

NATURAL HEALTH SOCIETY OF AUSTRALIA



2022

**MEDIA KIT**

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# About the Natural Health Society of Australia

**Founded in 1960, our purpose is still:**

“To maintain our health by natural means and to disseminate knowledge. Our Society reminds people that recovery is a natural process, and that the body, when sick, will normally return to good health if abnormal living conditions are corrected. Proper nutrition is the golden key of the doorway leading to good health”

“The Natural Health Society of Australia publishes *True Natural Health* every quarter. *True Natural Health* is delivered by post and digitally to subscribers.

We run in person and online community and education events that are open to both members and the general public.



## Our Strengths

**The Natural Health Society has served our community for over 60 years. During this time, we have earned significant trust from our community through our integrity and commitment to quality.**

**The Natural Health Society has built a strong and engaged community that is highly committed to living a natural health lifestyle. Many of our members have been actively involved in our community for decades.**



# Our Content Pillars

The Natural Health Society of Australia is built upon 6 Content Pillars that guide our community.

These pillars tie directly in with our values and show how we educate and support our community.



## Nourishing Yourself Naturally

Learn more about our philosophy for Nutrition, the gut, the importance of pure water and more



## Illness, Self-Healing & Natural Therapies

We uphold Self-Healing, Building Immunity, Detoxification & Fasting, Natural Remedies, and Positive thinking



## Physical Activity, Fresh Air & Sunshine

Our belief in exercise, rest and relaxation as a critical role in living a healthy and long life, naturally



## Stress & Relaxation

Illness & Health Management



## Maintaining a Healthy Environment

Caring for children, pets, etc...



## Caring for Family & Pets

Minimising exposure to toxic chemicals and EMR, fresh air, sunshine, managing stress



# Partnership Program

The Natural Health Society of Australia Partnership Program is an opportunity for businesses and individuals to gain exposure amongst a community eager to explore natural health living products and services.

An annual membership fee offers three tiers of partnership, Supporter, Associate and Partner, creating opportunity to showcase your business and celebrate an association with the NHSA.

As a member of our Partnership Program, your business will receive benefits in line with the tier selected.

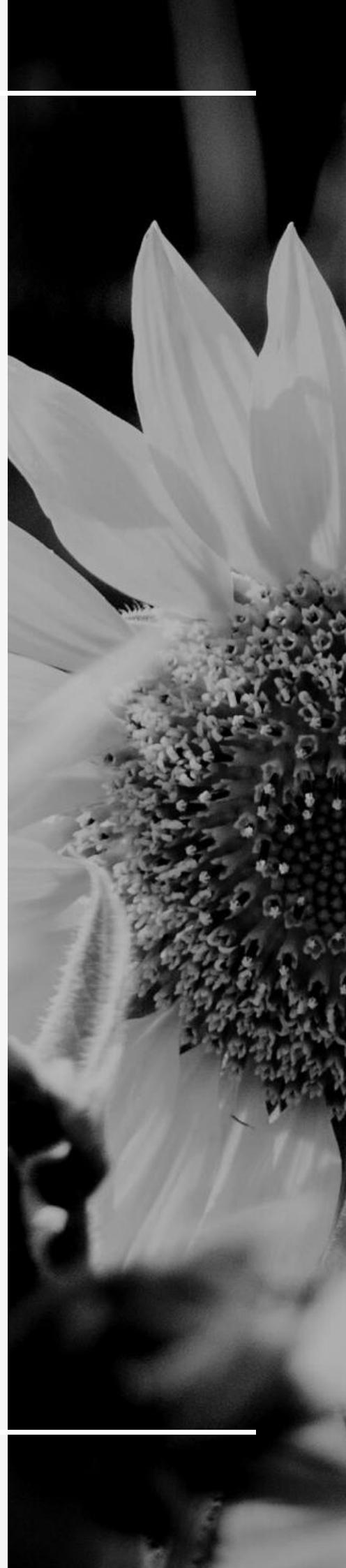
Our partnership benefits are both digital and within our printed publication.

As a Not-for-Profit organisation our Partnership Program members will also be supporting the longevity of the society.

For those not ready to commit to an annual package, one-off advertising is available at the following rates.  
 Full page \$440  
 Half page \$220  
 Quarter page \$150

Offering	Supporter	Associate	Partner
Advert in 4 edtns of True Natural Health	1/4	1/2	1
Article/s per year	1	1	2
Content in e-newsletter*	1/yr	2/yr	3/yr
NHSA webinar series access	Yes	Yes	Yes
Digital copies of True Natural Health	Yes	Yes	Yes
Supporters banner on website	No	Yes	Yes
<b>Investment per year</b>	<b>\$395</b>	<b>\$595</b>	<b>\$995</b>

All published content is subject to NHSA approval.



#### **ADVERTISING SPECIFICATIONS**

**Size 1/4 page 134mm x 93mm, 1/3 page is 273mm x 61mm, 1/2 page 134mm x 190mm and full page A4 + 3mm bleed**

**Preferred file format** for artworks is PDF.

**Supplied photos** - For best print quality it is recommended all digital photos be supplied direct from camera with no alteration/adjustment to sizing or pixels.

## What Our Readers Say

#### **JANET SAXTON MELBOURNE**

'Even though I read a lot on the internet, I still find things in True Natural Health that I don't know or that provide a different angle. The publication often gives me a wake-up call if I get lazy or forgetful, or 'too busy' to look after my health.'

#### **MOLLIE KENDALL QLD.**

'I love True Natural Health. I am most impressed with the incredible knowledge shared.'

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# Terms & Conditions

## **ADVERTISING SERVICE**

Subject to compliance of this Agreement by the customer, the Natural Health Society agrees to publish the advertisement submitted by the customer to the Natural Health Society in the publication in accordance with the advertising details set out in the booking. The customer must submit the advertisement to the Natural Health Society before the artwork deadline in the manner and by the means as set out above. If the customer does not supply the advertisement to the Natural Health Society before the artwork deadline, the Natural Health Society may publish any other advertisement previously submitted by the customer to the Natural Health Society for publication.

## **ORDER FOR PUBLICATION**

Receipt of copy by whatever means (including verbal) shall constitute an order for publication of the advertisement and acceptance of these conditions.

## **ACCEPTANCE OF ADVERTISEMENT FOR PUBLICATION**

The Natural Health Society has an absolute and unfettered discretion to refuse to publish any or all advertisements that the customer submits to the Natural Health Society if the Natural Health Society deems them unsuitable for publication. If the Natural Health Society refuses to publish an advertisement, the Natural Health Society will notify the customer.

## **CANCELLATION OR VARIATION**

The customer may cancel an advertisement by written or verbal notice to the Natural Health Society. Notice of cancellation must be received at least seven (7) days before the artwork deadline set out in the Production Schedule. If notice of cancellation is received after this date, the customer remains indebted to the Natural Health Society for all fees payable in respect of the cancelled advertisement, even if it is not published, at the discretion of Natural Health Society.

## **ADVERTISEMENT CONTENT**

The customer is solely responsible for the accuracy, quality and standard of any advertisement that the customer submits to the Natural Health Society publication.

## **LEGALITY**

The customer warrants to the Natural Health Society that nothing in the advertising material, text or artwork infringes any state, federal or local law or regulation or the personal or property rights of any other person.

## **INDEMNITY**

The customer agrees to indemnify the Natural Health Society and all associated companies, its employees, agents and subcontractors against all damages, costs, expenses, claims, demands and loss of any kind including legal costs arising out of the publication of any advertisement and without limiting the generality of the foregoing, to indemnify each of them in relation to defamation, injurious falsehood, passing off, unfair competition or trade practices, breach of contract, misrepresentation, breach of warranty or authority, slander of title, breach of copyright, infringement of trademark or names or titles, violation of rights of privacy, royalties or any breach of statute, regulation or other law giving rise to criminal or civil liability.

## **FEE**

The customer must pay the Natural Health Society the fee for each advertisement the Natural Health Society publishes in the as specified in the booking. All accounts shall be charged to the customer and must be paid to Natural Health Society by the due date as per the invoice/statement. Natural Health Society has the right to charge a \$5 per week administration fee for overdue accounts.

## **PROOFS**

The customer acknowledges that Natural Health Society imposes a specific deadline by which copy and image for typesetting must be submitted where the customer requires a pre-publication proof of the advertisement (the "artwork deadline (copy and images)"). Proofs of advertisements will not be provided when copy is received after the artwork deadline (copy and images). When a proof is not provided by Natural Health Society, the customer agrees to pay the full cost of the advertisement as outlined in the booking where it substantially conforms to the copy provided by the customer. No responsibility is accepted for the correctness or otherwise of telephone advertisements where printed information has not been provided.



## Contact

**REBECCA SMITH**

Manager

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### Postal Address

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