

Reach the largest holistic-minded audience in the entire northeastern United States with an ad in *Wisdom*

Three regional bi-monthly print editions
to serve your advertising needs!

New England Edition

Covering MA, NH, RI, VT, Southern ME, Northern/Central CT and the Capitol District area (Albany) in NY

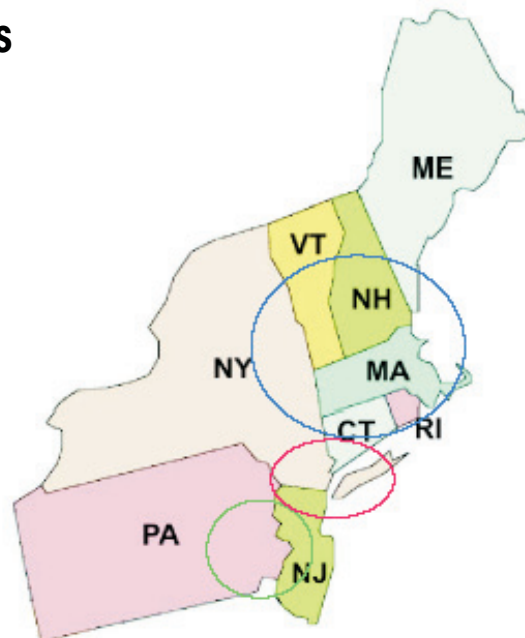
NYC/Tri-State Edition

Covering the five boroughs of NYC, Long Island, neighboring portions of Westchester and Rockland Counties plus Northern NJ and Fairfield County, CT.

PA/NJ Edition

Covering the Philadelphia metropolitan and suburban area (Bucks, Chester, Delaware, Montgomery & Philadelphia Counties), Southern and Central NJ, and the Lehigh Valley (Allentown/Bethlehem/Easton area)

Advertise in 1, 2, or all 3 editions!



What Our Advertisers Say:

"Yes - please continue my ads until I let you know to stop - these ads are the ONLY ones which have actually brought me clients. Thanks." - J.L.

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

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

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

"We got so many people from your ad. I am going to suggest a bigger ad for the next two months after this one." - B.M.

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

"I'm happy to report in the first 2 weeks I've already picked up 2 new clients from my directory ad." - N.E.

"Love your publication, the ads work!" - A.L.

A Highly Targeted Audience

Wisdom's broad-based editorial content, includes articles on holistic health, spirituality and metaphysics in every issue, plus the extensive calendar of events contained in each edition, attracts the absolute largest holistic-minded audience in each of the three regional areas of distribution!

Wisdom readers are highly educated, open-minded individuals who are intensely interested in holistic philosophies, products and services - your absolute best prospective clients!

Have a new Book, CD or DVD?

Your listing within the *What's New?* column which appears in all three regional editions of *Wisdom* plus online consists of a picture of your book, CD or DVD cover, all information for purchase and a 100 word description of your work for only \$300.

Interview/Ad Package

A complete package, includes a 2000+ word interview, with two full color graphics, plus front cover mention of your name, along with the purchase of a full page color ad in all 3 editions. *Only one package available per issue.* Call for details and availability.

Need an article published?

Advertorial (articles on a particular business, product, service, or practitioner) space can be purchased at the regular 1x page rate, with pricing dependent upon the amount of space required. (Half page minimum, approx. 500 words.)

SPECIAL ADVERTISING SECTIONS:

Educational Programs

every March/April, July/August and November/December issue

Sacred Journeys & Retreats

every January/February and July/August issue

Yoga (Yoga Centers & Yoga Teacher Training)

every January/February, May/June and September/October issue

888-577-8091

www.Wisdom-Magazine.com



Advertising Rates

Quick Reference Rate Chart

Prices effective February 1, 2010

Editions: **New England Edition ~ CT, MA, ME, NH, RI, VT, Albany area NY**
NYC/Tri-State Edition ~ New York City & Vicinity
PA/NJ Edition ~ Southeastern PA-Central & Southern NJ

~~~~~ Rates per Bi-Monthly Issue ~~~~~

| Sizes & Dimensions                                                    |                   | Regional Edition(s) | 1 Issue<br>2 Months | 3 Issues<br>6 Months | 6 Issues*<br>1 Year |
|-----------------------------------------------------------------------|-------------------|---------------------|---------------------|----------------------|---------------------|
| <b>Full Page</b>                                                      | 7 1/4"w x 10"h    | Any One             | \$ 718.00           | \$ 646.00            | \$ 574.00           |
| <i>Includes 8 FREE 40 word Event Listings per issue (\$120 value)</i> |                   | Any Two             | \$ 1,364.20         | \$ 1,227.40          | \$ 1,090.60         |
| <b>Color: Add \$100/issue/edition</b>                                 |                   | All Three           | \$ 2,046.30         | \$ 1,841.10          | \$ 1,635.90         |
| <b>1/2 Page H</b>                                                     | 7 1/4"w x 4 3/4"h | Any One             | \$ 395.00           | \$ 355.00            | \$ 316.00           |
| <b>V</b>                                                              | 3 1/2"w x 10"h    | Any Two             | \$ 750.50           | \$ 674.50            | \$ 600.40           |
| <i>Includes 7 FREE 40 word Event Listings per issue (\$105 value)</i> |                   | All Three           | \$ 1,125.75         | \$ 1,011.75          | \$ 900.60           |
| <b>Color: Add \$60/issue/edition</b>                                  |                   |                     |                     |                      |                     |
| <b>1/3 Page Box</b>                                                   | 4 3/4"w x 4 3/4"h | Any One             | \$ 288.00           | \$ 260.00            | \$ 230.00           |
| <b>V</b>                                                              | 2 1/4"w x 10"h    | Any Two             | \$ 547.20           | \$ 494.00            | \$ 437.00           |
| <i>Includes 6 FREE 40 word Event Listings per issue (\$90 value)</i>  |                   | All Three           | \$ 820.80           | \$ 741.00            | \$ 655.50           |
| <b>Color: Add \$40/issue/edition</b>                                  |                   |                     |                     |                      |                     |
| <b>1/4 Page</b>                                                       | 3 1/2"w x 4 3/4"h | Any One             | \$ 230.00           | \$ 207.00            | \$ 184.00           |
| <i>Includes 5 FREE 40 word Event Listings per issue \$75 value)</i>   |                   | Any Two             | \$ 437.00           | \$ 393.30            | \$ 349.60           |
| <b>Color: Add \$35/issue/edition</b>                                  |                   | All Three           | \$ 655.50           | \$ 589.95            | \$ 524.40           |
| <b>1/6 Page V</b>                                                     | 2 1/4"w x 4 3/4"h | Any One             | \$ 160.00           | \$ 144.00            | \$ 128.00           |
| <b>H</b>                                                              | 4 3/4"w x 2 3/8"h | Any Two             | \$ 304.00           | \$ 273.60            | \$ 243.20           |
| <i>Includes 4 FREE 40 word Event Listings per issue (\$60 value)</i>  |                   | All Three           | \$ 456.00           | \$ 410.40            | \$ 364.80           |
| <b>Color: Add \$25/issue/edition</b>                                  |                   |                     |                     |                      |                     |
| <b>1/8 Page</b>                                                       | 3 1/2"w x 2 3/8"h | Any One             | \$ 120.00           | \$ 108.00            | \$ 96.00            |
| <i>Includes 3 FREE 40 word Event Listings per issue (\$45 value)</i>  |                   | Any Two             | \$ 228.00           | \$ 205.20            | \$ 182.40           |
| <b>Color: Add \$20/issue/edition</b>                                  |                   | All Three           | \$ 342.00           | \$ 307.80            | \$ 273.60           |
| <b>1/12 Page</b>                                                      | 2 1/4"w x 2 3/8"h | Any One             | \$ 86.00            | \$ 77.00             | \$ 69.00            |
| <i>Includes 2 FREE 40 word Event Listings per issue (\$30 value)</i>  |                   | Any Two             | \$ 163.40           | \$ 146.30            | \$ 131.10           |
| <b>Color: Add \$15/issue/edition</b>                                  |                   | All Three           | \$ 245.10           | \$ 219.45            | \$ 196.65           |
| <b>Directory</b>                                                      | 3 1/2"w x 1 1/2"h | Any One             | \$ 71.00            | \$ 64.00             | \$ 57.00            |
| <i>Includes 1 FREE 40 word Event Listings per issue (\$15 value)</i>  |                   | Any Two             | \$ 134.90           | \$ 121.60            | \$ 108.30           |
| <b>Color: Not Available</b>                                           |                   | All Three           | \$ 202.35           | \$ 182.40            | \$ 162.45           |
| <b>Classified Ad</b>                                                  |                   | Any One             | \$ 25.00            | \$ 23.00             | \$ 20.00            |
| One 25 word Listing                                                   |                   | Any Two             | \$ 47.50            | \$ 43.70             | \$ 38.00            |
| <b>Order at www.wisdom-magazine.com</b>                               |                   | All Three           | \$ 71.25            | \$ 65.55             | \$ 57.00            |
| <b>Additional Words</b>                                               |                   | Any One             | \$ 1.00             | \$ 0.90              | \$ 0.80             |
| Classified                                                            |                   | Any Two             | \$ 1.90             | \$ 1.71              | \$ 1.52             |
|                                                                       |                   | All Three           | \$ 2.85             | \$ 2.57              | \$ 2.28             |
| <b>Calendar of Events:</b>                                            |                   | Any One             | \$ 15.00            | \$ 15.00             | \$ 15.00            |
| One 40 word Listing                                                   |                   | Any Two             | \$ 30.00            | \$ 30.00             | \$ 30.00            |
| <b>Order at www.wisdom-magazine.com</b>                               |                   | All Three           | \$ 45.00            | \$ 45.00             | \$ 45.00            |
| <b>Additional Words</b>                                               |                   | Any One             | \$ 0.50             | \$ 0.50              | \$ 0.50             |
| Calendar of Events                                                    |                   | Any Two             | \$ 1.00             | \$ 1.00              | \$ 1.00             |
|                                                                       |                   | All Three           | \$ 1.50             | \$ 1.50              | \$ 1.50             |

**Issue Dates: January/February, March/April, May/June, July/August, September/October, November/December**

**Deadlines\*: December 15, February 15, April 15, June 15, August 15, October 15**

\*Deadlines above are approximate, check [www.wisdom-magazine.com/Advertising](http://www.wisdom-magazine.com/Advertising) for current deadline, or call 888-577-8091

Visa, MasterCard, Discover & American Express Accepted



All Prices are in US Dollars.  
 If you do not have a camera-ready ad, our art department can design and build one for you.

\* Includes FREE Web Directory Listing at [www.wisdom-magazine.com](http://www.wisdom-magazine.com)