



# The Healthy Planet magazine **Media Kit**

## Spring • 2014



### General Information:

**THE HEALTHY PLANET** is a monthly, free distribution magazine targeting mainstream readers with an interest in healthy living, sustainable lifestyles, personal wellness and environmental issues, products and services.

**THEHEALTHYPLANET.COM** is our interactive website serving our monthly magazine readership as well as a younger more, web-based demographic.

**MAGAZINE READERSHIP IS 90,000 — 84% FEMALE.** 30,000 copies of The Healthy Planet are printed and distributed to more than 800 pick-up points throughout the greater St. Louis area including select Dierbergs, Schnucks, Straubs, Whole Foods Market, Missouri Botanical Garden and many more.

**THE HEALTHY PLANET magazine and THEHEALTHYPLANET.COM** are locally owned and operated by The Healthy Planet, LLC. Publisher/Editor J.B. Lester also founded the *Webster-Kirkwood Times* in 1978. Mr. Lester has received national and state-wide awards for his publishing efforts, has taught at the university level and has spent 35 years working in the newspaper and magazine publishing industry.

**THE HEALTHY PLANET'S** mission is to offer St. Louis area readers and web visitors valuable and up-to-date information on environmental and healthy living issues. The Healthy Planet magazine and TheHealthyPlanet.com also offer valuable resources in the form of green and healthy products and services.

**EDITORIAL CONTRIBUTIONS** in the form of articles, press releases, columns, letters to the editor, photography, drawings, etc. are encouraged and must be emailed to: [JBL44@aol.com](mailto:JBL44@aol.com).

**THE HEALTHY PLANET** magazine, TheHealthyPlanet.com and its publisher do not necessarily endorse any information contained in articles or advertisements appearing in this publication.

**THE HEALTHY PLANET** magazine is printed on recycled newsprint using environmentally-friendly ink.  
**PLEASE READ US — THEN RECYCLE US!**

**The Healthy Planet & TheHealthyPlanet.com**  
20 N. Gore Ave., Suite 200  
St. Louis, MO 63119  
Phone: 314-962-7748  
Fax: 314-962-0728  
Email: [JBL44@aol.com](mailto:JBL44@aol.com)  
[www.thehealthyplanet.com](http://www.thehealthyplanet.com)

printed on recycled paper

### Print Ad Rates & Mechanical Requirements

All rates are per ad per month.

AD SIZE		1-2 Month Rate	3-5X	6-11X	12X
<b>BACK PAGE</b>	Color Only	\$1600	\$1500	\$1400	\$1200
10 1/4"W X 12 1/4"H					
<b>FULL PAGE</b>	B&W	1300	1100	1000	950
10 1/4"W X 12 1/4"H					
	COLOR	1450	1250	1150	1100
<b>1/2 PAGE</b>	B&W	850	700	650	610
10 1/4"W X 6"H					
	COLOR	950	800	750	710
5"W X 12 1/4"H					
<b>1/4 PAGE</b>	B&W	550	450	425	390
10 1/4"W X 3"H					
	COLOR	625	525	500	465
5"W X 6"H					
2 3/8"W X 12 1/4"H					
<b>3/16 PAGE</b>	B&W	450	350	320	290
5"W X 4 1/2"H					
	COLOR	515	415	385	355
2 3/8"W X 9"H					
<b>1/8 PAGE</b>	B&W	325	265	235	215
5"W X 3"H					
	COLOR	375	315	285	265
2 3/8"W X 6"H					
<b>1/16 PAGE</b>	B&W	210	150	135	125
5"W X 1 3/8"H					
	COLOR	235	175	160	150
2 3/8"W X 3"H					

**Boxed Business Ad** 12 months: B&W \$75 • Color \$90...per month  
2 1/4"W X 1 3/8"H 6 months: B&W \$85 • Color \$100...per month

**Professional Resource Directory (PRD)** 10 1/4"W X 1 1/2"H  
12 mos: \$175 per/mo 6 mos: \$225 per/mo Add \$50 for color

**COMPLIMENTARY ARTICLE SPACE.** Most Healthy Planet ad programs include the invitation for advertisers to submit 400-word articles guaranteed for publication. This is a \$625 value offered FREE of charge. Number of articles depends on agreement.

**CLASSIFIED AD RATES:** 40 words or less, \$25 — 50 cents for each additional word.  
Deadline for classified ads: 15th of the month for the following month. Email classified ads to: [JBL44@aol.com](mailto:JBL44@aol.com)

**THE RATES ABOVE INCLUDE AD DESIGN AND LAYOUT.** Ads requiring complex design or excessive work will be billed at \$50 per hour.  
**AD SUBMISSIONS:** We accept camera-ready ads electronically as PDFs, JPEG, TIFF or EPS files.  
**PAYMENT & TERMS.** Any first-time ad must be paid for prior to publication. Clients will be invoiced monthly thereafter.  
**AD PROOFS.** All advertisers may request to see **one** ad proof and make **one** set of corrections. No corrections can be made after deadline.  
**DISTRIBUTION:** We print 30,000 copies of **THE HEALTHY PLANET** (90,000 readers) and distribute to more than 800 pick-up points throughout the St. Louis metro area including high-traffic stores such as select Schnucks, Dierbergs, Straubs, Whole Foods Market and Missouri Botanical Garden. Other pick-up points include libraries, schools, professional buildings, banks, restaurants, health care facilities, natural food, health and grocery stores, supermarkets and a variety of businesses who support the The Healthy Planet. To become a distribution site call 314-962-7748.  
**DEADLINES:** The Healthy Planet is published monthly, on or near the first of the month. Ads and editorial copy must be in our office no later than the 15th of the month prior to desired publication month. Please email all articles, calendar notices & ads or ad copy.  
**CALENDAR NOTICES** should be emailed to: [JBL44@aol.com](mailto:JBL44@aol.com) by the 15th of the month.

### TheHealthyPlanet.com

online ad rates - rate are per ad per month  
Ads are not actual size - actual pixel size shown

Banner ad: 468x60 pixels

#### Banner Ad:

\$350 per mo.

#### Large Box

\$250 per mo.

#### Med. Box

\$150 per mo.

#### Small Box

\$75 per mo.

Healthy Planet magazine advertisers receive a discount on web ads!

Premium & Preferred Article Placement Available!

#### SPECIAL NOTE:

Restaurants, Markets & Other Food Related Businesses placing 1/8 page ad or larger for minimum of 6 months, are eligible for a **"FRESH FARE PROFILE"** written by a Healthy Planet staff writer.

### DEMOGRAPHICS:

#### WHO READS

#### THE HEALTHY PLANET?

**90,000+ St. Louisans**  
With An Interest In Green Living  
& Healthy Lifestyles

#### Healthy Planet Reader Profile:

#### 84% ARE WOMEN

63% Are Ages 30-59;  
25% Are Ages 60 & Over;  
12% Are Ages 29 & Under  
38% Are Single  
62% Are Married

71% Say They Have At Least One Child

#### ANNUAL HOUSEHOLD INCOME:

**72%** earn **\$51,000 - \$100,000**

21% — earn over \$100,000

#### EDUCATION:

88% Have Earned Their Bachelor's Degree or Higher

"The Healthy Planet has been tremendously instrumental in building my private practice. I always ask a potential client how he or she was referred. Several times per month I hear, "I saw your ad in *The Healthy Planet* and thought I should call". Besides having strong readership, *The Healthy Planet* is a magazine of great integrity, as it has that quality at its helm."

*Christine Kniffen, LCSW,*  
*Relationship Coach & Therapist*

"The Healthy Planet magazine has been a key element of our marketing activities. Our continuous ad in *The Healthy Planet* has created a consistent flow of attendance at our monthly seminars as well as new patients."

*Dr. Simon Yu, MD*  
*Prevention & Healing Inc.*

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