

LOCAL

Wellness Directory



Your guide to
providers, natural
solutions, holistic care,
and mindful living.

YOUR GATEWAY TO WELLNESS
HolisticMarketPlace.com

FALL 2025 EDITION
Treasure Valley



Media Kit

2025

ADVERTISING OPPORTUNITIES



Align your business with the growing demand for holistic health and conscious living.



HolisticMarketPlace.com



Our Mission Statement

At HolisticMarketplace.com, our mission is to empower individuals through **education, fostering mental, physical, emotional, and spiritual well-being.** We aim to connect wellness-minded individuals with trusted holistic resources, practitioners, and products that support a **balanced and healthy lifestyle.**

BE PART OF A MOVEMENT THAT'S ONLY GROWING

Wellness isn't a trend—it's a global shift in how people live, heal, and spend. Advertising in the Holistic Marketplace puts your business in front of conscious consumers who value natural health, alternative therapies, and intentional living.

INDUSTRY SNAPSHOT

Global Wellness Market

- Valued at \$6.3 trillion in 2023
- Projected to reach \$9 trillion by 2028 (7.3% annual growth)

Complementary & Alternative Medicine (CAM)

- Estimated at \$193.36 billion in 2025
- Expected to reach \$1.28 trillion by 2034 (23.56% Compound Annual Growth Rate or CAGR)

U.S. CAM Market

- Valued at \$34.4 billion in 2024
- Projected to reach \$124.2 billion by 2030 (23.9% CAGR)

Your Audience Profile

AGES
25-65

85%
WOMEN

Health-conscious, proactive
in wellness choices

AUDIENCE INTERESTS



Integrative and
functional medicine



Mindfulness and
spiritual growth



Natural and
organic products



Holistic health
practices



BEHAVIORS

- Regularly seek wellness education and resources
- Engage with local wellness communities
- Utilize online directories to find practitioners and products

HolisticMarketPlace.com



Distribution Channels

**Frequency:**

Every 6 months

**Distribution:**

40,000 copies annually

**Available at:**

Doctor's offices

Coffee shops

Supermarkets

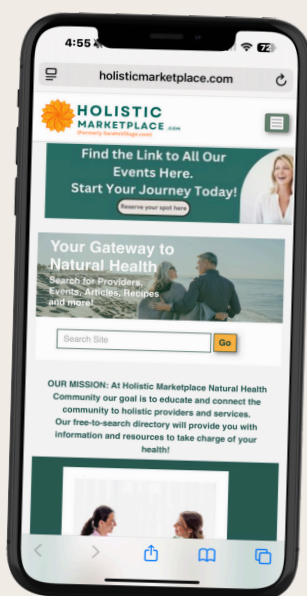
Wellness centers

Online Presence:

Comprehensive digital
directory at

HolisticMarketplace.com

**Accessible 24/7 to a
global audience
seeking holistic
health resources**



summer savings



**ADVERTISE IN BOTH OUR PRINTED GUIDE AND
WEBSITE FOR MAXIMUM EXPOSURE!**

**20% Off ALL Premier PRINT Edition Fall 2025 Ads
before September 15th - Use code 20off**

HolisticMarketPlace.com



Ad Sizes

Business

Listing

1/2 Page

Full Page

1/2 Page



Listing

Full
Page

1/2 Page

3.812" x
10.24"

3.812" x 5"

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Print Advertising Opportunities

20% Off ALL Premier PRINT Edition Fall 2025 Ads
before September 15th - **Use code 20off**

➤ **All Ad sizes include a FREE Business Listing**

Ad	Size	Cost
1/6 Page	Business Listing Text Only (no AD)	\$400 (\$67/mo)
Half Page	3.8125" x 5"	\$750 (\$125/mo)
Full Page	3.8125" x 10.24"	\$1,475 (\$246/mo)
Pages 2 or 3	3.8125" x 10.24"	\$1,600 (\$267/mo)
Back Cover	3.8125" x 10.24"	\$2,000 (\$333/mo)
Center Spread	8.125" x 10.24"	\$3000 (\$500/mo)

**All rates are for 6 months, paid in full,
Rates do not include art work**

*Submit Camera Ready Ads & Payment
by:*

September 15th - Fall Edition

March 15th - Spring Edition



To submit your AD, go to
HolisticMarketPlace.com/get_listed or

**Submit
ad here**



+ BENEFITS AND DISCOUNTS

Print Advertiser Benefits:

Opportunity to submit articles, recipes, events and specials to our online platform for a discount or FREE depending on Ad print size.

Discounts

Receive a discount on our online directory listing with purchase of print ads.

Ad Submission Guidelines

File Formats Accepted:

- Press-ready Adobe Acrobat® PDF (PDF/X1a preferred)
- Press-ready JPG & EPS files

Design Guidelines:

- Build ads to exact size dimensions.
- Full-page bleed ads require an additional 0.25" on all sides.
- Use high-resolution images: 300 dpi for photos, 1200 dpi for line art.
- All files must be in CMYK or Grayscale.
- Avoid spot, RGB, or LAB colors.
- Do not embed ICC profiles in images.
- Flatten all transparent objects at high resolution.
- Total ink coverage should not exceed 280%.
- Files should be right-reading, portrait mode, 100% to size with no rotations.

Fonts:

- All fonts must be embedded or converted to outlines.
- Ensure all black text is 100% black and set to overprint.
- Reversed or colored text should be 10 pt or larger, using a thick font.

Submission Notes:

- Microsoft Word, Publisher, or Canva files are **not** accepted for print-ready ads.
- Emailed files must be under 15 MB.

Submit YOUR ad at: HolisticMarketPlace.com/get_listed

Don't Have Camera Ready Art Work?

Email: Editor@HolisticMarketPlace.com

Contact HolisticMarketPlace.com

Email: Editor@HolisticMarketPlace.com

Website: HolisticMarketPlace.com

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