

საინფორმაციო ცენტრი

**delicious**living

# Media Kit 2021

- Actionable wellness
- Healthy cooking
- Fresh thinking
- Natural beauty
- Smart supplements



# Now is the time to fight for preventive health

The COVID-19 pandemic is a once-in-a-lifetime circumstance that has undoubtedly had drastic effects on your business. Simultaneously, the demand for preventive natural health products is at an all-time high.

***delicious living* is your catalyst to capitalize on that demand. Our mission of preventive 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 unprecedented time? We can help with that through robust digital and print media channels.

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

Our print publication is unique: 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.

## OUR READERS

- 92% female
- 76% married
- 53% mothers (to children under 18)
- 92% college educated

### **Our readers' top health goals**

- Eating healthy
- Healthy aging
- Increasing energy
- Improving immunity
- Cleaner digestion/detox

## OUR NUMBERS

- 200,000 rate-based circulation
- 100% paid circulation
- 1,000 retailers
- 120,000 avg. monthly sessions (visitors)
- 193,000 avg. monthly page views (ad impressions)



## 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 Publishing Group.

### **About Alive Publishing Group (APG)**

For more than 45 years, Alive Publishing Group 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.

### **About *delicious living***

*delicious living* is a lifestyle magazine that meets modern needs with contemporary natural health-care methods and expert advice. In every issue, it covers natural health trends, supplements, clean beauty, healthy cooking, and trusted products.

# You get amazing *delicious living* perks



Alive Publishing Group 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.

**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.

Historical Points + Show Points (Current Booth Size Points + **Integrated Marketing Points** + Sponsorship Points) = Total Show Points }

## 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

Signed contracts must be on file at Alive Publishing Group by end of business day on the following date for Integrated Marketing Points to be included in calculations for the following show. Integrated Marketing Points do not carry over to the next calendar year.

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 **November 30, 2020**, will impact Priority Points for these events:

- Natural Products Expo West 2022
- Natural Products Expo East 2022

# We cover the natural health topics that matter



## 2021 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!" And our product recommendations are practical for everyday living. In 2021, we'll be talking about **immunity, diet 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

*What better time for readers to put their digestive health in order than at the beginning of a new year? It's an ideal time to reset the body's digestive equilibrium with support and advice from delicious living.*

**Smart Supplements: Digestive Health**

### FEBRUARY: Heart health

**Key Products and topics:** Natural cholesterol supports; heart-healthy supplements; **Beauty and Body Awards**

*During this month of love and romance, we explore what keeps readers' hearts beating strong, from diet to exercise. delicious living provides readers with inspiration and information they can take to heart.*

**Smart Supplements: Heart Health**

### MARCH: Detox

**Key Products and topics:** Natural detoxifiers; green powders and supplements; CBD for skin and relaxation; **Supplement Awards**

*As readers look ahead to spring renewal, they also look to rid themselves of unavoidable contaminants from the air, water, and soil. This month, delicious living offers advice to help detoxify and cleanse—inside and out.*

**Smart Supplements: Detox**

## **APRIL:** Immune health

**Key Products and topics:** Immune-boosting supplements, superfoods, and powders; medicinal mushrooms; autoimmune concerns; cancer prevention

*It's a difficult subject, but one most readers face at some point in their lives. This month, delicious living looks at strategies for decreasing the risk of cancer and other illnesses.*

**Smart Supplements: Immune Health**

## **MAY:** Women's health

**Key Products and topics:** Supplements for women; hormone health; CBD for women's health; essential oils; Mother's Day

*This month, delicious living focuses on what makes women strong—and happy—with insights and inspiration on subjects ranging from diet and nutrition to supplements and beauty.*

**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; Father's Day

*This month, delicious living shines a spotlight on issues affecting men. We give them tips and expert advice on topics that inspire and energize, from fitness, diet, and supplements, to protecting their health through prevention.*

**Smart Supplements: Men's Health**

## **JULY:** Brain health

**Key Products and topics:** Brain-boosting supplements; CBD for anxiety; brain-gut connection; safe sunscreen; **Best Bite Awards**

*This month, delicious living explores tips and strategies to help readers keep their brains firing, along with brain-boosting supplements and lifestyle choices. We also share expert advice on skin health and how to nurture and protect it with the help of natural health products.*

**Smart Supplements: Brain Health**

## **AUGUST:** Children's health

**Key Products and topics:** Supplements for kids; kids' mental health; immune support for kids

*With a new school year right around the corner, this issue of delicious living focuses on kids—from preschool to grad school—and explores what it takes to build a foundation of happiness, strength, and overall good health.*

**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

*It's back-to-school and back-to-germ time. This month, delicious living focuses on strategies to stay healthy through the cold and flu season and offers expert advice on supplements and natural health products that aid in prevention, treatment, and recovery.*

**Smart Supplements: Cold & flu**

## **OCTOBER:** Healthy aging

**Key Products and topics:** Bone and joint health supplements; CBD for pain and inflammation; muscle health and strength-building supplements for healthy aging

*In this issue, delicious living reveals the latest on how to achieve longevity and health through the ages with whole-food recipes, supplements, and natural products that promote bone, joint, and muscle health.*

**Smart Supplements: Healthy aging**

## **NOVEMBER:** Diabetes

**Key Products and topics:** Natural diabetes and blood sugar management; childhood diabetes prevention; supplements for sleep, including CBD

*This month, delicious living offers expert advice and strategies for early diabetes detection and blood sugar management. We also explore the latest research and natural supports for a good night's sleep.*

**Smart Supplements: Diabetes**

## **DECEMBER:** De-stressing

**Key Products and topics:** Herbs and supplements for stress, including CBD; healthy holiday foods and supplements

*As we prepare for the holiday season ahead, delicious living unwraps how stress affects health and well-being and how herbs and supplements can play a role in decreasing stress and supporting readers during this month of indulgence.*

**Smart Supplements: De-stressing**

# Deadlines, rates, & specifications

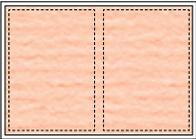
## AD DEADLINES

Month	Ad Reservation	Material Due
January	November 18, 2020	November 27, 2020
February	December 16, 2020	December 28, 2020
March	January 15, 2021	January 25, 2021
April	February 11, 2021	February 19, 2021
May	March 16, 2021	March 25, 2021
June	April 15, 2021	April 22, 2021
July	May 14, 2021	May 21, 2021
August	June 15, 2021	June 24, 2021
September	July 16, 2021	July 27, 2021
October	August 17, 2021	August 26, 2021
November	September 16, 2021	September 24, 2021
December	October 15, 2021	October 21, 2021

## AD RATES

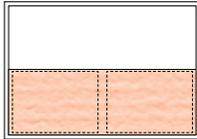
Premium Positions	1x	3x	6x	9x	12x
Inside Front Cover			\$13,730	\$13,305	\$13,040
Inside Back Cover			\$12,970	\$12,660	\$12,330
Outside Back Cover			\$13,900	\$13,550	\$13,200
<b>Spreads</b>					
Double Page Spread	\$13,900	\$13,600	\$13,300	\$13,170	\$12,880
1/2 Page Spread	\$11,160	\$10,940	\$10,750	\$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
<b>On The Shelf</b>					
Committed Placement	\$1,500				

## AD SPECIFICATIONS



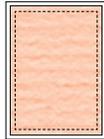
### Double Page Spread

- Trimmed: 15" x 10.5"
- Bleed: 15.25" x 10.75"
- Live area: 14.75" x 10.25"



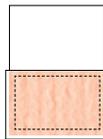
### 1/2 Page Spread

- Trimmed: 15" x 5.25"
- Bleed: 15.25" x 5.5"
- Live area: 14.75" x 5"



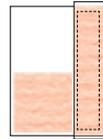
### Full Page

- Trimmed: 7.5" x 10.5"
- Bleed: 7.75" x 10.75"
- Live area: 7.25" x 10.25"



### 1/2 Page

- Trimmed: 7.5" x 5.25"
- Bleed: 7.75" x 5.375"
- Live area: 7.25" x 5"



### 1/3 Page

- Trimmed: 2.5" x 10.5"
- Bleed: 2.625" x 10.75"
- Live area: 2.25" x 10.25"
- Square: 4.5" x 4.625"

- 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.

### On The Shelf

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

Email ads under 10MB and inquiries re: preferred ad file formats to [deliciousart@alive.com](mailto:deliciousart@alive.com). For larger files, use a web drive service (e.g. Dropbox, Google Drive) or APG's FTP site: <ftp.alive.com> (username: [alivemag](#) / password: [alivert](#)).

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.

# Website & eNewsletter packages

## DELICIOUSLIVING.COM AD PACKAGES

	À la carte (\$/000)	Bronze	Gold	Platinum
<b>Price:</b>		\$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
Leaderboard (728x90)*	\$30	2x	2x	2x
Rectangle (300x250)*	\$30	2x	2x	2x

\*Standard Ad Units

## NEWSLETTER AD PACKAGES

	Ad Units	Price
<b>delicious living</b>	580x80,	\$1,250 – \$2,000
<b>Natural News:</b>	180x150	(per month)
<b>delicious living</b>		
<b>Recipe of the Week:</b>	580x80	\$1,500 (per month)

Email ads under 10MB and inquiries re: preferred ad file formats to [deliciousart@alive.com](mailto:deliciousart@alive.com). For larger files, use a web drive service (e.g. Dropbox, Google Drive) or APG's FTP site: <ftp.alive.com> (username: `alivemag` / password: `aliveart`).

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 available. Contact us for à la carte pricing for all ad units!

### STANDARD AD UNITS



**Leaderboard (728x90)**  
Highly visible units at the top and bottom of the page create immediate impact and repeat exposure.



**Rectangle (300x250)**  
Appears upon initial page load and consistently as users explore content. Maximizes exposure time.



# delicious living is just one of APG's offerings



## APG PRODUCTS AND SERVICES

**delicious living** makes natural health approachable and actionable for American consumers. **deliciousliving.com** offers thousands of articles and recipes, plus healthy living guides. **delicious living eNewsletters** deliver natural news and recipes directly to readers' inboxes. **delicious living Awards** recognize top beauty and body products, supplements, beverages, and foods. **delicious living social media (@deliciouslivingmag)** brings natural health into followers' lives daily. **alive Canada magazine** educates and inspires Canadian natural health consumers. **alive USA magazine** specializes in plant-based performance and next-level natural health. **alive.com** showcases the best articles from *alive*, plus exclusive online content. **sage magazine** reaches newcomers to natural health in Loblaw stores across Canada. **alive eNewsletter** is a biweekly email with top wellness tips and delicious recipes. **alive Academy** offers certificate and diploma programs in natural health. **alive Awards** promote and recognize outstanding natural health products. **alive Listens** is our state-of-the-art consumer panel made up of *alive* advocates. **alive Executive Summit** hosts thought leaders to envision the future of natural health. **alive social media (@alivehealth)** inspires a global community of followers. **alive Connect** connects natural health retailers to their customers through digital content. **alive@work** empowers companies across North America to prioritize their team's health.