One of the best business decisions I have made is choosing Nature's Pathways as the primary vehicle for reaching my target audience.

Not only do I have a colorful printed ad, I also have the space to write articles and explain the many facets of the holistic work I do.

If you are looking for an effective way to build your business, gain the public's trust and get the word out about what it is that sets you apart from other healthy living and wellness professionals in the area, I cannot recommend Nature's Pathways enough!

— VICTORIA HUSS, New Possibilities Integration
ABOUT NATURE'S PATHWAYS

Nature's Pathways is a monthly print magazine and online resource that provides accurate, relevant information on living a healthy lifestyle via nutrition, fitness, organic and sustainable living, balance, wellness, and community. We strive to be fair and honest in our business dealings, responsible with our editorial content and the best community-based healthy living publication throughout our region.

WHAT MAKES US UNIQUE?

Nature's Pathways differs from other publications in two major ways:

• We are focused on community — all of our advertisers are locally or regionally based.
• The majority of the editorial content that fills our pages is submitted by local advertisers.

WHY DO WE SUBSCRIBE TO THIS BUSINESS MODEL?

We believe that because our advertisers are in the business of providing goods and services in the healthy living industry, they are the subject matter experts. Our readers appreciate having access to information provided by local businessmen and women with a vested interest in the health of their patrons and the communities in which they live. This unique concept allows our readers to learn more about how to live a healthy life, and also about the businesses in their communities that can serve as trusted resources.

We are extremely happy with the results we see from our presence in Nature's Pathways Magazine.

We are definitely in front of the right audience. When we ask clients how they heard about our wellness center, Nature's Pathways Magazine is the response time and again. We don't question the marketing funds allocated in this area.

— RANDI MANN, NP, owner of Wise Woman Wellness

Our Mission

To provide relevant information on personal wellness by connecting healthy living experts with the communities they serve.
I love the awareness and exposure advertising with Nature’s Pathways has brought to my business. I receive calls weekly about my articles in Nature’s Pathways and as a result my sales have started to increase measurably.

— NICOLE WETTEMANN, Nicole Wettemann, LLC

COVER AND FEATURE STORY
Being featured on the cover of Nature’s Pathways gives you broad exposure in and around your community. Readers are able to “put a face with the name” and learn in detail about you and your business. Not only do you gain recognition, being featured on the cover of Nature’s Pathways also results in additional credibility for you and your business. A cover package includes a photo shoot and interview, a cover highlighting your business, and an interior center spread in the magazine. Our advertisers have enjoyed significant results due to their cover and feature story publicity.
BUSINESS PROFILES
Business Profiles are an easy and effective way to reach your target audience. Written like a news article, a Business Profile explains everything you want to say about your business in about 500 words. A Business Profile is viewed by readers as objective and credible, and gives you another opportunity to get your message out there in your community. Combined with your ad, it’s a one-two punch that guarantees your key messages reach your intended demographic. You are able to submit high-res photographs for potential inclusion.

“Advertising in Nature’s Pathways has been great in helping the Y get the message across to our community on healthy living. We share a common goal to build a healthier community. It is a perfect spot for our Y Wellness experts to educate the greater community on becoming healthier in spirit, mind and body. Thank you!

— SUE PAWLOWSKI, YMCA of the Fox Cities

AVERAGE JANE/JOE ARTICLES
The Average Jane/Joe articles are a particularly helpful feature for advertisers who offer services that may be hard to relay in an ad or who desire the influence of a third-party endorsement. A representative from Nature’s Pathways visits your business to experience your “service” (free of charge) and then relays that experience in an Average Jane/Joe article. Unlike the Business Profile, an Average Jane/Joe article is coming from an outside source, helps readers better understand just what you offer. Your article is submitted to you for approval upon completion.

RESTAURANT SPOTLIGHTS
Restaurant Spotlights are much like the Average Jane/Joe articles, but instead feature restaurants. A representative from Nature’s Pathways visits your restaurant for a complimentary meal and relays that experience in a Restaurant Spotlight. Unlike a “review,” the article is written in favorable terms and showcases your environment, service and food offerings. Your article is submitted to you for approval upon completion.
AD SIZES

Dimensions for ads are as follows:

**FULL-PAGE ADS:**
- 8.375 inches wide x 10.875 inches high, plus a 0.125 inch bleed on all sides

**HALF-PAGE ADS:**
- 7.375 inches wide x 4.792 inches high
- 3.605 inches wide x 9.743 inches high

**QUARTER-PAGE ADS:**
- 4.862 inches wide x 3.833 inches tall
- 7.375 inches wide x 2.315 inches tall
- 3.605 inches wide x 4.792 inches tall

**EIGHTH-PAGE ADS:**
- 3.605 inches wide x 2.315 inches tall
- 2.348 inches wide x 3.833 inches tall

Print-ready ads must be submitted in the following formats:
- High-quality PDF, Photoshop PDF with layers or Jpeg (300 dpi acceptable, but discouraged).

Files must meet the following requirements:
- Photos are 200 dpi or higher.
- Photos must be those you have taken yourself, purchased from a stock photography site or have obtained written permission from the photographer/creator to include.
- Any black text or simple graphics must be single-plate black (0% C, 0% M, 0% Y, 100% K).

Please provide the following if you will be taking advantage of Nature's Pathways design services:
- Logo file (if applicable) — vector .pdf, .eps or .ai preferred; however, Jpegs are accepted.
- Photos you'd like to submit for possible inclusion:
  - Photos must be those you have taken yourself, purchased from a stock photography site or have obtained written permission from the photographer/creator to include.
  - Nothing may be copied from the web.
  - We have a large stock photography library, if you give a description of what you would like to use, we can find photos to place in your ad.
- Text for the ad.
- The contact information you would like to include, such as:
  - Business name, contact name, certification or job title, business address and telephone number, website address, business email address, business social media pages.

Ad content or print-ready files should be emailed to design@naturespathways.com.
### 2020 ADVERTISING RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>12-Month</th>
<th>8-Month</th>
<th>4-Month</th>
<th>1-Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,077</td>
<td>$1,163</td>
<td>$1,256</td>
<td>$1,356</td>
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<tr>
<td>Inside Front Cover</td>
<td>$964</td>
<td>$1,041</td>
<td>$1,124</td>
<td>$1,213</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$964</td>
<td>$1,041</td>
<td>$1,124</td>
<td>$1,213</td>
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<tr>
<td>Page 3</td>
<td>$907</td>
<td>$979</td>
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<tr>
<td>Full Page</td>
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<td>$852</td>
<td>$920</td>
<td>$993</td>
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<tr>
<td>½-Page</td>
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<td>$469</td>
<td>$506</td>
<td>$546</td>
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<tr>
<td>¼-Page</td>
<td>$288</td>
<td>$311</td>
<td>$335</td>
<td>$361</td>
</tr>
<tr>
<td>⅛-Page</td>
<td>$203</td>
<td>$219</td>
<td>$236</td>
<td>$254</td>
</tr>
</tbody>
</table>

(One Business Profile or Average Jane included with ½ page or full page 12-month contract.)

<table>
<thead>
<tr>
<th>Community Partners Directory</th>
<th>12-Month</th>
<th>6-Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Option 1: Includes print and online per month</strong></td>
<td>$59</td>
<td>$69</td>
</tr>
<tr>
<td><strong>Option 2: Annual package, includes 12 months in print, 12 months online and ½ page ad in printing of annual directory, 8.375”w x 5.25”h print circulation 20,000</strong></td>
<td>$799/year</td>
<td>n/a</td>
</tr>
</tbody>
</table>

**Community Partners Directory Listing**
Includes a 4-5 line header (generally business name, address, phone, website and email) along with a photo or business logo and maximum 75-word description. We reserve the right to edit descriptions longer than 75 words. Online resource guide includes a link to your website, and social media pages, Google map and more.

**Business Profile**
$499 (1 month)

**Average Jane/Joe**
$499 (1 month)

**Calendar of Events**
$25 per event
*Deadline is the 1st of the month prior to the month of publication. 75 word maximum description.*

**Cover and Feature Story**
1 month, feature on front cover and 4-page center story spread.

* Rates listed are per month unless otherwise noted.

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**We have been writing in Nature’s Pathways since 2011 and I can honestly say it is one of our marketing avenues with the strongest return on our investment! I know we get one or more clients every week who say that they heard about us from Nature’s Pathways, and this year we are excited to be on their cover for the first time!**

**Great magazine, great marketing — pays for itself over and over!**

— KIMBERLY STOEGER, MS, owner of Nutritional Healing

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WHY PRINT ADVERTISING IS BENEFICIAL

Magazine media readers are the **MOST ACTIVE CONSUMERS**

**PRINT MAGAZINES RANK #1 OR #2** in reaching influential consumers

Advertising in magazine media **INCREASES SALES**

Magazine media is **MORE TRUSTED, INSPIRING & INFLUENTIAL** than other media

**MAGAZINE MEDIA PROVIDES A MORE POSITIVE ENVIRONMENT** for advertisers

Print and digital magazine content **IS DEEPLY ENGAGING**

"Absolutely love working with Nature’s Pathways. Our office gets at least 3 phone calls per week and we have converted 35 new patients this year. Estimated value is $140,000. There are also lots of opportunities to be an expert in our industry for free just by submitting articles that they proofread and edit for you. If you have the opportunity to be in this publication, DO IT! Cancel the Yellow Pages, forget the newspaper and go with Nature’s Pathways."  

— Twohig Dental