mindful
THE MEDIA COMPANY

Media Kit 2019
MINDFULNESS IS TRENDBING...BUT WHY?

It’s simple. It’s healthy. It’s evidence-based. It works. It helps improve society... and anyone can do it!
A growing body of research shows mindfulness can alleviate common health issues, such as stress, anxiety, depression, sleeplessness, and overeating.

“Mindfulness is at the forefront of the trend in health care toward more self-care.”

—Sukanya Soderland, Harvard Business Review
mindful 2019

THE AUTHORITATIVE VOICE

As the leading authority in its field, Mindful is a respected consumer brand for everyone—from beginners to advanced practitioners—who seek a healthier mind and a healthier life.

Mindful’s 5 key brand differentiators:

- Tangible results
- Science-based
- Authoritative
- Integrity
- Secular

“Mindful is a fantastic resource for people looking to learn about mindfulness in a smart, secular, and science-oriented way.”

—Dan Harris, ABC News anchor and author of 10% Happier
MISSION STATEMENT

Mindful is a mission-driven nonprofit. We're dedicated to inspiring, guiding, and connecting anyone who wants to explore mindfulness—to enjoy better health, more caring relationships, and a compassionate society.
**PLATFORMS**

- **Mindful Magazine**
  Bimonthly paid circulation: 95,000

- **Social Media**
  600,000+ followers (Facebook, Twitter, Instagram)

- **mindful.org**
  Highly informative site with a vibrant, uncluttered design, drawing 575,000 monthly users

- **Video**
  Leading mindfulness advocates and influencers sharing their experiences with Mindful.org viewers

- **Weekly Newsletters**
  Sent weekly to 150,000+ subscribers, featuring top stories of the week, helpful practices, and more from mindful.org.

- **Mindful Mobile Edition**
  Custom mobile app available for all smartphone and tablet devices.
Frequency: 6X/year
Circulation: 95,000
100% paid (print + mobile)
20% newsstand / 80% subscription
40-45% sell through on newsstands

Sold at most bookstores, including Barnes & Noble and select food retailers including Giant, Harris Teeter, Wegmans, Whole Foods, Sprouts, and specialty stores.
Mindful readers are engaged, caring people who are looking for better ways to live. They support brands and services that share their values—brands they can believe in.

Who Reads Mindful?

- 78% Female
- 68% Married
- Median HHI: $100,000
- Median Age: 57
- 81% Hold a college or university degree
- 46% Hold a postgraduate degree
- 70% Employed

Reader Engagement:
- 70% have read 4 of their last 4 issues
- 79% have read all or nearly all of the magazine
- 84% spend 30-60 minutes reading each issue
- 57% save their copies after reading them

Reader Psychographics:
- 55% travel for education or personal development once or more a year
- 65% were inspired to purchase a book by something they read in the magazine
- 60% read 8 or more books a year
- 89% have visited an advertiser’s website after seeing their ad in the magazine
- 46% exercise 2-3 times a week, 40% exercise daily, and 51% practice yoga
- 38% use a chiropractor, 71% a massage therapist, and 30% an acupuncturist
- 81% are the main grocery shopping decision makers in their home
- 87% shop at Whole Foods, Sprouts, independent health food store, or co-op
- 80% shop at a traditional supermarket
- 69% are willing to pay a premium for natural/organic products, 36% for Non-GMO
- 74% buy vitamins and dietary supplements on a regular basis
- 80% say it is important or very important to purchase brands that share their values

Source: 2018 Mindful subscriber study
PRINT CIRCULATION GROWTH IN A FLOURISHING VERTICAL MARKET

Average Paid Circulation 2013-18

2013: 44,000
2014: 49,000
2015: 66,000
2016: 80,000
2017: 90,000
2018: 95,000

Source: Publisher’s statement, year end average circulation
EDITORIAL CALENDAR

FEBRUARY: THE SELF-COMPASSION ISSUE
This issue – working directly with the world’s leading experts in self-compassion – focuses on learning how to accept yourself with kindness, defuse harsh judgments, release intense emotions, and motivate yourself in powerful and meaningful ways. Also includes: unlocking your creative self and how the best new building design soothes the mind and nurtures the human spirit.
ON SALE DEC 25  AD SPACE NOV 5  MATERIALS NOV 9

APRIL: CALMING ANXIETY
Got an inner critic, anxious thoughts, or a racing mind in overdrive? Welcome to the new normal. This issue takes readers to the cutting edge of science, investigating how our thoughts and emotions get wired in the brain and how mindfulness and the brain’s neuroplasticity can help untangle these mental knots. Also in this issue: learning resilience in nature.
ON SALE FEB 26  AD SPACE JAN 7  MATERIALS JAN 11

JUNE: DEEP LISTENING TO MIND AND BODY
Created in collaboration with renowned yoga and meditation experts, this issue explores body-based mindfulness – how we can learn to tune in to our physical presence and the body’s responses as an early warning system to identify how, where, and why we’re holding emotional and physical tension and learn to navigate life with greater ease and perspective.
ON SALE APR 30  AD SPACE MAR 11  MATERIALS MAR 15

AUGUST: FINDING PURPOSE
A clear sense of purpose is motivating and energizing, propelling each of us to do the work we are meant to do and find meaning in our lives. But clarity of purpose can be elusive and frustrating. How do you really know? This issue explores ways to use mindfulness as a guide to tap into your inner wisdom so you can truly feel the pull and tug of your life purpose.
ON SALE JUNE 25  AD SPACE MAY 6  MATERIALS MAY 10

OCTOBER: EMBRACING CHANGE & BUILDING RESILIENCE
Do you resist change? Prefer to be in control rather than go with the flow? Explore how to use mindfulness to cultivate an attitude of allowing and accepting. In addition, discover the brain’s different kinds of intelligence that are essential to resilience so that you can skillfully – and mindfully – respond to life’s most challenging stressors with flexibility and equanimity.
ON SALE AUG 27  AD SPACE JULY 8  MATERIALS JULY 12

DECEMBER: AWAKENING JOY: HOW TO BE HAPPY
Experience the swirl of the holidays and beginning of the New Year from a place of contentment and well-being. This issue focuses on using mindfulness to create a sense of inner well-being and living in alignment with your core values so that 2019 ends – and 2020 begins – with feelings of contentment and positive anticipation.
ON SALE OCT 29  AD SPACE SEPT 9  MATERIALS SEPT 13

IN EVERY ISSUE

Point of View Editor-in-Chief Barry Boyce takes a close look at the hottest mindfulness issues of the day

The Mindful Survey Readers reveal what they think about key subjects in this highly engaging page

Top of Mind Spotlight on the latest news, events, research, even the wacky things happening in the world of mindfulness. Includes reader favorite: Mindful or Mindless?

Mindful Living Where readers pause and gather insight

How to Making the practice of mindfulness easy and accessible for all

Mindful Eating Highlighting the joy of a different food every issue

Mindful MD Top doctors share how mindfulness impacts and improves our health and well-being

Inner Wisdom Psychotherapist and mindfulness expert shares insights about finding joy and meaning and transcending negative emotions

Mindful FAQ Helpful answers to common meditator questions

Brain Science Investigating the cutting edge of research in the field

Bookmark This Reviews of the best books, podcasts, and more

Mindspace A last look and final thought for the issue

Note: This document is for planning purposes only and is subject to change.
Mindful.org serves more than 1 million page views per month, with two-thirds of its traffic coming from social media and organic search.

mindful.org Overview
- Monthly users: 575,000
- Monthly page views: 1 million

Source: Google Analytics

Social Media
- Facebook: 480,000+ likes
- Twitter: 150,000+ followers
CLOSING DATES
PRINT

Frequency: 6x/year

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<tr>
<th>ISSUE</th>
<th>ON SALE</th>
<th>SPACE CLOSING</th>
<th>MATERIALS DUE</th>
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<tbody>
<tr>
<td>February</td>
<td>Dec 25</td>
<td>Nov 5</td>
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<td>October</td>
<td>Aug 27</td>
<td>Jul 8</td>
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<tr>
<td>December</td>
<td>Oct 29</td>
<td>Sep 9</td>
<td>Sep 13</td>
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NEWSLETTER - WEEKLY WAKEUP

AD BANNER SPECS
- 600 x 150 px
- Included images must be JPG, PNG, or GIF
- NO Flash or multimedia or other plug-ins, animated images, background images, image maps, Javascript or Frames, HTML forms, floats, and positioning
- Max file size: 30 KB
- All creative must be provided 2 weeks prior to mail date

SPONSOR CONTENT POST SPECS
- Stand-alone image with no copy: 270 x 150
- Included images must be JPG, PNG, or GIF
- NO Flash or multimedia or other plug-ins, animated images, background images, image maps, Javascript or Frames, HTML forms, floats, and positioning
- Max file size: 30 KB
- All creative must be provided 2 weeks prior to mail date
- Copy: Headline 4 words minimum and 8 words max
- Byline (e.g. company name, presenter, contributor)
- Desired click-out URL

Please email all assets to Chelsea Arsenault at chelsea@mindful.org
NEWSLETTER - TOP STORIES

AD BANNER SPECS
- 600 x 150 px
- Included images must be JPG, PNG, or GIF
- NO Flash or multimedia or other plug-ins, animated images, background images, image maps, Javascript or Frames, HTML forms, floats and positioning
- Max file size: 30 KB
- All creative must be provided 2 weeks prior to mail date

SPONSOR CONTENT POST SPECS
- Stand-alone image with no copy: 270 x 150
- Included images must be JPG, PNG, or GIF
- NO Flash or multimedia or other plug-ins, animated images, background images, image maps, Javascript or Frames, HTML forms, floats and positioning
- Max file size: 30 KB
- All creative must be provided 2 weeks prior to mail date
- Copy: Headline 4 words minimum and 8 words max. Description, 8-15 words.
- Byline (e.g. company name, presenter, contributor)
- Desired click-out URL

Please email all assets to Chelsea Arsenault at chelsea@mindful.org
SPONSORED EMAIL BLAST

SPONSORED EMAIL SPECS

- All creative must be produced within boilerplate HTML file [available here](#).
- All creative must be provided 2 weeks prior to mail date.

Summary of assets needed:

- Subject line
- HTML file prepared for Mailchimp. No external stylesheets permitted. Inline styles only.
- Email addresses of anyone who should receive test mailings before final approval.

Required specs:

- *Mindful* header and footer to be placed at top and bottom as seen in example to the left.
- Email width fixed to maximum 600 px.
- “Above the fold” height is about 300-500 px. Content can be longer but key information should be within this space.
- Text-to-image ratio is ideally 80:20. Don’t rely on images to convey message (HTML files that contain images only or too little text will be sent back for revision. Text must be HTML text and not part of the image.)
- Included images must be JPG, PNG, or GIF.
- NO Flash or multimedia or other plug-ins, animated images, background images, image maps, Javascript or Frames, HTML forms, floats and positioning.
- Avoid spacer images. No replacing bullets with images or unordered lists.

Please email all assets to Chelsea Arsenault at chelsea@mindful.org.
WEBSITE SPONSORSHIP

WEBSITE SPONSORSHIP INSTRUCTIONS

- All creative must be provided 3 weeks prior to posting date

Summary of assets needed:
- Main image at least 2000 x 1520 px; additional images at least 1000 px wide
- Headline: 5-8 words
- Intro text: 20-30 words
- Link
- Sponsor Content Article: Up to 600 words.

Please email all assets to Chelsea Arsenault at chelsea@mindful.org
ADVERTISING SPECS

UNIT AD SIZE/TRIM LIVE TEXT AREA BLEED
1. Double page 16.75"w x 10.875"h 16"w x 10.125"h 17"w x 11.125"h
2. Full Page 8.375"w x 10.875"h 7.625"w x 10.125"h 8.625"w x 11.125"h
3. 1/2 page* 3.6875"w x 10.875"h 2.9375"w x 10.125"h 3.9375"w x 11.125"h

*Limited availability

AD SIZE/TRIM
Ads submitted at the wrong size will be resized or bordered at the advertiser’s expense. We accept PDF/X-1a or TIFF files.

LIVE TEXT AREA
= 0.375" inside of ad size
Main type and design elements should be placed within this area. (e.g., your company logos, headlines, and main copy)

BLEED
= 0.125" outside of ad size
Ads must have a 0.125" bleed on all sides.

UPLOADING YOUR AD
Our online ad portal for submitting and preflighting your advertising files offers a stable platform and an easy-to-use interface. Delivering your advertising files to us is convenient and stress-free!

2) Create an account using the “Sign Up Here to Send Ads” button.
3) Click “Send My Ad” under “Actions” in the left-hand bar.
4) Follow the online instructions to upload and preflight your ad. We prefer to receive PDF files, as they will be automatically preflighted by the ad portal. However, if you need to send us a TIFF file, just compress it into a “.zip” file, and the system will let you upload it. It will not, however, show you a preview of what your ad will look like or alert you to any potential problems.

For a copy of our Ad Portal User Guide, or if you have any questions, please contact Chelsea Arsenault at chelsea@mindful.org
ADVERTISING SPECS
mindful MARKETPLACE

<table>
<thead>
<tr>
<th>UNIT</th>
<th>IMAGE SIZE</th>
<th>COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1/4-page Marketplace</td>
<td>3.375&quot;w x 1.8125&quot;h</td>
<td>100 words MAX.</td>
</tr>
<tr>
<td>2. 1/8-page Marketplace</td>
<td>1.625&quot;w x 1.8125&quot;h</td>
<td>45 words MAX.</td>
</tr>
</tbody>
</table>

CONTENT & IMAGE SPECIFICATIONS
The advertiser supplies both the image and the ad copy. *Mindful* assembles the ad in the Marketplace template, assigns position, and makes any necessary corrections deemed necessary by our design and editorial guidelines and requirements. Please keep the copy as simple as possible without excessive styling (e.g. bold, italics, underlines, and line breaks).

COPY REQUIREMENTS
1) **Title:** Your company name OR headline
2) **Body copy**
   - 1/4 page: 100 words max.
   - 1/8 page: 45 words max.
3) **Contact info**
   Two (2) of the following:
   - URL, email address, phone number

IMAGE SPECIFICATIONS
Advertiser-supplied images must meet the following requirements:

**Image:** Product image OR company logo. NO EXTRA COPY IN THE IMAGE

**Resolution:** 300 dpi

**File Format:** JPG/TIF/PDF

**No text in the images**

**No borders on images**

Advertisers are responsible for image quality and photo rights.

Email all materials to Chelsea Arsenault at chelsea@mindful.org

Submitted advertising creative assets (images, copy) that do not conform with the above specifications and requirements will be refused with a request to resubmit. *Mindful’s* art department will generate one (1) complimentary layout plus one (1) complimentary round of changes. Any changes made after this first round would incur charges billed at the rate of $100/hour, in 15-minute increments. Charges will appear on your invoice.

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*The Authentic Leadership Certificate Program at Naropa University provides a powerful approach to personal and professional transformation that increases a leader’s capacity for clarity, compassion, and effective action both in life and at work.*

Naropa University

Become the leader the world needs now.

The Authentic Leadership Certificate Program at Naropa University provides a powerful approach to personal and professional transformation that increases a leader’s capacity for clarity, compassion, and effective action both in life and at work.

Sheila Moore, an experienced teacher, at North America’s No. 1 winter resort. Transform mind, life, skiing one minute at a time.

Drawing on the disciplines of neuroscience, Buddhism, complexity science, and organizational learning, the program offers proven methods and practices that help leaders cultivate self-awareness and creativity, strengthen and enhance their relationships with others, and effectively lead the changes they want to see in their organizations and in the world.

To learn more or register:

Naropa.edu/authentic
(303) 245-4800, ext. 2

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Mindful Ski Camp,
Jackson Hole Mountain Resort
Come Ski in the Moment
Dharma Talks, meditations, meals.

Join John Travis, senior Buddhist teacher, Spirit Rock Meditation Center, at the 1440 Foundation, a non-profit organization and in the world.

To learn more and receive a $10 gift code.

www.holstee.com
camps@jacksonhole.com
www.facebook.com/1440Foundation
www.1440.org

From artisan farmers across the globe since 2002.

Samovar Tea Lounge delivered straight to your door.

Get 25% off your order with coupon www.SamadhiCushions.com/Mindful

• Includes a cushion and mat
• More comfortable than meditation in a chair
• Slightly inclined for the best meditation posture
• Portable. Easy assembly, 7 lbs.
• Includes a cushion and mat
• Includes a cushion and mat
• Includes a cushion and mat

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**1/8 PAGE**
1.625"W X 1.8125"H
AT 300 DPI
JGP/TIFF/PDF
45 WORDS MAX

**1/4 PAGE**
3.375"W X 1.8125"H
AT 300 DPI
JGP/TIFF/PDF
100 WORDS MAX
ADVERTISING SPECS
GUIDELINES

General Guidelines for Preparing Your Ad

To avoid production charges, your digital artwork dimensions must conform to our ad sizes, standards, and specifications.

Before preparing your ad, ensure that all graphic elements are in CMYK, grayscale, or bitmap mode. Photographic images should be 300 dpi (dots per inch) or greater. Line art should be 1200 dpi. Do not use images downloaded from the Internet, as these often have a resolution of 72 dpi or 100 dpi, which isn’t appropriate for print. Use CMYK mode (not RGB) for color ads.

We accept PDF/X-1a and TIFF. When creating a PDF/X-1a or TIFF, make sure all fonts are embedded, outlined, or flattened and all images are linked. If you are submitting a full-page ad, make sure you include a 0.125” bleed on all sides.

Submitted advertising creative that does not conform to Mindful’s published requirements will be refused with a request for the advertiser to resubmit. Alternatively, the advertiser would incur charges for Mindful’s art department to make any needed corrections to the file, billed at a flat $100 fee, plus $100 per hour after the first hour of work. Charges will appear on your invoice.

Guidelines for Specific Applications

INDESIGN & QUARKXPRESS
Create a PDF/X-1a file. PDF/X-1a files must be distilled with Acrobat Distiller or exported from InDesign. Please call if you plan to export a PDF from Quark without using Acrobat Distiller.

PHOTOSHOP
Save the file as a PDF/X-1a or as a flattened TIFF. Always construct your ad at 300 dpi. To preserve text quality, do not resize your ad after the layers have been flattened. Also, do not resize the text layer if you render the type before flattening the layers. Rendering type changes fonts from vectors to pixels. Pixel-based fonts may look clear on your screen when you resize them, but they can appear blurry when printed.

ILLUSTRATOR
Save the file as a PDF/X-1a. You can convert the type to outlines before creating a PDF/X-1a. If you choose not to convert the type to outlines, the fonts will be embedded as part of the PDF/X-1a process. Either option is acceptable.

MICROSOFT WORD AND PUBLISHER
We do not accept files, including PDFs, created in Word or Publisher. They are not suitable for professional magazine printing.

UPLOADING YOUR AD
To upload artwork please visit http://aduploads.sendmyad.com and follow instructions.
COPY AND CONTRACT REQUIREMENTS

1. All insertion orders are accepted subject to provisions of the current rate card. The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with set policies.

2. Orders are due on or before the ad reservation deadline. Orders must specifically state issues and space to be used. All verbal instructions regarding contracts, insertions, or changes of any kind are to be confirmed in writing by the advertiser.

3. A signed contract or acknowledgment is required to confirm ad reservation.

4. Cancellations or changes in orders will not be accepted after advertising space closing date, and none may be considered executed unless acknowledged by the publisher. Orders for back covers and specified positions are noncancellable after 60 days prior to the closing date of issue.

5. Orders that contain incorrect rates or conditions will be inserted and charged for at regular schedule of rates. Such errors will be regarded only as clerical.

6. We reserve the right to reject advertisements which, based on our judgment, are not consistent with our publication’s objectives, standards, and editorial convictions, as well as ads that in our estimation will not achieve the advertiser’s aims. Because *Mindful* endeavors to offer a view and voice for the application of secular mindfulness practices, from time to time we may suggest changes to copy and/or imagery in keeping with this goal.

7. Copy resembling editorial will be labeled “Advertisement” by *Mindful* at its discretion.

8. All orders are accepted subject to fires, strikes, accidents, or other occurrences beyond publisher’s control, which prevent publisher from partially or completely producing, publishing, or distributing *Mindful*. Publisher shall not be liable for any costs or damages if for any reason the advertisement is not published.

9. Advertisers and their agencies have dual liability to *Mindful* for payment of advertising charges. That is, the agency is responsible for the client, and vice versa. Statements on agency (or advertiser) insertion orders or contracts negating dual liability are superseded by this required condition (by *Mindful*) of dual liability.

10. In consideration of the acceptance of the advertisement, the advertiser and/or agency assumes liability for any and all claims that may arise as a result of advertisements printed and will protect the publisher against any claims arising therefrom.

11. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.
ADVERTISING SPECS

Taking Pause

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<tr>
<th>UNIT</th>
<th>IMAGE</th>
<th>COPY</th>
<th>TITLE</th>
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<tbody>
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<td>60 words MAX.</td>
<td>6 words MAX.</td>
</tr>
</tbody>
</table>

CONTENT & IMAGE SPECIFICATIONS

The advertiser supplies both the image and the ad copy. Mindful assembles the ad in the Taking Pause template, assigns position, and makes copy corrections deemed necessary by our design and editorial guidelines and requirements. Please keep the copy as simple as possible without excessive styling (e.g. bold, italics, underlines, and line breaks).

COPY REQUIREMENTS

1) Title: Your company name OR headline (6 words max.)
2) Body copy 60 words max.
3) Contact info Two (2) of the following: URL, email address, phone number

IMAGE SPECIFICATIONS

Advertiser supplied images must meet the following requirements:

Image: Product image OR company logo. NO EXTRA COPY IN THE IMAGE
Resolution: 300 dpi
File Format: EPS/TIF/PDF
No text in the images
No background in the images
No borders on images

Advertisers are responsible for image quality and photo rights.

MATERIAL SUBMISSION

Email both text and image to Chelsea Arsenault at chelsea@mindful.org

* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.
POLICIES

INVOICING
Invoices are issued within two weeks of issue on-sale date and are due upon receipt.

CREDIT POLICY
New accounts must prepay until credit is established.

FREQUENCY DISCOUNTS
Frequency advertising contracts must be completed within one year of the first insertion.

AGENCY COMMISSIONS
15% for recognized advertising agencies only. Agency must provide an independent billing and creative service to the advertiser. Multiple discounts cannot be combined to earn a lower rate.

SPECIAL POSITIONING
Add 25%; available for full and double pages only.
MINDFUL ADVERTISING GUIDELINES

GENERAL ADVERTISING GUIDELINES
The Guidelines in the following section apply to all advertisements and sponsor content served by or appearing in the print publications of Mindful and its digital properties, including mindful.org and the Mindful e-newsletter, and all related social media, mobile, and app extensions.

• Mindful will not allow any relationship with an advertiser to compromise Mindful’s editorial integrity.
• All advertising content must be clearly distinguishable from editorial content. To that end, Mindful will label an advertisement with the word “Advertisement” when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.
• While the content of advertising does not necessarily reflect the views of Mindful or its editors, if it comes to the attention of Mindful that an ad, in our opinion, contains demonstrably false or unlawful content, Mindful will refuse or remove the ad in whole or in part.
• Mindful may exercise its discretion to refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to Mindful’s brand.
• Mindful will not submit editorial content to advertisers for approval.
• Mindful will disclose to readers any e-commerce partnerships as such with advertisers.

ADVERTISING THAT WILL NOT BE ACCEPTED
Although Mindful will evaluate whether to work with advertisers on a case-by-case basis, some examples of advertising Mindful will not accept are the following:

• Advertising that contains religious programs, imagery, pictures of teachers in robes, or references to religious teachings.
• Ads for programs taught by teachers with titles conferred by religious organizations. Mindfulness programs taught by people with religious backgrounds are acceptable, so long as the content of the program is clearly secular.
• Ads for programs with religious doctrinal content or ritual.
• Religious books by religious teachers. Books by religious teachers that are explicitly secular are acceptable, provided the cover imagery is non-religious. The fact that the book may contain the odd reference to religious ideas does not disqualify, so long as in the main it is secular in tone.
• Religious programs at religious centers. Programs at religious-oriented centers are acceptable, so long as they are clearly secular in content and do not contain religious rituals.
• Religious products. If a non-religious product ad (jewelry, for example) contains a modest amount of religious imagery, that’s acceptable. But if an alternative product line is available, we would strongly encourage the non-religious products be featured instead in the ad.
MINDFUL ADVERTISING GUIDELINES (CONTINUED)

- Advertising that Mindful believes, in its opinion, makes questionable claims.
- Advertising that Mindful believes, in its opinion, is indecent, vulgar, suggestive, profane, inflammatory, or offensive.
- Advertising for illegal products or services, including drugs, illegal substances, or any related products or services.
- Advertising that Mindful believes will undermine the intellectual integrity, authority, and character of its mission and brand.

EXCEPTIONS WITHIN THE MARKETPLACE SECTION OF THE MAGAZINE

The Marketplace section, given the size of the ads and nature of the section, will accept religious-affiliated ads. For examples, logos of practice centers with religious imagery or products such as the Metta prayer bracelet, are acceptable in Marketplace.

SUBJECT TO THE SOLE DISCREETION OF THE PUBLISHER, EDITOR, AND GENERAL MANAGER

All determinations of the application of the foregoing standards to particular advertisements or advertisers shall be within the sole discretion of Mindful’s publisher, editor, and general manager.

Mindful may remove advertising content at any time if such content is inconsistent with the policies described herein, with or without prior notice to the advertising client and regardless of whether the advertising content has been accepted or displayed within Mindful for any period of time.

SPONSOR CONTENT GUIDELINES

Definition

Sponsor Content (or “native advertising”) is content created or commissioned by advertisers in collaboration with Mindful’s marketing team. Mindful allows Sponsor Content in two forms: (1) Content produced by the marketing team as commissioned by its advertising partners and (2) Content produced by advertisers.

Sponsor Content should consist of content that the magazine would not normally publish; i.e., it should distinguish itself as something “special” and distinct from editorial pages.

Labeling & Design

As with all advertising, Sponsor Content does not necessarily reflect the views and choices of Mindful’s editors. Accordingly, Mindful will prominently display the following disclaimer on all Sponsor Content: ‘SPONSOR CONTENT: (name of advertiser)’ or ‘PAID POST: (name of advertiser).’

Mindful will include a disclaimer on all Sponsor Content that notes the non-involvement of Mindful’s editorial staff in curating or creating the Content and clarifies that the Content is made possible by a Sponsor, specifically: “This (email, post, content) is sponsored by an advertiser. Mindful editorial staff did not produce it.” For sponsor emails, the subject line of the email should read “Sponsored: (sponsor’s subject line).”

Mindful may additionally include, in certain areas and platforms, further explanation defining Sponsor Content to Mindful readers. In addition, Mindful will ensure the treatment and design of Advertising and Sponsor Content is clearly differentiated from its editorial content.

Despite the caveat that Sponsor Content does not necessarily reflect the views of Mindful or its editors, Mindful will refuse publication of such content that, in its own judgment, would undermine the intellectual integrity, authority, and character of our enterprise.

As with all advertising, and consistent with the foregoing General Advertising Guidelines, Mindful may reject or remove any Sponsor Content at any time that contains false, deceptive, potentially misleading, or illegal content; is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to Mindful’s brand.

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