



*delicious living*

AMERICA'S TRUSTED  
VOICE IN THE NATURAL  
HEALTH COMMUNITY

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2024 MEDIA KIT

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## So much to love

Since 1985, *delicious living* has been a trusted lifestyle magazine that meets modern needs with contemporary natural health care methods and expert advice. Every issue covers natural health trends, supplements, natural beauty, healthy cooking, and trusted products.



## OUR READERS' TOP HEALTH GOALS ARE ...

- > eating healthy
- > healthy aging
- > increasing energy
- > improving immunity
- > cleaner digestion/detox

# Now is the time for preventive health

If the last few years have taught us anything, it's that our health, and the education surrounding it, is more important than ever before. The demand for trustworthy sources on wellness and natural health products is at an all-time high.

*delicious living* is your catalyst to capitalize on that demand. Our mission of optimal health for everyone has never been more relevant.

We are strongest together. As partners, we need to make sure that accurate information is in the hands of consumers and driving growth. Now is the time to lean in together, and *delicious living* is taking the lead.

## We will help you win the fight

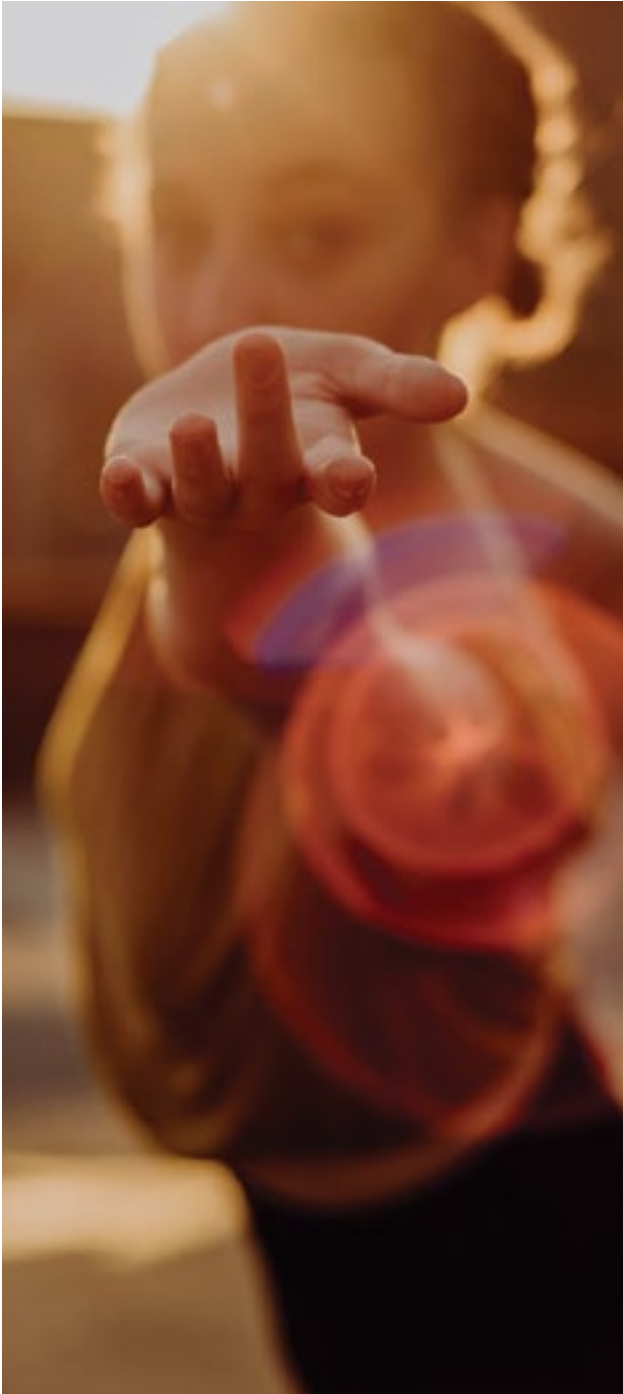
Want to tap into the market of committed natural health shoppers in America during this new era? We can help with that through robust digital and print media channels.

### ***delicious living* magazine**

Our print publication is unique: it is distributed at point-of-purchase in stores that focus on natural, organic, and healthy lifestyle products. Each monthly issue of *delicious living* gets your information into the hands of engaged consumers as they are making their buying decisions.

### **[deliciousliving.com](https://deliciousliving.com)**

*deliciousliving.com* is a natural health hub with thousands of recipes and articles about living well. It draws users in through engaging content programs and two eNewsletters.



## We've got history!

A trusted voice in America's natural health community for more than three decades, *delicious living* helps consumers connect with local natural health retailers and the responsible companies that make healthy living achievable, sustainable, and fun. In 2018, *delicious living* joined the suite of products from North America's largest natural health and wellness publisher: *alive*.

### About alive

For more than 48 years, *alive* has taken incredible pride in educating and inspiring millions of people around the world about natural health and wellness so they can live more active and healthy lives.

200,000  
RATE-BASED  
CIRCULATION

1,000  
RETAILERS

### OUR NUMBERS

40,000  
AVERAGE MONTHLY  
SESSIONS  
(VISITORS)

60,000  
AVERAGE MONTHLY  
PAGE VIEWS  
(AD IMPRESSIONS)

### OUR READERS

92%  
FEMALE

76%  
MARRIED

53%  
MOTHERS  
(TO CHILDREN  
UNDER 18)

92%  
COLLEGE EDUCATED





### Priority Points Program

When you exhibit at a New Hope Network tradeshow (Natural Products Expo West and East or Club Industry Show), Priority Points determine the order in which you can select a booth and/or hotel. Reservations are for the following year or years of that show.

A total Integrated Marketing spend of \$100,000 or more brings exclusive benefits, including:

- access to VIP hotel block at host hotels at Natural Products Expos
- access to VIP area at Natural Products Expos

Integrated Marketing contracts received by December 22, 2023 will impact Priority Points for these events:

- Natural Products Expo West 2024
- Natural Products Expo East 2024

## You get amazing *delicious living* perks

alive has a strategic partnership agreement with New Hope Network to ensure our retail community continues to have access to *delicious living* as a valued retail marketing service.

*delicious living* maintains close ties with New Hope Network's other properties, including Natural Products Expo and Natural Foods Merchandiser. *delicious living* continues to be the preferred New Hope Network consumer publishing partner.

### Integrated Marketing Points

We offer Integrated Marketing Points that are applied to the Priority Points Program offered by New Hope Network. You can earn Integrated Marketing Points by advertising in *delicious living* and on *deliciousliving.com* with the following spends:

- \$5,000-\$9,999 = 1 point
- \$10,000-\$14,999 = 2 points
- \$15,000-\$24,999 = 3 points
- \$25,000-\$34,999 = 4 points
- \$35,000-\$44,999 = 5 points
- \$45,000-\$49,999 = 6 points
- \$50,000-\$74,999 = 7 points
- \$75,000-\$99,999 = 8 points
- \$100,000-\$124,999 = 9 points
- \$125,000-\$149,999 = 10 points
- \$150,000-\$174,999 = 11 points
- \$175,000-\$199,999 = 12 points
- \$200,000-\$224,999 = 13 points
- \$225,000-\$249,999 = 14 points
- \$250,000 or above = 15 points

# We cover the natural health topics that matter

## 2024 delicious living editorial calendar

*delicious living* makes natural health doable. Our articles unpack otherwise complex health topics. Our advice is actionable. Our recipes are nutritious and make even novice cooks say, “I can do that!” Our product recommendations are practical for everyday living. In 2024, we’ll be talking about immunity, wellness trends, collagen, CBD, natural beauty, and the hottest natural health products and supplements in multiple issues of *delicious living*. We’ll also be covering important and timely topics in specific issues.

### JANUARY: Digestive Health

#### Key products and topics:

- microbiome support, including probiotics
- digestive aids
- natural weight management
- plant-based proteins

Smart Supplements: *Digestive health*

### FEBRUARY: Heart Health

#### Key products and topics:

- natural cholesterol support
- heart-healthy supplements

Smart Supplements: *Heart health*

### MARCH: Detox

#### Key products and topics:

- natural detoxifiers
- green powders and supplements
- CBD for skin
- relaxation
- plant-based proteins
- garlic
- **delicious living Awards**

Smart Supplements: *Detox*

### APRIL: Immune Health

#### Key products and topics:

- immune-boosting supplements/superfoods/powders
- medicinal mushrooms
- autoimmune concerns
- collagen
- garlic
- oil of oregano
- cancer prevention

Smart Supplements: *Immune health*

### MAY: Women’s Health

#### Key products and topics:

- supplements for women
- hormone health
- CBD for women’s health
- essential oils
- collagen
- Mother’s Day

Smart Supplements: *Women’s health*

### JUNE: Men’s Health

#### Key products and topics:

- supplements for men
- adrenal and prostate health
- disease prevention
- CBD for men’s health
- collagen
- Father’s Day

Smart Supplements: *Men’s health*

**JULY:** Brain Health

**Key products and topics:**

- brain-boosting supplements
- CBD for anxiety
- brain-gut connection
- safe sunscreen
- plant-based proteins

Smart Supplements: *Brain health*

**AUGUST:** Children's Health

**Key products and topics:**

- supplements for kids
- kids' mental health
- immune support for kids
- omegas
- probiotics
- plant-based proteins

Smart Supplements: *Children's health*

**SEPTEMBER:** Cold & Flu

**Key products and topics:**

- herbs and supplements for cold and flu
- immune health and preventive products
- medicinal mushrooms
- garlic
- oil of oregano

Smart Supplements: *Cold and flu*

**OCTOBER:** Healthy Aging

**Key products and topics:**

- bone and joint health supplements
- CBD for pain and inflammation
- collagen
- garlic
- muscle-health and strength-building supplements for healthy aging

Smart Supplements: *Healthy aging*

**NOVEMBER:** Sleep

**Key products and topics:**

- impact of sleep on the body
- supplements for sleep, including CBD
- natural diabetes and blood sugar management
- plant-based proteins

Smart Supplements: *Sleep*

**DECEMBER:** De-stressing

**Key products and topics:**

- herbs and supplements for stress, including CBD
- healthy holiday foods and supplements

Smart Supplements: *De-stressing*

# Deadlines, rates, and specifications

## Ad deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January	November 9, 2023	November 16, 2023
February	December 7, 2023	December 14, 2023
March	January 4, 2024	January 11, 2024
April	February 8, 2024	February 15, 2024
May	March 7, 2024	March 14, 2024
June	April 4, 2024	April 11, 2024
July	May 9, 2024	May 16, 2024
August	June 6, 2024	June 13, 2024
September	July 11, 2024	July 18, 2024
October	August 8, 2024	August 15, 2024
November	September 5, 2024	September 12, 2024
December	October 10, 2024	October 17, 2024



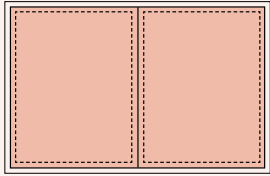


## Rates

PREMIUM POSITIONS	1X	3X	6X	9X	12X
Inside front cover			\$13,730	\$13,305	\$13,040
Inside back cover			\$12,970	\$12,660	\$12,330
Outside back cover			\$13,900	\$13,550	\$13,200
<b>SPREADS</b>					
Double-page spread	\$13,900	\$13,600	\$13,300	\$13,170	\$12,880
1/2-page spread	\$11,160	\$10,940	\$10,750	\$10,630	\$10,375
<b>PAGES</b>					
Full page	\$7,870	\$7,500	\$7,360	\$7,270	\$7,070
1/2 page	\$5,385	\$5,305	\$5,205	\$5,125	\$5,030
1/3 page	\$3,225	\$3,190	\$3,020	\$2,990	\$2,950
On the Shelf (Limited spaces available. Includes image and 50 words of text.)	\$1,500				

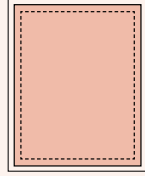


## Ad sizes



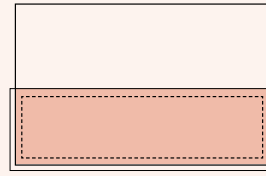
### Double-page spread\*\*

15 x 10.5 trimmed  
15.25 x 10.75 bleed  
14.75 x 10.25 live area



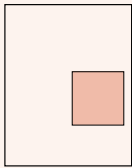
### Full page

7.5 x 10.5 trimmed  
7.75 x 10.75 bleed  
7.25 x 10.25 live area



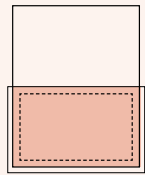
### 1/2 page-spread

15 x 5.25 trimmed  
15 x 5.5 bleed  
14.75 x 5 live area



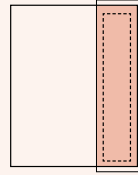
### Square

4.5 x 4.625



### 1/2 page horizontal

7.5 x 5.25 trimmed  
7.75 x 5.375 bleed  
7.25 x 5 live area



### 1/3 page vertical\*

2.5 x 10.5 trimmed  
2.625 x 10.75 bleed  
2.25 x 10.25 live area

\* As page placement is not guaranteed, please include bleed for both right and left pages.

\*\*Allow 0.5 inch from the spine on each page.

### On the Shelf

Limited spaces available. Includes image and 50 words of text.

## MATERIAL SPECIFICATIONS

- Publication trim size is 7.5" x 10.5" (width x height).
- Ads with bleed—extend bleed 0.125" beyond the trim.
- All live matter (e.g., text and logos) not intended to bleed should be kept 0.25" from trim. Spread ads should allow a total of 0.1875" safety in gutter.
- Preferred file format: press-ready PDF, Illustrator, and InDesign.
- If submitting Adobe Illustrator or InDesign working files, please include all fonts, logos, and images.
- Also accepted: **300 DPI** - EPS, PSD, and TIFF files.
- Label emails with ad name, publication month, and company name.
- Convert all RGB and Pantone spot colours to **CMYK**.
- Ads must be approved by *delicious living* prior to publication for content and design.

Email ads under 25 MB and inquiries re: preferred ad file formats to [deliciousart@alive.com](mailto:deliciousart@alive.com).

For larger files, use **Dropbox** or **WeTransfer**.

Pricing is subject to change without notice. Prices are in USD and shown as gross.

Prepayment is required for all first-time advertisers. Additional premium positions available. Contact us for custom insert rates.

# deliciousliving.com & eNewsletter packages

## Website ad rates

	À LA CARTE	BRONZE	GOLD	PLATINUM
<b>PRICE</b>	TBD	\$950	\$1,450	\$1,950
<b>Impression Count:</b>		50K	50K+10K	50K+10K+5K
<b>Effective CPM:</b>		\$19.00	\$24.17	\$30.00
<b>Banner ad (static)</b> Desktop view (728x90) Mobile view (320x50)*	\$2,000/month			
Rectangle (300x250)*	\$30	2x	2x	2x

\*Standard Ad Units

Email ads under 25 MB and inquiries re: preferred ad file formats to [deliciousart@alive.com](mailto:deliciousart@alive.com).

For larger files, use Dropbox or WeTransfer.

*Pricing is subject to change without notice. Prices are in USD and shown as gross. Prepayment is required for all first-time advertisers. Custom packages are available. Contact us for à la carte pricing for all ad units!*

## eNewsletter ad rates

	AD UNITS	PRICE
<i>delicious living</i> Natural News:	180x150	\$1,250 – \$2,000 (per month)
<i>delicious living</i> Recipe of the Week:	580x80	\$1,500 (per month)

48,000+

delicious living  
NATURAL NEWS  
SUBSCRIBERS

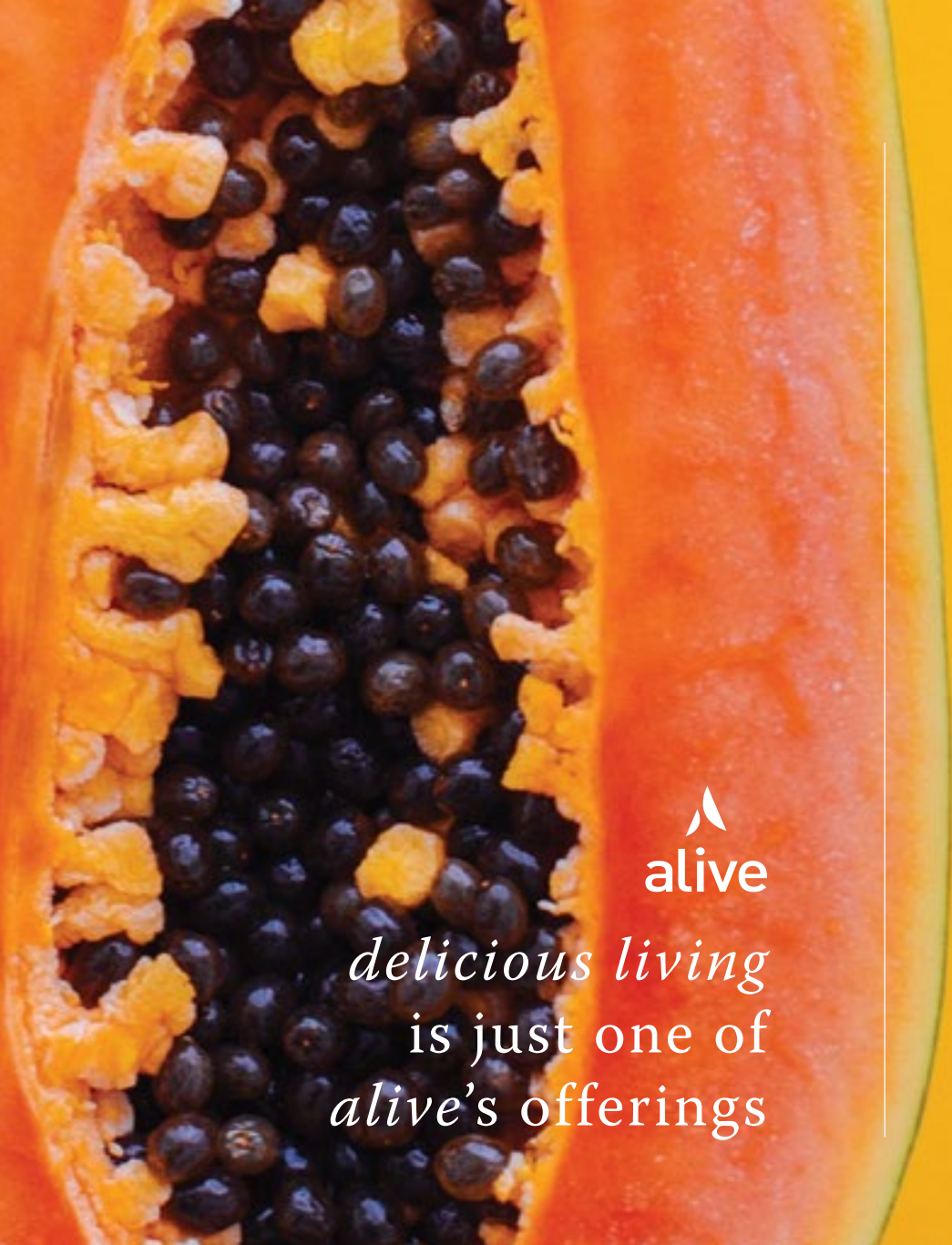
49,000+

delicious living  
RECIPE OF THE  
WEEK SUBSCRIBERS

## STANDARD AD UNITS

Leaderboard  
(728x90)

Highly visible units at the top and bottom of the page create immediate impact and repeat exposure.



  
alive

*delicious living*  
is just one of  
*alive's* offerings

*alive magazine*

*thrive*

*alive USA*

*CNHR*

*Live Naturally*

*delicious living*

*delicious living Awards*

*delicious living Retailer Preview*

*sage*

[alive.com](http://alive.com)

alive Academy

alive Connect

alive@work

*alive Awards*

alive Listens

*alive eNewsletter*

alive Executive Summit



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With the participation of the Government of Canada.

