

UNITY MAGAZINE®

Reach the fast-growing **spiritual-but-not-religious** audience.

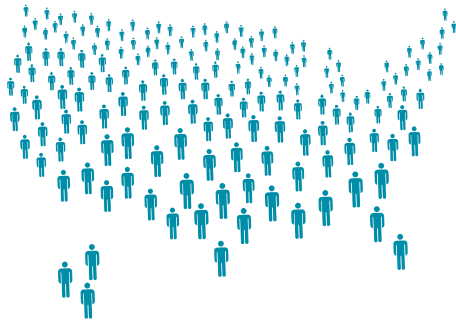


Why Advertise?

51% read from cover to cover



Readers from all 50 states



Award-winning for 8 consecutive years



Unity Magazine has one purpose—to help you deepen your spiritual journey. For 130 years, it's been a valuable resource for those who want to live in oneness and know themselves as divine.

Why advertise in *Unity Magazine*? Your ads will be seen multiple times—with a high rate of response by a loyal and involved readership. New issues arrive every other month. Some people love to curl up with a cup of tea and read from cover to cover. Others scroll through on their favorite device. Or both!

Every issue introduces new ways to use spiritual tools like prayer and meditation or explore the mind-body connection. Designed with spiritual growth in mind, the magazine always features an in-depth interview with a spiritual leader aligned with Unity principles.

Reaching people with a variety of backgrounds and spiritual ties, *Unity Magazine* is a great avenue to reach engaged readers looking for value and meaning.

Your ads will achieve results!

Who We Are

Total Print Subscriptions:

20,000

(9,000 access digitally)

Annual Subscription Price:

\$21.95

Cover Price:

\$6.95

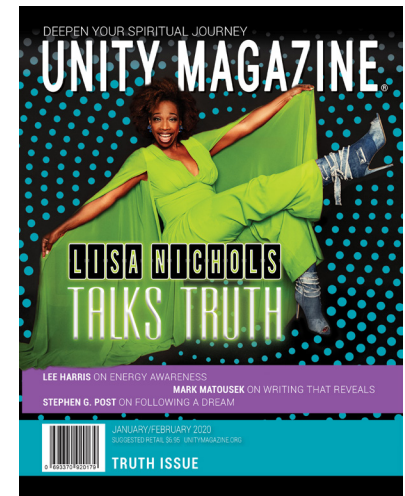
Frequency:

Bimonthly

Compelling Interviews:

Carlos Santana and
Cindy Blackman Santana
Joe Dispenza, D.C.
Tami Simon
Anita Moorjani
Eckhart Tolle
Bruce Lipton, Ph.D.
India Arie
Matthew Fox, Ph.D.
Iyanla Vanzant
And more!

unitymagazine.org



Diving Deep Into Spiritual Discovery

Unity Magazine features spirituality, science, psychology, metaphysics, and mysticism. Columnists share a variety of ideas, including teachings from Eastern religions, Bible interpretations, and social justice. Subscribers come from all denominations and faiths across the United States and abroad. *Unity Magazine* offers value and meaning to any spiritual seeker in a world filled with noise and distraction.

Inspiration for Transformation on Every Page

Published bimonthly in January, March, May, July, September, and November, *Unity Magazine* explores the human connection to a higher power. It is a resource for anyone searching for spiritual practices to make life work better.

About the Publisher

Established in 1889, *Unity Magazine* now offers award-winning writing and design relevant to today's reader. Editor Katy Koontz has been named one of the Folio: 100 top leaders in publishing in America. Learn more at unity.org.

Readers Worth Reaching

50%

have subscribed
for 11+ years

70%

household
income over
\$55,000

84%

identify as
female

95%

45+ years old



—Proof Positioning Survey, May 2022

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Unity Magazine Advertising Department

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Recent Unity Magazine Stories

SÍ SE PUEDE CONSCIOUSNESS

BY REV. JACQUIE FERNÁNDEZ

MY TÍA DOLORES HUERTA TAUGHT ME— AND MILLIONS OF OTHERS—THE POWER OF POSITIVITY AND POSSIBILITY.

Dolores does not play. Those were the words of President Barack Obama as he awarded civil rights and labor activist Dolores Huerta the Presidential Medal of Freedom in 2012. He was driving home the point that Huerta was gracious to him when he admitted he stole her slogan, “*Si se puede*,” having used the English translation (“Yes we can”) for his 2008 presidential campaign.

Cofounder with César Chávez of the United Farm Workers union (UFW), founder of the nonprofit Dolores Huerta Foundation, and civil rights icon, Huerta is a pillar of activism. She is also my great-aunt (my grandfather’s sister). In the 2017 documentary *Dolores*, executive produced by Carlos Santana and directed by Peter Bratt, activist Angela Davis described Huerta as a “niner” on the stage of justice. That was a nod to Huerta’s lifelong passion for dancing, which I can vouch for personally. I recall many family gatherings in which our matriarch was the last on the dance floor—yet also the first to get up the following morning to catch a plane to her next rally, speech, or dignitary meeting.

Her boundless energy is rare and held steady even as she turned 90 on April 10, 2020. While the global pandemic has slowed her travel itinerary, she has taken to virtual meetings, interviews, and grassroots organizing with the ease of a millennial. I attribute the source of her energy to what I call a “*si se puede* consciousness.” It is a “yes we can” attitude that runs so deep, the body, mind, and soul yield in submission to the work of possibility.

THE CRY WAS BORN

I could deliver the *si se puede* rally cry before I could recite the alphabet. This was true for my generation in my family and for many farmworker children in California and around the country. Huerta coined the phrase *si se puede* in 1972 in response to Arizona farmworker leaders insisting that the grower lobby in Arizona could not be beat the way it had been in California and other states. An Arizona law had been passed with provisions so strict that a farmworker could be imprisoned for merely saying the words *boycott or strike*. In a meeting with Arizona labor leaders, they hopefully told Huerta, “No, in Arizona, no *se puede*.”

“No,” Huerta replied with determination. “In Arizona, *si se puede*!” (And they did.) The phrase immediately became the UFW rallying cry and can be heard even today in any civil rights protest, march, or rally for women, people of color, the LGBTQ community, and others whose rights have been repeatedly pushed aside. The efforts of civil rights have been well-served by the *si se puede* consciousness. Yes we can: Yes we can engage the power within us to create a better society. Yes we can engage the power of community to organize and cultivate leaders who will serve the greater good of all. *Si se puede*. Yes we can.

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Divine DISRUPTION

BY REV. OGUN HOLDER

THE NOT-SO-HIDDEN GIFT OF THE PANDEMIC

In the first few weeks of 2020, after almost six centuries of loss and turmoil and blood and death, the world was overlaid with a medical miracle: a vaccine against the COVID virus that had proven to be 95 percent effective—the first of several being developed. The global communities suddenly deluged from uncertainty around how much longer we would have to endure lockdown and quarantine to bring things to the end of the pandemic and come a return to normal.

I, however, was not elated. What began as a healthy perspective soon turned into a gut-grabbing epiphany over the next few weeks: time while body anatomy. I didn’t understand what was happening to me, or why. Oh, yes, I was glad that a vaccine had become available within a year of the outbreak and that we could finally start receiving the missing death toll. So, I did what I did: I sat in my room. I was preparing a sermon series based on the book *Radiant Acceptance: Embracing Your Life* with the *Heart of a Buddha* (Thomas Dale, 2003) by the Buddhist teacher Tara Bruch, Ph.D. It is there centered on radical acceptance as a process to awaken from the trance of over-identification in which we often find ourselves stuck. It includes taking a second pause to disrupt our usual pattern of distracting ourselves from pain and discomfort, then really paying attention to our body to allow ourselves to truly feel what’s happening to us, and finally following that pain wherever it may lead us.

More than once, I’ve had an epiphany that I was only the awareness I need to hear and that they are my co-creators who might benefit from my one-hour message to myself. So I decided to practice what I was preaching and set an ongoing session for when I hoped would be a few days, one which would ultimately turn into a few growing weeks.

Things got so uncomfortable, I started to lose sleep over whatever was stirring in me, which is how I knew it must have been serious because I don’t lose sleep over anything! Not long after college, I finally slept through a tornado touchdown less than a mile away as well as numerous tornado strikes while living in the Kansas City area. As I finally paid attention and listened, the truth—like a slow rising sun—gradually made itself clear: I did not want to go back to “normal.”

To be more specific, I did not want to go back to doing church normal—gathering in a building every Sunday morning to receive spiritual education, inspiration, and fellowship into three or four enhancing hours. This surprised me. Like millions of other clergy around the world, I had not been able to conduct a church service in person for months. Yes, we were doing a pretty good job of putting together a virtual service, but I missed many of the elements that only in person worship could provide: lifting our voices together in song and our commonness in prayer, as well as hugging, hugging and laughing together for hours on fellowship after the service.

What I couldn’t think, however, was the bigger truth: that the “normal” church model was dying a slow death. Fewer and fewer people were attending church, with some and more young adults preferring to have no religious affiliation, even though still expressing some interest in spiritual development.

Then, the pandemic disrupted everything. I saw the word “disrupt” intentionally. Many people continue to use what happened as an interruption, a manageable speed bump that temporarily slowed us down before we would soon return to our regularly scheduled path to the next goal. Many of us eagerly await the “return to normal.” While the phrase is a catchall for the reopening of businesses and recreation and the availability of our usual distractions, it also implies that we will go back to being just as we were before the virus. But that’s not going back. The pandemic was not an interruption. It was a disruption: a radical change from the norm. We may not want to accept it, but we have been forever changed by the experience. Instead of coming into some alternate timeline from which there is no return, and I see us being honest with ourselves, many of us do not want to go back to “normal.”

TAKING A REALITY CHECK

Little did we know at the time of COVID had been unimaginably hard, and the pandemic ground us with something we hadn’t personally known the time to do a hard reality check. The past year of forced isolation and separation,

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Double Winner of 2021 Folio: Eddie and Ozzie Awards

- “Listening in with...Carlos Santana and Cindy Blackman Santana” (January/February 2021)
- “Victors, Never Victims” (May/June 2021)
- “Gratitude Is Good for You” (July/August 2021)
- “How to Trust Your Divine Connection” (July/August 2022)
- “Spiritual Gluttony” (March/April 2022)
- “Finding the Sacred in the Ordinary” (January/February 2022)
- “Quit the Blame Game” (November/December 2021)

SACRED JOURNEYS: BURIED TREASURE

By Catherine Ann Lombard

A mushroom-hunting excursion in the Italian countryside culminates in so much more than a gourmet meal.

During the first week of autumn while living in Italy, I realized how much my life had changed. Signora Maria was partly to thank for this revelation, for it was she who invited me to venture into the bosco (forest) with her to search for *funghi* (mushrooms).

That morning, Signora Maria arrived at my gate promptly at 8 a.m., equipped with basket, knife, and rain parka despite the wide azure sky and early morning sunshine. In her early 60s, Signora Maria is off like with a quick step and a thin mouth drawn in a perpetual frown. She is known for her long walks alone into the forest and for her huge field outside the village, where she grows vegetables and raises 40 chickens, geese, and a battalion of ducks.

I, too, was prepared with basket, knife, and parka, having earlier asked Signora Maria what I needed for our expedition. Being a bit neophyte, I also had my glasses tucked in my basket. We started down the gravel road and headed into the valley floor when suddenly Signora Maria rushed up the embankment.

“This is where we can find *gallini*,” she said, staggering around as if suddenly drunk. “Look for the color yellow!”

Soon Signora Maria was scripping the overcoat of leaves on the ground with her knife and plucking toadstools of creamy yellow from the earth. “*Gallini*,” she said, handing me two for my basket. “They are called *gallini* (little chickens) because of their color.”

I uncovered a yellow mushroom and hesitated. Every week the local newspapers ran a story of how someone had died instantly from eating a poisonous mushroom collected on such an outing. “*Signora*,” I called. “Is this one good?”

“Yes, yes,” she replied, only glancing at it. She was excited now, running from spot to spot uncovering the *gallini*. “You don’t have to worry; I collect only mushrooms I know.”

she assured me. “I’ve been collecting for 40 years. If I don’t know it, I don’t touch it.” She kept plucking more from what seemed like thin air.

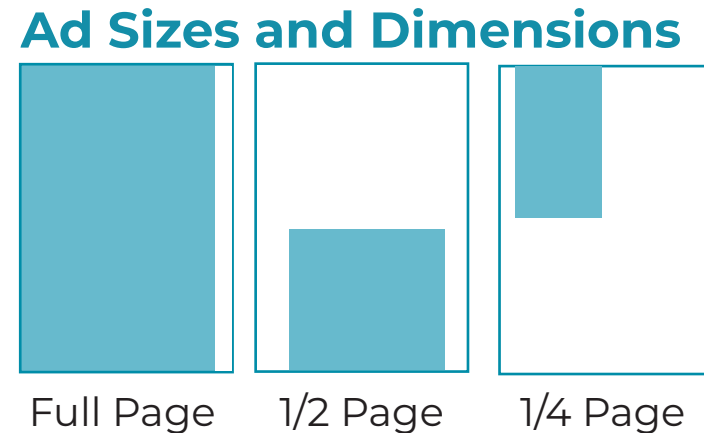
Further down the road, we rounded a bend and quickly slipped into the forest. Under the tall pine, cedar, chestnut, and oak trees, the crisp air suddenly turned warm. We headed up a weedy path covered in fallen leaves. Tiny anemones decorated the forest floor in patches of purple, giving the dark woods an enchanting quality.

Signora Maria stopped ahead, talking the entire time. Every so often, she would turn and say, “*Mai capito*, Caterina?”

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Ad Specifications

| Ad Size | Width | Height |
|--------------|--------|---------|
| Full Page | 7.931" | 10.875" |
| 1/2 Page | 6.94" | 5.32" |
| 1/4 Page | 3.343" | 5.32" |
| Back Cover | 8.375" | 7.74" |
| Inside Front | 7.931" | 10.875" |
| Inside Back | 7.931" | 10.875" |



Artwork Requirements

- Ads must be in PDF format, submitted via email or Dropbox.
- **No crop marks on any ad.**
- Artwork must be at least 300 dpi.
- **No PMS colors may be used anywhere in the ad.**
- **All ads need a .25" bleed on all sides.**
- If your ad has black text, the text will use only black ink, not a mix of CMYK inks.

Advertisements will be considered that are appropriate for the *Unity Magazine* audience. The publisher reserves the right to reject any advertising for products or services that are not compatible with Unity teachings.

Advertising Rates and Dates

4-Color

| | 1x | 2x | 3x | 4x | 5x | 6x |
|-----------|-------|-------|-----|-----|-----|-----|
| Full Page | 1,200 | 1,080 | 972 | 876 | 787 | 709 |
| 1/2 Page | 628 | 567 | 510 | 460 | 413 | 371 |
| 1/4 Page | 331 | 298 | 268 | 241 | 217 | 196 |

Covers

| | 1x | 2x | 3x | 4x | 5x | 6x |
|--------------|-------|-------|-------|-------|-------|-------|
| Back Cover | 1,575 | 1,500 | 1,425 | 1,350 | 1,275 | 1,200 |
| Inside Front | 1,500 | 1,425 | 1,350 | 1,275 | 1,200 | 1,125 |
| Inside Back | 1,425 | 1,350 | 1,275 | 1,200 | 1,125 | 1,050 |

**Unity centers and ministers, please email for special advertising pricing.*

| | Reservation Deadline | Art File Due |
|--------------------------|----------------------|--------------|
| January/February | September 20 | October 19 |
| March/April | November 15 | December 14 |
| May/June | January 19 | February 16 |
| July/August | March 27 | April 24 |
| September/October | May 23 | June 22 |
| November/December | July 27 | August 24 |

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