

INSPIRE *health*

Mind, Body & Spirit for Women

2018
ADVERTISERS
KIT



A Rich Market for Local Advertisers

Inspire Health Made for Women

The target demographic for Inspire Health is women, ages 25 to 65. This magazine will attract the critical female readership that is essential to advertisers' success.



US Women

#3 market in the world with a buying power exceeding the economy of Japan.

91%

New home purchases influenced by women.



50%

Traditional male products purchased by women



90%

Healthcare decisions made by women.



85%

Consumer goods purchased by women.



80%

Auto purchases influenced by women.



Women are not a "niche market".

Today's US women are the wealthiest and most active generation in history. They are affluent, juggle demands of career and family, are concerned about the environment and are intelligent shoppers. Advertisers who target these key decision makers will receive big benefits.

2018

Editorial



Jan/Feb 2018

Love

Micromushrooms, Do Health Apps Really Work?, Antioxidants for Anti-Aging, ChiWalking, Hypnotherapy, Grapes, Toxic House Plants, Distracted Driving, Low-Card Substitutes, Sleep, Power Plaid Fashion

Mar/Apr 2018

Green

Moringa, Sugar Substitutes, Essential Oils, Boot Camp, Keto Diet, Aromatherapy, Arugula, Homemade Pet Food, Sneaking Greens into Your Meals, Life Coaching

May/Jun 2018

Balance

Jul/Aug 2018

Celebrate

Sep/Oct 2018

Empower

Nov/Dec 2018

Grateful

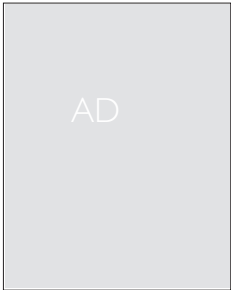


In Every Issue:

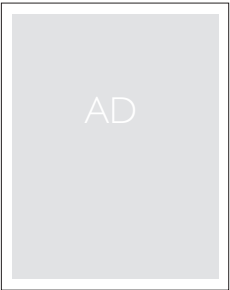
Fitness, Fashion, Healthy Eating, Natural Beauty, Superfoods, Wellness, Recipes

Advertising Specifications //

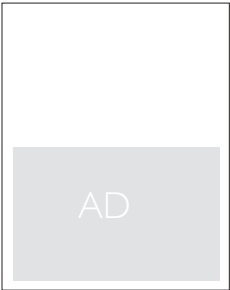
I. AD DESIGN SPECIFICATIONS



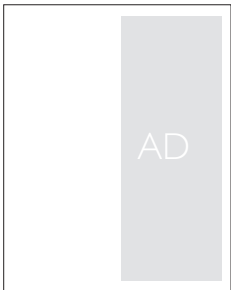
Full Page with Bleed



Full Page without Bleed



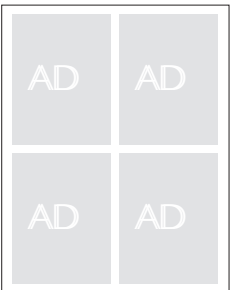
1/2 Page Horizontal



1/2 Page Vertical



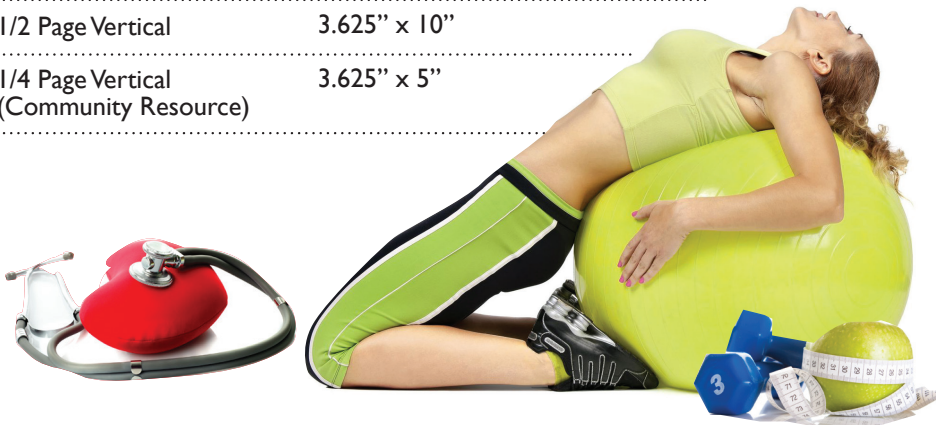
1/4 Page Vertical



Community Resource Page

2. AD MEASUREMENTS

AD Size	Live	Bleed
Full Page with Bleed	8.375" x 10.875"	8.625" x 11.125"
Full Page without Bleed	7.5" x 10"	
1/2 Page Horizontal	7.5" x 5"	
1/2 Page Vertical	3.625" x 10"	
1/4 Page Vertical (Community Resource)	3.625" x 5"	





Material Requirements

Method of Production:

Inspire Health is printed by high-speed offset and folding and trimming are subject to variation. Please adhere to the live area specifications as stated on the Advertising Specifications page.

Text type should be a minimum of 8 points. All text should be 100% black. *Inspire Health* is not responsible for reproduction of reverse, color or 4 color black type less than 8 pt.

Requirements:

All ads must be high resolution, flattened PDF files (Acrobat 4-PDF 1.3 compatible) or saved as PDF-X1a files. We do not accept TIFF, JPEG, EPS, AI or other file formats.

Images and page content must be CMYK or grayscale (no RGB or spot colors accepted), TIFF or EPS (no JPEG) and higher than 280 dpi. Total ink density of images or page content should not exceed 340%.

All ads with bleed must have .125" (1/8") bleed beyond trim on all four sides.

Offset crop/registration marks .167" beyond trim OR do not embed.

More detailed instructions for proper file creation are available at foxprintservices.com or from your sales rep.

Spreads and Multiple Page Ads:

Spread ads must be submitted as spreads.

Ads with 3 or more pages should be submitted as single pages.

Gutter allowance not included for spreads. Give .5" (1/2") allowance for type running across page.

Magazine Size: 8.375 x 10.875"

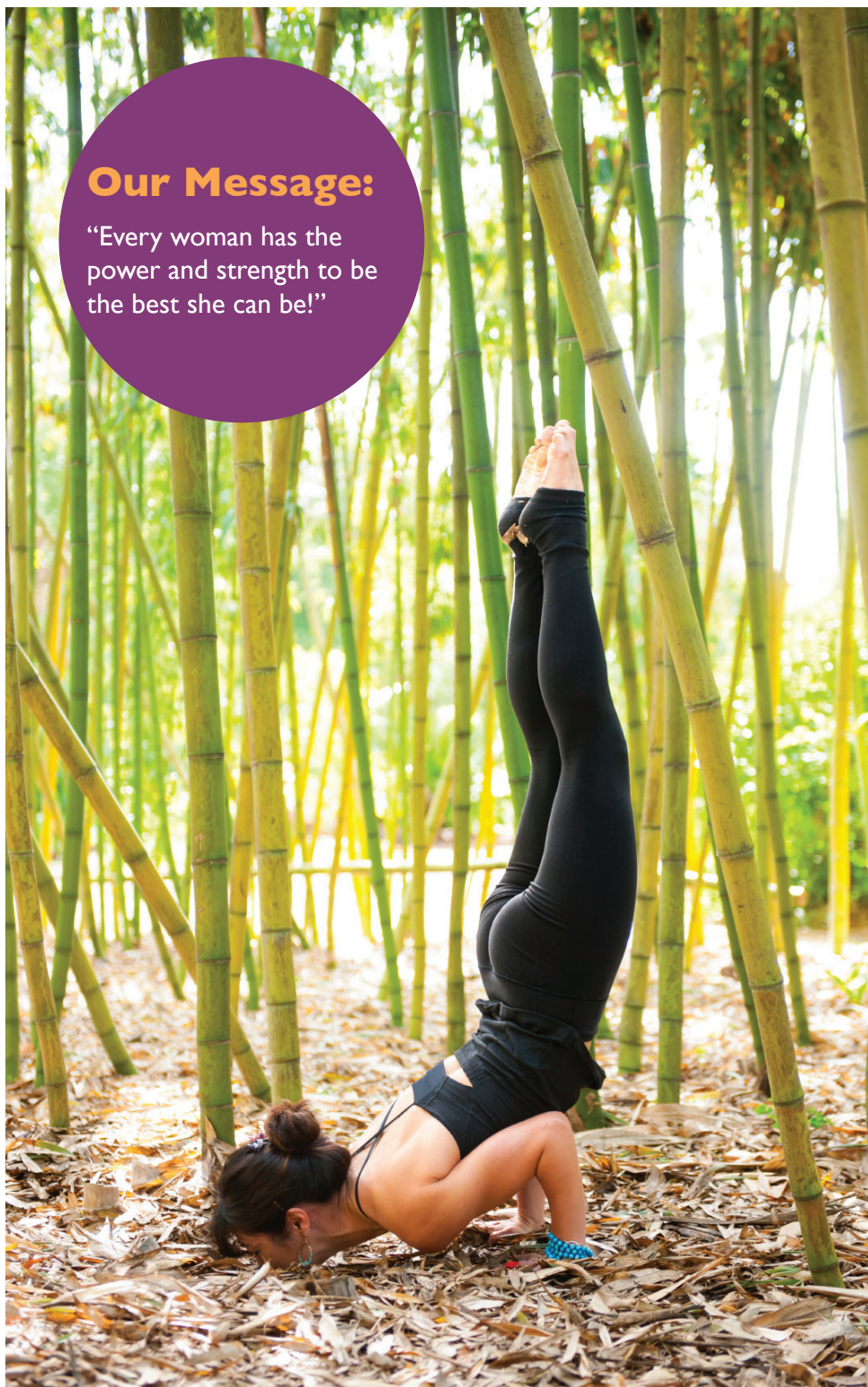
Paper: 70lb. White Gloss

Printing Process: 4C/4C

Binding Method: Saddle Stitch

Our Message:

“Every woman has the power and strength to be the best she can be!”



Advertising Rates

Ads

Full Page	\$1200
1/2 Page	\$730
1/4 Page	\$420

Advertorials

Cover	\$3500
2 Page Spread	\$2500
Full Page	\$1500

Minimum of a three time advertising schedule. Advertorial rates include us writing the story and a framed reprint. One time art charge for \$75.

Distribution

Free distribution to individual doctor offices in hospital complexes, healthcare and wellness businesses throughout Miami-Dade County. Circulation is 10,000 with a passalong readership of 75,000 per issue.

Publishing Calendar

Issue	Distributed	Space Deadline	Material Deadline
Jan/Feb 2018	Jan 8	Dec 8	Dec 15
Mar/Apr 2018	Mar 12	Feb 9	Feb 16
May/Jun 2018	May 7	Apr 13	Apr 20
Jul/Aug 2018	Jul 9	Jun 15	Jun 22
Sep/Oct 2018	Sep 10	Aug 17	Aug 24
Nov/Dec 2018	Nov 12	Oct 12	Oct 19

Digital

Flipbook

The print edition of each issue is also produced as a digital flipbook containing all content from the print edition. Each ad within the digital flipbook can be hot-linked to include your website, a map with directions, your email address and a coupon.

Website

Advertising space is available on our website on a page dedicated to Inspire Health articles and information.



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