

GUIDE FOR SPIRITUAL LIVING

SCIENCE OF MIND
MAGAZINE

*Dedicated to a World
That Works for Everyone*



BRAND REACH WITH HIGH IMPACT *Spiritual Readers, Savvy Consumers*

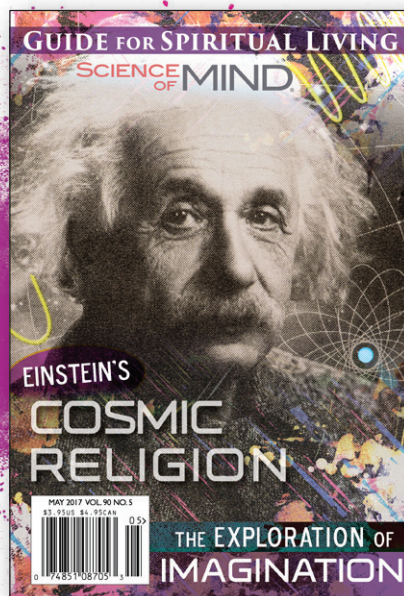
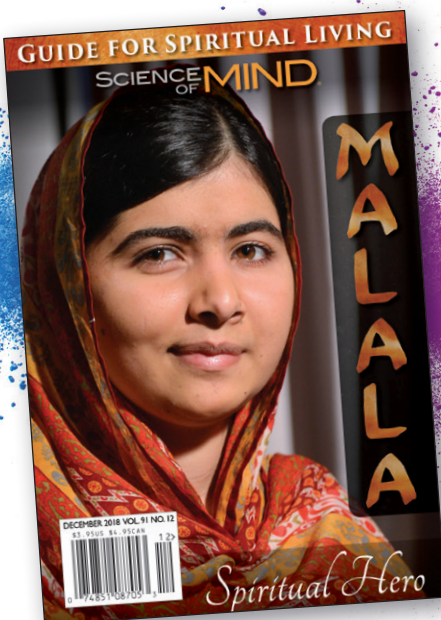
For 94 years, Guide for Spiritual Living: Science of Mind magazine has been inspiring, educating and expanding our readers' consciousness and supporting them with their daily spiritual practice. Each month, we share stories, teachings and perspectives across a wide range of topics.

Over the decades, we have captivated and retained the attention of thousands of readers worldwide, now in more than 40 countries and growing.

Our cover stories focus on change-makers and progressive New Thought concepts. We are found at Barnes & Noble retail outlets across the United States.

We've expanded our platforms beyond print to reach more readers in more ways. When you create with us, you engage with our loyal audience across all print, digital and social media platforms.

WE BLEND PERENNIAL WISDOM AND CUTTING-EDGE SPIRITUAL INSIGHTS FROM THE FIELDS OF SCIENCE, PSYCHOLOGY AND RELIGION. SCIENCE OF MIND IS ONE OF THE MOST HIGHLY REGARDED SPIRITUAL MAGAZINES IN THE NEW THOUGHT MOVEMENT.



GUIDE FOR SPIRITUAL LIVING

SCIENCE OF MIND MAGAZINE

Our Reader Profile

GET ATTENTION FROM OUR LOYAL READERS

SCIENCE OF MIND MAGAZINE READERS



Female/male readers: 82%/18%
Average age: 66
Married/couples: 51%
Average household income of more than \$50,000: 43%

READER TECH TRENDS



80% use email daily
97% are active on social media platforms
56% are avid Facebook users

READER ENGAGEMENT



72% have subscribed for at least 5 years
97% rated us as good or excellent in satisfaction and loyalty
70% discuss articles and give us referrals
33% have gifted a subscription
80% read every issue in full
54% 1+ hour single-reading time
85% read the print version
41% share their copy with friends or family

READER PSYCHOGRAPHICS



regularly buy books



shop at natural/health food stores



engage in home and DIY projects



enjoy traveling abroad



are avid gardeners



take classes/courses



BRIGHTEST MINDS OF NEW THOUGHT

Our monthly columns promote richer lives for our readers and focus on the topics of spirituality, health, leadership, ancient wisdom for today’s world, practical parenting and financial prosperity. And don’t forget our most popular section – the Daily Guides – featuring inspirational quotes, unique reflections and affirmations each day of the month.

It’s 112 pages of unique content each month, and you can be a part of it. We know from surveys that 80% of our readership enjoy the magazine from cover to cover and 54% spend more than an hour at a time with our thought-provoking, educational and inspirational content.



SCIENCE OF MIND
Dr. Ernest Holmes
Founder of this magazine



FROM THE INSIDE OUT
Rev. Andriette Earl



FREE TO BE
Rev. Jane Beach



ASK STEF
Stef Swink
Religious Science Practitioner



SUCCESS & SPIRIT
Dr. Terry Cole-Whittaker



PHILOSOPHY IN ACTION
Dr. David Alexander



MURPHY’S DOGMA
Murphy the Human
Whisperer (*Dr. Bob Luckin*)



SCIENCE & SPIRITUALITY
Mark Waldman



LIGHT FROM THE LANGUAGE OF JESUS
Dr. Rocco Errico



THE ART OF BEING HUMAN
Rev. Masando Hiraoka



SCIENCE & SPIRITUALITY
Dr. Andrew Newberg



SPIRITUALITY & LEADERSHIP
Carol Burbank, Ph.D.



QUESTIONS & ANSWERS
Dr. Jesse Jennings



PRACTICAL PROSPERITY
Rev. Karen Russo



AFFIRMATIONS
Detra Johnson
Religious Science Practitioner



SPIRITUAL PARENTING
Rev. Barry Ebert



PRACTICAL PROSPERITY
Rev. Kathianne Lewis



REVEALING WELLNESS
Molly Kate Brown, F.N.P.

SERVICE, SATISFACTION, EXTENDED REACH

Our satisfied advertisers come back to Science of Mind magazine because of our unique market position. With 67% of our distribution going to monthly subscribers, your product or service will be seen consistently by your target audience. Many subscribers save their magazines for years or pass them along to friends and family members, increasing your business exposure long after you advertise.

“I highly value my relationship with Science of Mind magazine. They’ve been true partners in digital and print advertising, and the returns have been wonderful. I look forward to a long and rewarding continuation of our advertising program.”

JIM LEFTER

UThriveHere.com and Lefter Media Consulting, LLC



“I decided to buy three months of various types of advertising space with for my new book, ‘Mastering Abundance.’ My stats are in, and I am thrilled. Not only was the book introduced, my website hits quadrupled and books sales — Kindle and hard copy — sky-rocketed, and I still have another month of ads remaining!”

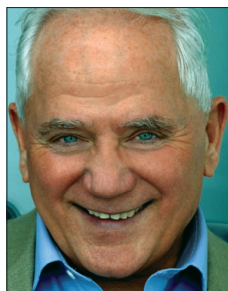
TONI G. BOEHM, Ph.D., P.C.C.

Author of the “Mastering Abundance: A Leading-Edge 5th Dimensional Experience for Living a Luminous Life”

“I receive positive results advertising with Guide for Spiritual Living: Science of Mind magazine. I’m very happy with the sales and newsletter subscribers and will advertise again.”

DR. DEB SANDELLA

Author of “Goodbye, Hurt & Pain”



“I advertised ‘365 Days of Richer Living: Daily Inspirations’ in Guide for Spiritual Living: Science of Mind magazine for three months. The results are amazing. We immediately saw an increase in sales the first month the ad appeared. Our sales increased by 500% after the three months of advertising. I continue to collaborate with the magazine as a means to increase sales.”

REV. DR. LLOYD TUPPER, PRESIDENT EMERITUS

Holmes Institute, a Graduate School of Consciousness Studies

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SCIENCE OF MIND MAGAZINE

2021 Print Advertising Schedule

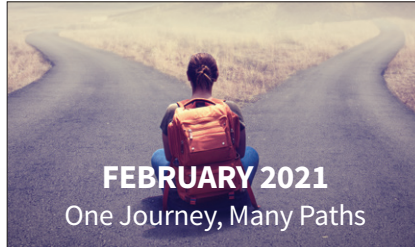


JANUARY 2021

Timeless Wisdom,
Evolutionary Vision

AD DUE DATE: 10/15/20

ON SALE DATE: 12/20/20



FEBRUARY 2021

One Journey, Many Paths

AD DUE DATE: 11/15/20

ON SALE DATE: 1/20/21



MARCH 2021

Open to Possibilities

AD DUE DATE: 12/15/20

ON SALE DATE: 2/20/21



APRIL 2021

Stepping Into the Unknown

AD DUE DATE: 1/15/21

ON SALE DATE: 3/20/21



MAY 2021

Wholly Holy Uprising

AD DUE DATE: 2/15/21

ON SALE DATE: 4/20/21

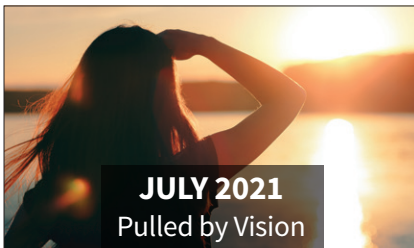


JUNE 2021

The Soul's Call

AD DUE DATE: 3/15/21

ON SALE DATE: 5/20/21



JULY 2021

Pulled by Vision

AD DUE DATE: 4/15/21

ON SALE DATE: 6/20/21



AUGUST 2021

A Pause for Guidance

AD DUE DATE: 5/15/21

ON SALE DATE: 7/20/21



SEPTEMBER 2021

Reaching Higher

AD DUE DATE: 6/15/21

ON SALE DATE: 8/20/21



OCTOBER 2021

Going Further Together

AD DUE DATE: 7/15/21

ON SALE DATE: 9/20/21



NOVEMBER 2021

Breathe in the View

AD DUE DATE: 8/15/21

ON SALE DATE: 10/20/21



DECEMBER 2021

Journey of Becoming

AD DUE DATE: 9/15/21

ON SALE DATE: 11/20/21

Sustainable Living

***All digital advertisements are due on the 15th of the month prior to publication.**

For example, all digital ads for February 2021 are due on January 15, 2021.

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SCIENCE OF MIND MAGAZINE

2021 Advertising Rates

THE BEST VALUE FOR YOUR ADVERTISING DOLLARS

PRINT: FULL COLOR

FREQUENCY	FULL PAGE	1/2 PAGE
1 X	\$2,800	\$1,940

COVER POSITIONS*

Available on full-page advertisements only.

- Inside front cover
- Inside back cover
- Back cover

PREMIUM POSITIONS*

- Front cover fold-out
- Bind-ins
- Double-page spread

*Please contact us for availability and pricing.

REACH AT-A-GLANCE

PRINT & DIGITAL CIRCULATION

- Print: 56,100 monthly
- Newsletter circulation: 48,000
- Readers per copy: 2.2
- Facebook followers: 420,000+
- Facebook Live audience: 10,000 views monthly
- Website: 15,000 visitors monthly
- Subscription-to-Newsstand: 67% / 33%

DIGITAL RATES

You will find our full range of digital offerings on **page 8** of this media kit including various options for our website, e-newsletter and Facebook.

VOLUME AND BUNDLE PACKAGES AVAILABLE



Check out our content at ScienceOfMind.com

DETAILS FOR CREATING WITH US

AD SIZES	BLEED SIZE	TRIM AREA	SAFETY AREA
1 FULL PAGE	5.5"W X 8.0"H	5.25"W X 7.75"H	4.75"W X 7.25"H
2 1/2 PAGE HORIZONTAL	5.5"W X 4.125"H	5.25"W X 3.875"H	4.75"W X 3.375"H
3 1/2 PAGE VERTICAL	2.85"W X 8.0"H	2.60"W X 7.75"H	2.10"W X 7.25"H
4 BACK COVER	5.5"W X 8.0"H	5.25"W X 7.75"H	4.75"W X 7.25"H

Only complete artwork will be accepted on the SendMyAd Portal. Thank you.

PRINTING SAFE ZONE

Allow a minimum of 0.25" on each side of gutter to avoid being trimmed; total gutter safety 0.50"

ACCEPTED FORMATS

PDF only for print; do not submit InDesign files, etc.

RESOLUTION

High-resolution, 300 dpi, including black & white art

LINE SCREEN

Black & white: 133; color 133; 150 maximum

COLOR MODE

CMYK, 4-color process only; NO spot colors or white knock-out

PRINTING PROCESS

Heat-set web offset

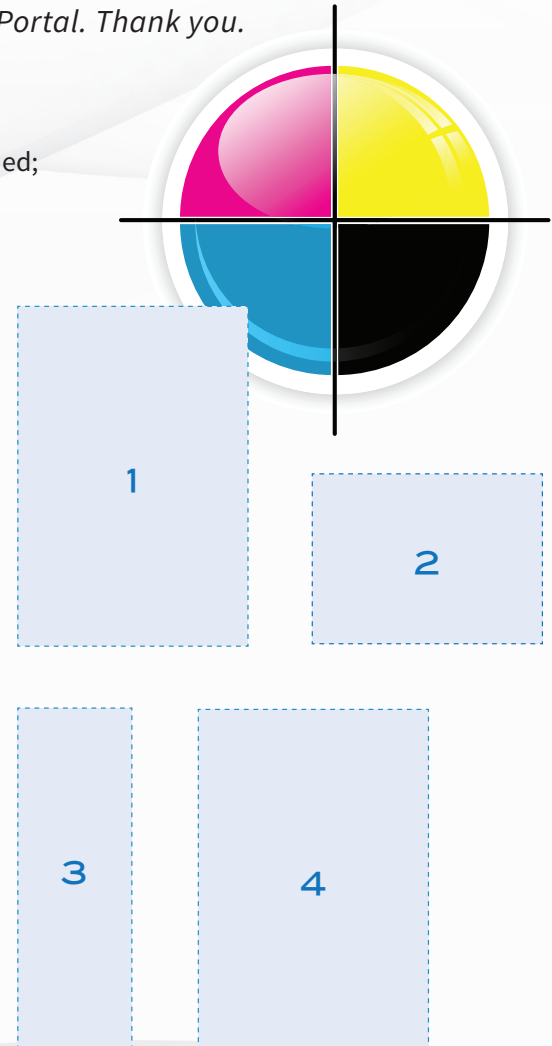
BINDING METHOD

Perfect bound

SUBMISSION OF MATERIALS

Advertisements will be submitted through the "Send My Ad" Web Portal.

For design or production questions, email Holli Sharp at HSharp@CSL.org.



DIGITAL SOLUTIONS CROSS-PLATFORM

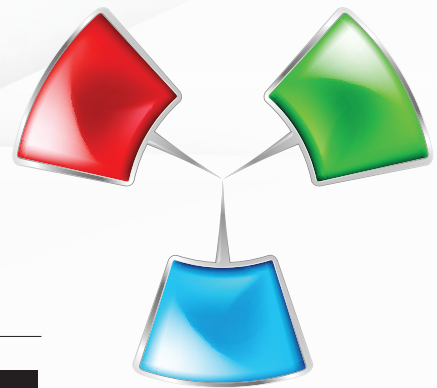
AD SIZES	LIVE AREA	PRICING/PLACEMENT
5 DIGITAL NEWSLETTER	160 pixels X 360 pixels	\$600 — newsletter banner
6 WEBSITE: SITE-WIDE	300 pixels X 250 pixels	\$600 — medium rectangle
7 WEBSITE: SITE-WIDE	728 pixels X 90 pixels	\$800 header
8 WEBSITE: HOME PAGE	525 pixels X 90 pixels	\$400 — small leaderboard
9 FACEBOOK	460 pixels X 350 pixels	\$400 — image and post content

ACCEPTED FORMATS

JPG, PNG, animated GIF, embedded video (no PDFs, please)

RESOLUTION 72 dpi minimum

COLOR MODE RGB



SAMPLE PAGES & DIGITAL PLACEMENTS

ONLINE REFERENCE

These examples show the dimensions of digital offerings and where they appear within the Science of Mind multimedia family.

SEMI-MONTHLY NEWSLETTER



DISPLAYED IN NEWSLETTER TWICE MONTHLY
160 pixels X 360 pixels

WEBSITE STRUCTURE



728 pixels X 90 pixels

HEADER



525 pixels X 90 pixels

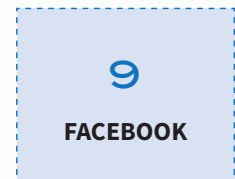
SMALL LEADERBOARD

300 pixels X 250 pixels



MEDIUM RECTANGLE

460 pixels X 350 pixels



FACEBOOK

SUBMISSION OF MATERIALS

Advertisements will be submitted through the “Send My Ad” Web Portal. For design or production questions, email Holli Sharp at HSharp@CSL.org.