

**YOUR LEADING RESOURCE FOR REACHING UTAH'S SOCIALLY,
ENVIRONMENTALLY AND HEALTH-CONSCIOUS CONSUMERS**

CATALYST

HEALTHY LIVING, HEALTHY PLANET

WWW.CATALYSTMAGAZINE.NET

Why advertise with CATALYST Magazine?

Each and every month, CATALYST: HEALTHY LIVING, HEALTHY PLANET delivers tools and information for the whole person: news and resources regarding health and wellness, environment, progressive politics, community, spirituality and the arts.

We enjoy the enthusiastic support of the community—and a stable of terrific advertisers, who value the unique demographics our editorial content attracts.

Our growth since 1982 has been steady. Conservative, one might say. We prefer the word “organic.”

If conservative growth produces an institution, organic growth grows an organism—something vital, alive, responsive.

We think we’ve got a venerable organism here.

Join us, and grow!

To advertise in CATALYST:

Email: SALES@CATALYSTMAGAZINE.NET

Phone: 801.363.1505

Web: WWW.CATALYSTMAGAZINE.NET

Previous awards include Utah Psychological Association: Psychologically Healthy Workplace, 1st place; Society of Professional Journalists: health, science and editorial writing, Freedom of Information Award, and General Excellence in Magazine Publishing; KRCL: Stephen Holbrook Visionary Award; University of Utah: Service to Journalism (Greta Belanger deJong, publisher)

Call to reserve your ad today! 801.363.1505

CATALYST

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140 S. McClelland St.
Salt Lake City, Utah 84102
801.363.1505

SALES@CATALYSTMAGAZINE.NET

DISPLAY RATES

RATES LISTED ARE PER ISSUE

SIZE	OPEN	3X	6X	12X	WIDTH X HEIGHT
A Full	1150	1050	960	850	9.25 x 10.75
Add color	230	210	190	170	
B 3/4 vertical	885	820	740	670	6.875 x 10.75
Add color	175	165	145	135	
C 1/2 horizontal	720	660	600	540	9.25 x 5.25
D 1/2 vertical	720	660	600	540	4.50 x 10.75
Add color	140	130	120	105	
E 1/3 landscape	630	565	525	475	9.25 x 3.40
F 1/3 horizontal	630	565	525	475	6.10 x 5.25
G 1/3 vertical	630	565	525	475	4.50 x 7.10
Add color	125	110	105	95	
H 1/4 horizontal	455	410	380	345	6.875 x 3.40
I 1/4 vertical	455	410	380	345	4.50 x 5.25
Add color	90	80	75	70	
J 1/6 horizontal	370	335	310	280	4.50 x 3.40
K 1/6 vertical	370	335	310	280	2.90 x 5.25
Add color	75	65	60	55	
M 1/8 horizontal	285	260	235	215	4.50 x 2.50
N 1/8 vertical	285	260	235	215	2.125 x 5.25
Add color	55	50	45	40	
P 1/12 squat	255	240	220	205	2.90 x 2.50
Q 1/12 vertical	255	240	220	205	2.125 x 3.40
Add color	50	45	40	40	
R 1/19 square	N/A	165	155	145	2.125 x 2.125
Add color		30	25	20	
S 1/26 horizontal	N/A	130	125	115	2.125 x 1.575
Add color		25	25	20	

Premium Placement

T back cover	1810	1665	1500	1355	9.25 x 10.75
U inside cover-full	1660	1545	1370	1245	9.25 x 10.75
V inside cover-half	1015	865	795	730	9.25 x 5.25

COMMUNITY RESOURCE DIRECTORY RATES

See below for details; one-time charge

3-MONTH CONTRACT: 180

6-MONTH CONTRACT: 210

12-MONTH CONTRACT: 360

SEASONAL SPECIAL

Sign up for any color ad, sizes A-K, for six consecutive months and get a six-month Community Resource Directory listing FREE! (Nontransferable. Must appear in same issues as display ad.)

A \$210 VALUE—FREE!

"CATALYST CAFÉ" DINING GUIDE

"P" sized display ad and 40-word description; see below for details; RATES LISTED ARE PER ISSUE.

6-MONTH CONTRACT: 190/MONTH

ADD COLOR: 40

12-MONTH CONTRACT: 165/MONTH

ADD COLOR: 35

BONUS: The chefs and restaurateurs profiled in "CATALYST Café" are chosen from among the restaurants listed in our dining guide. These are not restaurant reviews, but rather stories of the people behind the food. Sign up now, and procure your place in our editorial calendar.

AD SIZES

FULL PAGE
9.25 x 10.75
(10.70 x 12.33 if full bleed
with live area 9.25 x 10.75)

A

3/4 ~ 6.875 x 10.75

B

1/2 h ~ 9.25 x 5.25

C

1/2 v ~
4.5 x 10.75

D

1/3 landscape ~ 9.25 x 3.4

E

1/3 h ~ 6.1 x 5.25

F

1/3 v ~
4.5 x 7.10

G

1/4 h ~
6.875 x 3.4

H

1/4 v ~
4.5 x 5.25

I

1/6 h ~
4.5 x 3.4

J

1/6 v ~
2.9 x
5.25

K

discontinued

L

M 1/8 h ~
4.5 x 2.5

N 1/8 v
2.125
x 5.25

O discontinued

P 1/12
squat
~ 2.9
x 2.5

Q 1/12 v
~ 2.125
x 3.4

R 1/19 sq
~ 2.125
x 2.125

S 1/26 h
~ 2.125
x 1.575

- Ad dimensions must match those listed in this rate card.
 - Ads require a border, unless specifically designed otherwise.
 - **Preferred** digital files: Acrobat PDF, created CMYK with high-resolution press-optimized format—all images and fonts embedded; QuarkXPress 8 or newer with all images and fonts included (Macintosh only).
 - **Accepted** digital files: Adobe InDesign CS2 with all images and fonts included; Illustrator CS2 with all images included or embedded and fonts converted to outlines; Adobe Photoshop CS2 EPS and TIFF files with layers flattened.
 - Media formats: CD; FTP; PDF/TIF file via email.
 - Scanned image resolution: minimum 300 dpi.
 - Images and art gathered from websites is discouraged (usually very low resolution).
 - Email zipped or stuffed files:
PRODUCTION@CATALYSTMAGAZINE.NET or upload to our FTP site (for instruction, tel. 801.363.1505).
 - CATALYST runs on Apple Macintosh computers. Windows fonts are not always compatible. From computers running Windows, please send either press-optimized pdf files or convert fonts to outlines from the programs mentioned above.
- We cannot be responsible for ads that do not meet these specifications. But we want you to look good, and will do our best to assure that you do.*

CATALYST DIGITAL EDITION

Make the most of your advertising dollars with CATALYST on the web. All this—included with your print ad!

Our online magazine now looks just like our print version—and does a whole lot more!

WEBSITES: Readers can click on any ad and go *directly* to the advertiser's website.

VIDEOS: Any ad or image can now bring up a video! To see an example, click on the image in the Yoga Pose of the Month article to see columnist Charlotte Bell perform the pose. (More videos to come in other articles and ads soon!) We are currently offering this service *free to our advertisers*.

EDITORIAL: Readers don't need to hunt—just a click on the story title in the table of contents takes them straight to the story.

ONLINE UPDATES: Readers have good reason to keep our website bookmarked: Each Wednesday, Ralfee Finn has a new astrology column, and every Monday, astrologer Christopher Renstrom answers another question.

FACEBOOK: Become a fan! We update several times a week with relevant news and ideas, event reminders and free offers. We periodically inform our fans about our advertiser's specials and deals.

FACEBOOK.COM/CATALYSTMAGAZINE

Here's a screenshot of our digital edition:



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WEBSITE ADVERTISING RATES

BASE WEBSITE AD SIZE: **200px X 100px**

Rate: \$75/week, \$200/month

Additional \$50 per every 100px tall

PREMIUM WEBSITE AD PLACEMENT — Top ad on page

Rate: \$100/week, \$300/month

Additional \$50 per every 100px tall

Note: Premium placement not always available. Placement given on a first-come, first-serve basis.

Ad size = 200px x 275px

Rate:

Premium placement
Base + 175 additional pixels
= \$275/week or \$475/mo

Ad size = 200px x 100px

Rate:

Non-premium placement
Base + 0 additional pixels
= \$75/week or \$200/mo

Dining Guide

CATALYST offers the most cost effective way to fill your tables with hungry patrons. Combination graphic presence and descriptive listings published in a sharp, consistent format get your restaurant noticed while educating diners as to the aspects of your establishment that set you apart.

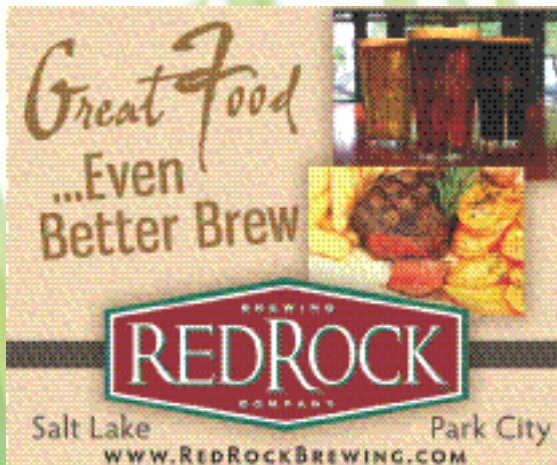
Each listing consists of two elements:

Our "P" sized display ad along with a descriptive listing of your establishment. Listings appear in alphabetical order.

Rates:

12 months: \$165/month \$35/month extra for color
6 months: \$190/month, \$40/month extra for color.

Actual Dining Guide Ad



RedRock Brewing Company

Casual atmosphere with award-winning, hand crafted beers and sodas. Fresh, inspired menu with something for everyone. Valet, Patio Dining, Weekend Brunch, Full liquor & wine menu, take-out. Sun-Thurs 11am-12am, Fri-Sat 11am-1am, Brunch Sat-Sun 11am-3pm. 254 South 200 West, SLC, 801.521.7446, www.redrockbrewing.com
\$\$, CC

With a consistent presence in CATALYST you will be targeting an active, social market of 50,000 readers who dine out an average of four times a week. When polled 65% of our readers actually asked for more restaurant advertising in CATALYST to help them make informed decisions about their dining options.

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Ad payment policy:

- Pre-payment by credit card before first publication or by check upon approval.
- In-house production is not included in the accompanying published rates. There is a \$25/hour charge for producing or modifying an ad.
- A finance charge of 1.6% per month will be added to invoices delinquent past 30 days.
- Cancellation deadline is 5 p.m. on the 15th of the month prior to publication. Advertisers will be charged full price for cancellation after this time.

Community Resource Directory:

- The Community Resource Directory appears in every issue of CATALYST.
- A listing includes: business name, in bold face, followed by your name and title (if relevant), address and phone number, occupying a space of no more than 3 typeset lines; plus 40 words (maximum) of description.
- Rates: \$360 for 12 issues. \$210 for 6 issues. \$180 for 3 issues. Payable in advance.
- Email listing to SALES@CATALYSTMAGAZINE.NET. Include text, category preference, mailing address and telephone number. Call with credit card information or mail a check.

Choose from among these categories:

- Abode (cohousing, furniture, feng shui, garden/landscape, pets, home repair)
- Arts, Music & Languages (instruction, galleries, for hire)
- Bodywork (massage, chiropractic, structural integration)
- Books, Gifts, CDs, Clothing (books, gifts & jewelry, imports, music stores)
- Certification, Degrees & Schools (education/schools, vocational, massage schools)
- Energy Work & Healing (energy balancing, Reiki)
- Getaway (outdoor suppliers, lodging, spa, outdoor education)
- Health, Wellness & Body care (Ayurveda, beauty supplies, birth services/prenatal care, Chinese medicine/acupuncture, colon therapy, dentistry, health centers, health products, homeopathy, naturopaths, nutritionists, physical therapy, physicians, women's healthcare)
- Movement & Sport (dance, fitness, martial arts, yoga)
- Psychic Arts & Intuitive Sciences (astrology, mediums, past life integration, psychics)
- Psychotherapy, Counseling & Personal Growth (coaching, consulting, hypnosis, integrated awareness, psychology/therapy/counseling, shamanic sound healing)
- Spiritual Practice (meditation/study groups, churches/ministry, spiritual instruction, workshops)

CATALYST Calendar of Events

CATALYST's calendar is FREE. Visit WWW.CATALYSTMAGAZINE.NET to upload your listings. On the 15th of each month, we choose from our website the events to appear in the following month's print edition. We aim for variety, breadth of appeal, and events with graphic appeal. Preference is given to CATALYST advertisers. We will contact you for photos if your event is chosen to be featured.

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READER PROFILE

The targeted CATALYST reader is environmentally concerned, health-oriented, open to new experiences and socially responsible. These attributes play a role in his or her consumer choices.

Age/Gender	15% are under 25; 62% are between 25 and 49; 23% are between 50 and 65; and 5% are over 65. 59% of readers are female.
Marriage/Children	39% married, 49% single, 12% other. 68% have no children living at home.
Education	74% are college graduates; 28% post graduate; and 35% have graduate degrees.
Origins	69% have moved to Utah from other states.
Home Ownership	70% own their own home.
How Long They Keep CATALYST	65% keep CATALYST for the entire month, 14% file for permanent reference.
Profession	An equal number of our readers are employed in education, medicine, business/administration and sciences/arts (14% each). 7% are homemakers and 4% are retired.
Food Choices	77% do not consider themselves vegetarian, but 45% eat red meat only occasionally, and 23% only eat chicken or fish. 19% usually buy organic produce, and 75% purchase organic produce when they can find it or when it compares price-wise. 35% shop only at supermarket chains; 65% shop at both supermarkets and natural foods groceries.
Preferred Electronic Mediums	Radio-KRCL, KUER and KCPW. Television-KUED-7. 40% don't watch T.V.
Outdoor Activities	77% hike; 64% garden; 65% bike; 48% x-c ski, 48% downhill ski/snowboard; 31% engage in water sports; 25% run; 25% walk.
Entertainment Choices	movies-92%; theater-75%; concerts-74%; lectures/workshops-74%; art galleries-52%; private clubs-32%; dance concerts-31%; sporting events-30%.
What Readers Enjoy About CATALYST	feature stories 74%; regular columns-43%; Community Resource Directory-39%; display advertising-44%.

Alternative meets mainstream

We offer you visibility and access to our diverse and influential readership—thoughtful people interested in health, environment, politics and the arts—who are committed to making positive changes in their personal lives and their community. They are knowledgeable consumers who form an important and growing market.

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