

# Wisdom

Targeting the largest holistic-minded audience  
in Northeastern United States with  
three regional bi-monthly print editions  
**New England ♦ NYC/Tri-State ♦ PA/NJ**  
Plus one of the top rated holistic webzines  
on the internet published monthly at  
**[www.wisdom-magazine.com](http://www.wisdom-magazine.com)**

## The New England Edition

**Copies Printed Per Issue:** 53,000 copies, 1,800+ distribution locations

**Estimated Readership:** approximately 132,000 readers per issue

**Geographical Coverage:** MA, RI, Southern & Central VT, Southern & Central NH, Southern ME, the I-91 Corridor of CT (plus areas neighboring MA and RI), and the Capital District area of NY (Albany vicinity).

**Types of Advertising Offered:** Color and B&W Display Advertising, B&W Directory Display Advertising, Classified Ads, Calendar Listings, Special Advertising Section Listings (see last page).

## The NYC/Tri-State Edition

**Copies Printed Per Issue:** 50,000 copies, 1,000+ distribution locations

**Estimated Readership:** approximately 125,000 readers per issue

**Geographical Coverage:** The Five Boroughs of NYC, Long Island, Northern NJ, Fairfield County, CT, and neighboring portions of Westchester and Rockland Counties in NY

**Types of Advertising Offered:** Color and B&W Display Advertising, B&W Directory Display Advertising, Classified Ads, Calendar Listings, Special Advertising Section Listings (see last page).

## The PA/NJ Edition

**Copies Printed Per Issue:** 50,000 copies, 1,500+ distribution locations

**Estimated Readership:** approximately 125,000 readers per issue

**Geographical Coverage:** The Philadelphia metro and suburban area including Bucks, Chester, Delaware, Montgomery and Philadelphia Counties in PA, and Burlington, Camden and Mercer Counties in NJ.

**Types of Advertising Offered:** Color and B&W Display Advertising, B&W Directory Display Advertising, Classified Ads, Calendar Listings, Special Advertising Section Listings (see last page).

## [www.wisdom-magazine.com](http://www.wisdom-magazine.com)

**Readership:** Over 50,000 unique visitors to the site per month

**Types of Advertising Offered:** Banner Ad (one per month), Rotating Tower Ads, Various Listings (Calendar, Classifieds, Educational Programs, Sacred Journeys & Retreats, Holistic Directory, More)

### What advertisers are saying about Wisdom:

*"These ads are the only ones that have actually brought me clients. Thanks!" - J.L.*

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

*"Love your publication. The ads work!" - A.L.*

*"We get so many people from our ad in Wisdom. I'm going to suggest a bigger ad after this one." - B.M.*

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

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

*"I got more customers from my ad in Wisdom than I've ever gotten from any other publication!" - M.S.*

*"I'm happy to report that in the first two weeks, I've already picked up two new clients from my directory display ad!" - N.E.*

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

# Wisdom Advertising Sizes & Rates

Rates listed below are for running an ad in any one print edition. Multiple edition orders receive a 5% discount. (For example, to calculate the price to run a 1/8 page display ad in all three editions for 1 issue: 3 x \$140 = \$420 x .95 (for the 5% discount) = \$399 total)

## Full Page - 7.25" w x 10" h (call for bleed specs)

1 issue - (b&w) \$718 (color) \$818  
 3 issues - (b&w) \$646/insert (color) \$746/insert  
 6 issues - (b&w) \$574/insert (color) \$674/insert

**BONUS** - \$120/issue in FREE Calendar or Classified Ads, FREE Ed. Program, SJ&R or Yoga Teacher Training Listing when sections are run, FREE 1000 word article in 1 issue with 3-issue purchase.

## Half Page - 7.25" w x 4.75" h or 3.5" w x 10" h

1 issue - (b&w) \$395 (color) \$455  
 3 issues - (b&w) \$355/insert (color) \$415/insert  
 6 issues - (b&w) \$316/insert (color) \$376/insert

**BONUS** - \$105/issue in FREE Calendar or Classified Ads, FREE Ed. Program, SJ&R or Yoga Teacher Training Listing when sections are run, FREE 500 word article in 1 issue with 3-issue purchase.

## Third Page - 4.75" w x 4.75" h or 2.25" w x 10" h

1 issue - (b&w) \$288 (color) \$328  
 3 issues - (b&w) \$260/insert (color) \$300/insert  
 6 issues - (b&w) \$230/insert (color) \$270/insert

**BONUS** - \$90/issue in FREE Calendar or Classified Ads, FREE Ed. Program, SJ&R or Yoga Teacher Training Listing when sections are run

## Quarter Page - 3.5" w x 4.75" h

1 issue - (b&w) \$230 (color) \$265  
 3 issues - (b&w) \$207/insert (color) \$242/insert  
 6 issues - (b&w) \$184/insert (color) \$219/insert

**BONUS** - \$75/issue in FREE Calendar or Classified Ads, FREE Ed. Program, SJ&R or Yoga Teacher Training Listing when sections are run

## Sixth Page - 4.75" w x 2.375" h or 2.25" w x 4.75" h

1 issue - (b&w) \$160 (color) \$185  
 3 issues - (b&w) \$144/insert (color) \$169/insert  
 6 issues - (b&w) \$128/insert (color) \$153/insert

**BONUS** - \$60/issue in FREE Calendar or Classified Ads, FREE Ed. Program, SJ&R or Yoga Teacher Training Listing when sections are run

## Eighth Page - 3.5" w x 2.375" h

1 issue - (b&w) \$120 (color) \$140  
 3 issues - (b&w) \$108/insert (color) \$128/insert  
 6 issues - (b&w) \$96/insert (color) \$116/insert

**BONUS** - \$45/issue in FREE Calendar or Classified Ads, FREE Yoga Center Listing when section is run

## Twelfth Page - 2.25" w x 2.375" h

1 issue - (b&w) \$86 (color) \$101  
 3 issues - (b&w) \$77/insert (color) \$92/insert  
 6 issues - (b&w) \$69/insert (color) \$84/insert

**BONUS** - \$30/issue in FREE Calendar Listings or one Free 30-word Classified Ad per issue

## Directory Display - 3.5" w x 1.5" h

1 issue - (b&w) \$71  
 3 issues - (b&w) \$64/insert  
 6 issues - (b&w) \$57 /insert

**BONUS** - One FREE \$15 Calendar Listing per issue

## ADDITIONAL DISPLAY ADVERTISER BONUSES

All display advertisers receive unlimited FREE Online Calendar Listings (\$5/listing value)  
 All 6-issue display ad orders receive a FREE 12-Month Online Holistic Directory Listing (\$100 value)

### Calendar Listings (40 word basic listing)

(No discounts for multiple edition or multiple issue orders)  
 1 Edition: \$15 per issue, \$0.50 per additional word  
 2 Editions: \$30 per issue, \$1.00 per additional word  
 3 Editions: \$45 per issue, \$1.50 per additional word

### Classified Ads (25 word basic listing)

1 Edition  
 1 issue - \$25 (\$1/add'l word)  
 3 issues - \$23/issue (\$0.90/add'l word)  
 6 issues - \$20/issue (\$0.80/add'l word)  
 2 Editions:  
 1 issue - \$47.50 (\$1.90/add'l word)  
 3 issues - \$43.70/issue (\$1.71/add'l word)  
 6 issues - \$38/issue (\$1.52/add'l word)  
 3 Editions  
 1 issue - \$71.25 (\$2.85/add'l word)  
 3 issues - \$65.55/issue (\$2.57/add'l word)  
 6 issues - \$57/issue (\$2.28/add'l word)

Order your Calendar Listings and Classified Ads online at [www.wisdom-magazine.com](http://www.wisdom-magazine.com) - they appear both in the print edition(s) ordered as well as online! (Ordering instructions appear on the last page.)

## ADVERTISING ON WWW.WISDOM-MAGAZINE.COM

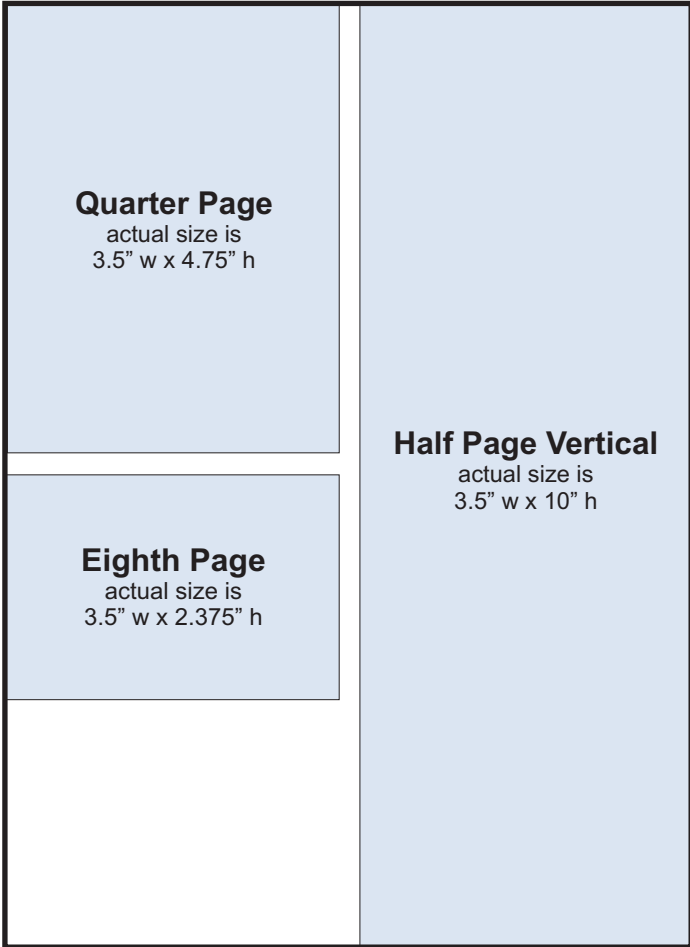
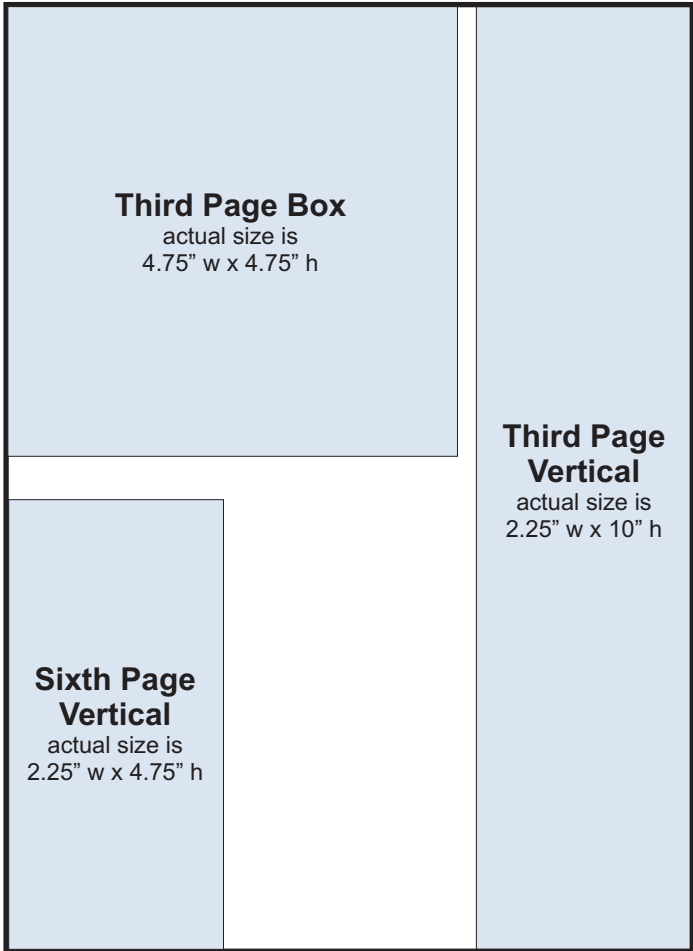
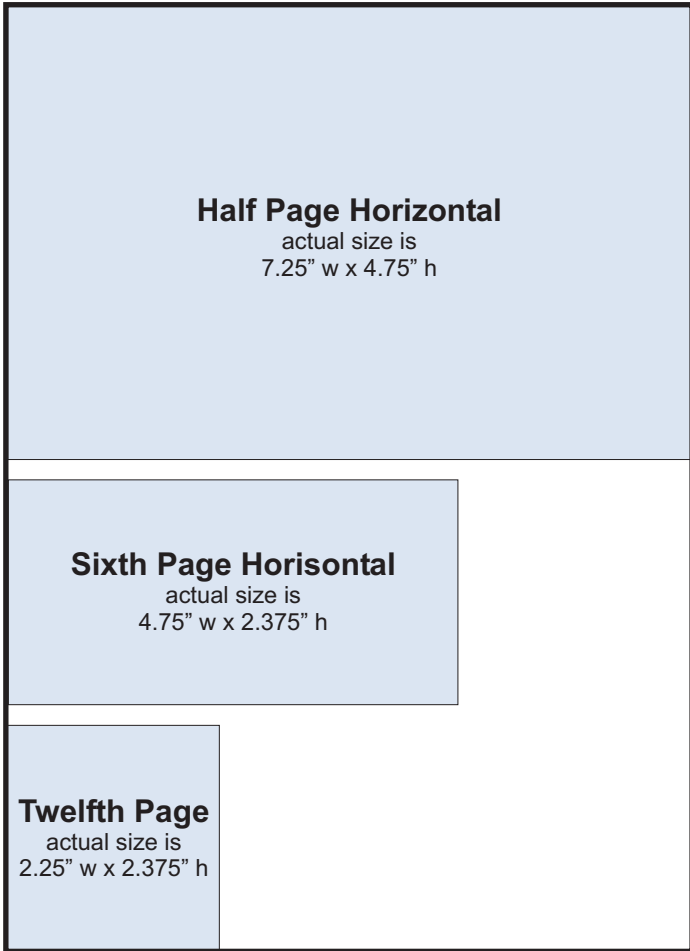
### The Banner Ad - 700 pixels wide x 150 pixels high

On every page of the site, clicks to URL  
 \$350/mo. (1-5 mos.), \$300/mo. (6-11 mos.), \$250/mo (12 mos.)

### Rotating Tower Ad - 200 pixels wide x 300 pixels high

On every page of the site in rotation with other ads, clicks to URL  
 \$125/mo. (1-5 mos.), \$100/mo. (6-11 mos.), \$75/mo (12 mos.)

Calendar & Classified Listings - \$5/mo. up to 100 words Ed. Programs & Sacred Journeys & Retreats - \$10/mo., \$100/year  
 Holistic Resource Directory - \$75/year (area specific), \$100/year (all areas), includes unlimited words and five search categories



**Ad composition & ad changes are FREE if you do not have a camera ready ad!**

*Simply send us a regular email with the wording you want in your ad and attach specific photos/graphics/logos as jpg or tif files. We'll build the ad and send you a proof copy prior to publication.*

**For multiple issue orders, pay only for each upcoming issue before the deadline.**

*All major credit cards accepted. For continuing orders, cards are charged between the 5th & 10th of the deadline month.*

**Deadlines are on or near the 15th of the "even" numbered months.**

*December 15th for the Jan./Feb. Issue, February 15th for the Mar/Apr. Issue, etc.*

**To advertise call 888-577-8091 or email [wisdommagazine@gmail.com](mailto:wisdommagazine@gmail.com)**

# Wisdom

## Special Ad Sections

In addition to display advertising, calendar and classified ads, **Wisdom** also offers special advertising sections, periodically and continuously, to draw maximum attention to your specific product or service.

### ISSUE-SPECIFIC AD SECTIONS

#### Holistic Educational Programs Guide

**Every March/April July/Aug. & Sept./Oct. issues**

Featuring generous listings and display ads for upcoming:

♦ **Classes ♦ Workshops ♦ Seminars ♦ Intensives ♦ Programs** in all aspects of: ♦ **Holistic Health ♦ Spirituality ♦ Metaphysics**

for: ♦ **Degree ♦ Certification ♦ Personal Enrichment** -

with a special section for **Learning Centers** (multiple programs).

Listings cost \$60 per edition, \$150 for all 3 editions. You get a **FREE Listing** in any edition in which you are running a minimum

1/6 page display ad. Enter your Holistic Educational Program

listing online at [www.wisdom-magazine.com](http://www.wisdom-magazine.com) - it will appear in

the print edition(s) you order, plus it will also appear online in

**Wisdom's Educational programs section** until the next in-print

Educational Programs section is run (approx. 4 months)!

#### Yoga Centers & Yoga Teacher Trainings

**Every Jan./Feb., May/June & Sept./Oct. issues**

Featuring generous listings and display advertising for:

♦ **Yoga Centers ♦ Private Yoga Instruction**

♦ **Yoga Teacher Training Programs**

**Yoga Center Listings and Private Yoga Instruction Listings**

cost \$45 per edition. You get a **FREE Listing** in any edition in which you are running a minimum 1/8 page display ad.

**Yoga Teacher Training Listings** cost \$90 per edition, \$250 for

all 3 editions. You get a **FREE Listing** in any edition in which you

run a minimum 1/4 page display ad.. Request an emailable listing

form by calling 888-577-8091 or emailing [wisdommagazine@](mailto:wisdommagazine@gmail.com)

[gmail.com](mailto:wisdommagazine@gmail.com). Your listing will appear in the print edition(s) you order,

plus it will also appear online in **Wisdom's Yoga section** until the

next in-print Yoga Centers & Yoga Teacher Training section is run

(approx. 4 months)!

#### Sacred Journeys & Retreats

**Every January/February & July/August issues**

Featuring generous listings and display ads for upcoming:

♦ **Spiritually-Themed Trips ♦ Retreats** occurring throughout the world, with a special section for **Retreat Centers**

Listings cost \$60 per edition, \$150 for all 3 editions. You get a

**FREE Listing** in any edition in which you are running a minimum

1/6 page display ad. Enter your Sacred Journey or Retreat

listing online at [www.wisdom-magazine.com](http://www.wisdom-magazine.com) - it will appear in

the print edition(s) you order, plus it will also appear online in

**Wisdom's Sacred Journey & Retreats section** until the next in-print

Sacred Journeys & Retreats section is run (approx. 6 months)!

#### Holiday Gift Buying Guide

**Every November/December issue**

A generous 150-word listing for your product(s) along with a color

photo and all necessary purchase information will appear in

article format in all three regional print editions - plus online at

[www.wisdom-magazine.com](http://www.wisdom-magazine.com), with a hotlink to website for purchase

- all for only \$300 complete! To request a listing form call 888-577-

8091 or email [wisdommagazine@gmail.com](mailto:wisdommagazine@gmail.com)

### AD SECTIONS IN EVERY ISSUE

#### What's New? Books, CDs, DVDs

**Every issue**

**Looking to promote your new Book, CD or DVD?** Your listing in

*What's New: Books, CDs, DVDs*, includes a 100 word description,

a color photo of your cover, and all necessary purchase information

- *all in article format* - and appears in all 3 print editions of **Wisdom**

- *plus online for 12 months with a hotlink to your purchase site* -

all for only \$300 complete! Book authors are invited to submit an

excerpt for publication online at [www.wisdom-magazine.com](http://www.wisdom-magazine.com) to

coincide with the running of their listing. To request a listing form

call 888-577-8091 or email [wisdommagazine@gmail.com](mailto:wisdommagazine@gmail.com).

#### Ad/Interview Package

**Every issue** (only one package available per issue)

**Wisdom's Ad /Interview Package** consists of a 2000+ word interview

done by our staff interviewer, two color photos appearing along with

the interview, and your name on the front cover of all 3 print editions

as the interview subject, all free of charge with the purchase of a full

page color ad in all three print editions. (\$2331.30 complete). Call or

email for availability. 888-577-8091, [wisdommagazine@gmail.com](mailto:wisdommagazine@gmail.com).

#### Reiki Co-op Advertising

**Every issue**

List your Reiki Practice along with other area professionals in the

Reiki Co-op Ad for as low as only \$40 per issue! Call or email for

listing form. 888-577-8091, [wisdommagazine@gmail.com](mailto:wisdommagazine@gmail.com).

**For more information or to order an ad**

**call toll-free 888-577-8091 or email**

**[wisdommagazine@gmail.com](mailto:wisdommagazine@gmail.com)**

#### Instructions for Online Listing Ordering

1. Go to [www.wisdom-magazine.com](http://www.wisdom-magazine.com)
2. Click REGISTER in the upper right of Home Page
3. Create an account for yourself and click MY ACCOUNT
4. Click CREATE under the column of the listing type you wish to enter
5. Fill in all applicable fields
6. Be sure to CHECK OUT when you are done entering your listing(s)
7. **Wisdom's** site is secure - you can safely enter your credit card information - all cards accepted.

NOTE: if your listings are free of charge with a display ad purchase you do not have to enter a credit card - instead, click the box that says listings are free and charges will be removed through the approval process which happens after you submit your order.

*Questions/Problems entering your listings?*

Call 888-577-8091 or email [wisdom3157@aol.com](mailto:wisdom3157@aol.com)