



Naturally.

DANNY SEO

MEDIA KIT 2021



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 zero-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.”

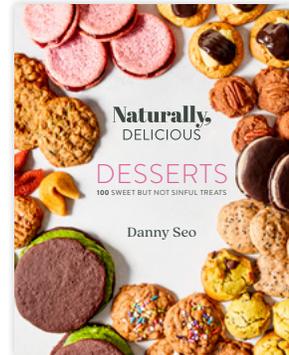
— DANNY SEO



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Danny Seo – The Brand



Magazine

3.2 million readers

Books

11 titles in print

Television

The Emmy Award-winning *Naturally, Danny Seo* was the #1 highest rated TV show on NBC on Saturday morning for three seasons. Today, the series airs on NBC.com, the new Peacock streaming platform and reruns on Cozi TV.

Retail

"Naturally, Danny Seo" home products available in stores like T.J. Maxx, Marshalls, HomeGoods, and HomeSense.

TV Sales

"Naturally, Danny Seo" is a regular monthly show on ShopHQ, the third-largest TV shopping network in the United States. The clean beauty focused show is hosted by Danny Seo and has netted millions in sales.

Social Media

275,000+ and climbing

Events

Special events for brands like Mitchell Gold & Bob Williams, Movado, DKNY and many others.

"Do Just One Thing" Column

Syndication in 500+ newspapers each week

Digital, Tablet and Mobile

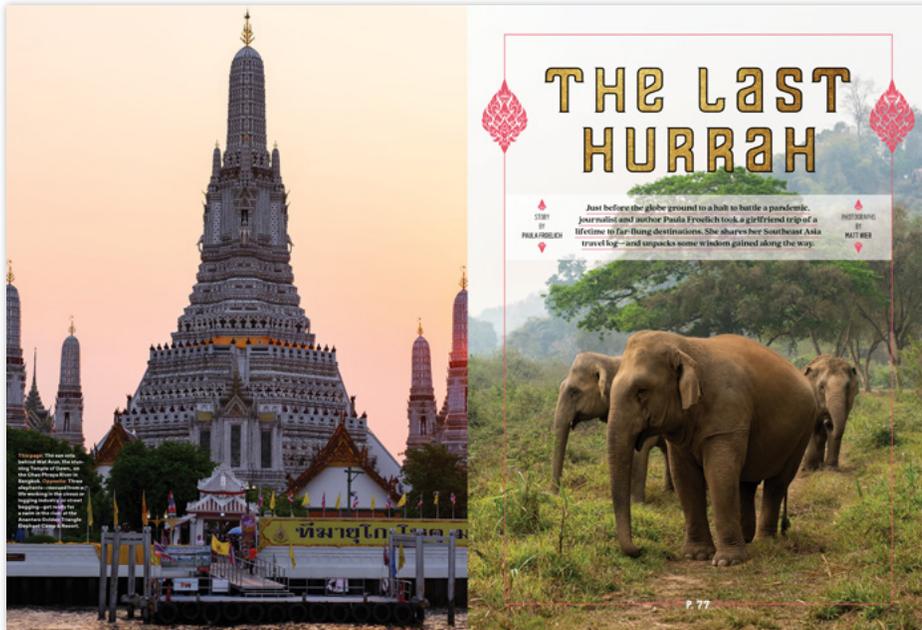
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Distinctive Editorial

Decor | Style | Crafts | Health & Beauty | Celebrations | Entertaining | Travel | Food | Home



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



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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."

IDEAS goodness, truth, + beauty

Do Just One Thing (Or 15!)

Danny Seo's favorite Earth-happy, money-saving ideas

Every day, I run a syndicated column called "Do Just One Thing" that appears in newspapers across the country. Over the past several years, I've accumulated thousands of tips that not only help people to live a little bit greener each day, but save money to eat, travel and save money as well. In each issue of this magazine, I'll round up my all-time favorite tips. They're clever, fun, and simple enough that I think you'll Naturally love to try them. —DANNY SEO

- 1 | Cleaner Coffee**
We're betting you have an old box of baking soda in your refrigerator that needs to be replaced. But don't toss out the old box, use it to help clean around the house. Place 1/2-cup of baking soda into a coffee pot and fill with cool water to dissolve the mixture. Run it through your automatic coffee maker. The baking soda mixture will help absorb and clean the inside of your coffee maker by picking up mineral deposits and gunk as it goes through its cycle. Follow it up with a full pot of clean water to make sure it's sparkling clean.
- 2 | Tasty Tomatoes**
For the best flavor, ripe tomatoes shouldn't be stored in the refrigerator. Instead, keep them at room temperature on a kitchen counter or table. But what do you do if you have a bumper crop of ripe tomatoes? To extend the shelf life of a ripe tomato, you can put it in the refrigerator. The cold will prevent it from ripening further. When you're ready to enjoy it, however, bring it out of the fridge and let it warm back up to room temperature. It'll taste like you just picked it from the garden.
- 3 | 102-Year-Old Water**
Besides saving water and energy, there's another reason to take shorter, cooler showers: They are better for your skin. When you take a long, scalding hot shower, it can strip the natural oils from your skin. This can leave your skin feeling dry and itchy rather than clean and fresh. The ideal time and temperature? Take a 5-minute shower on a lukewarm setting.
- 4 | Seed Starter**
When it's time to replace an old kitchen sponge, don't toss it away. An old sponge is the perfect growing medium to use as a seed starter for flowers and vegetables. It's easy: Just place seeds inside the nooks and natural holes of the sponge for moisture. Place it on the tip of a knife, then moist the sponge well with water. Place it in a shallow dish along with a little room water and be sure to keep it moist. In a few days, you'll see the seeds sprout. When the seedlings are strong enough, you can transplant them into growing medium or just firm the sponge and plant the seedling with the remaining sponge material still attached.

PHOTO: GETTY IMAGES/ALAMY; PHOTOS: GETTY IMAGES/ALAMY

On the Hunt

Meet Chris Schiller, who spurs us to explore our gardens deep that have to learn from the City of Dallas. Plus, how to learn from the City of Dallas.

Skincare

Discover the best skincare products for your skin type.

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Health & Beauty



All that nature has to offer, to look and feel beautiful. Superstar makeup artist Bobbi Brown is our exclusive beauty and wellness editor.



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Editorial Schedule

Winter 2021



• Ruby Fruit

How to incorporate the anti-oxidant rich superfood pomegranate into your everyday diet.

• Happy Foods

Did you know certain foods can help lift spirits and fight depression? We sit down with best-selling author Dr. Drew Ramsey to find out how.

• Into the Woods

Spend the winter in charming Stowe, Vermont in this pin-worthy designer snow lodge.

• Lightening Speed Meals

The Ranch Malibu is where tired execs and top celebs spend thousands to recharge and restart their lives. We have their top-secret plant-powered recipes that'll leave you full, energized and leaner.

Spring 2021



• A Powerful Pantry

Yes, you can make delicious meals using just a few basic pantry staples. We call it dinner with just one plan and a few cans!

• Digital Detox

Put. That. Phone. Down. It's true, we're addicted to our digital devices. And you should and can take easy steps to wean yourself off. Here's how.

• The Naturally House

It's our second show house in the sustainable and gorgeous community of Serenbe! Jump right in and tour this wellness themed home and learn how to bring a little Serenbe into your own abode.

• Far & Away

It's time to use some of that hard-earned cash and jet set to an ultimate travel destination.

Summer 2021



• Cape May, NJ

This Jersey beach town has seen a seismic shift in adorable places to stay, farm-to-table deliciousness and have we mentioned the shopping? It's our guide to your next beach trip!

• Plant Based Wow

Think a vegan diet is just salads and smoothies? Our culinary team has come up with meaty, crunchy, and filling meals dense with protein and nutrition, but free of any animal products.

• Cosma-Vitamins

Can a simple pill help clear acne? Lift sagging skin? Brighten eyes? These doctor-backed brands say their supercharged pills are a modern miracle to help you look (and feel) your best.

• Gorgeously Green Weddings

Yes, your special day can also be gentle to the planet. We share our favorite green weddings that effortlessly marry style and sustainability.

Fall 2021



• Super Seeds

Did you know the most nutrient dense part of a fruit or flower is the seed? We show you how to harness this power from foods to facials.

• Waste Not, Want it!

Millions of pounds of fresh food used to be thrown away for looking imperfect. Now big tech companies are working to save that waste and help you save money at the same time. We go behind the scenes of the biggest players.

• Great American Road Trip

There's a whole lot to see in these United States and we hit the road to find the best places to see, do, stay and eat. Join us for one epic road trip across America.

• Danny's New Home

Our very own Editor in Chief has new digs and you'll be the first to see how he mixed and matched his global finds with new furniture.

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%

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Publishing Schedule

Issue	On Sale	Space	Art Due
Winter 2021	Dec 7	Oct 7	Nov 2
Spring 2021	March 2	Jan 5	Jan 26
Summer 2021	June 1	April 5	April 27
Fall 2021	Sept 7	July 5	Aug 3
Winter 2022	Dec 7	Oct 7	Nov 2

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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	\$52,250	\$49,500
Cover 4	\$65,000	\$61,750	\$58,500

Rates are gross. No additional charge for bleed.

Ad Specs and Requirements

full page bleed	8 ¼ x 11 ⅛"
full page non-bleed	7 x 10"
full page trim size	8 x 10 ⅞"
2 page spread bleed	16 ¼ x 11 ⅛"
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 ⅝ x 10"
half horizontal non-bleed	7 x 4 ¾"
half horizontal bleed	8 ¼ x 5 ⅝"
floating island	4 ⅝ x 7"
third vertical non-bleed	2 ¼ x 10"
third vertical bleed	2 ¾ x 11 ⅛"
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 LSC Communications ad portal: portal.lsc.com/naturally. We suggest condensing very large files prior to posting for uploading ease. If you have any questions or problems in posting ad to portal please call Sandra Lorraine at our printer (LSC Communications, Pontiac, IL) ph: 815-844-1389 (hours 7:30- 4:30 M-F), email: sandra.j.lorraine@lsc.com

Once posted, please send a low res PDF of ad to: Bill Ziff at Bill.Ziff@NaturallyDannySeo.com.

IMPORTANT: Multiple pages MUST come with visual or key line reference indicating the order the pages should run. This will ensure that ads run correctly.

A SWOP standard color proof for each page is required for quality control on press (see spec sheet). Color proofs should be sent overnight to LSC Communications, Digital Solution Center, 1600 North Main Street, Pontiac, IL 61764, or our printer could pull one for a cost of \$75/pg. (Publisher is not responsible for color variation on press without required color proof).

CONTRACT & COPY REGULATIONS

- A.** 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.
- B.** Positioning of advertisements is at the discretion of the Publisher, except where specific preferred positions are covered and agreed by contract.
- C.** 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.
- D.** Publisher assumes no liability for errors in key numbers, free information numbers or advertisers index; or for failure to publish advertisement for any reason.
- E.** 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.
- F.** 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.



