

## FRANCHISE DISCLOSURE DOCUMENT

**Natural Awakenings Publishing Corporation**  
Publisher of the Natural Awakenings Magazines  
4933 N. Tamiami Trail, Suite 200  
Naples, FL 34103  
239-434-9392  
[www.NaturalAwakeningsMag.com](http://www.NaturalAwakeningsMag.com)

DEPARTMENT OF CORPORATIONS  
RECEIVED LOS ANGELES OFFICE

MAR 28 2013

**natural  
awakenings®**

The Franchisee will own a Natural Awakenings franchise, publishing a Natural Awakenings® magazine

The total investment necessary to begin operation of a Natural Awakenings franchise is between \$59,700 and \$72,450. This includes a fee of \$47,700 that must be paid to the franchisor.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale or grant.

**Note, however, that no governmental agency has verified the information contained in this document.**

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, such as a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as "A Consumer's Guide to Buying a Franchise," which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTCHELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

Issuance Date: March 15, 2013

## STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state

REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT

Call the state franchise administrator listed in Exhibit for information about the franchisor or about franchising in your state

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW

Please consider the following RISK FACTORS before you buy this franchise THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY MEDIATION ONLY IN FLORIDA OUT-OF-STATE MEDIATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES IT MAY ALSO COST YOU MORE TO MEDIATE WITH US IN FLORIDA THAN IN YOUR OWN STATE

THE FRANCHISE AGREEMENT STATES THAT FLORIDA LAW GOVERNS THE AGREEMENT AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW YOU MAY WANT TO COMPARE THESE LAWS

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

### Effective Date

State	Effective Date
California	April 2012
Michigan	September 2012
Minnesota	September 2012
Rhode Island	April 2012
Virginia	October 2012
Washington	September 2012
Wisconsin	April 2012

March 15, 2013

2

## TABLE OF CONTENTS

<u>Item</u>		<u>Page</u>
1	The Franchisor and any Parents, Predecessors, and Affiliates	4
2	Business Experience	5
3	Litigation	6
4	Bankruptcy	6
5	Initial Fee	7
6	Other Fees	8
7	Estimated Initial Investment	10
8	Restrictions on Sources of Products and Service	11
9	Franchisee's Obligations	12
10	Financing	13
11	Franchisor's Assistance, Advertising, Computer Systems, and Training	14
12	Territory	19
13	Trademarks	20
14	Patents, Copyrights, and Proprietary Information	21
15	Obligation to Participate in the Actual Operation of the Franchise Business	21
16	Restrictions on What the Franchisee May Sell	22
17	Renewal, Termination, Transfer and Dispute Resolution	23
18	Public Figures	25
19	Financial Performance Representations	25
20	Outlets and Franchisee Information	25
21	Financial Statements	31
22	Contracts	31
23	Receipts	inside back
	cover	

## EXHIBITS

- A State Authorities/Agents For Service of Process/State Law Addendum
- B Financial Statements 2010, 2011, 2012 Audited, 2013 Interim-unaudited
- C Roster of Franchisees
- D Franchise Agreement

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/natural-awakenings>