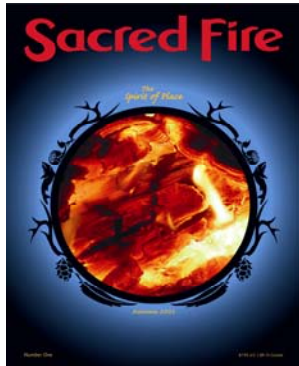


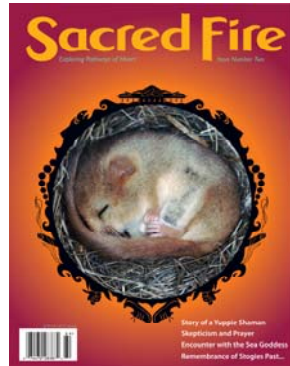
# Sacred Fire

MAGAZINE

## Display Advertising Media Kit



ISSUE ONE



ISSUE TWO



ISSUE THREE



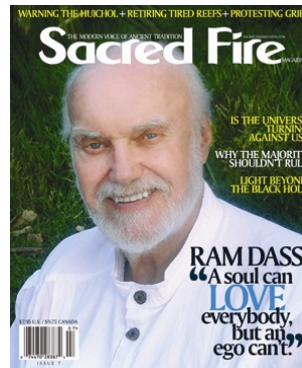
ISSUE FOUR



ISSUE FIVE



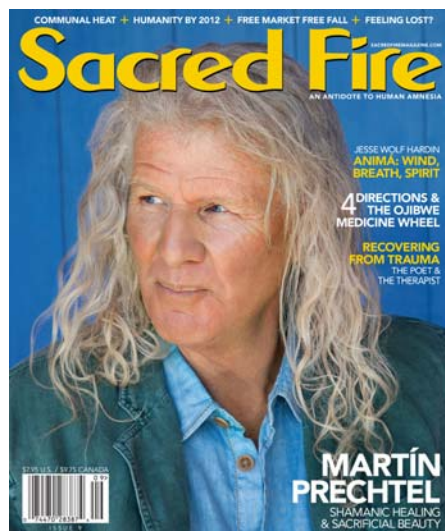
ISSUE SIX



ISSUE SEVEN



ISSUE EIGHT



ISSUE NINE

When you advertise in *Sacred Fire*, you light a flame in the world.

Not only do you reach a desirable targeted readership, you also support the source of ancestral wisdom and bringing this wisdom to the world.

Contact: Lyn Felling  
[lfelling@sacredfiremagazine.com](mailto:lfelling@sacredfiremagazine.com)  
843.679.0720



## OUR VISION

At ***Sacred Fire***, we believe the next “new thing” is the “old thing” – living simply in relationship with all of creation, the living world. We feature the wisdom, humor, stories and lifeways of spiritual elders, healers, tradition holders and everyday people who experience life in close connection with nature and Divine.

Through our beautifully illustrated interviews, articles, essays, poetry and art, readers re-discover a worldview that offers solid footing in troubled times.

***Sacred Fire*** re-awakens the indigenous heart in all of us, so we can find healing, create loving relationships and build sustainable communities that honor and celebrate the Divine energies alive and at play in the living world.

Here are just some of the elders, writers and medicine people you'll find in the pages of ***Sacred Fire***:

Audrey Shenandoah, Barry Lopez, Bill Pfeiffer, Bill Plotkin, Brandon Bays, Cassia Berman, Chief Oren Lyons, Dennis Banks, Dorianne Laux, Dr. Lewis Mehl-Madrona, Eliot Cowan, Frederick Gachanja Njoroge, Geshe Tenzin Wangyal Rinpoche, Gina Knudson, Jeanette Armstrong, Lei'ohu Ryder, Leslie Gray, Louise Erdrich, Malcolm Margolin, Malidoma P. Some, Martín Prechtel, Melissa Nelson, Patricia Monaghan, Ram Dass, Richard Reoch, Richo Cech, Robert Sachs, Ruth Rosenhek, Shaykha Tasnim Hermila Fernandez, Shyamdas, Thom Hartmann, Tom Porter, and Waynonaha Two Worlds.





## OUR READERS

***Sacred Fire*** readers are well-educated, spiritually aware people who care about community and our living world.

They focus on living consciously, sustainably, and in balance. Their purchases reflect their search for products and services that offer both practical and spiritual values.

Our readers travel, hike and camp, purchase ceremonial items, read books, study and practice healing techniques, consult healing practitioners, appreciate chocolate and tobacco's spiritual gifts, create and appreciate art, garden naturally, buy organic, build green, and do business with professionals who offer services from the heart.

## OUR CIRCULATION

***Sacred Fire*** distributes 6,000 copies of each issue through subscription and newsstand sales.

Wholesale distributors (Ubiquity, Kent News Co., Armadillo, One Source, New Leaf, Small Changes and Disticor Direct) deliver the magazine to over 500 independent bookstores in the US and Canada. Barnes and Nobles and Borders Books distribute over 3000 copies in the US and Canada. We also service direct retail accounts.

Promotional copies are distributed at holistic festivals and spiritual conferences around the U.S., and our network of grass roots promoters distribute locally to over 50 communities in the U.S., Mexico, Canada and the UK.

## Display Advertising Rates

<b>COLOR</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>
Cover 3 (inside back)	\$475	\$425	\$400	\$375
Cover 4 (outer back)	\$575	\$525	\$500	\$475
Full page	\$450	\$400	\$375	\$350
2/3	\$300	\$275	\$250	\$225
1/2	\$250	\$225	\$215	\$200
1/3	\$225	\$200	\$150	\$125
1/4	\$150	\$125	\$115	\$100

<b>Ad Sizes / Specs</b>	<b>Width (inches)</b>	<b>Height (inches)</b>
Covers (bleed only)	9.5 (text 8.5)	11.375 (text 10.375)
Full page (bleed)	9.5 (text 8.5)	11.375 (text 10.375)
Full page (no bleed)	7.95	9.70
2/3 (vertical)	5.22	9.70
1/2 (vertical)	3.85	9.70
1/2 (horizontal)	7.95	4.72
1/3 (vertical)	2.48	9.70
1/3 (horizontal)	5.22	4.72
1/4	3.85	4.72

<b>Issue Schedule</b>	<b>Reservation Deadline</b>	<b>Materials Due</b>
Issue 10 (Oct. '09 Holiday)	August 24	September 7
Issue 11 (Feb. '10)	November 16	December 7
Issue 12 (May. '09)	Feb. 8	Feb. 16
Issue 13 (Jul. '09)	May 10	May 28

*Publication dates are subject to change*

## Mechanical Requirements

1) All ads must be submitted on CD-ROM or electronically (email or ftp). Email is preferred. No hard copies will be accepted. Files up to 8MB may be emailed to [lfelling@sacredfiremagazine.com](mailto:lfelling@sacredfiremagazine.com). Contact Lyn Felling for information about ftp transfers. CDs should be shipped to:

*Sacred Fire, c/o Lyn Felling, 506 West Evans St., Florence SC 29501.*

Please include a reference print out of the art.

2) Ads must be submitted in PDF, EPS, or format TIFF, CMYK, 300dpi. PDF preferred. Files should be created in print-resolution (not screen-resolution), with all fonts embedded, and no image compression.

Use postscript fonts only. True type fonts are not acceptable.

All images including logos must be at a resolution of 300dpi, and must be four-color process (CMYK) or grayscale. Any spot colors should be converted to CMYK before sending. Graphics should be TIFF or EPS files.

Mail a hard-copy of the ad (inkjet or laser OK) for reference.



## General Advertising Policies

- 1) *Sacred Fire* offers advertising to provide readers with useful information. Advertising space in the magazine is limited. *Sacred Fire* reserves the right to reject any advertising not in keeping with the magazine's standards for any reason at any time.
- 2) All payment for advertising space is due in full in U.S. funds at the time of the materials closing date. No credit is extended at this time. Payment can be made by check (payable to *Sacred Fire*) or by credit card. Advertisers outside the U.S. must pay by credit card or money order.
- 3) All rates quoted are net to *Sacred Fire*.
- 4) All verbal instructions regarding contracts, insertions or changes must be confirmed in writing by and with the advertiser prior to closing date. No requests, conditions or copy instructions which conflict with the magazine's policies will be binding on the magazine.
- 5) Advertisers assume all responsibility and liability for all claims arising from their advertisements and indemnify and hold harmless the magazine from same.
- 6) Limited liability: Magazine's liability for any error is limited to the cost of the space and is applicable only to an error which materially affects the value of the advertisement.
- 7) Missed deadlines: Ads received after our closing date will be run in the next issue unless otherwise specified. Repeating ads will be re-run as given unless new copy is provided to our office by the materials closing date.
- 8) *Sacred Fire* reserves the right to insert the word "advertisement" with any ad we deem necessary. Advertisers may be requested to submit sample catalogs, schedules, or other literature with their ads.
- 9) *Sacred Fire* is growing very quickly and rates and units of space are subject to change without notice by the magazine. However, *Sacred Fire* will not change rates or unit sizes for confirmed insertion orders.
- 10) Cancellations must be received prior to the materials closing date. No cancellations permitted on covers.
- 11) All rates quoted are for "press ready" artwork insertions. *Sacred Fire* does not provide ad production services at this time, however we will recommend a graphic designer to those who request it. Ads must be sized and formatted correctly (see "Mechanical Requirements"). Incorrectly sized or formatted ads submitted prior to materials closing will be returned to the advertiser for correction; after materials closing advertiser will have the choice to either pay *Sacred Fire* \$65 an hour for the correction or forfeit the space with no refund.