



# Holistic Living

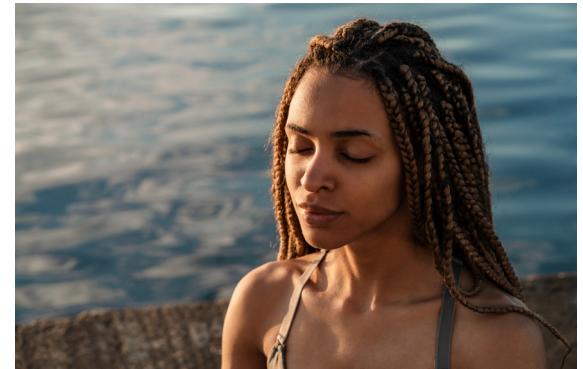
A bi-annual directory for  
the northern Shenandoah Valley.

HolisticLivingNow.Com

Media Kit 2026-2027  
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 has worked in the printing industry for more than 30 years and is the designer and co-publisher of Holistic Living. A lifelong resident of the Northern Shenandoah Valley, she brings a love of craft, communication, and community to every issue. Tammy also teaches A Course in Miracles, a spiritual path that emphasizes peace, healing, and connection. Her vision for Holistic Living is to highlight the many ways our local practitioners and businesses nurture wholeness and wellbeing throughout the region.

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](mailto:rubywellness12@gmail.com) | 540-550-6498

For design assistance, contact Tammy Batcha  
[tammybatcha@gmail.com](mailto:tammybatcha@gmail.com) | 540-550-1971

# Calendar & Deadlines

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

**Spring 2026: Arrives in March, 2026**

**Listing and ad deadline: Feb 19, 2026**

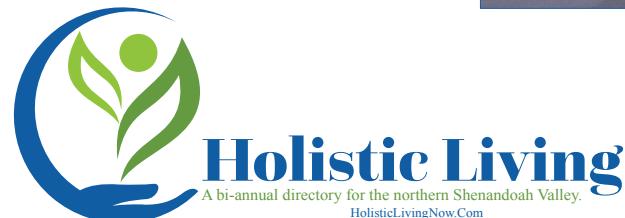
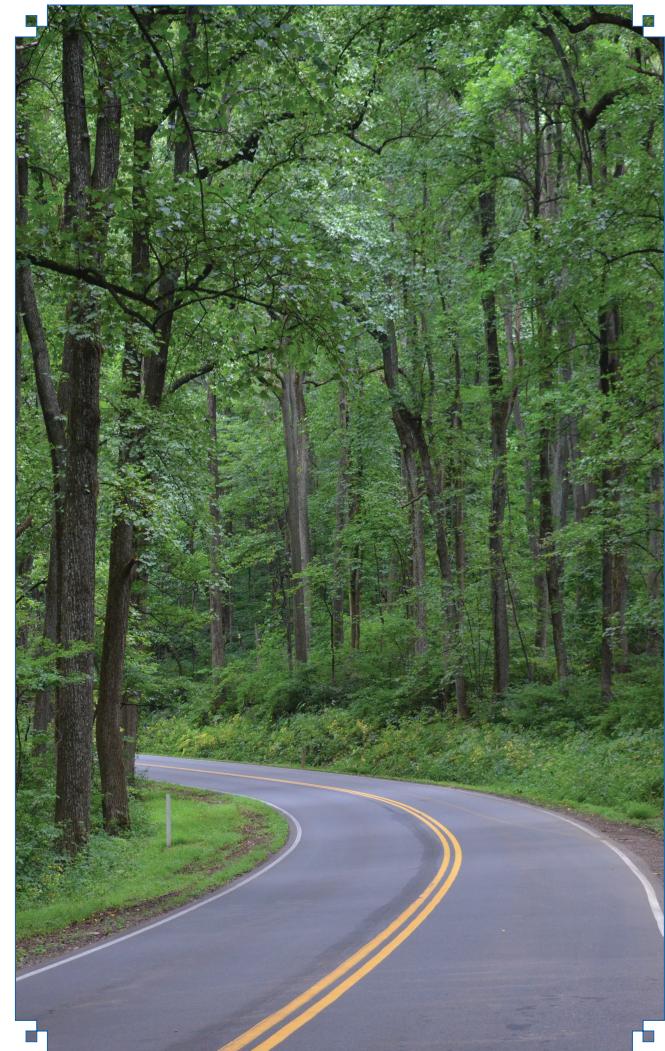
**Ads requiring design service: Feb 5, 2026**

**Fall 2026: Arrives in September, 2026**

**Listing and ad deadline: August 20, 2026**

**Ads requiring design service: August 6, 2026**

Each issue in 2026 will have a minimum circulation of 7,000, 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.



# 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

If you need assistance with designing your ad, we are happy to assist you. See design fees below.

To place your ad, contact Ruby Biedrzycki  
[rubywellness12@gmail.com](mailto:rubywellness12@gmail.com) | 540-550-6498

For design assistance, contact Tammy Batcha  
[tammybatcha@gmail.com](mailto:tammybatcha@gmail.com) | 540-550-1971

## Advertising Design Fees:

Full Page: \$75

Half Page: \$55

Quarter Page: \$35

Includes two rounds of proofing & review. Additional rounds may incur additional fees.



# General Advertising Information

Advertising design services are extra and include up to 2 design revisions. See page 5 advertising specs and rates. | 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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HolisticLivingNow.Com

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 completed a Master's degree in Acupuncture and Oriental Medicine at the Arizona State University in Tempe, Arizona. **Elizabeth@website-address.com** Please see my ad on page 7 for upcoming workshop.