

Media Kit

2011/2012 Advertising Information

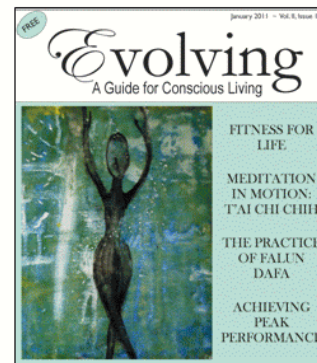
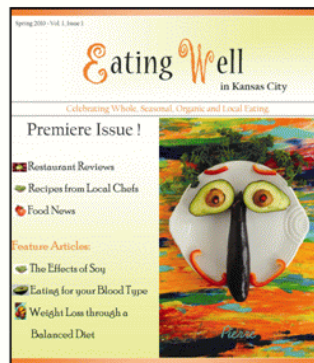
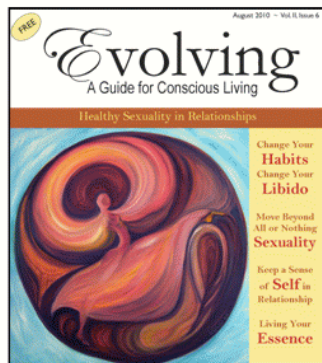
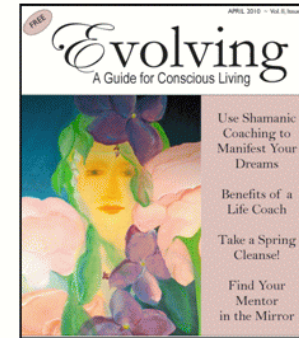
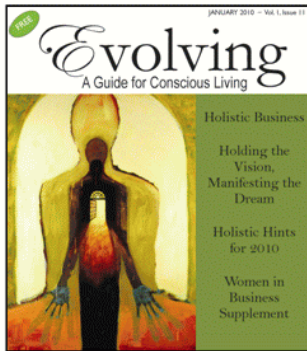
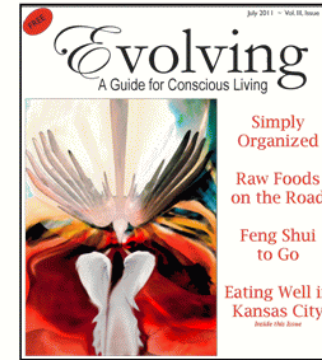
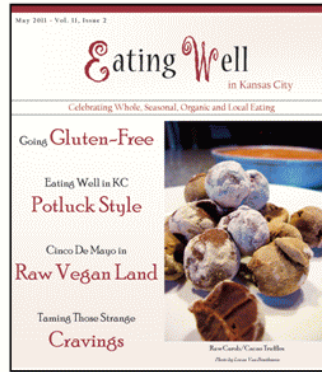
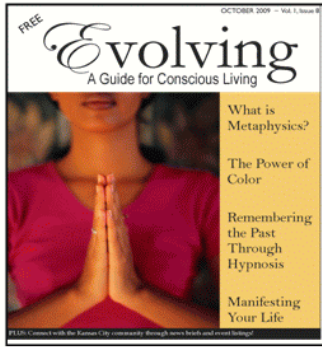


Evolving
A Guide for Conscious Living

The logo for 'Evolving' features the word 'Evolving' in a large, dark red, serif font with a decorative flourish on the 'E'. Below it, the subtitle 'A Guide for Conscious Living' is written in a smaller, gold-colored, sans-serif font.

Eating Well
in Kansas City

The logo for 'Eating Well' features the words 'Eating Well' in a black, serif font. The 'E' and 'W' are significantly larger and more ornate than the other letters. The subtitle 'in Kansas City' is written in a smaller, black, sans-serif font below the main text.



Overview

One Path. Two Great Magazines.

Readers of **EVOLVING** AND **EATING WELL IN KANSAS CITY** are educated consumers searching for information on alternative healing, healthy living, wellness and spirituality. They are in a period of life where they have the desire to learn more and the discretionary income to afford it.

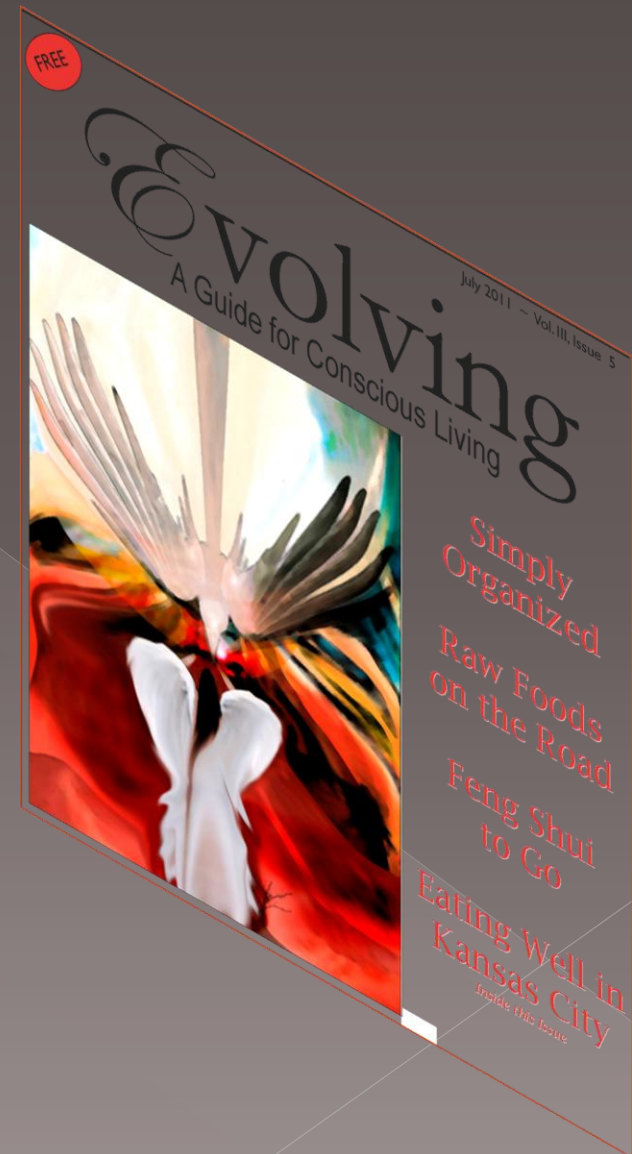
Our trained staff can help you optimize your advertising expenditures with a marketing campaign to reach your ideal consumer. Your account executive will work with you hands-on to promote your business in the Kansas City area.

Jill Dutton, publisher

Jill@EvolvingMagazine.com ~ 913-944-1298

Evolving... A Guide for Conscious Living

EVOLVING is a monthly magazine for individuals seeking growth, self-expression and empowerment. Each issue is packed with articles on self-help, spirituality, quantum science, book reviews, health and wellness, law of attraction, local events and so much more. In addition, it's an outlet for individuals to share their stories of growth, empowerment and hope.



Eating Well in Kansas City

Inserted inside **EVOLVING** each month, **EATING WELL IN KANSAS CITY** reaches an already established readership base devoted to self improvement. The focus is on celebrating whole, seasonal, local and organic eating.

EATING WELL IN KC provides information on ways to create a healthier lifestyle—a chance to learn alternatives to factory-made and chain restaurant foods. Each issue is packed with articles on sustainable living, whole foods, raw living, local and organic eating and so much more.



Advertising

All display advertisements are full color at no extra charge and include up to three free event listings. Ad design available at no extra cost.

1. Reach your target audience: our readers are looking for providers of holistic, food and self-help/self-care products and services.
2. Distributed to more than 200 sites: Borders, Whole Foods, holistic practitioners, colleges, libraries, chiropractors, etc.—plus handed out at numerous events.
3. Reach our online audience at no extra charge (approx. 30,000 monthly hits). The full version of each issue is online and a link to your site is included on our links page.
4. Consistent advertising increases credibility.
5. Readers consider the publications a trusted friend and view your ad as a personal recommendation.
6. Our popular calendar of event listings are both in the print edition as well as online—three complimentary listings with your ad.
7. No extra charge for color ads.
8. Media kit downloadable from site.



Demographics

The **EVOLVING** and **EATING WELL IN KC** reader is interested in alternative and holistic healing options, maintains a healthy lifestyle, purchases books and music, attends self-improvement workshops and is actively interested in self-awareness.

___Approx. 42,900 readership for the print edition; approx. 68,000 per month including online readers

80% are 35-54 years old; 20% are over 55

Female: 80% Male: 20%

87% are self employed

Income: 30% over \$70,000/year; 70% over \$30,000/year

82% are college graduates

___Readers value the content in the publications and trust our advertisers

79% save each issue for reference and to share with friends

Most readers spend approximately two hours reading each issue

82% purchased homeopathic remedies in the past 12 months

78% are interested in or have attended events listed in Evolving

63% have responded to an ad with either an inquiry or purchase.

Testimonials

"Thank you for all your hard work on this project. It means a great deal as a newly minted business owner. Your magazine will do well because its heart is in the right place and has many talented people to support it." ~Denise Donnelly-Neill

"We were recently in KC at one of our favorite restaurants, the Blue Bird Bistro, and picked up a copy of your newspaper. Congratulations! It is fabulous and we are so very thankful that someone is putting together a resource like this. Prior to reading your newspaper, we were only aware of a few restaurants that serve organic food and/or grass fed beef as well as bison. We are looking forward to future issues; keep up the great work and hats off to you for this wonderful endeavor." ~Scott and Sheila Miller

Custom Tailored Advertising

Advertising is most effective with:

- ❑ A crisp, attention-getting advertisement using graphics, images and logo
- ❑ A targeted message (reader interest increases when the ad is tailored to the current theme)
- ❑ A call to action (respond by a certain date)
- ❑ A discount or incentive (coupons do very well and enable you to track the response)

Evolving 2011 Themes

(items with * are supplements/special sections)

January—Fitness (yoga, tai chi, etc)

February—Animal World

March—Health/Wellness

*Annual Wellness Directory

April—Connecting to Nature

May—Metaphysics

June—Holistic Business Models

*Women in Business Suppl.

July—Feng Shui for Life

August—Freedom from Addictions

September—Mid Life Transitions

*Self Improvement Supplement

October—Living a Simplified Life

November—Abundance

*Holiday Guide

December—Creating Tradition

*Holiday Guide

Evolving 2012 Themes

(items with * are supplements/special sections)

January—A New Year, A New You (yoga, tai chi, fitness, diet)

February—Animal World

March—Health/Wellness

*Annual Wellness Directory

April—Going Green

May—Metaphysics

June—Making a Difference in the Community

*Women in Business Suppl.

July—Feng Shui for Life

August—Freedom from Addictions

September—Mid Life Transitions

*Self Improvement Supplement

October—Living a Simplified Life

November—Abundance

*Holiday Guide

December—Creating Tradition

*Holiday Guide

Special Sections

Several times a year we offer special supplemental sections based on a particular theme (see themes). A regular display advertisement includes an additional 100 words of text to describe your business in detail. Readers value these resources as a way to better know our advertisers.

Bonnie Matheson
 Author of *Ahead of the Curve*
www.aheadofthecurvehealbook.net

Become unstuck & Resilient.
 Kick old habits.
 Increase your energy.
 Define new directions.

I Bet You Can
 Health & Wellness Coaching
www.ibetyoucan.net • 540-454-2323

Whole Body • Whole Food • Whole Health

Sherrée Ross, AADP
 Holistic Health Coach/Healer
www.sherreroos.com
 sherreroos@sherreroos.com • 816-858-6606

Psychic Studies Institute (PSI)

Adventures in Consciousness
 - Parapsychology & Paranormal Education & Research
 - Monthly Speakers * \$5 members, \$10 non-members

* Topics include: healing, channeling, UFOs, energy medicine, mysticism, psychic mediums, quantum physics, reincarnation, unexplained mysteries and much more.

www.psychicstudiesinstitute.org

Devi Wetterer
 InterPlay Teacher

• InterPlay® Classes - Movement/Play/Story/Voice
 • Feng Shui/Space Clearing
 • Personal Energy Field Alignment

* Unlocking the wisdom of our bodies and the wisdom in our communities.
 Visit us on Facebook at *MidWest InterPlay*

816-569-2000
d.light18@gmail.com

Self-Improvement...

Services and products to help you on your journey

Bobbie Martin
www.bobbie martin.com

For over 20 years, Bobbie Martin has been a practitioner and teacher of processes facilitating people all over the world in strengthening their inner spirit and embracing their Sacred power. Bobbie Martin has a BA in psychology and graduate training in industrial psychology. Her academic background, her work experience in the corporate arena and full time practice in the intuitive and healing arts makes Bobbie uniquely qualified to assist you in living your full potential. Her practice includes:

- Resonance Repatterning for individuals, couples, families and groups, to clear the patterns that are habitual and not working for you and to align with your needs and desires.
- Intuitive readings to give you an overview of what is happening in your energetic field
- Personal Branding—a 12-step process

ess leading people to their authentic voice and how to express that in this changing world.

Bonnie Matheson
 I Bet You Can
 Health & Wellness Coaching
www.ibetyoucan.net; 540-454-2323
 Bonnie's new book, *Ahead of the Curve*, is an intimate conversation with women in the second half of life: www.aheadofthecurvehealbook.net

Professional coaching is an ongoing partnership that helps you produce fulfilling results in all areas of your life. "Coaching with Bonnie is an enlightening experience."

Experience Bonnie's health coaching without even leaving home with coaching by telephone and utilizing a unique website. Learn how you can feel better, look better, have more energy, become self-aware, self-empowered and kick old habits!

Bonnie "is a limitless thinker who focuses on positive outcomes and is extremely knowledgeable and passionate about healing from within."

Janet McLaren
 816-437-5353; 831-254-2151
 Janet McLaren, Reiki Master Teacher and Psychic, is compassionate, supportive, and loving. Janet has been a professional psychic in the Kansas City area, offering readings internationally for the past 20

years. She offers psychic readings by phone as well as in person, and is available at Aquarius Books in Westport on Wednesdays. Beginning with a brief meditation, she expresses what she sees and then asks questions. Finally, she works together with the client to help find positive solutions. She uses Reiki techniques to help balance energies that need to be calmed or energized. "We're all here to teach each other."

FAIR
 Financial Group

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Sharon A. Lockhart, CFP®, CDFATM
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Make Quantum Healing your choice for a better life!

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Take on the challenges of life with *your* full potential

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 913.685.1414

Directory Advertising

1/16 page

2.27" x 2.52"

\$65

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|--|--|--|---|
| <p>Karen Elise Certified Hypnotist</p> <p>Specializing in Tarot Readings in person or by phone Events and Parties Dream Interpretation Intuitive Counseling</p> <p>913-636-9502 www.KarenElise.com</p> | <p>Evolving Directory of Services</p> | <p> Elizabeth Hunter-Blank Licensed Clinical Social Worker in MO and KS</p> <p>Helping Individuals, Couples & Families cope with: Grief and Loss Chronic and Serious Illnesses Relationship Issues Depression and Anxiety</p> <p>4104 Central, Kansas City, MO Call (816) 582-3877</p> | |
| <p>EQUUS</p> <p>EQUUS: Center for Equine Assisted Therapy provides a new and exciting approach to treating:</p> <ul style="list-style-type: none"> • Loneliness • Anxiety • Women's Concerns • Trauma & Grief • Depression • Relationship & Intimacy Issues • Difficulty with Bonding & Attachment <p> Shelley Stelmach-Nigro, MS LPC 816-753-1110 www.equusk.org</p> | | <p>Lisa Merrick Professional Health and Wellness Coach</p> <ul style="list-style-type: none"> • Elite Master B.E.S.T. • Pranic Healer and Arhatitc Yogi • Reiki Master Teacher (several lineages) • Natural Health Researcher for over 20 years! <p>Contact Lisa at colorprana@gmail.com or 360-574-2678</p> <p>AWAKEN YOUR INNER WISDOM!</p> | <p></p> <p>Deep listening for your deepest Self Shamanic counseling & healing Guiding access to inner wisdom Companioning life transitions</p> <p>Pathfinders Consulting Diane Davis Reed 816-741-0820 pathfinder@kc.rr.com</p> |
| <p>A Quiet Sole makes for a happy soul!</p> <p>Relax. Balance. Heal. Feel Heart and Soled. Gift certificates available.</p> <p></p> <p>Kristie Martin • Certified Reflexologist 913-220-8930 • www.aquietsole.com Relax@AQietSole.com http://aquietsole.blogspot.com</p> | <p>Feel the Energy <small>L.L.C.</small></p> <p> Stephanie Pumphrey</p> <p>Personalized Relaxation Sessions</p> <p>Reiki Master-Teacher, Tuning Forks & Stained Glass 816-482-2572</p> <p>stephanie@FeelTheEnergyLLC.com FeelTheEnergyLLC.com</p> | <p>AVENA Neurogenic Center for Well-being, LLC</p> <p>REGULATIONS:</p> <ul style="list-style-type: none"> • Holistic Family Practice • Neuroenergetic Balancing • Hypnotherapy • Nutritional Counseling • Bioidentical Therapies • Disease Prevention • Natural Allergy Remedies <p></p> <p>Joly Krubowski NMD 1815 Southwest St. #111 • Kansas City, MO 64118 816-471-7227 www.avena.org <small>Member of American Association of Neurogenic Practitioners</small></p> | <p>READY TO TURN THE PAGE?</p> <p>Hit the reset button on your living space!</p> <p>Multi-Level Environmental Cleansing:</p> <ul style="list-style-type: none"> *physical cleaning and organizing *clearance of clutter *ridding of negative or stagnant energies *blessing of new space <p>Call Becky Reed at 816-255-8685 or email clearspace@earthlink.net</p> |
| <p>Take our reader survey at www.evolvingmagazine.com and you'll be entered to win</p> <p>TWO FREE MOVIE TICKETS</p> <p>Must enter by June 8, 2009. See website for details.</p> | <p>Stressed or mistoned? Have sugar or salt cravings? Do you want to have more energy?</p> <p>You're invited to a FREE health history consultation to discuss Your goals for Your health.</p> <p>Sherron Ross, HHC, EFT-ADV Holistic Health Counselor Whole Body, Whole Food, Whole Health LLC</p> <p>816-808-6606 Sherron@SherronRoss.com www.SherronRoss.com</p> | <p>Yoga Fix Studio</p> <p>New Member Special 30-Days for \$30</p> <p>(Must be a new member. 30-day expiration. Must purchase before June 30, 2009.)</p> <p>Shawnee Mission Biky & State Line Road Lower Level of the Resaca & Hidrolo Biky</p> <p>913-384-3200 www.HotYogaKC.com</p> | <p>Westport Growth Center Shelley Stelmach MS, LPC</p> <p>Providing professional support for adults & children experiencing...</p> <ul style="list-style-type: none"> • Anxiety • Depression • Trauma & Grief • Loneliness • Relationship & Intimacy Issues • Difficulty with Bonding Attachment Disorders <p>816-753-1110 4104 Central Kansas City, MO 64111</p> |

Display Advertising

Ask your sales rep for cover prices.

All display ads are full color at no extra charge (limited time).

Each display ad includes up to three event listings plus a link to your website on our website. Events received after the 15th are not guaranteed. Events are for current month only and limited to 25 words each (over 25 words has an additional fee).

All ads are prepaid. Payment and ad copy due by the 15th of the month before publication.

Color ads must be CMYK
Submit ads in .pdf, .tif, .jpg or.doc format.. Save in highest resolution.

| Size | Width/Height | Open | 3X | 6X | 12X |
|-----------|---------------|-------|-------|-------|-------|
| Full page | 9.7" x 10.8" | \$800 | \$765 | \$725 | \$685 |
| 2/3 page | 6.4" x 11" | \$600 | \$570 | \$540 | \$510 |
| 1/2 page | 4.75" x 10.8" | \$500 | \$460 | \$420 | \$380 |
| 1/3 page | 3.1" x 5.4" | \$400 | \$380 | \$360 | \$340 |
| 1/4 page | 4.75" x 5.35" | \$325 | \$300 | \$275 | \$250 |
| 1/6 page | 4.75" x 3.53" | \$250 | \$225 | \$175 | \$150 |
| 1/8 page | 4.75" x 2.52" | \$175 | \$150 | \$125 | \$110 |

Calendar of Events

Appears both in the print edition as well as online. Event listings are \$18 for the first 25 words; \$.25 a word over 25. Email events by the 15th of the month to be included in the next issue. Up to three free event listings with the purchase of a display ad.

July 21

Divine Feminine & Mental Wellness:

Goddess Healing for Natural Minds Ritual, information sharing & group discussion to compassionately address mental turmoil. 6:30-8:30 pm. House of Menuha. 801 E. 77th St, KCMO. Sue Westwind, Facilitator. Suggested Offering: \$15-\$25. RSVP: (816)444-2434 or www.menuha.org

July 21

The Force Is In You: Spirituality in the Movies

A continuation of the July 14 class, we will be examining popular movies that explore spiritual concepts. What is the Force? Are we living in the "Matrix"? Is there a "Secret"? Do any popular movies accurately depict Heaven? Come prepared to be entertained and enlightened. Facilitated by Steffany Barton, RN, who is a spiritual movie buff. Unity, 10300 Antioch Rd. 7:9 pm. Love offering. www.angstinsight.com

July 22

Kacico Dance at the KC Fringe Festival:

"The Song and Dance Project 2009" A captivating combination of live song and dance. July 22nd 8pm, 24th 6:30pm, 25th 8pm, 26th 2pm



Judy Kirkpatrick, Jamie Rich, Marge, and Connie Humiston at the premier of *Enlighten Up!* at the Tivoli on June 12.



Evolving staff Connie Humiston (L) and Karen Cowdry at the premier of *Enlighten Up!* at the Tivoli on June 12.

@ Kacico Studios West, 2540 W Fenway KCMO 64108 Purchase Fringe bathos and tickets at the door. (816-578-4721) artdir@kacico.com www.kacico.com

July 25

RAW BLISS FEST

Conscious Health & Lifestyle Festival High Vibes - Music - Food - Speakers - Events. *Enlighten* is proud to sponsor the

July 26th 5:30pm

Movie Screening

WHAT THE BLEEP DO WE KNOW?! This film is part documentary, part story, and part elaborate and inspiring visual effects and animations. The protagonist, Amanda, played by Marlee Matlin, finds herself in a fantastic Alice in Wonderland experience when her daily, uninspired life literally begins to unravel, revealing the uncertain world of the quantum field hidden behind what we consider to be our normal, waking reality. Featuring Dr. Candace Pert along with many other scientists and experts in physics and metaphysics. Admission is FREE, gratuity appreciated. 11032 Quivira (NW Corner, College and Quivira) 913-275-3930 www.likeadayatthebeach.com

August 12

Cleanse With Friends™

Please join us and cleanse your body in this whole and healthy foods cleanse. We will educate, give recipes, guide and give continuing support throughout this 3 week cleanse.

events

The start date is Saturday, August 15th but the kick-off meeting is Wednesday, August 12th at 6 PM. Contact Kelly D. Murphy at 913-634-7553 or for more information go to www.hypocoolly.com and click on News and Events.

August 20
Tuning In

Tuning In is a metaphysical 12-week course that will teach you how to tune in to your spirit for guidance and inner direction. If you are interested in stress management, improving relationships, accelerating in spiritual growth and connecting with your spiritual support system that is always around you, then join us! The starting date is Thursday, August 20th and is every Thursday at 6:15 PM for 12 weeks. Contact Kelly D. Murphy at 913-634-7553 or for more information go to www.hypocoolly.com and click on News and Events.

August 20
Free Your Life from Sugar Addiction

Are you constantly craving sweets and want to understand why? Do you want to gain control without deprivation? Want off the emotional roller coaster? If you need or want to improve your health, you CAN be successful at kicking the sugar habit. Presented by Whole Body, Whole Food, Whole Health LLC. Class Fee: \$10.00 Thursday August 20, 7-8:00 pm Lizzie's Loft (above Eat Matt's Vortex) 411 N 6th KCMO 66101 For more details contact Sherree Ross at 816-808-6666 or www.SherreeRoss.com

Event Listings

\$18 for the first 25 words; \$.25 a word over 25. Email listing to jill@evolvingmagazine.com. All events are due by the 15th of the month prior to publication.

EvolvingMagazine.com

Offers a Variety of Ways to Stay Connected:

- ✓ Links to all Advertisers
- ✓ Distribution List
- ✓ Writer's Guidelines
- ✓ Feedback Form
- ✓ Media Kit
- ✓ Blog
- ✓ Back Issues of all publications
- ✓ Coming Soon: Online Advertising and Other Marketing

Advertisers (partial list)

A Quiet Sole
Angels with Fran
At The Healing Place
Aura Soma
Avena
Stephanie Barton, Angel's Insight
Elizabeth Hunter-Blank
Dr. Kat Bowie
BRAS
Traci Bray
Liz Brown
Buffalo Lodge
Café Gratitude
Certified Coaches Federation
Kelly Clutter
CommuniversiTY
Core Star Energy Healing School
Divorce Sense - Sharon A. Lockhart
Karen Elise
Andi Enns
Everyday Yoga
Feel the Energy LLC
Fibromyalgia Coalition International
Tim Freke
Friends of Jung
Avis Garrett, Author
Gloria's Yoga Center
Karen Harrison
Healthy Glo
Holos University
House of Menuha
Terry Hug
Institute of Transformational Studies
Integrative Medical Specialists

KKFI
Bethany Klug, DO
Lighthouse Dental
Like a Day at the Beach
Mariposa Veterinary Center
Bobbie Martin, Resonance Repatterning
Bonnie Matheson, Health & Wellness Coach
Maya Yoga
Kim Meisinger, Energy Healer
Aluna Michaels, MA
Midwest Institute of Natural Healing
Nancy Blair Moon
Kelly Murphy
O'Brien Pharmacy
Only Natural Organics
Open Circle
Dr. Jay Peters
Lisa Pinsker
Plaza WellSpring
Psychic Journeys
PRS
Psychic Studies Institute
Tamella Remick
Renaissance Festival
RiseTyme Coaching
Doreen Rivera, Energy Healer
Sherree Ross
Schaal Chiropractic
Science of Spirituality
Shamanic Pathways
Spiritual Healing Hypnosis
Starfield Wellness Education
Stone Spirit Lodge
The Q Effect
Susan Tower
Unity Temple
Uptown Theater
Watkins Lithographics Inc.
Wes Wingfield, Highest Ambition LLC
Wolford Clinic
Yoga Fix Studio
Lidia Young, LSCSW

Distribution

Both magazines are delivered to more than 200 book stores, libraries, restaurants, coffee shops, health food stores and more. In addition, the magazines are distributed by volunteers to over 50 additional locations and events. View the distribution list online: <http://www.evolvingmagazine.com/dist.html>.