



Holistic Living

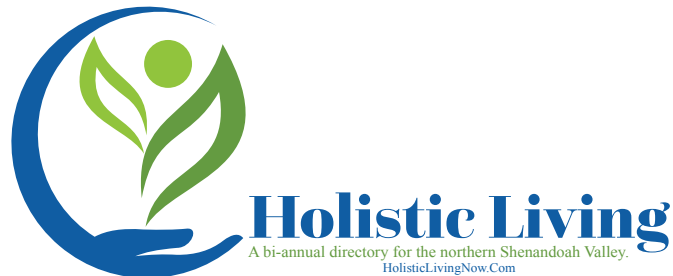
A bi-annual directory for
the northern Shenandoah Valley.

HolisticLivingNow.Com

Media Kit 2024-2025
Advertising Information

Our Mission:

From solo practitioners in the wellness field, to businesses that serve the community at large, we believe this directory will be a valuable resource that serves the community through education and promotion of wellbeing.



Who we are:

Ruby Biedrzycki has been a holistic esthetician for 10 years, an integrated energy therapist for 4 years and a certified reflexologist for the past 30 years. Currently, she operates her private practice in downtown Winchester. She's also involved in hosting a local group of alternative practitioners who meet monthly. Her desire is to use the Holistic Living Directory as a voice for independent practitioners as well as businesses.

Tammy Batcha is native to Frederick County, Virginia and currently resides in Middletown. Her career, spanning more than 30 years, has been within the printing industry. First in newspapers and now magazines, books and journals. Tammy is also passionate about assisting holistic practitioners with their business photography. She is the designer of Holistic Living.

As individuals continue to prioritize their health and well-being, the integration of alternative and conventional healthcare has become more commonplace.

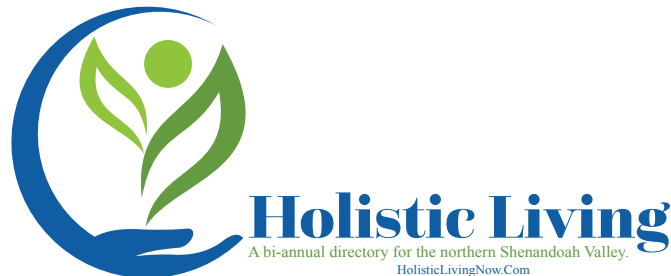
We define Holistic living as an approach to life that emphasizes the interconnectedness of the body, mind, and spirit. It involves considering the whole person and their overall well-being rather than focusing on individual symptoms or aspects of life in isolation. Key principles include striving for a balanced lifestyle; preferring natural and/or organic foods; mindfulness and good mental health, environmental awareness, integrative health, community and relationships as well as personal growth.



Tammy & Ruby

To place your ad or become a distributor,
contact Ruby Biedrzycki
rubywellness12@gmail.com | 540-550-6498

For design assistance, contact Tammy Batcha
tammybatcha@gmail.com | 540-550-1971



Calendar & Deadlines

We publish the directory twice annually, in the spring and fall.

Spring 2025: Arrives in March, 2025

Listing and ad deadline: Feb 1, 2025

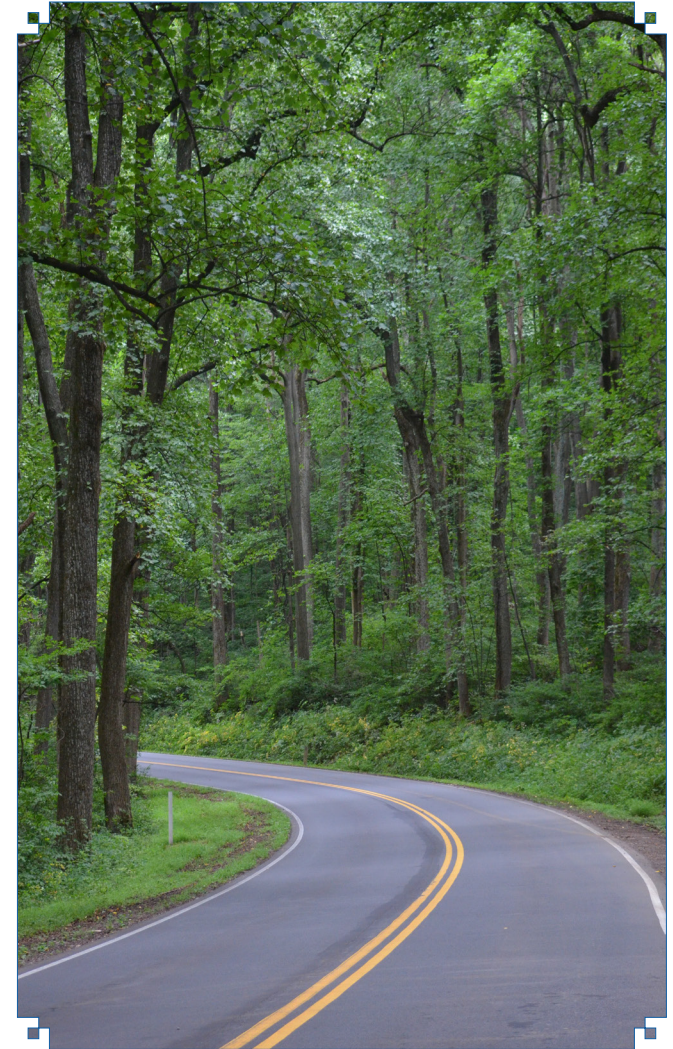
Ads requiring design service: Jan 10, 2025

Fall 2025: Arrives in September, 2025

Listing and ad deadline: August 1, 2025

Ads requiring design service: July 10, 2025

Our premiere issue will have a circulation of 5,000, full-color, printed copies that will also be accessible online. To support our community of holistic businesses and your customer base, ask about becoming a distributor.



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Advertising Specs & Rates

Trim Size: 8.5 x 11

Full Page: 7.5 x 10

Full Page w/bleed: 8.75 x 11.25

Half Page (Vertical): 3.5 x 10

Half Page (Horizontal): 7.5 x 4.75

Quarter Page: 3.5 x 4.75

Basic Directory Listing: Up to 40 words

Full Page: \$450 - Full Color - Includes 3 basic listings

Half Page: \$275 - Full Color - Includes 2 basic listings

Quarter Page: \$150 - Full Color - Includes 1 basic listing

Basic Listing: \$45 - Up to 40 words

Additional Basic Listing: \$35

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General Advertising Information

Advertising design services are complimentary with paid advertisement and include up to 3 design revisions. | Photography services are available for additional cost - contact - tammybatcha@gmail.com | Special Position requests are permitted on a limited basis - add 15% to space charge. | Bleeds permissible on full-page ads only and must include 1/8" on all four sides.

All submitted materials must have a CMYK color mode (no RGB) and color space with a total area coverage not to exceed 300% for the darkest area of an image. PMS color builds must be converted to a 4-color CMYK build prior to submission. All placed graphics and images must be embedded within the file. All fonts must be converted to outlines. Accepted format: PDF/X compliant File (PDF/X-1a preferred). Do not include any print marks such as crop marks or color bars. Supporting graphics and images - Tiff and EPS to following the minimum resolution specifications: Lineart (Bitmap) images at 1200 dpi; All lines and lineart images should be a minimum of 1/4 point thickness at final size. Color rules will look best if their width is at least 1 point at final size. Grayscale and color images must contain a resolution of no less than 300 dpi; Combination Grayscale and color 600 dpi. Failure to carefully follow submission guidelines may result in improper printing of your advertisement.

Publishers Notice: The publishers of this directory do not dispense medical advice or prescribe the use of any technique as a form of treatment for physical, emotional, or medical problems without the advice of a physician, either directly or indirectly. The intent of the publishers is only to offer information of a general nature to help you in your quest for emotional, physical and spiritual well-being. In the event you use any of the services mentioned within this publication, the publishers assume no responsibility or liability for your actions.



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Full Page - Live Area - 7.5 x 10

Half Page Vertical 3.5 x 10

Half Page Horizontal 7.5 x 4.75

Quarter Page - 3.5 x 4.75

40 Word Listing

Elizabeth Montgomery, Acupuncturist,
(540) 555-5555 123 Davis St., Winchester, VA
22601 | **websiteaddress.com** | Elizabeth com-
pleted a Master's degree in Acupuncture and
Oriental Medicine at the Arizona State Univer-
sity in Tempe, Arizona. **Elizabeth@website-**
address.com Please see my ad on page 7 for
upcoming workshop.