

INSPIRE *health*

Empowering Natural Living

2019

ADVERTISERS

KIT

Our Mission

Inspire Health Magazine

Inspire Health magazine embraces natural living as the key to true and lasting health by promoting positive and sustainable living practices.

Inspire Health is transformative. Readers are encouraged to take control of their lives and push themselves to be better and healthier.

We are committed to a message that empowers women and men to have healthy lifestyles, fulfilling relationships, and support for their family, environment and community.

Sections in Each Issue

Cover Story

Superfoods

Eat Fresh

Recipes

Exercise

Healthy Body

Mighty Kids

Pets

Healthy Mind

Wellness

Fashion

Natural

Beauty

Discover



2019 Editorial



Jan/Feb 2019

Love

Love/Cardiovascular Health Magdalena
Wszelaki - Love Cooking for
Hormone Balance

Mar/Apr 2019

Green

Colon Cancer Awareness Month - Celebrate
Life With Early Cancer Screening Harry and
Jill Connick, Jr. - Colon Cancer Awareness
Month and the Importance of
Early Screening.

May/Jun 2019

Balance

Jul/Aug 2019

Celebrate

Sep/Oct 2019

Empower

Nov/Dec 2019

Grateful

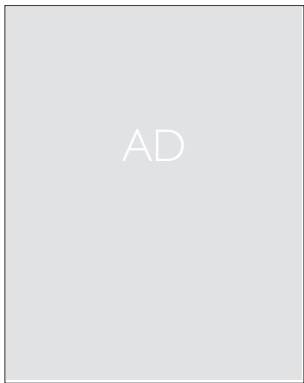


In Every Issue:

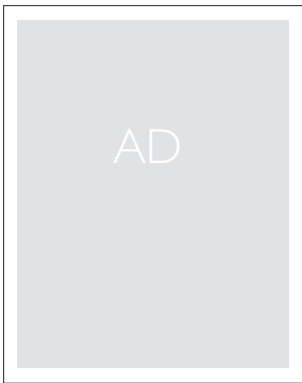
Fitness, Fashion, Healthy Eating, Natural Beauty, Superfoods, Wellness, Recipes

Advertising Specifications ////////////////////////////////////

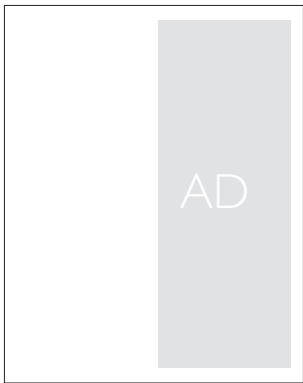
I. AD DESIGN SPECIFICATIONS



Full Page with Bleed



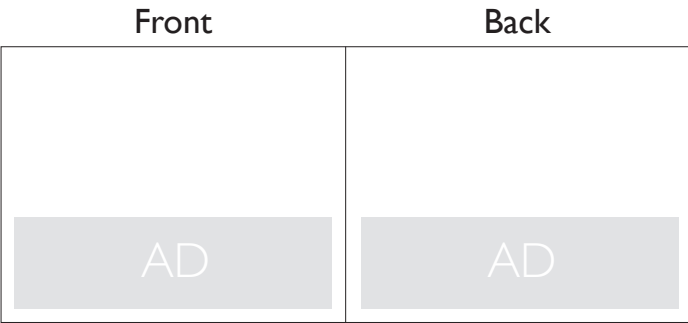
Full Page without Bleed



1/2 Page Vertical



1/2 Page Horizontal



Cover Postcard - Horizontal

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"	
Front Cover Postcard	4" x 8.375"	
Back Cover Postcard	4" x 8.375"	





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:

“Everyone has the power and strength to be the best they can be!”



Advertising Rates

Ads

Cover Postcard	\$3000
Full Page	\$1200
1/2 Page	\$750

Advertorials

Cover Story	\$4500
2 Page Spread	\$2500
Full Page	\$1500

Ad design available for \$75. Creative writing and photography services are available to advertorial clients for an additional fee.

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 2019	Jan 14	Dec 14	Dec 19
Mar/Apr 2019	Mar 11	Feb 8	Feb 15
May/Jun 2019	May 13	Apr 12	Apr 19
Jul/Aug 2019	Jul 8	Jun 7	Jun 14
Sep/Oct 2019	Sep 9	Aug 16	Aug 23
Nov/Dec 2019	Nov 11	Oct 11	Oct 18

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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