Crazy Wisdom Publications
Tana Dean | Advertising Sales Manager
734.239.1602 | tana@crazywisdom.net

Celebrate 30 Years with Crazy Wisdom: Your Partner in Purpose-Driven Advertising

In 2025, *The Crazy Wisdom Community Journal* celebrates **30 years of spotlighting local businesses** and supporting creatives—from writers and designers to photographers and healers.
If your business values conscious living, wellness, and community connection, advertising with us connects you directly with an audience that does too.

All-in-One Print & Digital Marketing That Works

Our advertising packages include exposure in **four publications**—in both print and digital formats—offering broad reach across Southeastern Michigan and beyond.
Your ad will appear in:

1. ***The Crazy Wisdom Community Journal*** (Triannual Print Edition)
2. ***The Crazy Wisdom Journal Online*** (Scrollable)
3. ***The Crazy Wisdom Journal Online*** (Flipbook Version)
4. ***The Crazy Wisdom Monthly*** **Our Digital, Online Magazine**

Your ad will be part of our always-available digital archive at crazywisdomjournal.com.

Reach an Engaged, Values-Driven Audience

Print Reach

Readership: **25,000+**
Distributed through **235+ local businesses**
Trusted resource for conscious living, wellness, and local discovery

Digital Reach

58,000+ monthly engagements with our digital outreach
66% of print readers engage with our digital editions
All digital ads include **direct links to your business**

Social Media Exposure

Weekly **paid posts on Facebook and Instagram** with live article links
26,000+ monthly views on promotional video trailers.
Expanding online visibility across platforms

Why Businesses Choose Crazy Wisdom Publications

- 75% of readers find the services they're looking for
- 87% support businesses they see advertised
- 52% discover new local restaurants
- 37% find a new doctor or wellness practitioner

Cost-Effective & Impactful

Our best-value offer:

- **One-Year Package (3 Issues)**
- **Buy Two Ads, Get One Free**

This prepaid option ensures consistent visibility and lasting impressions across multiple channels.

Let's Grow Together

Our mission is to connect your business with a loyal, mindful audience actively seeking the services you provide. Whether print or digital, every Crazy Wisdom publication is designed to inspire, reflect, and **promote community support.**

Let's put your business in front of the people who care.

Contact: Tana Dean | Advertising Sales Manager
734.239.1602 – tana@crazywisdom.net

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





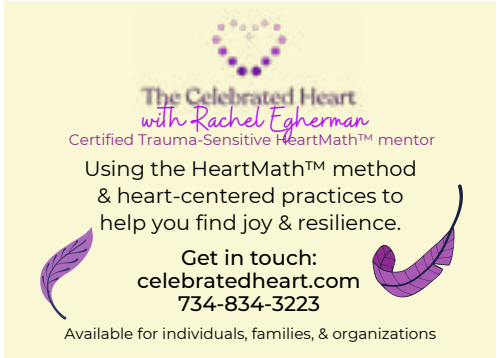
The Crazy Wisdom Community Journal **is such a blessing to the area's holistic community!** It's the one place you can go to find out about places, events, products, and practitioners of alternative and metaphysical pursuits in the Ann Arbor area. I especially love their in-depth articles, which allow 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.

—*Wasentha 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 ...

- **6,500 copies** 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, highly visible, and full color throughout!

"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

The best of both print and online worlds, simplified!

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	$202	$162	$404
Business Card Vertical	2 x 3.5	$202	$162	$404
Eighth Page Horizontal	4.8 x 3.5	$324	$260	$648
Eighth Page Vertical	2.4 x 7	$324	$260	$648
Quarter Page	4.8 x 7	$520	$416	$1040
Half Page Horizontal	9.75 x 7	$844	$675	N/A
Half Page Vertical	4.8 x 14.25	$844	$675	N/A
Full Page	9.75 x 14.25	$1148	$919	N/A
Inside Front Cover/Inside Back Cover (PREMIUM GLOSSY STOCK)	9.75 x 14.25	$1283	$1026	N/A
Back Cover (PREMIUM GLOSSY STOCK)	9.75 x 14.25	$1485	$1188	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
Sept. through Dec. 2025 Jan. through May 2026	Tuesday, July 29 Tuesday, November 25	Tuesday, August 5 Tuesday, December 2

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**

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



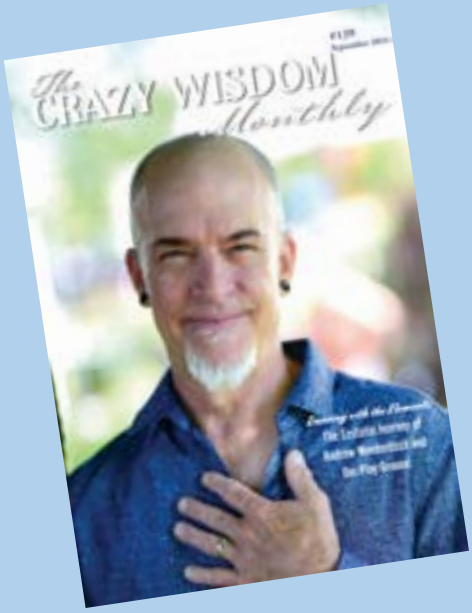
If you are a holistic practitioner or business owner, list your business for free in our online guide.
Questions? Email annarborholistic@crazywisdom.net
Online advertising opportunities available!

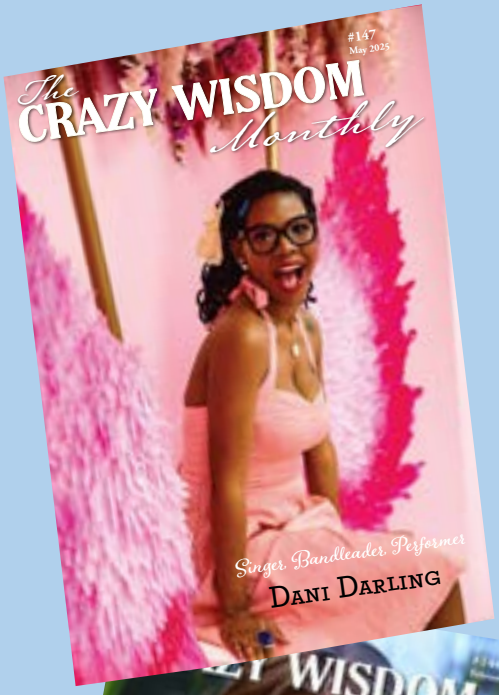
www.annarborholistic.com

Want to stay connected to the voice of Ann Arbor's Conscious Living Community community?

Read The CW Monthly!

The Crazy Wisdom Monthly is 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 our 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 if you list an event in the September through December printed issue of The Crazy Wisdom Community Journal. Deadline to include your workshop or event is July 15th.

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 ADVERTISMENT IN THE CRAZY WISDOM MONTHLY

Advertisements include a free Email blast ($99 value) to our 8000+ subscriber list.

Full Page-1 Monthly issue and an email blast ($99 value).

$300.00

Half Page-1 Monthly issue and an email blast ($99 value).

$200.00



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