

Natural Child

Green, Healthy Living From Pregnancy, Through Birth and Early Childhood



***Natural Child** is a unique and progressive source of intelligent, trustworthy information and inspiration to help parents birth and raise healthy, happy children – naturally.*

Published six times a year in digital format, **Natural Child** articles cover subjects like:

- healthy pregnancy
- homebirths and other birth options
- breastfeeding
- babywearing and cosleeping
- vaccination and circumcision
- wellness and natural remedies
- feeding your child naturally
- a healthy, green home
- compassionate, non-coercive parenting
- natural family fun and play
- holistic grandparenting
- and much more

Natural Child Magazine is distributed by paid digital subscription to a targeted audience of young families who want information and inspiration about green healthy living from pregnancy through birth and early childhood.

Natural Child Magazine's publisher Life Media has been publishing magazines about healthy, sustainable family living for over 35 years, including *Natural Life Magazine* since 1976 and *Life Learning Magazine* since 2002. Life Media is independently owned by the founding family and focuses on providing quality products and service to both readers and advertisers.

Our readers look to **Natural Child Magazine** for reliable, objective information. We work hard to earn their trust; your advertisement will share that environment of credibility and authority.

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Magazine Advertising Rates

Ad Type	Width	Height	Per Issue	Per Year (Six Insertions)
Outside Back *	7-1/4"	9-3/4"	\$500	\$2,500
Inside Back *	7-1/4"	9-3/4"	\$500	\$2,500
Inside Front *	7-1/4"	9-3/4"	\$500	\$2,500
Full Page *	7-1/4"	9-3/4"	\$500	\$2,500
1/2 horizontal	7-1/4"	4-3/4"	\$350	\$1,750
1/3 square	4-3/4"	4-3/4"	\$250	\$1,250
1/3 vertical	2-1/4"	9-3/4"	\$250	\$1,250

* Note: for full-page and cover ads with bleed, please add 1/2-inch to all dimensions. Bleeds not available on other sizes.

Specifications

Natural Child Magazine is a digital publication produced in PDF format. All ads should be sent as a JPG file in RGB color format to the exact sizes above.

Advertising Closing Dates

Issue	Deadline
January/February	December 1
March/April	February 1
May/June	April 1
July/August	June 1
September/October	August 1
November/December	October 1

Payment Policies

Payment is required in full for all advertising by the closing date or ad will not run. Rates are payable in US funds for US companies and CDN funds for CDN companies and those in other countries. Credit cards are accepted online only. Cancellation of any portion of a prepaid contract will result in your cost being recalculated based on the one-time rate; notice must be received in writing by the deadline.

These rates are for color copy, produced to our specifications. A production charge of \$50 per hour (plus applicable tax in Canada) is applicable to any changes we have to make to non-conforming material, or if you want us to produce your ad for you. Advertisers in Nova Scotia add 15% HST; in New Brunswick, Newfoundland and Ontario, add 13% HST; in BC, add 12%; and in the rest of Canada add 5% GST (R#118403385). You can pay for your advertising online in Canadian currency or US currency.

Contact

Life Media, Email: Publisher@LifeMedia.ca
www.NaturalChildMagazine.com

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Website Advertising Rates

Leaderboard

Size: 728 pixels wide by 90 pixels high

Format: JPG or GIF

Location: Top of each web page - limited to one ad

Cost: \$250 per month prepaid; two month minimum

Banner Ads

Size: 468 pixels wide by 60 pixels high, maximum 20 kilobytes

Format: JPG or GIF

Location: Bottom of each web page

Cost: \$100 per month prepaid; 2 months minimum

Tile Ads

Size: 120 pixels wide by 60 pixels high, maximum 20 kilobytes

Format: JPG or GIF

Location: Right hand column of each web page

Cost: \$50 per month prepaid; 2 months minimum

Payment Policy

Charges are quoted as Internet ready. Rates are payable in US funds for US companies and CDN funds for CDN companies and those in other countries. Credit cards are accepted online only. Design and production charges apply for non-Internet ready ads (\$100 flat fee). All advertising must be paid for prior to being uploaded to the site.

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Advertising Guidelines

Advertisements accepted for placement in **Natural Child Magazine** must adhere to the following guidelines:

1. Advertisements will not be accepted for bottles, pacifiers, infant formula, non-organic baby food, disposable diapers, most pharmaceuticals, cigarettes, household or agricultural chemicals, or any other products that are deemed not to be healthy, or environmentally or socially responsible. **Natural Child Magazine** supports the World Health Organization's International Code of Marketing of Breastmilk Substitutes.
2. Advertisements must avoid misleading claims and hyperbolic descriptions. The Publisher may, at his discretion, ask that all claims be proven to his satisfaction.
3. **Natural Child Magazine** does not publish advertorials. All advertising must be clearly different in style from editorial, or it will be marked "Advertisement" at the Publisher's discretion. Advertising should in no way suggest that a product or service has the endorsement of **Natural Child Magazine** or its editorial department. Under no conditions will placement of advertising be contingent upon the publication of an article. We do not accept full-page text ads.
4. Advertisers are expected to guarantee their products and services.
5. All advertising orders must include the advertiser's registered business name, mailing address and telephone number. All advertising must be prepaid by the advertising deadline.
6. Ads from network marketing or multi-level companies will be strictly scrutinized for credibility and legality. Business opportunity ads will only be accepted from companies that do not charge for information about the opportunity and that do not make unrealistic claims about the potential remuneration, selling not being necessary, or products "selling themselves." We will not guarantee exclusivity. When a website link is to be mentioned in a print ad, and for all online advertising, the advertiser's website must provide sufficient detail about the product to be sold.
7. **Natural Child Magazine** gives advertising agency commissions only to recognized, bona fide advertising agencies that are completely independent from the advertiser.

The Publisher reserves the right to interpret these or any other guidelines which may be put in place from time to time, and to refuse any ad that is deemed not to follow them. For clarification or further information, contact Rolf Priesnitz, Publisher at publisher@lifemedia.ca.