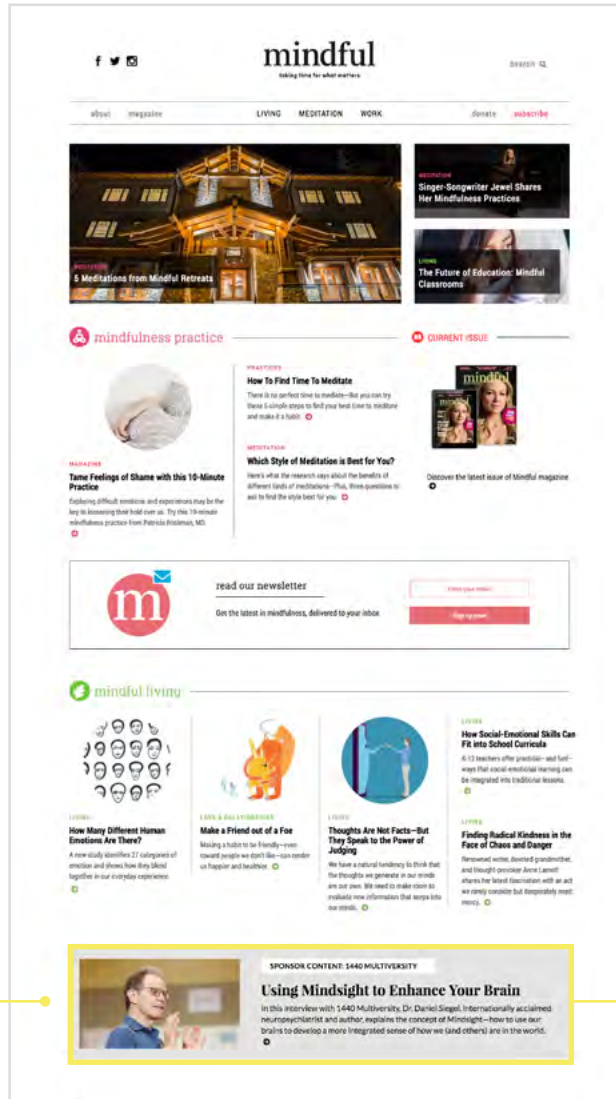
- *Mindful* header and footer to be placed at top and bottom as seen in example to the left
- Email width fixed to maximum 600 px
- "Above the fold" height is about 300-500 px. Content can be longer but key information should be within this space
- Text to image ratio is ideally 80:20. Don't rely on images to convey message (HTML files that contain images only or too little text will be sent back for revision. Text must be HTML text and not part of the image.)
- 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
- Avoid spacer images. No replacing bullets with images or unordered lists

Please email all assets to Chelsea Arsenault at [chelsea@mindful.org](mailto:chelsea@mindful.org)

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# ADVERTISING SPECS

## HOMEPAGE SPONSOR CONTENT



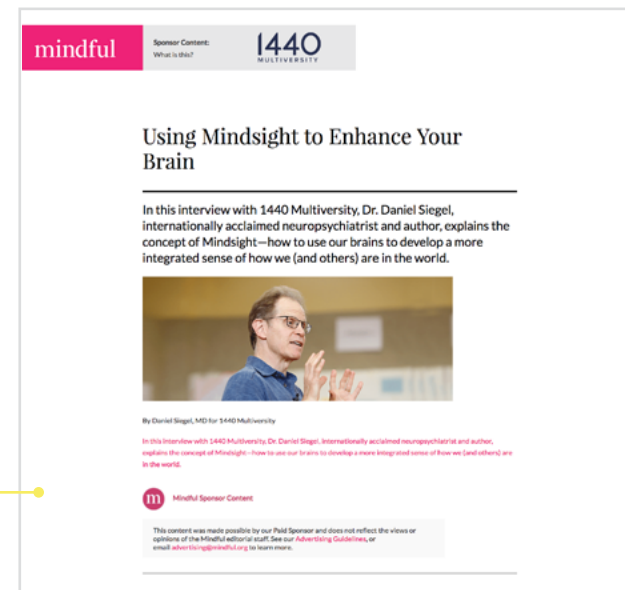
### Instructions

- All creative must be provided 3 weeks prior to posting date

### Summary of assets needed:

- Image 700x280
- Headline: 5-8 words
- Intro text: 20-30 words
- Link
- Sponsor Content Article: Up to 600 words.

Please email all assets to Chelsea Arsenault at [chelsea@mindful.org](mailto:chelsea@mindful.org)



HOMEPAGE  
SPONSOR  
CONTENT

SPONSOR  
CONTENT  
ARTICLE



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# ADVERTISING SPECS

## mindful MAGAZINE

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

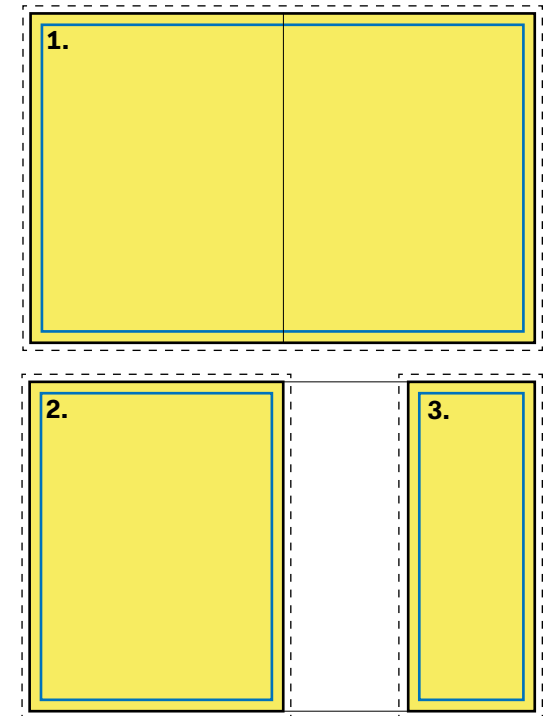
**Ads must have a 0.125" bleed** on all sides.

### 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 Chelsea Arsenault at [chelsea@mindful.org](mailto:chelsea@mindful.org)**



- = 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.

Email all materials to Chelsea Arsenault at [chelsea@mindful.org](mailto:chelsea@mindful.org)



#### Cloud Meditation Bench Set

Made in Vermont, Samadhi Cushions' Cloud Bench supports a cross-legged posture:

- 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.

[www.SamadhiCushions.com/Mindful](http://www.SamadhiCushions.com/Mindful)  
1-800-331-7751



#### Naropa University

Become the leader the world needs now.

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.

Drawing on the disciplines of neuroscience, Buddhism,

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.

To learn more or register:

[Naropa.edu/authentic](http://Naropa.edu/authentic)  
(303) 245-4800, ext. 2

1/8 PAGE

1.625"W X

1.8125"H

AT 300 DPI

JGP/TIFF/PDF

45 WORDS

MAX

1/4 PAGE

3.375"W X

1.8125"H

AT 300 DPI

JGP/TIFF/PDF

100 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.

# 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.

# 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 **Chelsea Arsenault** at [chelsea@mindful.org](mailto:chelsea@mindful.org)

The image shows a collection of advertisements for 'Taking Pause'. At the top, there's a section for 'TEXTURED ALPACA SERAPE' with a photo of a serape and text describing it. Next to it is 'THE ANTI-STRESS DRINK' featuring 'Natural Calm' with text about magnesium. Below these are three yellow boxes: 'IMAGE SIZE: 1.5" W X 1.8" H AT 300 DPI EPS/TIF/PDF', '60 WORDS MAX.', and 'A selection of products and services from Mindful's advertising community'. At the bottom, there are three more ads: 'SILK-PLANT POWER' for Silk soy milk, 'SWEET TO MOTHER NATURE MEANS SWEET FOR YOU!' for Florida Crystals organic sugar, and a disclaimer at the very bottom.

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# 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 contains religious programs, imagery, pictures of teachers in robes, or references to religious teachings.
- Ads for programs taught by teachers with titles conferred by religious organizations. Mindfulness programs taught by people with religious backgrounds are acceptable, so long as the content of the program is clearly secular.
- Ads for programs with religious doctrinal content or ritual.
- Religious books by religious teachers. Books by religious teachers that are explicitly secular are acceptable, provided the cover imagery is non-religious. The fact that the book may contain the odd reference to religious ideas does not disqualify, so long as in the main it is secular in tone.
- Religious programs at religious centers. Programs at religious-oriented centers are acceptable, so long as they are clearly secular in content and do not contain religious rituals.
- Religious products. If a non-religious product ad (jewelry, for example) contains a modest amount of religious imagery, that's acceptable. But if an alternative product line is available, we would strongly encourage the non-religious products be featured instead in the ad.

## MINDFUL ADVERTISING GUIDELINES (CONTINUED)

- 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.

### EXCEPTIONS WITHIN THE MARKETPLACE SECTION OF THE MAGAZINE

The Marketplace section, given the size of the ads and nature of the section, will accept religious-affiliated ads. For examples, logos of practice centers with religious imagery or products such as the Metta prayer bracelet, are acceptable in Marketplace.

### 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.

### 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 (e-mail, 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 label "Sponsor Content: (name of advertiser)" or "Paid Post: (name of advertiser)," with the disclaimer "This (e-mail, 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 non-profit 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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