



aspire...
Inspiration *for women*



MEDIA KIT
media kit



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WHAT IS
aspire... magazine?

aspire... magazine is a premier publication dedicated to inspiring women to follow their hearts, listen to their souls, and honor their bodies and the world around them.

The aspire... reader is a classic "Cultural Creative" woman, concerned with self-actualization, spirituality, ecological sustainability, self-expression, and the worth of the feminine. It is a \$226 billion market with 68 million consumers, of which 60 percent are women.

The majority of aspire... readers are (professionally successful) women who value relationships and deeper meaning and balance in life—even over economic wealth. They are open to holistic and alternative practices and volunteer for causes close to their hearts, especially relating to women and children, "green" issues, and diversity.

Each bimonthly issue of aspire... reaches over 20,000 readers. The average reader uses each issue as an inspirational tool and refers to it again and again.

Our readers are interested in products and services that reflect their values and offer real social, cultural, spiritual and psychological depth. They support businesses and causes that they feel match their spiritual missions and make a difference in the lives of others.

We invite you to join our community: Reach out to our readers by advertising on our pages. Stay ahead of your competition, reach your target audience, and showcase your products and/or services in over 15,000 bi-monthly issues of aspire... Magazine. You can find more information on www.aspiremag.net. send an email with any questions.

I read aspire... not just for the inspirational content, but to learn about the products and services that align with my own personal values.

- *aspire subscriber*



Sincerely,

Linda Joy

Linda Joy, Publisher
linda@aspiremag.net

There is no other publication like aspire... devoted to inspiring the woman's soul. I know that I am reaching my audience, because when they come into the store, they tell me!

- *aspire advertiser*

OUR
mission

To provide inspiring, soul-enriching articles, interviews, tips, tools, products, and services to inspire women to live a more heart-centered, balanced life.



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WHY ADVERTISE with aspire...?

To connect with women interested in products and services that enrich all aspects of their lives: *spiritual, emotional and physical*. aspire... readers are guided by their higher self, authenticity and well being and support those that reflect their values and offer real social, cultural, spiritual depth.

• departments •

Health & Wellness, Yoga & Consciousness, Family and Parenting, Making a Difference. Inspiring articles, columns and interviews from local and national authors and journalists.

• circulation & distribution •

aspire... prints 15,000 issues 6 times a year and is distributed as a complimentary publication throughout New England in high traffic target locations such as yoga studios, holistic centers, and health food stores. Reach your market with a readership of over 20,000 per issue. Expansion nationally and in Canada is planned for 2008.

For the convenience of our readers aspire... is now available by subscription for home delivery.

• online presence •

aspire... Magazine's website offers its readers a content rich site filled with inspiration, tools and more to enhance their lives and that of their families.

• readership demographics •

- 92% Women
- Average Age: 48
- Average Income: \$58,000
- Average Median Income: \$74,000
- Education: College-69% Post Graduate 34%

• the average aspire... reader •

- Regularly attends workshops and classes
- Firmly engages in all aspects of personal transformation
- Regularly exercises and follows a healthy lifestyle
- Seeks alternative health practices for themselves and their family
- Pursues some form of daily meditation or spiritual practice
- Incorporates yoga and/or pilates into their wellness program
- Attends at least one spiritual, health, wellness retreat per year
- Rates 'spiritual growth' and 'living a balanced life' as important keys to personal happiness
- Frequently consumes of vitamins, supplements and herbal remedies
- Purchases organic foods and green products
- Recycles and is environmentally conscious
- Supports businesses and causes that touch the lives of women and children
- Shops holistic book and gift stores
- Shops natural foods markets and farm stands
- Purchases books and CD's regularly
- Purchases natural home, pet care and baby care products
- Uses aromatherapy/essential oils
- Keeps each issue of aspire... as a personal resource

"I have to tell you, ...not a day goes by that at least one customer stops me to say, "I LOVE this magazine. You just don't even know how much I love this magazine."

I usually say something like, "That's great, I'm so glad, I love it too." And two different customers took a step closer to me and said to me "But you don't understand, it spoke to ME...I was going through something, and I open this magazine, and there's this article, about just that, as if it was talking directly to me!"

I have also given away even all the back issues I had stashed away! Please know what an amazing job you and the magazine are doing to nurture, guide, encourage, heal, inform, and strengthen so many women.

- Sue Ustas, ZuZzu's Beads & New Age Gift Shop



AD rates

Rates include AD DESIGN with one proof & one change

• color •

COVER RATES	6x	3x	1x
Full Page • Back Cover	935	990	1100
Full Page • Inside Back/Front Cover	807	855	950
1/2 Page • Inside Back/Front Cover	552	585	650
Full Page	680	720	800
1/2 Page • Vertical/Horizontal	442	468	520
1/3 Page • Square/Vertical/Horizontal	311	329	366
1/4 Page • Horizontal	276	292	325
1/6 Page • Vertical/Horizontal	242	256	285
1/8 Page • Horizontal*	204	n/a	n/a
Business Card • Vertical/Horizontal*	119	n/a	n/a

• black & white •

	6x	3x	1x
Full Page	510	540	600
1/2 Page • Vertical/Horizontal	366	387	430
1/3 Page • Square/Vertical/Horizontal	242	217	285
1/4 Page • Horizontal	208	220	245
1/6 Page • Vertical/Horizontal	153	162	180
1/8 Page • Horizontal*	130	n/a	n/a
Business Card • Vertical/Horizontal*	75	n/a	n/a

*1/8 and Business Card size ads are only available with a six-issue contract.
Ad prices quoted above are a per issue price.
Discount applies with auto-debit contract.

• divine marketplace •

prepaid only • for product-based web businesses

3 Issues	275
6 Issues	495
with one year matching online listing	800

Ad prices quoted above are a per issue price.

• advertising proofs •

There is no charge for basic advertising design. We will provide a proof of your ad for your approval prior to publication. We will make changes or corrections to your proof and upon request we will send you a final proof. Subsequent ad changes can be made but will be charged at our production rate of \$35 per hour (one hour minimum).

MECHANICAL requirements

• supported file formats •

Be sure to include all fonts, resources and links. Set file for press ready, 300 dpi and collected for output.

PDF use press optimized job settings with acrobat distiller

Adobe Illustrator .ai or .eps file with fonts outlined and all images embedded. AI CS2 compatible.

Adobe Photoshop .tif, .eps or .jpeg - minimum 300 dpi

Quark Express include all linked graphics and fonts

Photo images or halftones should be saved as print quality 300 dpi as a .tif, .eps or .jpeg file in either grayscale or CMYK. RGB files will not be accepted.

NOTE: We do not accept MS Publisher files or any final ad copy in MS Word files.

SPECIFICATIONS specifications

	w • h
Full Page covers with Bleeds	8.75" x 11.25"
Trim:	8.50" x 11.00"
Live Area:	7.75" x 10.25"
Safety Area:	7.50" x 10.00"
Full Page Non-Bleed Ad	7.75" x 10.25"
Live Area:	7.50" x 10.00"
1/2 Page	
Vertical:	3.75" x 10.00"
Horizontal:	7.50" x 5.00"
1/3 Page	
Square:	5.00" x 5.00"
Vertical:	2.50" x 10.00"
Horizontal:	7.50" x 3.50"
1/4 Page	
Horizontal:	3.75" x 5.00"
1/6 Page	
Vertical:	2.50" x 5.50"
Horizontal:	5.50" x 2.50"
1/8 Page	
Horizontal:	3.75" x 2.50"
Business Card	
Vertical:	3.50" x 2.00"
Horizontal:	2.00" x 3.50"
Divine Marketplace Ad	
	2.25" X 2.75"



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ONLINE MARKETING *options*

All rates include design. Online Marketing options are available in 3 month, 6 month or one year contracts only. Discounts apply for prepayment. Monthly payments are with automatic debit only.

• horizontal banner ads •

Pixel size: 468 wide x 60 tall

Full size banner ads should be 468 x 60 pixels and may not exceed 60 KB.

Price: **\$125/month** (automatic debit only)

\$300 3 months prepaid • **\$675** 6 months prepaid • **\$1195** 1 year prepaid

• tall banner ads •

Pixel size: 60 wide x 468 tall

Tall banner ads, designed to run alongside content (long & tall) should be 60 x 468 pixels and may not exceed 60 KB.

Price: **\$125/month** (automatic debit only)

\$300 3 months prepaid • **\$675** 6 months prepaid • **\$1195** 1 year prepaid

• tile ads large •

Pixel size: 120 wide x 180 tall

Tile ads should be 120 x 180 pixels and may not exceed 45 KB.

Price: **\$75/month** (automatic debit only)

\$200 3 months prepaid • **\$420** 6 months prepaid • **\$800** 1 year prepaid

• tile ads small •

Pixel size: 120 wide x 90 tall

Tile ads should be 120 x 90 pixels and may not exceed 45 KB.

Price: **\$50/month** (automatic debit only)

\$140 3 months prepaid • **\$275** 6 months prepaid • **\$500** 1 year prepaid

• divine marketplace •

Pixel size: 100 wide x required height for photo (not to exceed 150 pixel high). Up to 20 words of text.

(For product-based web businesses.)

Price: **\$325 prepaid** (6 month listing) • **\$595 prepaid** (1 year listing)

• online calendar of events •

Up to 30 words

(web addresses count as two words)

Price: **\$25/month** (25¢ per additional word over 30)

Ad a photo: \$25/month

• email logo link •

LIMITED SPACE • available to contract advertisers only

Price: **\$50/blast**

\$125 3 months

