

# Wisdom

Targeting the largest holistic-minded audience in Northeastern United States with three regional bi-monthly print editions  
**New England ♦ NYC/Tri-State ♦ PA/NJ**  
Plus one of the top rated holistic webzines on the internet published monthly at  
[www.wisdom-magazine.com](http://www.wisdom-magazine.com)

The Print Editions Offer Full Color Display Advertising, Directory Display Advertising, Classified Ads, Calendar Listings, Plus Special Advertising Sections for:

- ♦ Holistic Health Providers ♦ Reiki Practitioners
- ♦ Yoga Centers ♦ Yoga Teacher Training Programs
- ♦ Holistic Educational Programs, ♦ Sacred Journeys & Retreats
- ♦ New Books, CDs and DVDs

## The New England Edition

**Copies Printed Per Issue:** 53,000 copies, 1,800+ distribution locations  
**Estimated Readership:** approximately 132,000 readers per issue  
**Geographical Coverage:** MA, RI, VT, NH, CT, Southern ME, and the Capital District area of NY (Albany vicinity).

## The NYC/Tri-State Edition

**Copies Printed Per Issue:** 50,000 copies, 1,000+ distribution locations  
**Estimated Readership:** approximately 125,000 readers per issue  
**Geographical Coverage:** The Five Boroughs of NYC, Long Island, Northern NJ, Fairfield County, CT, and neighboring portions of Westchester and Rockland Counties in NY

## The PA/NJ Edition

**Copies Printed Per Issue:** 50,000 copies, 1,500+ distribution locations  
**Estimated Readership:** approximately 125,000 readers per issue  
**Geographical Coverage:** The Philadelphia metro and suburban area including Bucks, Chester, Delaware, Montgomery and Philadelphia Counties in PA, and Burlington, Camden and Mercer Counties in NJ.

## [www.wisdom-magazine.com](http://www.wisdom-magazine.com)

**Readership:** Over 50,000 unique visitors to the site per month  
**Types of Advertising Offered:** Banner Ad (one per month), Rotating Tower Ads, Various Listings (Calendar, Classifieds, Educational Programs, Sacred Journeys & Retreats, Holistic Directory, More)

### What advertisers are saying about Wisdom:

*"These ads are the only ones that have actually brought me clients. Thanks!" - J.L.*

*"Wisdom Magazine continues to be one of my greatest sources for advertising." - M.M.*

*"Love your publication. The ads work!" - A.L.*

*"We get so many people from our ad in Wisdom. I'm going to suggest a bigger ad after this one." - B.M.*

*"Thanks for a great job with the ad layout! The response has been good!" - C.M.*

*"I want you to know I get a LOT of hits from Wisdom!" - H.P.*

*"I got more customers from my ad in Wisdom than I've ever gotten from any other publication!" - M.S.*

*"I'm happy to report that in the first two weeks, I've already picked up two new clients from my directory display ad!" - N.E.*

*"I love working with Wisdom... It's just so easy and when running the store and organizing things is a challenge, it's nice to have a task that is simply easy." - P.M.*

# Wisdom Advertising Sizes & Rates

**All Ads Are In Full Color!**

Rates listed below are for running an ad in any one print edition. Multiple edition orders receive a 5% discount. (For example, to calculate the price to run a 1/8 page display ad in all three editions for 1 issue: 3 x \$140 = \$420 x .95 (for the 5% discount) = \$399 total)

## Full Page - 7.25" w x 10" h (call for bleed specs)

1 issue - \$818  
3 issues - \$746/insert  
6 issues - \$674/insert

**BONUS** - \$150/issue in FREE Calendar or Classified Ads, FREE Ed. Program, SJ&R or Yoga Teacher Training Listing when sections are run, FREE 1000 word article in 1 issue with 3-issue purchase.

## Half Page - 7.25" w x 4.75" h or 3.5" w x 10" h

1 issue - \$455  
3 issues - \$415/insert  
6 issues - \$376/insert

**BONUS** - \$105/issue in FREE Calendar or Classified Ads, FREE Ed. Program, SJ&R or Yoga Teacher Training Listing when sections are run, FREE 500 word article in 1 issue with 3-issue purchase.

## Third Page - 4.75" w x 4.75" h or 2.25" w x 10" h

1 issue - \$328  
3 issues - \$300/insert  
6 issues - \$270/insert

**BONUS** - \$90/issue in FREE Calendar or Classified Ads, FREE Ed. Program, SJ&R or Yoga Teacher Training Listing when sections are run

## Quarter Page - 3.5" w x 4.75" h

1 issue - \$265  
3 issues - \$242/insert  
6 issues - \$219/insert

**BONUS** - \$75/issue in FREE Calendar or Classified Ads, FREE Ed. Program, SJ&R or Yoga Teacher Training Listing when sections are run

## Sixth Page - 4.75" w x 2.375" h or 2.25" w x 4.75" h

1 issue - \$185  
3 issues - \$169/insert  
6 issues - \$153/insert

**BONUS** - \$60/issue in FREE Calendar or Classified Ads, FREE Ed. Program or SJ&R Listing when sections are run

## Eighth Page - 3.5" w x 2.375" h

1 issue - \$140  
3 issues - \$128/insert  
6 issues - \$116/insert

**BONUS** - \$45/issue in FREE Calendar Listings or one Free 45-word Classified Ad

## Twelfth Page - 2.25" w x 2.375" h

1 issue - \$101  
3 issues - \$92/insert  
6 issues - \$84/insert

**BONUS** - \$30/issue in FREE Calendar Listings or one Free 30-word Classified Ad per issue

## Directory Display - 3.5" w x 1.5" h

1 issue - \$81  
3 issues - \$74/insert  
6 issues - \$67 /insert

**BONUS** - One FREE \$15 Calendar Listing per issue

## ADDITIONAL DISPLAY ADVERTISER BONUSES

All display advertisers receive unlimited FREE Online Calendar Listings (\$5/listing value)  
All 6-issue display ad orders receive a FREE 12-Month Online Holistic Directory Listing (\$100 value)

**Calendar Listings** (40 word basic listing)  
(No discounts for multiple edition or multiple issue orders)  
1 Edition: \$15 per issue, \$0.50 per additional word  
2 Editions: \$30 per issue, \$1.00 per additional word  
3 Editions: \$45 per issue, \$1.50 per additional word

Order your Calendar Listings and Classified Ads online at [www.wisdom-magazine.com](http://www.wisdom-magazine.com) - they appear both in the print edition(s) ordered as well as online!  
(Ordering instructions appear on the last page.)

**Classified Ads** (25 word basic listing)

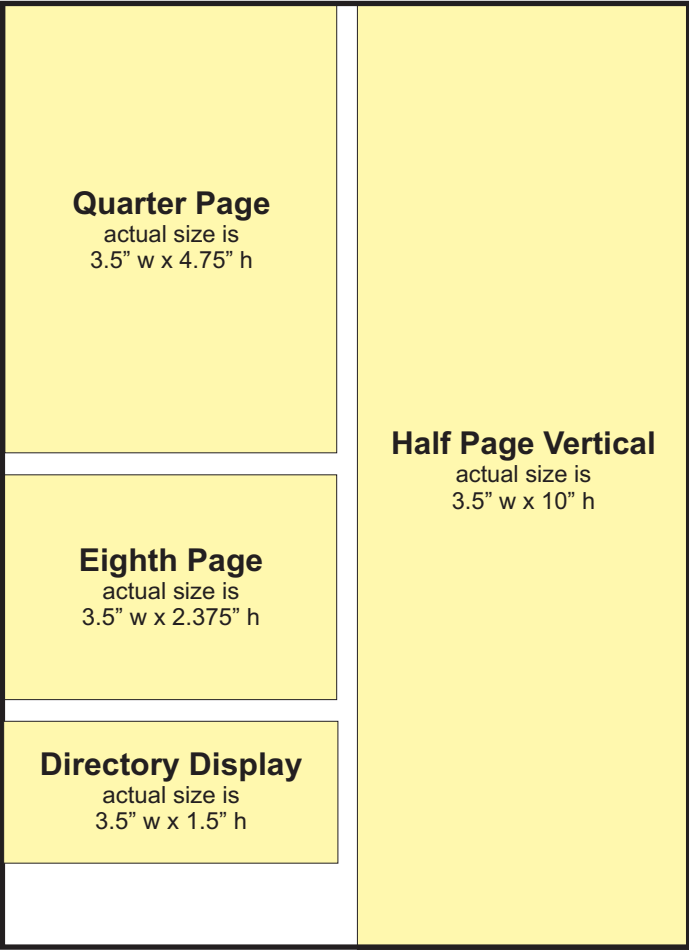
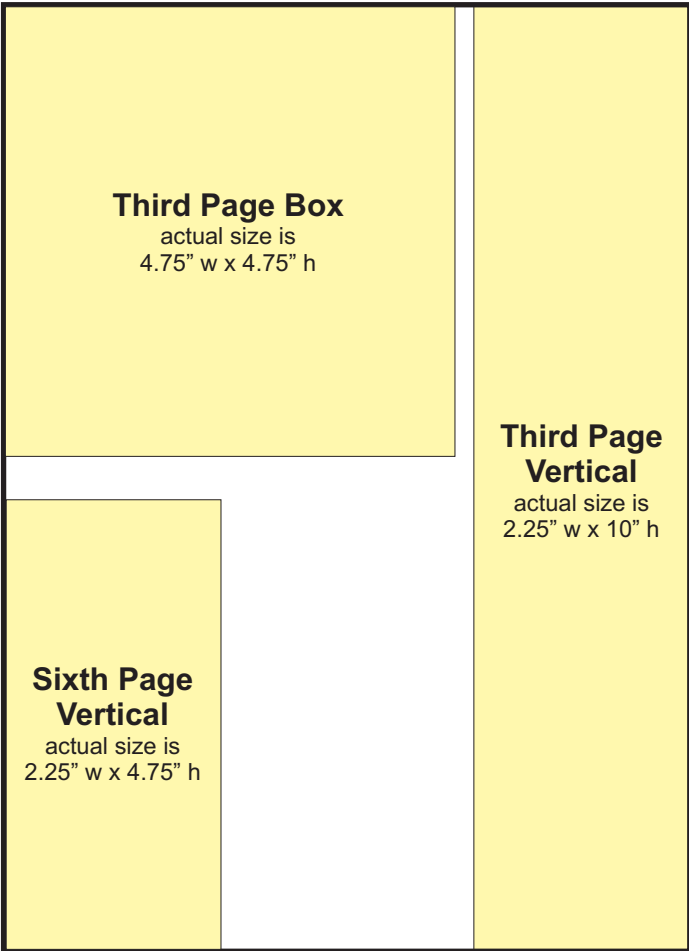
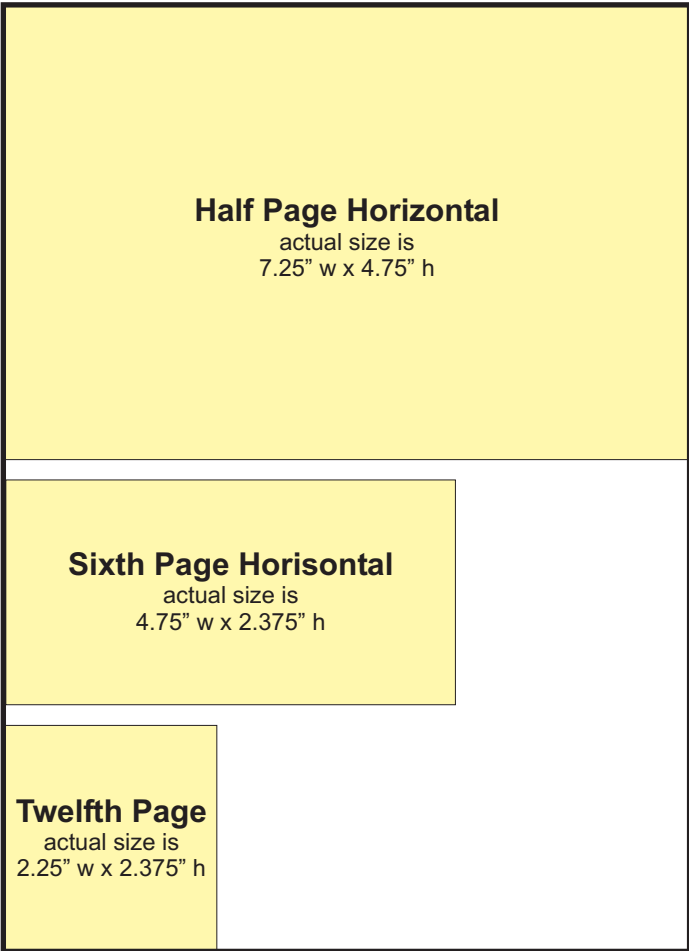
1 Edition	1 issue - \$25 (\$1/add'l word)
	3 issues - \$23/issue (\$0.90/add'l word)
	6 issues - \$20/issue (\$0.80/add'l word)
2 Editions:	1 issue - \$47.50 (\$1.90/add'l word)
	3 issues - \$43.70/issue (\$1.71/add'l word)
	6 issues - \$38/issue (\$1.52/add'l word)
3 Editions	1 issue - \$71.25 (\$2.85/add'l word)
	3 issues - \$65.55/issue (\$2.57/add'l word)
	6 issues - \$57/issue (\$2.28/add'l word)

## ADVERTISING ON WWW.WISDOM-MAGAZINE.COM

**The Banner Ad** - 700 pixels wide x 150 pixels high  
On every page of the site, clicks to URL  
\$350/mo. (1-5 mos.), \$300/mo. (6-11 mos.), \$250/mo (12 mos.)

**Rotating Tower Ad** - 200 pixels wide x 300 pixels high  
On every page of the site in rotation with other ads, clicks to URL  
\$125/mo. (1-5 mos.), \$100/mo. (6-11 mos.), \$75/mo (12 mos.)

**Calendar & Classified Listings** - \$5/mo. up to 100 words **Ed. Programs & Sacred Journeys & Retreats** - \$10/mo., \$100/year  
**Holistic Resource Directory** - \$75/year (area specific), \$100/year (all areas), includes unlimited words and five search categories



**Ad composition & ad changes are FREE if you do not have a camera ready ad!**

*Simply send us a regular email with the wording you want in your ad and attach specific photos/graphics/logos as jpg or tif files. We'll build the ad and send you a proof copy prior to publication.*

**For multiple issue orders, pay only for each upcoming issue before the deadline.**

*All major credit cards accepted. For continuing orders, cards are charged between the 5th & 10th of the deadline month.*

**Deadlines are on or near the 15th of the "even" numbered months.**

*December 15th for the Jan./Feb. Issue, February 15th for the Mar/Apr. Issue, etc.*

**To advertise call 888-577-8091 or email Marsen3157@aol.com**

# Wisdom

## Special Ad Sections

In addition to display advertising, calendar and classified ads, **Wisdom** also offers special advertising sections, some periodically, some continuously, to draw maximum attention to your specific business. (All advertising must be paid in advance before each upcoming issue. All major credit cards accepted.)

### What's New? Books, CDs, DVDs

#### **Every Issue**

**Looking to promote your new Book, CD or DVD?** Your listing in *What's New: Books, CDs, DVDs*, includes a 100 word description, a color photo of your cover, and all necessary purchase information - *all in article format* - and appears in all 3 print editions of **Wisdom** - *plus online for 12 months with a hotlink to your purchase site* - all for **only \$300 complete!** Book authors are invited to submit an excerpt for publication online at [www.wisdom-magazine.com](http://www.wisdom-magazine.com) to coincide with the running of their listing. To order, email the following information to [Marsen3157@aol.com](mailto:Marsen3157@aol.com). Be sure to attach the cover as a jpg or tif file and include your name and phone number.

#### WHAT'S NEW LISTING INFORMATION

##### **Book, CD or DVD?**

##### **Name of Work:**

##### **Author or Producer:**

##### **Publishing or Production Company:**

##### **Number of Pages/Minutes:**

##### **For Books - Hardcover or Soft Cover?:**

##### **Price:**

##### **ISBN (if applicable):**

##### **Website for more info or purchase:**

##### **Your 100 word description:**

#### HOW TO SUBMIT A BOOK EXCERPT

Be sure to include the information below, in order, in a .doc or .docx file and email it to [Marsen3157@aol.com](mailto:Marsen3157@aol.com). There is no word limit for the excerpts - you can submit the Introduction or one chapter.

##### **Title of Book:**

##### **Author Name:**

##### **Title of Excerpt (if different):**

##### **Excerpt:**

##### **Author Bio:**

##### **Purchase Info:**

##### **Permission (if necessary):**

### Ad/Interview Package

#### **Every Issue**

*(only one package available per issue)*

**Wisdom's Ad /Interview Package** consists of a 2000+ word interview done by our staff interviewer, two color photos that appear along with the interview, plus **your name on the front cover of all 3 print editions** as the interview subject, all free of charge along with the purchase of a full page ad in all three print editions. (\$2331.30 complete). You will also receive a FREE rotating tower ad online at [www.wisdom-magazine.com](http://www.wisdom-magazine.com) which appears on every page of the site and clicks to the URL of your choice - a \$250 value! Call or email for availability. 888-577-8091, [Marsen3157@aol.com](mailto:Marsen3157@aol.com)

### Holistic Health Provider Pages

#### **Every Issue**

**Wisdom's Holistic Health Provider Pages** enables you to advertise your **Holistic Health Care Center** or your **Holistic Health Practice** in a personal, locally effective and inexpensive way. Ad size is 7.25" wide x 2" high and includes a color photo or logo, headline, approximately 200 words of text, business name or your name, plus contact info, grouped by state/town. Your ad runs for 6 consecutive issues and costs **only \$129 per issue** complete. Additionally, your ad comes with a FREE listing in **Wisdom's Online Holistic Directory** at [www.wisdom-magazine.com](http://www.wisdom-magazine.com) for 12 months (\$100 value)! To order, email the following information to [Marsen3157@aol.com](mailto:Marsen3157@aol.com). Be sure to include your name and phone number. (Restrictions: Advertisers in this section must have the required license, degree or state/nationally recognized certification to practice their modality, and all clients for physical ailments must be seen in person. Ads remain static through the entire order and cannot include dated events, timed specials, or product sales. **Wisdom** reserves the right to refuse any prospective advertiser for any reason.)

#### HOLISTIC HEALTH PROVIDER AD INFORMATION

**Your Name or Your Business Name:** (2 lines, approximately 17 characters/spaces per line)

**State and Town/City:**

**Headline:** (one line, approximately 65 characters/spaces)

**Ad Text:** (you get 21 lines of text/bullets - approximately 200 words if straight text)

**Business Address:**

**Contact Info:** (phone and email address)

**Website:**

**Color Photo or Logo:** (attach to email as jpg or tif file)

## Yoga Center Directory

### ***Every Issue***

Continuous advertising brings the best results! List your Yoga Center in **Wisdom's Yoga Center Directory** for 6 consecutive issues for **only \$50 per issue!** Your listing includes all of the information below and is grouped in the Directory by State and Town. To order your Yoga Center Directory listing, email the following information to Marsen3157@aol.com. Be sure to include your name and phone number.

#### YOGA CENTER DIRECTORY LISTING INFORMATION

**Name of Yoga Center:**

**Name of Director:**

**Street Address:**

**Town/City:**

**State:**

**Zip Code:**

**Phone:**

**Email:**

**Website:**

**35 words describing your Center's offerings:** (additional words are \$1 each):

## Reiki Co-op Advertising

### ***Every Issue***

Take advantage of the power of group advertising, where you can be part of a large ad for a minimal fee! List your Reiki Practice along with other area Reiki practitioners in the Reiki Co-op Ad for only \$40 per issue - **order for 6 consecutive issues and pay only \$30 per issue!** To order, email the following information to Marsen3157@aol.com. Be sure to include your name and phone number.

#### REIKI CO-OP AD LISTING INFORMATION

**Business Name:**

**Practitioner Name:**

**Street Address** (if desired):

**Town/City:**

**State:**

**Zip Code:**

**Phone:**

**Email:**

**Website:**

**Five words describing your practice** (additional words are \$1 each):

## Holistic Educational Programs Guide

### ***Every March/April, July/August & November/December issues***

Featuring generous listings and display ads for upcoming: ♦ **Classes ♦ Workshops ♦ Seminars ♦ Intensives ♦ Programs** in all aspects of: ♦ **Holistic Health ♦ Spirituality ♦ Metaphysics** for: ♦ **Degree ♦ Certification ♦ Personal Enrichment** - with a special section for **Learning Centers** (multiple programs. Listings cost **only \$60 per edition, or only \$150 for all 3 editions.** Your listing includes the name of your program, a 50 word description, all additional pertinent information (tuition, registration deadline, etc.), plus your contact info, and is arranged alphabetically by Concentration under the type of program. You get a **FREE Listing** in any edition in which you are running a minimum 1/6 page display ad. To order, enter your Holistic Educational Program listing online at [www.wisdom-magazine.com](http://www.wisdom-magazine.com) - it will appear in the print edition(s) you order, plus it will also appear online in **Wisdom's Educational Programs** section until the next in-print Educational Programs section is run (approximately 4 months)! *Online ordering instructions appear on the last page.*

## Sacred Journeys & Retreats

### ***Every January/February & July/August issues***

Featuring generous listings and display ads for upcoming: **Spiritually-Themed Trips & Retreats** occurring throughout the world, with a special section for **Retreat Centers.** Listings cost **only \$60 per edition, or only \$150 for all 3 editions.** Your listing includes the name of your trip or retreat, a 50 word description, all additional pertinent information (fees, registration deadline, etc.), plus your contact info, and is arranged by the date your trip or retreat occurs under either Sacred Journeys or Retreats. You get a **FREE Listing** in any edition in which you are running a minimum 1/6 page display ad. To order, enter your Sacred Journey or Retreat listing online at [www.wisdom-magazine.com](http://www.wisdom-magazine.com) - it will appear in the print edition(s) you order, plus it will also appear online in **Wisdom's Sacred Journey & Retreats** section until the next in-print Sacred Journeys & Retreats section is run (approximately 6 months)! *Online ordering instructions appear on the last page.*

## Yoga Teacher Training Programs

### ***Every January/February, May/June and September/October Issues***

Advertise your upcoming *Yoga Teacher Training Program* in *Wisdom* for **only \$90 per edition or only \$250 for all 3 print editions!** Your listing includes all of the information below and is grouped by the date on which your program begins. Your listing will also appear in *Wisdom's* monthly webzine at [www.wisdom-magazine.com](http://www.wisdom-magazine.com) for two months! To order your Yoga Teacher Training Program listing, email the following information to [Marsen3157@aol.com](mailto:Marsen3157@aol.com). Be sure to include your name and phone number.

#### **YOGA TEACHER TRAINING LISTING FORM**

For the following edition(s) (New England, NYC/Tri-State and/or PA/NJ):

**Name of Program:**

**Program Description** (100 words maximum. Additional words are \$1 each):

**Program Begins:**

**Length of Program:**

**Pre-Requisites:**

**Application Deadline:**

**Tuition:**

**Contact Person:**

**Name of Yoga Center:**

**Street Address:**

**Town/City, State, Zip Code:**

**Phone:**

**Email:**

**Website:**

## Instructions for Ordering Listings Online

1. Go to [www.wisdom-magazine.com](http://www.wisdom-magazine.com)
2. Click REGISTER in the upper right of Home Page
3. Create an account for yourself and click MY ACCOUNT
4. Click CREATE under the column of the listing type you wish to enter
5. Fill in all applicable fields
6. Be sure to CHECK OUT when you are done entering your listing(s)
7. *Wisdom's* site is secure - you can safely enter your credit card information - all major credit cards accepted.
8. You will know that your order went through when you receive an ad order ID number

**NOTE:** if your listings are free of charge with a display ad purchase you do not have to enter a credit card - instead, click the box that says listings are free and charges will be removed through the approval process which happens after you submit your order.

### ***Questions Or Problems Entering Your Listings Online?***

Call 888-577-8091 or email [Wisdom3157@aol.com](mailto:Wisdom3157@aol.com)

## Frequently Asked Questions

**Q. If I order a display ad to run for 6 issues, will I be able to make changes to the ad?**

A. Yes, we can make changes to your ad every issue, if that is your need, and there is never a charge for ad changes.

**Q. If I order an ad to run for more than one issue, do I have to pay for my entire order up front?**

A. No. You only need to pay for each upcoming issue before the deadline. We accept all major credit cards for payment and for continuing ads, we automatically charge the credit card between the 5th and 10th of the deadline month.

**Q. If I don't use all of the free calendar listings or classified ads that come with my display ad in each issue, can I save them up for use in a future issue?**

A. No. Your cannot accumulate free calendar listings or classified ads for future use. Your entitlement for each issue is only good for the issue and edition in which your ad runs.

**Q. What happens if I order a 1/8 page display ad to run for 6 issues but then decide after a couple of issues that I want to run a larger ad?**

A. You will receive the 6 issue discounted pricing for your 1/4 page ad for the remainder of your original ad order.

**Q. What happens if I order an ad to run for 6 issues but then have to cancel the ad before the order expires?**

A. Early cancellation results in a backcharge of any unearned discount you received. For example, if you order a 1/8 page ad to run for 6 issues at the discounted rate of \$116 per issue, but then cancel after running only three issues, you would owe the difference between the \$116 you were charged for the three issues and the 3-issue rate of \$128 per issue. In this circumstance, the backcharge for the unearned discount would be \$36.