



Crazy Wisdom Publications

Tana Dean | Advertising Sales Manager
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2024 is 29 years of publishing The Crazy Wisdom Community Journal

Twenty-nine years of local businesses placed in the spotlight. In each issue we support creatives like writers, graphic designers, photographers, and others, and businesses, like yours, advertising directly to a community that values what you offer. Our publications are created with journalistic integrity and as a business resource.

New changes for print and online advertising options:

Our printed magazine, *The Crazy Wisdom Community Journal*, supports advertisers with a readership of over 25,000 and a distribution network of over 235 businesses in four different counties.

Our online magazine, *The Crazy Wisdom Biweekly* has grown from a pandemic offering to keep the community connected to a steadfast online resource for the conscious living community. Starting in March 2024, it has become a monthly online magazine, *The Crazy Wisdom Monthly*. This online publication is continuing to grow with a readership of 35,000+ per month!

This year, for the first time, we have created advertising packages that will dramatically expand your reach in the Southeastern Michigan community. Now, for the first time, your advertisement will appear in **ALL of our media:**

- *The Crazy Wisdom Community Journal*
- *The Crazy Wisdom Journal Online*
- *The Crazy Wisdom Community Journal*, an Online Magazine
- And *The Crazy Wisdom Monthly Online*

Plus, our online marketing is constantly expanding the publication's viewership. These include:

- Weekly paid Facebook/Instagram posts promoting our articles, and with live links.
- Our Facebook trailers promoting our publications receive 26,000+ views each month.
- All Online Magazines include a link to your business

Both the print and digital publications are designed for the reader to reflect and search for ways to create better health, live more consciously, and support local businesses, like yours.

- 52% of the print publication's readers visit the journal's website 1-2 times per month.
- 66% of the print publication's readers read our digital publications.

Our most cost-effective ad rate is always one year, 3 issues. In marketing, time is your friend, as people see your ad in print and online, they can connect to you. We offer a discounted prepaid package of 3 ads – "Buy Two, Get One Free." This makes a great yearly investment for your business growth.

People use Crazy Wisdom Publications to find and use your services:

- 75% find services they need.
- 87% frequent businesses that advertise.
- 37% find a new doctor or practitioner.
- 52% try a new restaurant.

We look forward to supporting your business.

Expand Your Business Horizons!

Join our family of satisfied advertisers ...

The Crazy Wisdom Community Journal provides an amazing platform for us to reach our community in a way that digital media and other technologies simply cannot. As a newly-opened Cannabis Microbusiness, we were very fortunate to have the platform like this to connect with health-conscious Ann Arborites who value local, natural products.

—Eric Parkhurst, Winewood Organics

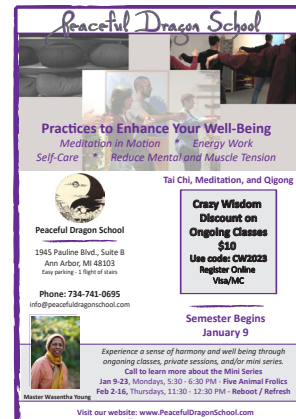


The Crazy Wisdom Community Journal is such a blessing to the area's holistic community! It's the one place you can go to find out about places, events, products, and practitioners of alternative and metaphysical pursuits in the Ann Arbor area. I especially love their in-depth articles, which allow for a real experience of whoever is the focus. Even the ads are a great exploration of the community's offerings. Many people have told us they've seen our ads and articles about us in the CWJ. We are grateful to be a part of such an important publication!

—Amy Garber, Enlightened Soul Center & Shop

Advertising, for over 20 years, in *The Crazy Wisdom Community Journal* has been a resource that keeps my business, Peaceful Dragon School, connected with a community of those looking for self-care and wellness methods that will augment their more traditional health support.

—Wasantha Young, Peaceful Dragon School



I so appreciate the resources that *The Crazy Wisdom Community Journal* provides for our community and am always delighted to learn about something new in almost every issue. I have really enjoyed working with you and the editing team to help develop an ad that best represents me. The clients that come to me via my presence in *The Crazy Wisdom Community Journal* are always a good fit and a joy to work with. We are so fortunate to have the journal in our community. I would be more than happy to be a referral for anyone that might be considering advertising in the journal.

—Rachel Egherman, The Celebrated Heart



The Crazy Wisdom Community Journal

Southeastern Michigan's Conscious Living Magazine

Advertising Rates

Serving and celebrating Southeastern Michigan's body/mind/spirit community for over 28 years. Our loyal readers depend on the Journal to connect, inform, and create a sense of community. We feature in-depth local interviews, practical insights, and inspiring stories in every issue, with topics including body/mind therapies, conscious parenting, arts & culture, spiritual development, health, nutrition, and sustainable food production.

About Us ...

- **6,000 copies** distributed to over 235 carefully selected locations in the greater Ann Arbor area and Southeastern Michigan.
- Over **25,000 readers** per issue!*
- Our **Free Calendar** of Local Classes, Events, and Workshops is the most comprehensive body/mind/spirit calendar in the area, with hundreds of calendar listings each issue.
- Connect with **thousands of subscribers online** at crazywisdomjournal.com. Dynamic and informative interactive blogs, current and archived issues, and events calendar.

*This number is based on the industry standard of 2.5 print readers per copy and 10,000 plus online/digital readers

TARGETED MARKETING!

Reach motivated consumers of holistic products & services, workshop leaders, therapists, spiritual leaders, health/medical practitioners, business owners, and many more!

GREAT INVESTMENT! Your single ad purchase receives 4 full months of exposure, so it's the best advertising investment in town! We publish 3 times a year, Fall, Winter and Spring/Summer. Each issue runs approximately 120 pages in a tabloid format, so every ad is large and highly visible. Full color throughout and complimentary graphic design support!

“Being an advertiser in The Crazy Wisdom Community Journal is a wonderful and unique opportunity to be a part of the Ann Arbor Holistic Community.”
— Patty Hart, Every Body Happy Yoga



For more information about advertising, contact Tana Dean at tana@crazywisdom.net or 734.239.1602
The Crazy Wisdom Community Journal • www.crazywisdomjournal.com • crazywisdomjournal@crazywisdom.net

Advertising rates go up for the fall 2024 issue. Book your package now for these discounted spring rates, and receive the fall upgrades! Your advertisement will be included in ALL of our media.

Advertising Options	Size in Inches (w" x h")	One Issue	3-issue/1 year Agreement (cost per ad, payment due prior to each issue)	Prepaid 3-issue agreement (BEST VALUE)
Business Card Horizontal	3.5 x 2	\$150	\$125	\$295
Business Card Vertical	2 x 3.5	\$150	\$125	\$295
Eighth Page Horizontal	4.8 x 3.5	\$240	\$195	\$480
Eighth Page Vertical	2.4 x 7	\$240	\$195	\$480
Quarter Page	4.8 x 7	\$385	\$315	\$790
Half Page Horizontal	9.75 x 7	\$625	\$495	N/A
Half Page Vertical	4.8 x 14.25	\$625	\$495	N/A
Full Page	9.75 x 14.25	\$850	\$695	N/A
Inside Front Cover/Inside Back Cover (PREMIUM GLOSSY STOCK)	9.75 x 14.25	\$950	\$850	N/A
Back Cover (PREMIUM GLOSSY STOCK)	9.75 x 14.25	\$1100	\$950	N/A

To submit your ad file:

- Submit ads digitally as PDFs to tana@crazywisdom.net
- For best results, please submit high-resolution PDFs in CMYK color and embed all fonts

All ads in the online version of the journal include a hyperlink to your business website.

Print Advertising Deadlines		
Issue	Ad Reservations Due	Final Ad Materials and Payments Due
May through August 2024	Monday, April 1, 2024	Tuesday, April 9th, 2024

Graphic design service for print ads is available for \$35.00, includes design and two edits.

*Advertising must be pre-paid. To pay by card, visit crazywisdomjournal.com or mail a check to Bill Zirinsky/CW Journal
PO Box 7266, Ann Arbor, MI 48107. Please pay when you submit your PDF.*

Ad coordinators: Tana Dean and Carol Karr.

For more information about advertising, **contact Tana Dean at tana@crazywisdom.net or 734.239.1602**

Updated Ad Rates for Fall 2024

The best of both print and online worlds, simplified!

Expand your business growth with our print and online advertising packages. Our publications will expand your print and online reach to a larger audience.

Did you
know?

- 52% of the journal readers visit the journal's website 1-2 times per month
- 66% of the journal readers read the Biweekly Ezine

PRINT & ONLINE FALL 2024, ISSUE #86 ADVERTISING RATES- PREPAID

Print and Digital Prepaid - 3 issue agreement - 1 year *

Print Size	One Issue	Pay by Issue	Prepaid-1 year/3 issues
Business Card	\$202	\$169	\$398
Eighth page	\$324	\$263	\$648
Quarter page	\$520	\$425	\$1066
Half page	\$844	\$668	N/A
Full page	\$1,148	\$938	N/A

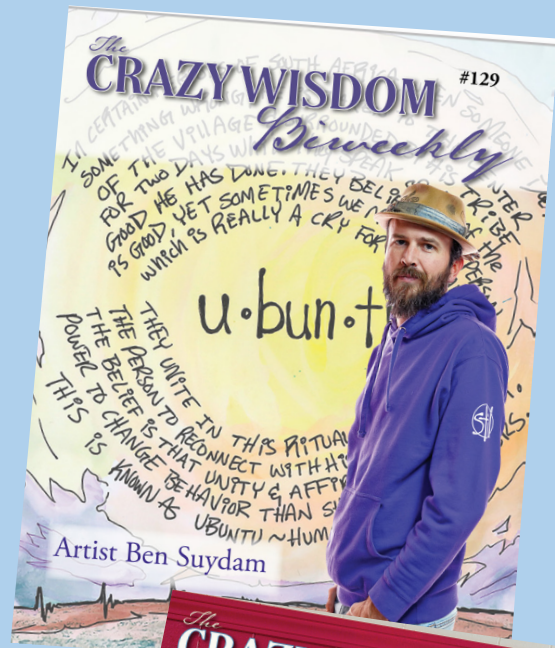
Graphic Design services are available. \$35 designer fee includes 2 edits. Additional edits are charged at \$35.

Advertising rates include:

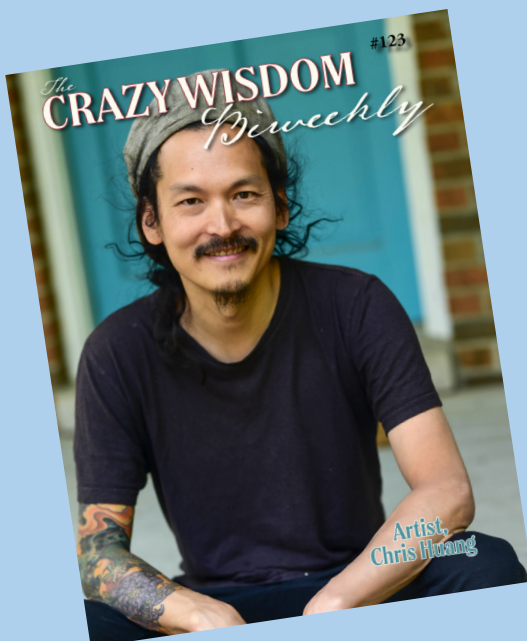
- Print ad in *The Crazy Wisdom Community Journal*
- 4 issues of *The Crazy Wisdom Monthly Online*
- Ad in *The Crazy Wisdom Journal Online*
- Ad in *The Crazy Wisdom Monthly Online*
- Advertiser supplies 1 ad for print, and CWCJ resizes for other digital media

Want to stay connected to the Crazy Wisdom community?

Read The CW Monthly!



On March 1st, *The Crazy Wisdom Biweekly* is changing to *The Crazy Wisdom Monthly*. It will still be a short and lively online publication for our local and regional readership full of breezy interviews with local artists, authors, and practitioners, as well as meaningful features on topical issues, and a calendar of local events. Your print advertisement will automatically be included in *The Crazy Wisdom Monthly* as a bonus advertising opportunity.



Don't forget to get your new event calendar listings in for The Crazy Wisdom Monthly calendar! It's free through April 22nd. After that there will be a charge for late calendar listings! If you list an event in May through August issue of The Crazy Wisdom Community Journal, your event listing will automatically be included.

A little Crazy Wisdom
Delivered **directly to your**
inbox every week!

Missed advertising in the Crazy Wisdom Community Journal? Still want to get your message out?

Advertise in The Crazy Wisdom Monthly!

ONE ISSUE ADVERTISEMENT IN THE CRAZY WISDOM MONTHLY

Advertisements include a free Email blast to our 8000+ subscriber list.

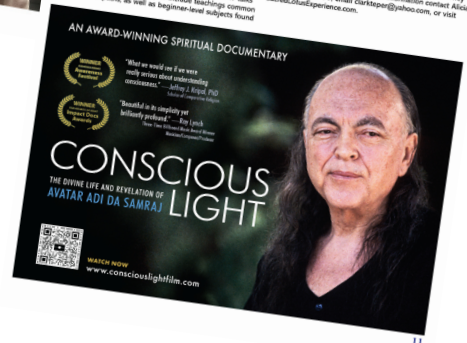
Full Page-1 Monthly issue and an email blast.

\$300.00

Half Page-1 Monthly issue and an email blast.

\$200.00

Graphic Design services are available. \$35 designer fee includes 2 edits. Additional edits are charged at \$35.





Crazy Wisdom's Email/Eblast Service

Crazy Wisdom's Email/Eblast Service is a great way to showcase yourself, your business, and your services! This service is a cost effective method of reaching a targeted audience without the need for the investment in costly hardware and mail related software. Reach the more than 8000 people who are currently subscribed to our email list interested in your upcoming classes, workshops, and events.

Affordable pricing for our email/Eblast Service. Only \$99 for a one-time email blast to our subscribers.

Please submit emails as a Word Document with graphics embedded. If you have a preferred, short subject line please include that. All information should be emailed to Carol@crazywisdom.net.

Crazy Wisdom reserves the right to reject emails for this service.

Visit the improved, and updated

Ann Arbor Holistic Resource Guide

Since 1982, Crazy Wisdom has served as a regional resource for information in the areas of holistic health and integrative medicine, bodymind therapies, psychology and personal growth, Buddhism, spiritual development, and consciousness.

Visit annarborholistic.com if you are searching for a practitioner or business in southeastern Michigan



If you are a holistic practitioner or business owner, list your business for free in our online guide. Questions? Email annarborholistic@crazywisdom.net
Online advertising opportunities available!

www.annarborholistic.com