

SCIENCE OF MIND

Our Mission Composed of a unique blend of perennial wisdom and cutting-edge spiritual insights from the fields of science, psychology, and religion, **Science of Mind**'s mission is to be a comprehensive guide to spiritual living. **Science of Mind** is one of the most highly regarded spiritual magazines in the New Thought movement. With provocative features, such as interviews with His Holiness the Dalai Lama, Eckhart Tolle, Dr. Wayne Dyer, Bishop Carlton Pearson, and Rev. Dr. Michael Beckwith, monthly columns on topics of health, parenting, and financial prosperity, and the Daily Guides for Richer Living, every issue of **Science of Mind** presents a wealth of diverse spiritual resources.

Who We Are **Science of Mind** magazine has been in continuous publication since 1927. Founded by the practical mystic, Ernest Holmes, the magazine provides readers with spiritual tools and insights to improve their personal lives and help make the world a better place—all in a portable, digest size.



“Every issue of **Science of Mind** presents a wealth of diverse spiritual resources”

SCIENCE OF MIND

Market Advantage *Science of Mind's* target market is the Cultural Creatives. Our readers are well-educated, prosperous individuals who are optimistic about life.

- **They are authentic, open-minded, and responsible people seeking to improve the quality of their lives and their world.**

65% have a bachelor's or graduate college degree

78% own their home

77% purchased more than 6 books in the previous year

70% earn over \$50,000/year

73% attended at least one educational seminar in the previous year

- **Our readers are sensitive to all life, health, and the environment.**

64% own a pet

87% practice meditation

79% exercise regularly

92% shop at natural/health food stores

- **Science of Mind readers are tech savvy, affluent, and have disposable income and leisure time.**

68% of readers check email at least once a day

70% traveled by airplane at least once during the year

33% of our readers vacationed at a resort or exotic location

- **We have dedicated, loyal readers who open the magazine everyday to read the Daily Guides for Richer Living.**

Over 55% of readers keep the magazine for over 3 months

69% of current subscribers say they will renew their subscription

33% read the magazine cover-to-cover



SCIENCE OF MIND

Science of Mind has a strong paid subscription base of more than 50,000 with a read-through of 85,000. The magazine is sold in over 400 retail outlets worldwide, mailed to over 62 countries, and has more than 15,000 newsstand and bookstore sales in North America and Europe. With its breadth of distribution, and plans to launch an online magazine in the near future, ***Science of Mind*** is well-positioned to increase its number of sales—and yours.

With deep appreciation, we thank you for considering ***Science of Mind*** magazine as an advertising option. Our goal is to offer you a quality advertising vehicle that promotes your product or service, a target market that is focused on making the world a better place, and a resource to grow and build your business.



“Science of Mind’s readers are affluent, open-minded people seeking to improve the quality of their lives and the world.”

SCIENCE OF MIND

Advertising Rates

| Black & White | | | | | |
|---------------|--------|--------|--------|--------|--------|
| | 1x-2x | 3x-5x | 6x-8x | 9x-11x | 12x |
| Full Page | \$1650 | \$1550 | \$1500 | \$1450 | \$1300 |
| 1/2 Page | \$1050 | \$1000 | \$950 | \$900 | \$800 |
| Color | | | | | |
| | 1x-2x | 3x-5x | 6x-8x | 9x-11x | 12x |
| Full Page | \$2920 | \$2723 | \$2600 | \$2490 | \$2290 |
| 1/2 Page | \$2030 | \$1905 | \$1795 | \$1690 | \$1540 |

Frequency Page Rates: Rate earned is based on the number of insertions used within any 12-month period (or less if desired) from the date of the first insertion.

Rate for Position: Available on Full Page Ad Only.
 Inside Front Cover **\$300** additional
 Inside Back Cover **\$300** additional
 Back Cover **\$400** additional

| Spiritual Living Marketplace Ad Rates | | | | | |
|---------------------------------------|-------|-------|-------|--------|-------|
| | 1x-2x | 3x-5x | 6x-8x | 9x-11x | 12x |
| | \$600 | \$550 | \$490 | \$420 | \$340 |

For all advertising inquires, contact:

Seth Hoyt
 Science of Mind Magazine
 573 Park Point Drive
 Golden, CO. 80401
 612.747.1674
Hoytse@gmail.com

69% of the readers say they will renew

55% of the readers keep the magazine over 3 months



SCIENCE OF MIND

Submission Specs & Mechanicals

Full Page: 5.25" width x 7.75" height, trim size (1/8" bleed required)

Half Page: Vertical: 2.6" width x 7.75" height
Horizontal: 5.25" width x 3.875" height

Marketplace Ad: 2.25" width x 3" height

Acceptable Formats: All ads must be submitted as high-resolution PDF, JPG or TIFF files only. No Quark, InDesign, or PageMaker files will be accepted.

All ad files must be submitted at 300 dpi. This includes black & white ads.

Four-color process only. Do not use spot color.

Always include crop marks on your file. Failure to provide crop marks will cause ad to be returned to client.

Use client name in title of ad for easy reference.
Ads are to be submitted via email to Seth Hoyt
at Hoytse@gmail.com

Submission Options: Ads may be submitted by PDF or JPG via email. For questions or qualifications about how to submit files, contact Seth Hoyt at Hoytse@gmail.com

For design or production questions, contact Christopher Loving-Campos at christopher@inspiregraphics.net

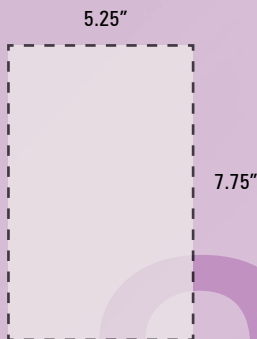
Printing Information:

Black & White: 133 recommended
Color: 133 recommended - 150 maximum
Method of Printing: Heatset Web Offset
Method of Binding: Perfect Bind



Ad Sizes and Dimensions

Full Page Ad Specs

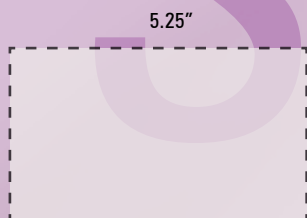


TRIM SIZE
Full page
This represents a full-sized magazine page. You'll want to keep any ad text in this space at least .25' from the edges of the page to avoid being trimmed.

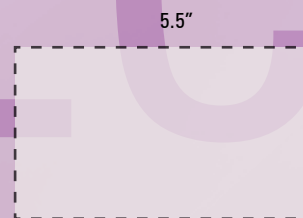


TRIM SIZE w/ bleed
Full page
This represents a full-sized magazine page including a bleed. If the ad background goes to the edge of the trim, you must spread it to fill the bleed area.

Half Page Horizontal Ad Specs

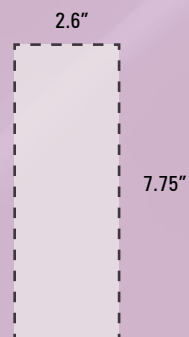


TRIM SIZE
Half page horizontal
This represents a half page horizontal ad. You'll want to keep any ad text in this space at least .25' from the edges of the page to avoid being trimmed.

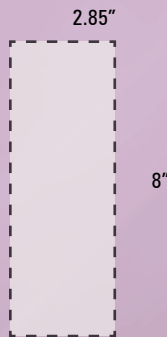


TRIM SIZE w/ bleed
Half page horizontal
This represents a half page horizontal ad, which includes a bleed. If the ad background goes to the edge of the trim, you must spread it to fill the bleed area.

Half Page Vertical Ad Specs

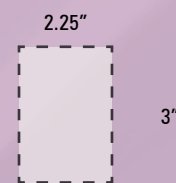


TRIM SIZE
Half page vertical
This depicts a half page vertical ad. You'll want to keep any ad text in this space at least .25' from the edges of the page to avoid being trimmed.



TRIM SIZE W/ BLEED
Half page vertical
This depicts a half page vertical ad, which includes a bleed. If the ad background goes to the edge of the trim, you must spread it to fill the bleed area.

Marketplace Ad Specs



NO BLEED NEEDED
Marketplace ad

SCIENCE OF MIND

2012-2013 Advertising Schedule

ISSUE

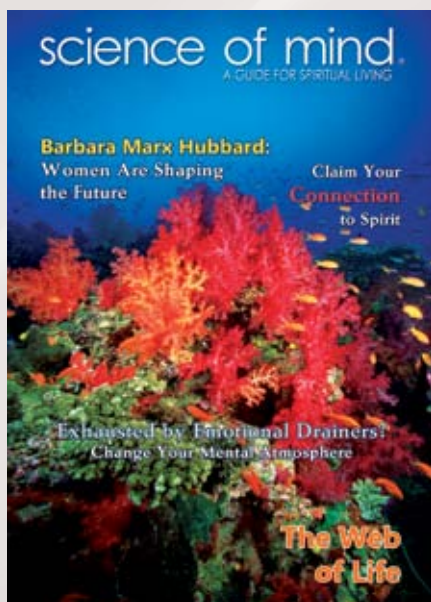
January 2012
February 2012
March 2012
April 2012
May 2012
June 2012
July 2012
August 2012
September 2012
October 2012
November 2012
December 2012
January 2013
February 2013
March 2013
April 2013
May 2013

AD & PAYMENT DUE DATE

October 01, 2011
November 01, 2011
December 1, 2011
January 2, 2011
February 01, 2011
March 01, 2011
April 02, 2011
May 1, 2011
June 1, 2011
July 2, 2011
August 1, 2011
September 3, 2011
October 1, 2011
November 01, 2011
December 03, 2011
January 02, 2012
February 01, 2012

ON SALE DATE

December 20, 2011
January 20, 2011
February 20, 2011
March 20, 2011
April 20, 2011
May 20, 2011
June 20, 2011
July 20, 2011
August 20, 2011
September 20, 2011
October 20, 2011
November 20, 2011
December 20, 2011
January 20, 2012
February 20, 2012
March 20, 2012
April 20, 2012



For more information, contact Seth Hoyt, 612.747.1674, Hoytse@gmail.com

science of mind.
A GUIDE FOR SPIRITUAL LIVING