

# Second Opinion

LOCAL ALTERNATIVE HEALTH AND HEALING

MEDIA  
KIT

“Our goal is to connect Chippewa Valley consumers with alternative health and wellness resources and products that will help them lead healthier, happier lives. The idea of keeping it local and helping people discover how many incredible services and offerings our little backyard may offer has been a major driving force in everything we do in the magazine.”

–Arwen Rasmussen, Founder & Editor-in-Chief

## Advertising Rates

Ad Size	Dimensions	1 Issue (2 months)	6 Issues (1 year)
1/8 Page	3.3w * 2.0h	\$150/issue	\$135/issue
1/4 Page	3.3w * 4.2h	\$290/issue	\$210/issue
1/2 Page	3.3w * 8.7h or	\$550/issue	\$485/issue
	7.0w * 4.2h		
Full Page	7.0w * 8.7h	\$1150/issue	\$945/issue

## Power Profile

Power Profiles are intended to explain everything you want to say about your business in article format. Unlike a traditional print ad, which can get overlooked if it doesn't draw the eye, a Power Profile gives you the space to reach your intended audience with an informative and educational article about you and your business that is more likely to be read and remembered.

- Full Page Power Profile of up to 500 words - \$500. (Value of \$1100)
- With 6 issue agreement of 1/4 pg ad. Power Profile is \$350.

## Why Advertise?

Second Opinion is distributed at over 150 locations in the Chippewa Valley and seen by more than 20,000 readers each issue. Advertising in Second Opinion is one of the most cost effective ways to reach smart, conscience, eco-driven consumers in our area.

Advertising is about repetition, repetition, repetition. The more they see you the more they remember you when they need you. Be seen, be bold, be noticed!!

We are THE region's health and wellness resource and have helped to shape and grow the 'wellness' movement in the area!

Please consider helping to support us by placing an ad in the next issue.

## Issue Themes

**Jan/Feb:** New Year's Goals, New Year Hopes, Heart Healthy Month...

**Deadline: January 26**

**March/April:** Get off the Grid, Earth Day, Holistic Pets, Sleep Month, Stress...

**Deadline: March 27**

**May/June:** Farmers Markets, Gardening, Lawn Care, Gardening, Brain/Alzheimer's Awareness, Men's Health Month...

**Deadline: May 26**

**July/August:** Organic, Natural Babies, Natural Families, Pregnancy, Breast Feeding...

**Deadline: July 26**

**Sept/Oct:** Eat Local Challenge, Fair Trade Month, Chiropractic Month...

**Deadline: September 26**

**Nov/Dec:** Local and Eco-Holiday Gift Guide, Diabetes Awareness, Relaxation Thru the Holidays...

**Deadline: November 27**





## Special Section Sponsorship

In every issue of Second Opinion we try to highlight a special topic and we like to offer the opportunity for businesses in that field to sponsor those sections to bring themselves more attention. Our topics are listed on page 1.

### For \$175:

- A special thank you on the front page cover of the special section with your logo
- Your logo on all the pages of the special section
- Free website ad linking to your site for 2 months

### For \$300:

- A special thank you on the front page cover of the special section with your logo
- Your logo on all the pages of the special section
- Free website ad linking to your site for 2 months
- 1/8 page, full color ad end capping the special section

### For \$500:

- A special thank you on the front page cover of the special section with your logo
- Your logo on all the pages of the special section
- Free website ad linking to your site for 2 months
- 1/4 page, full color ad end capping the special section

### For \$800:

- A special thank you on the front page cover of the special section with your logo
- Your logo on all the pages of the special section
- Free website ad linking to your site for 2 months
- Half page, full color ad end capping the special section

## Our Purpose

Second Opinion's mission is to help educate and empower folks in the region to live healthier and more fulfilling lives.

We are **THE** region's health and wellness resource and have helped to shape and grow the 'wellness' movement in the area- that includes helping to educate people about the value of massage therapy, chiropractics, organic foods, buying local and much more!

We'd love to help support your mission to thrive and grow in the area and we'd love **YOUR** support to help us continue being the awesome resource that we are. Together we can help create a healthier, more aware community.

---

## Our Promise

### Education Before Profit

We promise our readers that we will:

- Provide education and information to stay healthy, active, and young at heart at any age.
- Support, inform and empower our readers by creating a trusted and authoritative resource from the latest insights and research on alternative health and wellness.
- Incorporate as much local information from businesses and events as possible.
- Hold our publishing principles higher than profit. We will work with any budget.