



delicious living

AMERICA'S TRUSTED
VOICE IN THE NATURAL
HEALTH COMMUNITY

2025 MEDIA KIT



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

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 50 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)

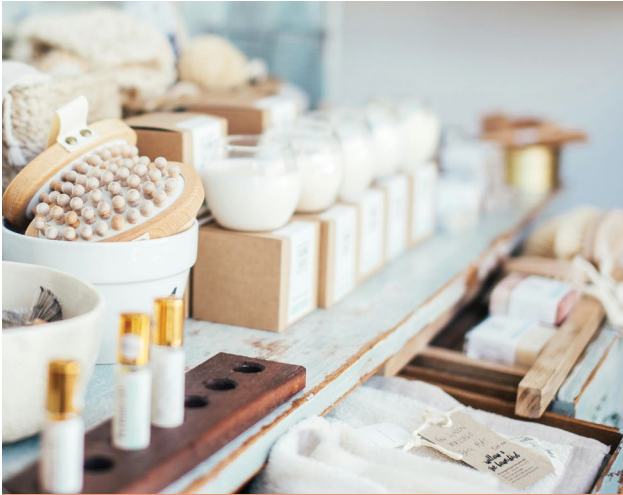
OUR READERS

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 the following:

- 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, 2024 will impact Priority Points for these events:

- Natural Products Expo West 2025
- Natural Products Expo East 2025

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

2025 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 2025, 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: Detox

Key products and topics:

- detoxifiers and cleanses
- eco-cleaning
- greens powders and supplements
- plant-based protein
- garlic

Smart Supplements: *Detox*

FEBRUARY: Heart Health

Key products and topics:

- natural cholesterol support
- heart-healthy supplements
- medicinal mushrooms
- circulation aids

Smart Supplements: *Heart health*

MARCH: Healthy Aging

Key products and topics:

- natural beauty products
- bone and joint health
- cannabis and CBD for pain and skincare
- safe sunscreen
- muscle health and strength
- collagen
- **delicious living Awards**

Smart Supplements: *Healthy aging*

APRIL: Immune Health

Key products and topics:

- immune-boosting superfoods
- antihistamines
- cancer prevention and detection
- collagen
- garlic
- oil of oregano

Smart Supplements: *Immune health*

MAY: Women’s Health

Key products and topics:

- women’s health
- natural skin/beauty
- Mother’s Day
- cannabis for women’s health
- disease prevention
- collagen

Smart Supplements: *Women’s health*

JUNE: Men’s Health

Key products and topics:

- men’s health
- adrenal and prostate health
- muscle and strength building supports
- Father’s Day
- cannabis for men’s health
- disease prevention
- collagen

Smart Supplements: *Men’s health*

JULY: Pain and Inflammation

Key products and topics:

- cannabis and CBD for pain relief
- balms and oils for soothing joints and muscles
- antioxidants
- anti-inflammatory superfoods
- supplements for pain management

Smart Supplements: *Pain management*

AUGUST: Kids' Health

Key products and topics:

- herbs and supplements for kids' health
- omegas
- probiotics
- plant-based proteins
- natural products for kids' mental health

Smart Supplements: *Kids' health*

SEPTEMBER: Colds, Flu, and Viruses

Key products and topics:

- herbs and supplements for colds, flu, and viruses
- immune health
- mushrooms
- garlic
- oil of oregano

Smart Supplements: *Colds, flu, and viruses*

OCTOBER: Brain Health

Key products and topics:

- brain-boosting supports
- MCT and fish oils
- electrolyte powders
- cannabis and CBD for anxiety and depression
- brain-gut connection
- plant-based proteins
- collagen

Smart Supplements: *Brain health*

NOVEMBER: Digestive Health

Key products and topics:

- microbiome supports
- probiotics and fermented foods
- digestive health
- natural weight management
- sugar alternatives
- diabetes prevention and blood sugar control
- plant-based proteins

Smart Supplements: *Digestive health*

DECEMBER: De-stressing

Key products and topics:

- supports for stress relief
- cannabis and CBD for stress and anxiety
- low-waste and eco-friendly holiday products

Smart Supplements: *De-stressing*

Deadlines, rates, and specifications

Ad deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
January	November 7, 2024	November 14, 2024
February	December 5, 2024	December 12, 2024
March	January 2, 2025	January 9, 2025
April	February 6, 2025	February 13, 2025
May	March 6, 2025	March 13, 2025
June	April 3, 2025	April 10, 2025
July	May 8, 2025	May 15, 2025
August	June 5, 2025	June 12, 2025
September	July 10, 2025	July 17, 2025
October	August 7, 2025	August 14, 2025
November	September 4, 2025	September 11, 2025
December	October 9, 2025	October 16, 2025



Rates

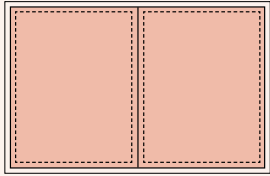
PREMIUM POSITIONS	1X	3X	6X	9X	12X
Inside front cover			\$13,730	\$13,305	\$13,040
Inside back cover			\$12,970	\$12,660	\$12,330
Outside back cover			\$13,900	\$13,550	\$13,200

SPREADS					
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

PAGES					
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				

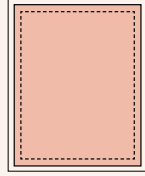


Ad sizes



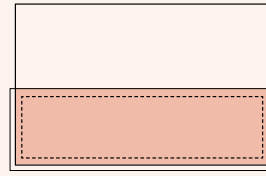
Double-page spread**

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



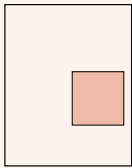
Full page

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



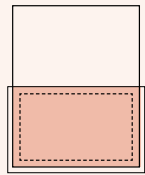
1/2 page-spread

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



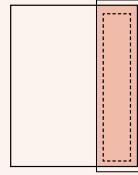
Square

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.

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
PRICE	TBD	\$950	\$1,450	\$1,950
Impression Count:		50K	50K+10K	50K+10K+5K
Effective CPM:		\$19.00	\$24.17	\$30.00
Banner ad (static) 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.

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)

53,000+

delicious living
NATURAL NEWS
SUBSCRIBERS

53,000+

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

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.

