

CONSCIOUS *Life*

YOUR BRIDGE TO AUTHENTIC LIVING JOURNAL

2016 MEDIA KIT

To advertise please contact:
Advertising@myconsciouslifejournal.com



FREE ISSUE! SUBSCRIBE NOW!
myconsciouslifejournal.com

ABOUT US

We are a new publication serving those on a soulful path to a higher state of consciousness. We believe in the oneness of all peoples, cultures, religions and consciousness in a way that honors our unique differences and similarities.

We recognize that the world is changing like never before—scaling up, going faster, becoming more unpredictable. But we can see with our hearts that love still abounds, people are awesome, we are powerful, and that no matter what's happening in the world, we can choose what we focus on and how we live and relate each day.

We know that balance and freedom are inherent in the journey of living a conscious life. Being conscious is a way of living. It's also about bringing awareness, caring, and joy to everything we do. Whatever life we choose, living it in a conscious way enhances it. It offers hope for the future. When people live consciously we develop balance, clarity, and effectiveness as we deal with the increasing complexity and uncertainty of today's world.

AUDIENCE PROFILE



OUR READERS

Our readers are thoughtful, curious, and earnest;

- They are seeking meaningful books, vacations, and products.
- They want to transform themselves and the world around them.
- They love meditation, personal growth, and holistic practices.
- They shop at health food stores, care about the environment, and are interested in diverse spiritual voices.
- They look to purchase products that are environmentally friendly and socially responsible.
- They are well-educated, prosperous individuals with an optimistic attitude about life.
- They prioritize a well-balanced approach to physical and mental health.
- They invest in their own well-being, as well as support gender equality, environmental awareness, social justice and creating a world that is in balance for everyone.



QUICK STATS

Circulation: **20,000 each issue**

Readership: **+80,000**

Audience: **Aware individuals
looking to live a more
conscious and happy life**

Frequency: **6x year**

Ad to Editorial Ratio: **40/60**



OUR MISSION

THE CONSCIOUS LIFE JOURNAL creates a bridge to authentic living for those on a soulful path to a higher state of consciousness. Its mission is to provide heart-based, collective wisdom and life tools to assist individuals in living a life of balance and freedom. It will educate, inspire and inform its readers about philosophies, teachings, services, and products, designed to guide them in their discovery of the mysteries and possibilities inherent in the journey of personal growth. THE CONSCIOUS LIFE JOURNAL believes in the oneness of all peoples, cultures, religions and consciousness in a way that honors our unique differences and similarities.

DISTRIBUTION

Subscribers: Subscriptions are free for the first issue of our premiere year and made available to a multi-faceted demographic using our professional networks. **Click here to get your free subscription.**

Locations: Strategically placed in over 200 places in the Greater Atlanta Area in neighborhoods such as Buckhead, Brookhaven, Vinings, East Cobb, Kennesaw, Woodstock, Canton, Sandy Springs, Virginia Highlands, Alpharetta, Roswell, Cumming, Johns' Creek, and Duluth.

Advertisers: Directly connected to the CLJ's audience, each advertiser will receive copies of the publication based on their advertising investment. This distribution avenue is a powerful way for readers to discover new products and services.

Social Media: Cross-promoted and inviting, we will use Facebook, Twitter, LinkedIn, etc, to promote increased awareness and subscriptions.

Website: Our beautifully integrated and interactive website www.myconsciouslifejournal.com will provide a glimpse into the content and drive subscriber and advertiser activity.

Email Marketing: A vibrant database of over 2500 emails of leaders, instructors and participants in events at the Conscious Living Center, along with the prestigious client base of our Core Team and Editorial Board, gives us direct access to those readers who are already engaged in their journey of personal growth and increased levels of consciousness.

THE CONSCIOUS LIFE JOURNAL will present editorial information in each issue that supports this foundation and in a very real way will help people grow.

OUR FOUNDATIONAL CONCEPT

We are spirits having a human experience. We all must find our way to health and happiness. The journey to consciousness is deeply personal and not linear—it tends to wind and spiral a bit. Conscious 360 is the foundational model/methodology which incorporates a 5 stage system for personal growth (mind, body, spirit, integration and balance) designed to provide a roadmap which facilitates an individual's journey to a higher state of consciousness whereby they live their life more fully in a state of balance and freedom.



Departments

Rich in wisdom, heart relevant information and personal growth tools, our departments allow the reader to explore a range of issues related to their life decisions and their journey toward conscious living. With a focus on the connections between inner and outer transformation and the health of our own bodies and our communities, we provide a roadmap toward a life of conscious choice.

Columns

Tapping into our diverse and authentic local talent, our columns will explore: Life Lessons Based on the Universal Laws; Understanding our Animal Companions and their role in our healing; The State of the Cosmos and its Influence on our World; and How to Feng Shui your Life.

Features

Fresh and deep narrative journalism covering topics that inspire us and provide a bridge to living an authentic life rich in the benefits of personal freedom and balance.

People

Profiles and interviews with well-known luminaries, and those amazing personalities who are in the forefront of progressive thought and action.

EDITORIAL CALENDAR



Unique to the Conscious Life Journal, each issue will contribute to the development of a body of work that, taken in its entirety, is a comprehensive study in living a conscious life. Designed to be used together or separately, each issue will build and support the concept of living Conscious 360°!

INCLUDED IN EVERY ISSUE

LET'S GET PERSONAL

Meditation/Yoga/Body Movement
Nutrition/Food/Supplements
Wisdom Tools
Ceremony and Rituals
Being in Service and Volunteering

CONSCIOUS PERSPECTIVES

Conscious Business
Conscious Health
Conscious Spirit
Conscious Relationships
Conscious World

COLUMNS

Animals as Guides
Yin/Yang
Sustainability and Eco Friendly
Universal Laws
Feng Shui
Book Review
Travel Review

July/August 2016

Conscious 360°— In this premiere issue we explore the concept and the practical application of the 5-stage system for personal growth that provides a roadmap for individuals on a journey to a higher state of consciousness. Including rich content supporting the mind, the body, the spirit, integration and balance.

Editorial Close: **March 28**

Advertising Space Close: **April 29**

September/October 2016

UPCOMING ISSUE

Your Conscious Mind

Feature Articles: Delving into the stage of growth that engages the mind as a powerful tool in your awakening.

Editorial Close: **July 15**

Advertising Space Close: **August 5**

November/December 2016

Your Conscious Body

Feature Articles: Understanding the stage of healing that works through the body so that we can experience true acceptance.

Editorial Close: **September 9**

Advertising Space Close: **September 30**

January/February 2017

Your Conscious Spirit

Feature Articles: Exploring forgiveness and its primary importance for our emotional health and how it is imperative for true personal healing.

Editorial Close: **October 15**

Advertising Space Close: **November 1**

March/April 2017

Conscious Integration

Feature Articles: Practicing a higher state of consciousness from a deeper level of personal responsibility and choice.

Editorial Close: **November 25**

Advertising Space Close: **December 30**

May/June 2017

Conscious Balance

Feature Articles: Examining the joy and happiness found in living fully conscious and in a state of freedom and balance.

Editorial Close: **January 27**

Advertising Space Close: **February 24**

ADVERTISING RATES

Rate Card • Conscious Life Journal 2016

Successfully marketing and growing your business in today's world is about creating a brand that connects both heart and mind. Our goal is to create relationships with our advertising partners and guide them in their printed expression through inspiration, creativity, and strategic practices. We help make sure that they successfully connect to the Conscious Life Journal audience, whose values embrace a desire for well-being and spiritual growth.

4-color	1X	3X	6X
Full Page	\$1,850	\$1,750	\$1,650
2/3 Page Vertical	\$1,550	\$1,480	\$1,380
1/2 Page	\$1,050	\$980	\$940
1/3 Page	\$675	\$640	\$575
1/6 Page	\$395	\$375	\$350

COVERS

Back Cover	\$2,800	\$2,500	\$2,250
Inside Front	\$2,500	\$2,250	\$1,990
Inside Back	\$2,300	\$2,000	\$1,850

Rate earned is based on the number of insertions used within any 12-month period (or less) from the date of the first insertion.

RATE FOR POSITION

(Available on Full page only)

Guaranteed Interior Position: Plus 15%
(Subject to availability)

To Advertise Please Contact:

Advertising@myconsciouslifejournal.com or visit
www.myconsciouslifejournal.com

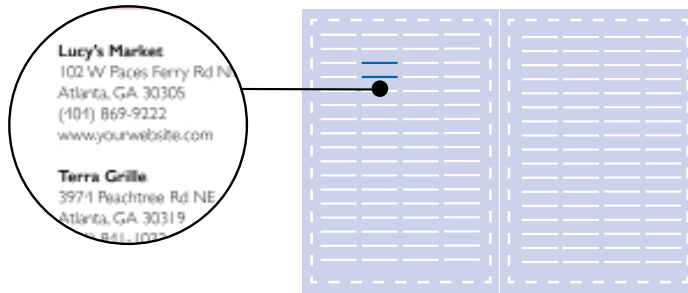


SPECIALTY ADVERTISING OPPORTUNITIES

Rate Card • Conscious Life Journal 2016

RESOURCE DIRECTORY

- 1X—\$100
- 3X—\$85
- 6X—\$75



MARKETPLACE ADVERTORIALS

Showcase and promote your product or service in this full color section with a beautifully designed advertorial style display.

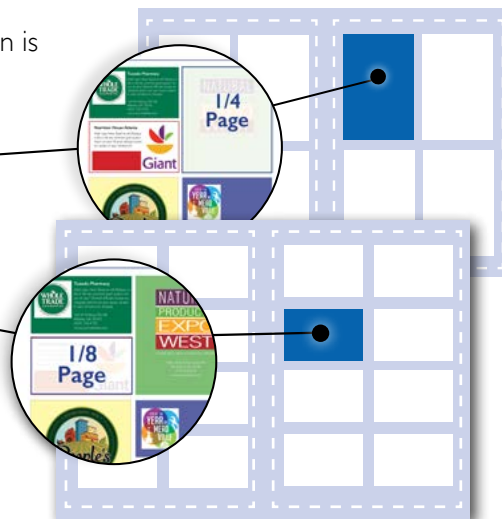
- 1X—\$300
- 3X—\$275
- 6x—\$225



EVENT GUIDE

Display your upcoming event, retreat or program with an ad in this beautiful two-page spread. This special section is featured in every issue.

- 1/4 page:** 1x—\$450
 - 3x—\$425
 - 6X—\$375
-
- 1/8 page:** 1x—\$275
 - 3X—\$250
 - 6X—\$225



CONTENT & IMAGE SPECIFICATIONS

The advertiser supplies both the image and the ad copy. The Conscious Life Journal (CLJ) assembles the ad in the Resource Guide, Marketplace and Event Guide 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

Resource Directory:

4 lines: Name, Description (10 words), URL and email or phone. Indicate Requested Category

MarketPlace and Event Guide

- 1) Title: Your company name OR headline
- 2) Body copy:
 - 1/4 page: 100 words max.
 - 1/8 page: 45 words max.
 - Marketplace: 60 words max.
- 3) Contact info:
Two (2) of the following: URL, email address, phone number

Image Specifications

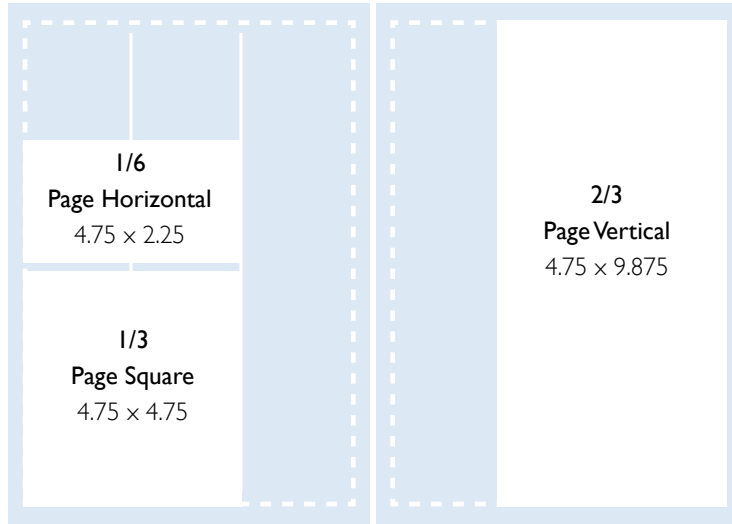
Advertiser-supplied images must meet the following requirements:
Image: Product image OR company logo.
NO EXTRA COPY IN THE IMAGE
Resolution: 300 dpi
File Format: JPG/TIF/PDF
No text in the images; No borders on images
Advertisers are responsible for image quality and photo rights.

Material Submission

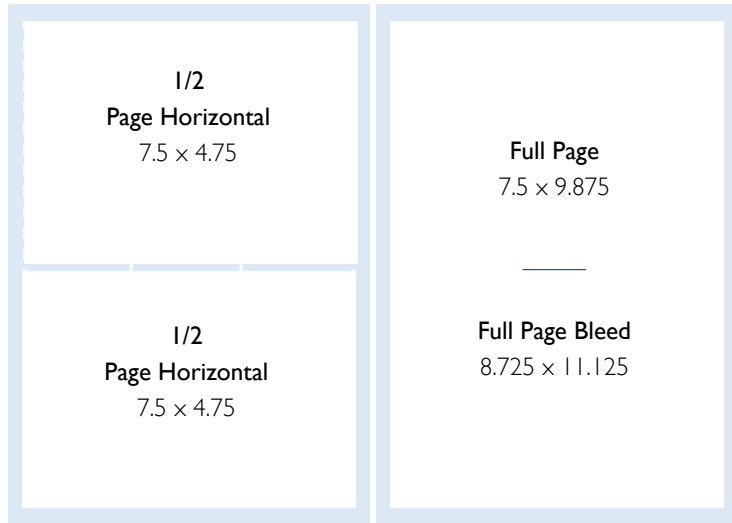
Submit your copy and image to Production@myconsciouslifejournal.com

PRINT SPECIFICATIONS

Rate Card • Conscious Life Journal 2016



(Two Page Spread)



TRIM SIZE

8.5 x 10.875

BINDING METHOD

Saddle stitch

PRINT READY MATERIAL IS DUE 6 WEEKS BEFORE ISSUE DATE.

ACCEPTABLE FORMATS

PDF, JPG OR TIF files only. NO Quark Xpress, InDesign, or PageMaker files. Please supply color proof or printout. Only Print Ready material will be accepted. For 2-page spread, always reserve 1/2" in center for gutter.

RESOLUTION

High-resolution, 300 dpi, including black and white art

COLOR MODE

CMYK, 4-color process only;
NO spot colors

Publisher is not responsible for material submitted out of specifications. Ads submitted that do not conform to our sizes, specifications, and requirements will incur charges to adjust the file. These will be billed at the rate of \$80/hour, in 15-minute increments. Charges will appear on your invoice.

SUBMISSION OF MATERIALS

Use client name in filename of ad and email to: Production@myconsciouslifejournal.com

For production questions, email Hope@myconsciouslifejournal.com

You may also ship materials to:

Hope Merrill
Conscious 360, LLC
Conscious Life Journal
5930 Vaughn Road
Canton, GA 30115



TERMS AND CONDITIONS

Rate Card • Conscious Life Journal 2016

The following are certain terms and conditions governing advertising published in The Conscious Life Journal, and may be revised by Publisher from time to time. Submission of insertion order for placement of advertising in CLJ constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions, or documents that conflict with or alter this Rate Card will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

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 which 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 acknowledgement 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 of back covers and specified positions are

noncancellable and nonrefundable 30 days after contract date.

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 which in our estimation will not achieve the advertiser's aims. Because CLJ offers a view and voice for the application of self-growth toward a higher level of consciousness, 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 CLJ at its discretion.

8. Advertisers and their agencies have dual liability to CLJ 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 CLJ) of dual liability.

9. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned.

PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Journal in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism, or other occurrence beyond the Publisher's control.

2. Publisher is not liable for any failure or delay in publishing in the Journal any advertisements submitted to it. Publisher does not guarantee positioning of advertisements in the Journal, is not liable for failure to meet positioning requirements and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS.

Publisher will not consider any objections to positioning of an advertisement later than six

(6) months after the on-sale date of the issue in which the advertisement appears.

3. The liability of Publisher for any act, error, or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special, or incidental damages, including, but not limited to, lost income or profits.

DIGITAL EDITIONS

1. Advertising placed in the Journal may be published in any format or media now known or hereafter developed, including, but not limited to, in digital format for distribution online or on mobile devices, unless agency or advertiser opts out within forty-eight (48) hours of notification by Publisher that an advertisement will appear in such format.

2. Publisher shall use the ad creative provided by agency or advertiser for the print issue of the Journal for a static advertisement in the corresponding digital edition.

MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Journal, including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text, or other content or subject matter that violates any law or infringes any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages, and related expenses (including attorney's fees) (collectively, "Losses") arising from publication of such advertisement in all applicable editions, formats, or derivations of the Journal, including, but not limited to, (a) claims of invasions of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims"), or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders,

ordinances, and statutes of the United States or any of the states or subdivisions thereof.

2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution, or other promotional services in connection with advertisements placed in the Journal, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes), or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products, or services, including, but not limited to, those arising from any Claims.

3. Publisher's acceptance of an advertisement for publication in the Journal does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Journal's name or logo without Publisher's prior written permission for each such use.

POLICIES AND TERMS

- ½ payment is required for all ads placed with this agreement for the first issue.
- Balance for this issue will be invoiced and due 30 days before delivery. Subsequent issues will be billed and total amount is due within 30 days of invoice.
- Resource Directory and MARKETPLACE ads will be placed continuously and re-billed unless canceled in writing 60 days before issue date.
- Ads will not run if payment in full is not received before publication date.
- Ads cannot be cancelled or refunded after 30 days of contract date.



www.myconsciouslifejournal.com



“The awakening of Consciousness is the next evolutionary step for Mankind.”

Eckhart Tolle