

RATES & DATES

If you have any questions regarding this information please contact the Sales Department, via [email](#) or by calling 800/463-9243 or 360/676-0789.

Space reservation deadlines, art due dates, and magazine arrival dates are [listed below](#).

STANDARD RATES

Color 2007 Standard Ad Rates

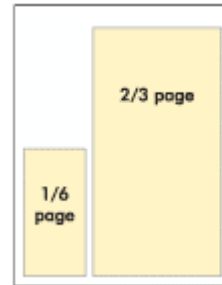
Frequency	7x	5x	3x	1x
2 page spread	\$3200	\$3700	\$4300	\$5100
Full page	\$1755	\$2020	\$2290	\$2690
2/3 page	\$1265	\$1455	\$1645	\$1940
1/2 page (H only)	\$1045	\$1200	\$1360	\$1600
1/3 page	\$730	\$840	\$950	\$1220
1/4 page (V only)	\$655	\$755	\$855	\$1005
1/6 page	\$490	\$560	\$635	\$750

Black & White 2007 Standard Ad Rates

Frequency	7x	5x	3x	1x
2 page spread	\$2980	\$3310	\$3750	\$4405
Full page	\$1505	\$1725	\$1960	\$2295
2/3 page	\$1100	\$1290	\$1455	\$1715
1/2 page (H only)	\$785	\$905	\$1025	\$1200
1/3 page	\$550	\$630	\$715	\$840
1/4 page (V only)	\$495	\$570	\$645	\$760
1/6 page	\$365	\$420	\$480	\$565
1/12 page	\$255	\$290	\$330	\$385

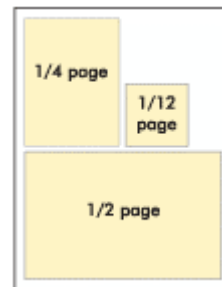


Full Page 7.5" x 10" (see Ad Specs for bleed information)



2/3 Page 4.875" x 9.5"

1/6 Page 2.375" x 4.875"



1/2 Page 7.5" x 4.875"

1/4 Page 3.625" x 4.875"

1/12 Page 2.375" x 2.375"

IMPORTANT DATES

2007 Issues Ad Close Art Due In Stores

New Year/Visions	Oct. 18	Oct. 20	Jan. 2
Spring/Renewal	Dec. 20	Jan. 5	Mar. 15
Expo/Trends	Feb. 21	Feb. 23	May 1
Trade Show	Apr. 11	Apr. 13	June 15
Gift Preview	May 23	May 25	Aug. 1
Holiday	July 11	July 13	Sept. 15
Resource Guide	Aug. 29	Aug. 31	Nov. 1

Last Updated: 01/09/07



ADVERTISING OPTIONS

Reaching 10,000 targeted store owners and buyers seven times a year and a total readership of over 17,000 with a 150 page magazine including insightful articles, reviews, business advice and feature columns with industry leaders.

We also frequently distribute *New Age Retailer* at trade shows, including INATS (International New Age Trade Show), BEA (Book Expo America) and many gift shows across the country.

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1. **Display ads in *New Age Retailer*** : Build your business with a powerful display ad. Choose a black-and-white or four-color format and sizes ranging from 1/12 of a page to a 2-page spread. Get [the best rate](#) by reserving multiple issues at one time.

Create your own ad from our [ad specs](#).

2. **Special placement** Guaranteed position for an additional fee above the listed rate (limited space available). Fee for pages 1 to 17 is 15% of ad price. Fee for pages 17 and higher, 10%. Available only for color 1/3 page and larger size ads.
3. **Showcase Package:** This regular, highly visible section is a reader favorite. Retailers are always looking for new inventory ideas and many of them turn to these ads first.

We create your showcase ad for free! You provide a color image and a maximum of 40 words, which includes your contact information, and we create a 1/8-size pre-formatted ad. Your ad must run in three consecutive issues. [Price quoted](#) is for *each* issue.

4. **Special Sections:** Designed to stand out and attract attention, special advertising sections are offered in selected issues throughout the year. Get sample pages, prices, and details for upcoming issues by calling 800/463-9243 or click [here](#).
5. **Inserts, bound-in:** You send pre-printed fliers that are bound into the magazine. Print on thicker stock to have the magazine pop open to your page. You essentially get the equivalent of a two-page color ad with an insert. Get more [insert details online](#) or call 800/463-9243 or click [here](#).

6. **Front Cover Package:** Put your product right on the front cover, in our Table of Contents and on a full page ad near the front of the magazine for one price. Only 7 packages available per year. See [online pricing](#) or [ask for more details](#).
7. **Covers:** Inside Front, Inside Back, and Back. These highly visible placements have limited availability. See [online pricing](#) or [ask for more details](#).
8. **Polybag enclosure:** Ship a sample of your product, catalog, or other marketing collateral directly to our entire USA readership of 10,000 stores. A clear plastic wrap securely contains your product sample, CD, or catalog and the latest issue of our magazine. See [online pricing](#) or [ask for more details](#).
9. **FREE promotional opportunities:**
 - **New Release Announcements:** [Submit online announcements](#) of your new products and we'll publish them in selected issues or make them available on line.
 - **Product Reviews:** [Submit products for review consideration](#). Note that we get many more products submitted than we can review so there is no guarantee of a review.

ADVERTISING SPECS

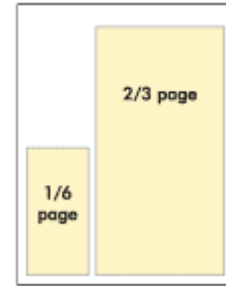
If you have any questions regarding this information please contact Stephanie Friesen, Production Artist, via [email](#) or by calling her at 800/463-9243 or 360/676-0789 ext. 3006 or you may contact Jessica Sigman, Art Director via [email](#) or at ext. 3003.

- **Ad Basics**
 - **Ad is due on issue close date.**
 - **Ad must fit within the stated dimensions.**
 - **Bleed is an option only for full-page ads or spreads.**
 - **Proof your ad for correct size, contact information, and spelling.**
 - **Please convert to CMYK; no spot colors accepted.**



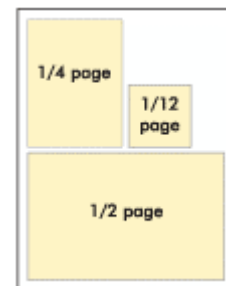
Full Page 7.5" x 10"
(see left for bleed information)

- Name your ad with your company name.
 - Multiple page spreads need to be submitted as individual 8.5" x 10.875" pages with the correct bleed, if using bleed. See below for bleed information.
- **What to send:**
Digital submission is required for **ALL** ads, plus a printed proof.
 - **Best choice: Adobe PDF**
 1. Be sure to embed your fonts.
 2. Remove all crop marks except for ads with bleed (full page and spread).
 3. Placed images should be 300dpi.
 4. Do not downsample
 - **Better choice: EPS file**
 0. All fonts must have been converted to outlines.
 1. All placed tiffs must be at least 300 dpi. Please do not place EPSs in an EPS.
 - **Good choice: Photoshop TIFF file**
 0. Must be 300 dpi at the correct dimensions.
 - **Images in your ad**
 0. Black-and-white ads: Please make sure all images are **grayscale**.
 1. Color ads: Please make sure all images are **CMYK**.
 - **Special information for full-page ads using bleed**
 0. **Live area (where text/graphics can be safely placed): 7.5" wide by 10" tall.**
 1. **Bleed (optional): add .125" to each side of the trim size for a total art size of 8.75" wide x 11.125" tall.**
 2. **Trim size: 8.5" wide by 10.875" tall.**



2/3 Page 4.875" x 9.5"

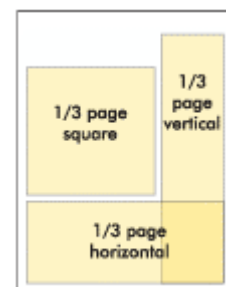
1/6 Page 2.375" x 4.875"



1/2 Page 7.5" x 4.875"

1/4 Page 3.625" x 4.875"

1/12 Page 2.375" x 2.375"



1/3 Page
vertical: 2.375" x 9.5"

horizontal: 7.5" x 3.125"

square: 4.875" x 4.875"

- **How to Send in Your Ad Art**

There are three ways to submit your ad art:

1. **Email** your art to us and use your company name for the subject line.

2. Use our **FTP** site:
 - Go to <ftp://ftp.newageretailer.com>
 - Login: nar (case sensitive).
 - Password: artwork (case sensitive).
 - **When upload is complete, [email us](#) and tell us your company name and the name of the file you uploaded.**
3. Send CD and final print-out to Production, *New Age Retailer*, 2183 Alpine Way, Bellingham, WA 98226.

If you have any questions regarding this information please contact Stephanie Friesen, Production Artist, via [email](#) or by calling her at 800/463-9243 or 360/676-0789 ext. 3006 or you may contact Jessica Sigman, Art Director via [email](#) or at ext. 3003.

EDITORIAL CALENDAR

Every issue of *New Age Retailer* is packed with information to help retailers succeed in business — product reviews, business advice, and interviews with authors, artists, and store owners. Our editorial and advertising are unsurpassed for keeping retailers current with trends in the mind/body/spirit marketplace.

Vol. 1 New Year/Visions 2007

Arrives January 2nd

Manifest your store's destiny! Visualize and plan the New Year with articles on hot trends and how to serve your customers spiritually.

Vol. 2 Spring/Renewal 2007

Arrives March 15th

It's time to balance and refresh. Learn how to incorporate sound-healing trends into your store to rejuvenate yourself and your customers.

Vol. 3 Expo/Trends 2007

Arrives May 1st

Last Updated: 01/09/07

What's hot in the New Age? This issue travels to New York City for BookExpo America and features expanded product review sections to refresh your inventory.

Vol. 4 Trade Show 2007

Arrives June 15th

Grow your business from the inside out. This issue travels to Denver for INATS West and features expanded product review sections.

Vol. 5 Gift Preview 2007

Arrives August 1st

Get ready for the holidays with products, products, and more products!

Vol. 6 Holiday 2007

Arrives September 15th

Everything you need to make your holiday season a success – financially *and* spiritually. Lots of last-minute gift ideas!

Vol. 7 Resource 2007

Arrives October 25th

Let's wrap up 2007! The last issue of the year helps retailers place 11th-hour and fill-in orders.