



# Naturally,

DANNY SEO®

MEDIA KIT 2025



# Mission Statement

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

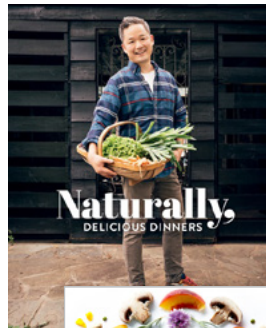
Having recently celebrated the publication's 10th anniversary, *Naturally, Danny Seo*, celebrates where lifestyle and sustainability meet. Home, food, entertaining, travel, and everyday life are enhanced by natural, healthy, modern living. Each issue engages, educates, excites, and inspires. Think Pin-worthy 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



# Danny Seo – The Brand



## Magazine

3.2 million readers

## Books

15 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 has found a new audience streaming on the PEACOCK TV platform.

## Retail

“Naturally, Danny Seo” home products available in stores like T.J. Maxx, Marshalls, HomeGoods, and HomeSense. We also have a strategic partnership with Sprouts Farmers Market for in-store special events.

## Streaming

A new series “Junk to Jewels” premiered this year on the SUNE app. Danny travels the country meeting makers who transform the undesirable into gorgeous new creations. The SUNE app—the world’s largest craft fair—is powered by QVC.

## The Drew Barrymore Show

Danny joined the hit daytime talk show as the Chief Lifestyle Contributor in Season 5. Expect plenty of cooking, decorating, DIY’ing and more!

## Social Media

*Naturally, Danny Seo* reaches 500,000+ people. Our companion design brand RUE reaches 1+ million. Total combined: 1.5 million

## Brand Partnerships

We work in partnership with many national brands including Signature Kitchen Suite, CleanCult, Tru Niagen, Pendulum Probiotics and Garnier.

## “Do Just One Thing” Column

Syndicated to 500+ newspapers every day through Universal Syndicate. “Do Just One Thing” will be published as a book in 2024 by Norton.

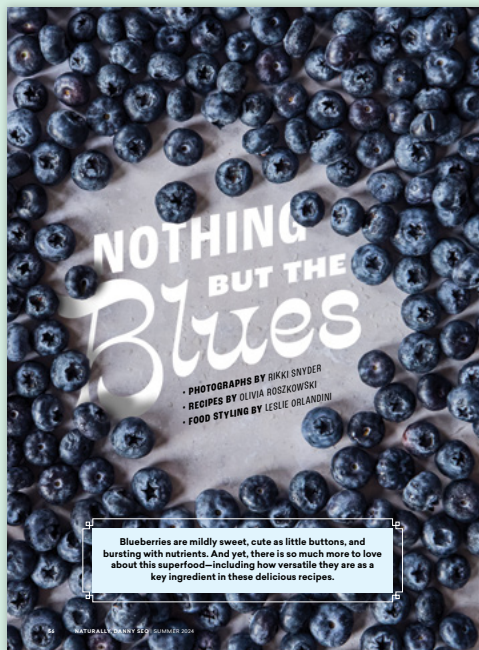
## Digital, Tablet and Mobile

Global distribution on Apple News+ and PressReader, reaching millions of additional readers worldwide

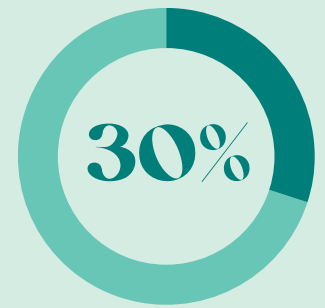


# Distinctive Editorial

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



food



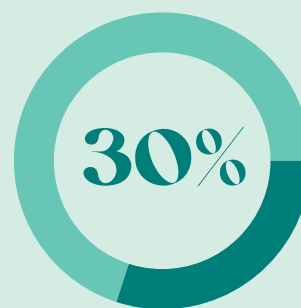
Imagine food that's delicious and nutritious and a breeze to make: clever tricks, tips and new techniques in every issue.

# Distinctive Editorial

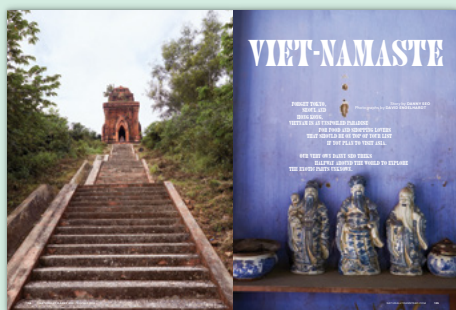
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## Travel



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** beauty, truth, + goodness

### Do Just One Thing (Or 15!)

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

- 1 Sprinkle Safety**  
You need only use your kitchen pantry to create an easy, all-natural insect repellent to prevent your potted plants and garden seedlings from being attacked by pests. Only require paper and garlic powder, then sprinkle them around the plant and on top of the soil beneath these spaces, so they make a perfectly harmless all-natural additive that won't hurt plants. You can also boil water with garlic to make a garlic spray. Once it's cooled, pour the mixture into a spray bottle to spray leaves, stems, and anywhere you think insects may be attacking your plants.
- 2 Perfect Paint**  
Thinking about giving the outside of your house a fresh paint job? The color of the paint you choose can have a big impact on your home's energy efficiency. Live in a warmer climate? Choosing a light color can increase your home's reflectance value (RV). For example, a pure black color measures 0 percent RV and a pure white has a 100 percent RV. A paint that reflects light away so your home needs less energy to stay cool. For homes in colder climates, a dark color helps absorb heat to reduce heating costs.
- 3 Surge Purge**  
One of the biggest energy hogs in the cable box/Internet modem/Wi-Fi router. Designed to provide television, phones, and internet, the box is a major energy drain in itself. One way to help cut the cost of electricity is to plug the cable box into a surge protector that has an electrical kill switch. If you switch off the electricity right before you go to sleep and turn it back on in the morning, you'll reduce your household's overall energy usage by as much as 10 percent.

**4 Scrub Up**  
A cooking innovation called "jam liners" are designed to mitigate the necessity to scrub pots, pans, and baking trays by lining them in single-use plastic sheets that you simply throw away when you're done. The problem? They're single-use plastic. Even worse, the liners aren't recyclable. We suggest doing what generations of cooks have done before you: Cook, bake, and meat in your cookware then scrub it clean when you're done.

PHOTO: SHUTTERSTOCK.COM/STEFAN VON STEIN; ILLUSTRATION: JEFFREY COLLIER; PHOTO: SHUTTERSTOCK.COM/STEFAN VON STEIN

22 NATURALLY DANNY SEO | SPRING 2024

### SHARING SPACES

Celebrity designer **DANNY SEO** believes that every space deserves a fresh design touch, even if it's the smallest member of the family. Here, he's happy, colorful, and sustainable. See how he's making the most of his space.

### Earthy Elegance

Celebrity interior designer **Danny Seo** of *John Hancock* believes that every space deserves a fresh design touch, even if it's the smallest member of the family. Here, he's happy, colorful, and sustainable. See how he's making the most of his space.

# Distinctive Editorial

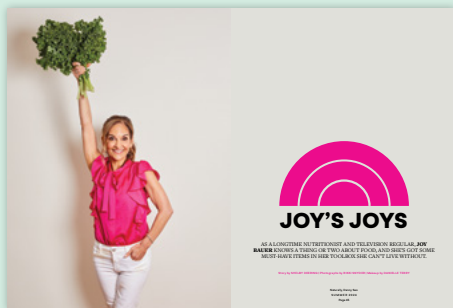
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## Health & Beauty



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



# The Audience

*A fresh distinctive audience with their own set of unique values*



## **NATURALLY'S READERS ARE:**

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





# Publishing Schedule

Issue	On Sale	Space	Art Due
<b>Winter 2025</b>	Dec 5	Oct 15	Oct 29
<b>Spring 2025</b>	Mar 5	Dec 15	Jan 15
<b>Summer 2025</b>	June 4	Mar 15	Apr 15
<b>Fall 2025</b>	Sept 3	June 15	July 15

# National Advertiser Rates



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

## Premium Pages

<b>Cover 2</b>	\$62,500	\$59,375	\$56,250
<b>Cover 3</b>	\$55,000	\$52,250	\$49,500
<b>Cover 4</b>	\$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 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/X1A 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/X1A 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.

## 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.

