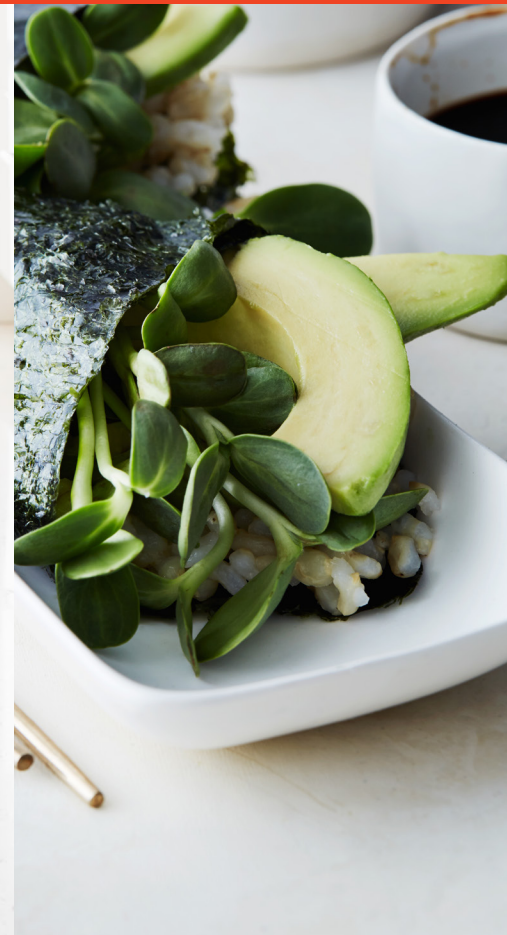




Naturally

DANNY SEO

MEDIA KIT



MISSION STATEMENT



Danny Seo is the foremost authority on living a modern, environmental lifestyle.

Naturally, Danny Seo, the magazine, celebrates where lifestyle and sustainability meet. Home, food, entertaining, travel, and everyday life are enhanced by natural, healthy, modern living. Each issue engages, educates, excites, and inspires. Think Pin-worthy decorating ideas, entertaining with ease, meaningful travel, and beauty that feels good inside and out. Whether it's using homegrown ingredients from your garden, redoing your house with low-emission paint or celebrating the outdoors, *Naturally* is a magazine for how we live today.

“I believe it’s easy to live a sustainable and healthy life almost effortlessly with great style.”



DANNY SEO - THE BRAND



Magazine

Books

10 titles in print

Television

Premieres Fall 2016: "Naturally, Danny Seo," a new weekly series of NBC with 52 weeks of week-to-week programming. Danny Seo has appeared on The View, Today, Steve Harvey, and The Meredith Viera Show.

Retail

Product line available in T.J.Maxx, HomeGoods and Marshalls

Hollywood Influencers

Access to celebrities and their social media

Social Media

35,000+ followers

Events

"Do Just One Thing" Column

Syndication in 500+ newspapers each week

Digital, Tablet and Mobile

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DISTINCTIVE EDITORIAL

DECOR | STYLE | CRAFTS | HEALTH & BEAUTY | CELEBRATIONS | ENTERTAINING | TRAVEL | FOOD | HOME



Food



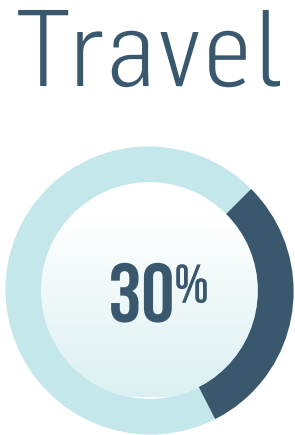
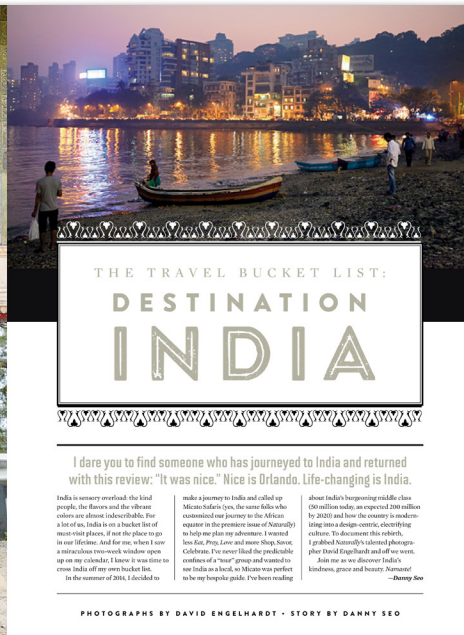
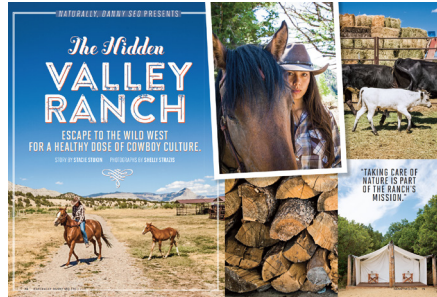
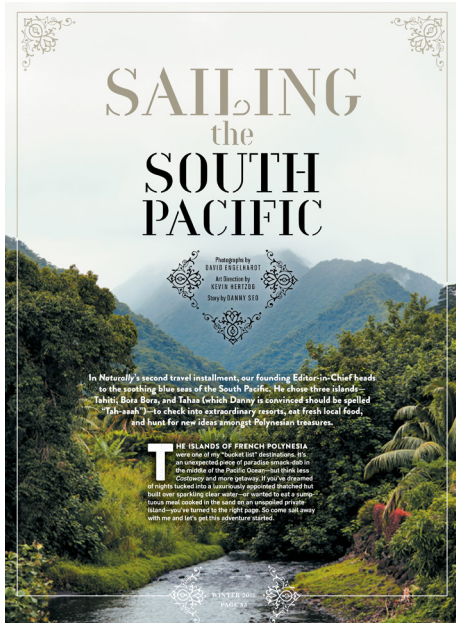
Imagine food that's delicious and nutritious and a breeze to make: clever tricks, tips and new techniques in every issue.

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DISTINCTIVE EDITORIAL

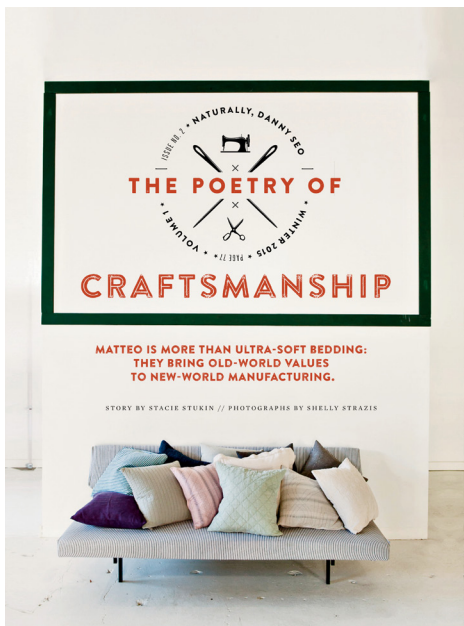
DECOR | STYLE | CRAFTS | HEALTH & BEAUTY | CELEBRATIONS | ENTERTAINING | TRAVEL | FOOD | HOME



Off the beaten path: revel in nature, encounter the unexpected and explore undiscovered gems.

DISTINCTIVE EDITORIAL

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Style



People, places and things that catch Danny's eye and the "best of" money-saving, earth-friendly and brilliant tips and ideas from Danny's syndicated column, "Do Just One Thing"

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Health & Beauty



All that nature has to offer, to look and feel beautiful.

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EDITORIAL SCHEDULE

Winter 2017

- **Inside the Homestead Kitchen:** We travel up to Homer, Alaska to spend the weekend with Eve and Eiven Kilcher, stars of Discovery Channel's *The Last Frontier*, to forage for wild ingredients and make comforting, home-cooked meals.
- **Black and white and...delicious all over:** Our award-winning food team whips up incredible meals that are winter white and beautifully black. How about some almond milk fondue with roasted parsnips or dark chocolate truffles with black lava rock salt?
- **The City of Angels:** The *Naturally* team heads to Los Angeles to unearth the best and healthiest places to eat, dine, stay and see...and we even take a side trip to the oasis in the desert known as Palm Springs.
- **The Power of Arnica:** To treat sore muscles, generations have used the soothing power of Arnica gel. We head to the French Alps to document the annual harvest of wild Arnica flowers and follow the journey from field to homeopathic wonder gel.
- **Budget Juices:** To sip the powerful impact of fresh squeezed juices, you don't have to break the bank. We concoct some delicious drinks that use the most inexpensive fruits and vegetables...and most of them cost under \$1 to make.

Spring 2017

- **Modern Wonder:** Inside the extraordinary before-meets-after makeover of a mid century home in Palm Springs, California. Designer Jules Moore has given an ecofriendly facelift to a home that features integrated solar panels, eco-efficient appliances and updated mid century design flare.
- **Jumpstart Spring:** Our all-star tricks, tips and recipes to say bye-bye to the blahs of winter and hello to the warmth and color of spring.
- **The Ranch Workout:** Celebrities pay \$7,000 for a week of transformative exercise at an exclusive resort in Malibu, California. As our wellness partner, the Ranch Malibu shares their exercise secrets to tighten, tone and feel rejuvenated that just takes minutes a day.
- **Tasty Turmeric:** Cookbook author Rebecca French ventures to the islands of Hawaii to visit a beautiful turmeric farm and shares easy, everyday recipes on how you can harness the power of this powerful and tasty anti-inflammatory root vegetable.

Summer 2017

- **Spice Journey:** We took a 10 day open-air journey from India to Sri Lanka to see where the world's most exotic spices are grown and harvested...and learn how to incorporate them into extraordinary meals.
- **Buy It or DIY It:** With everyday staples from your kitchen pantry or fridge, you can whip up food-grade masks that can clear skin, boost brightness and transform dull, dry skin into something extraordinary.
- **Hot Night, Cool Eats:** From chilled cucumber gazpacho soup to organic rose infused popsicles, our award-winning culinary team has whipped up some garden-fresh dinners, thirst-quenching drinks and bright ideas to celebrate the best days of summer.
- **Road Trip:** Everything can be bought online and—in most cases—in your hands the very next day! In a world of fast shopping, we like to slow down. So we hit the road and visit artisans, makers, and designers who refuse to sell online but make the best of the out there. Want to eat it, smell it or try it? Hop in a car and join us.

Fall 2017

- **Oooh...La La:** Join the *Naturally* team as they sip, shop, visit and see Paris like no other magazine has ever before. We find curious shops, hidden treasures and budding chefs who are bringing healthy to a whole new level. Plus, the best places to find that one Parisian antique treasure.
- **Modern Quilts:** When you think of quilting, you don't think about cozy t-shirts and vintage cashmere sweaters made into modern, color-blocked blankets, do you? We met two guys who are bringing jobs back to the US and can transform your old clothes into cozy chic home accessories.
- **One Pot Wonders:** Want to make a healthy meal from scratch without messing up the kitchen? These innovative recipes let you toss everything into just one pot...and in minutes, you have a marvelous meal the whole family will love.
- **Pioneer Town:** What happens when an interior designer buys an old Western soundstage in the middle of nowhere? You end up with a Ralph Lauren-worthy home that you need to see to believe.

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THE AUDIENCE

A fresh distinctive audience with their own set of unique values



NATURALLY'S READERS ARE:

Women.....	94%
Median Age.....	40
Age 21-54.....	72%
Median HHI.....	\$74,865
Married.....	64%
Postgraduate Degree.....	25%
Homeowners.....	74%
Parents.....	59%

Source: Reader Survey 2015

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PUBLISHING SCHEDULE

Issue	On Sale	Space	Art Due
Winter 2017	Dec 1	Oct 6	Oct 20
Spring 2017	March 1	Jan 5	Jan 19
Summer 2017	June 7	April 5	April 19
Fall 2017	Sept 6	July 5	July 19
Winter 2018	Dec 6	Oct 4	Oct 18

NATIONAL ADVERTISER RATES



	1X	2X	3X
Full page	\$50,000	\$47,500	\$45,000
2/3 page	\$40,000	\$38,000	\$36,000
1/2 page	\$32,500	\$30,875	\$29,250
1/3 page	\$22,500	\$21,375	\$20,250

Premium Pages

Cover 2	\$62,500	\$59,375	\$56,250
Cover 3	\$55,000	\$55,250	\$49,500
Cover 4	\$65,000	\$61,750	\$58,500

Rates are gross. No additional charge for bleed.

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AD SPECS AND REQUIREMENTS

full page bleed	8 ¼ x 11 ½"
full page non-bleed	7 x 10"
full page trim size	8 x 10 ⅞"
2 page spread bleed	16 ¼ x 11 ½"
2 page spread non-bleed	15 x 10"
2 page spread trim size	16 x 10 ⅞"

Set all bleed at EXACTLY 1/8" past **AD TRIM** on ALL sides for accurate placement. For type safety, keep all live matter AT LEAST 1/4" inside **AD TRIM** on all sides (including gutter for 2-page spread ads).

half vertical non-bleed	3 ⅜ x 10"
half horizontal non-bleed	7 x 4 ¾"
half horizontal bleed	8 ¼ x 5 ⅜"
floating island	4 ⅝ x 7"
third vertical non-bleed	2 ¼ x 10"
third vertical bleed	2 ¾ x 11 ½"
third square non-bleed	4 ⅝ x 4 ¾"

DIGITAL MATERIAL

- PDF/XIA is the preferred file format.
- Make ALL document sizes equal to ad trim.
- Images are to be high resolution TIFF or EPS at 300 dpi. CMYK or grayscale only.
- Use only Postscript fonts—no TrueType fonts or font substitutions.
- Total density should not exceed SWOP 300% TAC.
- Ads supplied at less than 266 dpi will compromise quality of images.
- Proof and page file must have crop marks indicating trim.
- All images and fonts must be included when the PDF/XIA file is saved.
- PDFs must include standard trim, bleed and center marks in all separations. Crop marks should be offset from trim by .500. No marks included in the live area.

SHIPPING INSTRUCTIONS

Send all digital files to RR Donnelley Printing ad portal: www.rrd-lpc.com/naturally. For ad portal questions or problems, contact Gail Nazario at gail.nazario@rrd.com, or call 717-293-2174.

Send press proofs to:
Gail Nazario
RR Donnelley
Dept. LPC, 216 Greenfield Road
Lancaster, PA 17601-5885

For additional information and questions, contact Bill Ziff at bill.ziff@naturallydannyyseo.com, or call 917-338-5853.

CONTRACT & COPY REGULATIONS

- All advertisements, contracts and insertion orders are accepted subject to terms and regulations of this rate card. All advertising is subject to Publisher's approval.
- Positioning of advertisements is at the discretion of the Publisher, except where specific preferred positions are covered and agreed by contract.
- Short rate will apply if advertiser has not earned billed rate at end of contract period. Rebate will be made at end of contract period if advertiser has used sufficient additional insertions to earn lower rate.
- Publisher assumes no liability for errors in key numbers, free information numbers or advertisers index; or for failure to publish advertisement for any reason.
- Advertiser and advertising agency assume liability for all content of advertisements printed, and also assume responsibility for any claims arising there from made against the Publisher.
- Client assumes full responsibility for all payments in the event of agency (acting or otherwise) default.

PLEASE NOTE:

- Publisher is not responsible for any reproduction errors on printed advertisements that arrive beyond the agreed art due date and that are not supplied with a 4-color proof.
- Publisher is not responsible for any error in reproduction if ad/file is supplied in any other format than required.
- All ads provided in Native Application Files (Mac Platform), Quark XPress, PhotoShop, Illustrator, Microsoft Word, Microsoft Publisher, Power Point or any other word processing program WILL NOT BE ACCEPTED. It must be submitted as PDF or TIFF file.
- Do NOT send JPEG or GIF files, do not send files in RGB.
- All ads submitted should be suitable to print as is. If files are prepared improperly and mechanical requirements are not met, Publisher will not guarantee the reproduction of the ad and additional production charges for the advertiser may result.
- ANY SUPPLIED FILM WILL BE COPY DOT SCANNED AT AN ADDITIONAL COST TO THE ADVERTISER. ALL FIFTH/PMS COLORS rates must be negotiated in advance.

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