

deliciousliving® 

Media Kit 2019



healthycooking

smartsupplements

naturalbeauty

freshthinking

# *delicious living:* the next chapter

A trusted voice in America's natural health community since 1985, *delicious living* helps consumers connect with local natural health retailers and the responsible companies that make healthy living achievable, sustainable, and fun.

This year, *delicious living* is entering an exciting new chapter as it joins the suite of products from North America's largest natural health and wellness publisher: Alive Publishing Group.

## About Alive Publishing Group

For more than 40 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, natural beauty, healthy cooking, and trusted products.

"*delicious living* is a remarkable brand, and I'm thrilled that it is now part of Alive Publishing Group. We are excited to educate and inspire consumers to action, resulting in measurable lift for our retail and advertising partners."  
- Ryan Benn, President & Publisher, Alive Publishing Group



## MEET YOUR NEW TEAM

### Ryan Benn, President & Publisher, Alive Publishing Group

Transformed Alive Publishing Group, a trusted Canadian brand, into a global powerhouse with 24 million readers around the world.



### Kristina Hall, Associate Publisher

Joined Alive Publishing Group in 2016, bringing 13 years of experience and a true passion for health and wellness.

# We're everywhere you want to be



**W**ant to tap into the market of committed natural health shoppers in America? We can help with that through robust digital and print 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 an engaged consumer at the point where they're ready to buy.

## ***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 weekly 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

225,000 rate-based circulation  
100% paid circulation  
1,000 retailers

6 minutes spent on site (avg. time)  
269,000 avg. monthly page views

# You get amazing *delicious living* perks



**A**live 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* will maintain close ties with New Hope Network's other properties, including Natural Products Expo and *Natural Foods Merchandiser*. *delicious living* will continue 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.

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**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 work toward the Priority Points Program offered by New Hope Network. You can earn Integrated Marketing Points by advertising in *delicious living* and *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 dates 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 29, 2018, will impact Priority Points for these events:

- Natural Products Expo West 2020
- Natural Products Expo East 2020



# We cover the natural health topics that matter



## 2019 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.

<b>January</b> Time-saving wellness, eye health, effects of screen time	<b>February</b> 2019 Beauty & Body Awards, heart health, healthy breakfasts	<b>March</b> 2019 Supplement Awards, functional foods, healing herbs	<b>April</b> Depression, stress awareness, mood foods and supplements
<b>May</b> Pets (products, snacks, and supplements), natural first aid	<b>June</b> Healthy skin, hydration products, probiotics	<b>July</b> 2019 Best Bite Awards, supplement delivery formats, sunscreen	<b>August</b> Personalized health, data and nutrition assessment tools, kids' health
<b>September</b> Longevity, healthy convenience, supplements for older adults	<b>October</b> Women's health, inflammation, organic beauty	<b>November</b> Men's health, immunity, brain health	<b>December</b> Foods, gifts, digestive health

# Deadlines, rates & specifications

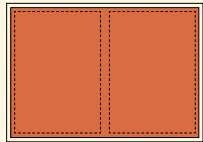
## AD DEADLINES

Month	Ad Reservation	Material Due
January	November 18, 2018	November 29, 2018
February	December 16, 2018	December 27, 2018
March	January 17, 2019	January 25, 2019
April	February 11, 2019	February 20, 2019
May	March 15, 2019	March 25, 2019
June	April 15, 2019	April 21, 2019
July	May 15, 2019	May 23, 2019
August	June 14, 2019	June 24, 2019
September	July 18, 2019	July 26, 2019
October	August 16, 2019	August 26, 2019
November	September 16, 2019	September 24, 2019
December	October 16, 2019	October 24, 2019

## AD RATES

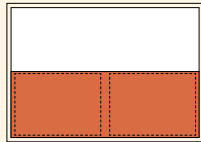
Premium Positions	1x	3x	6x	9x	12x
Inside Front Cover			\$13,730	\$13,305	\$13,040
Inside Back Cover			\$12,970	\$12,660	\$12,330
Outside Back Cover			\$13,900	\$13,550	\$13,200
<b>Spreads</b>					
Full Page Spread	\$13,900	\$13,600	\$13,300	\$13,170	\$12,880
1/2 Page Spread	\$11,160	\$10,940	\$10,750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



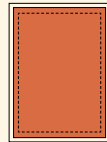
### Double Page Spread

- Non-Bleed Spread: 14.5" x 10"
- Bleed Spread: 15" x 10.5"



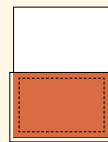
### 1/2 Page Spread

- Non-Bleed Spread: 14" x 4.625"
- Bleed Spread: 15" x 5.125"



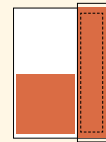
### Full Page

- Non-Bleed: 7" x 10"
- Bleed: 7.5" x 10.5"



### 1/2 Page

- Non-Bleed: 7" x 4.625"
- Bleed: 7.5" x 5.125"



### 1/3 Page

- Non-Bleed: 2.3125" x 9.75"
- Bleed: 2.5625" x 10.5"
- Square: 4.5" x 4.625"

- Publication trim size: 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

Image: press-ready PDFs or JPEGs, 300 dpi, CMYK, 3" x 3" max, with white background. Text: 50-60 words. Advertising standards are enforced. No aggrandized claims regarding effect. Company and product name should be prominently written on release, plus website and toll-free number if applicable.

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. 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 (728×90)*	\$30	2x	2x	2x
Rectangle (300×250)*	\$30	2x	2x	2x
Page Wrap / Site Skin / Wallpaper (1024×468, 1280×1024)*	\$75			x
Prestitial / Welcome (640×480)*	\$75			x
In-Article Video*	\$30			
Jumbotron**	\$80		x	x
Floor / Footnote**	\$60		x	x

\*Standard Ad Units \*\*Rich Media Ad Units

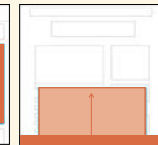
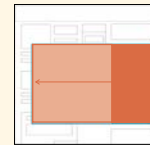
- Bronze package delivers 2 Leaderboard & 2 Rectangle units—total of 4 positions and 50k impressions (each at 12.5k)
- Gold package includes 10k more impressions with choice of Jumbotron OR Floor Ad
- Platinum package includes 15k more impressions with choice of Prestitial / Welcome OR Page Wrap / Site Skin / Wallpaper

## ENEWSLETTER AD PACKAGES

	Ad Units	Pricing
<b>delicious living</b>	580×80	\$1,250 – \$2,000
<b>Natural News:</b>	180×150	(per month)
<b>delicious living</b>		
<b>Recipe of the Week:</b>	580×80	\$1,500 (per month)

## RICH MEDIA AD UNITS

**Jumbotron**  
Large  
canvas for  
multiple  
assets.



**Floor / Footnote**  
Remains  
visible as  
user scrolls.

## STANDARD AD UNITS



### Leaderboard (728×90)

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



### Rectangle (300×250)

Appears upon initial page load and consistently as users explore content. Maximizes exposure time.



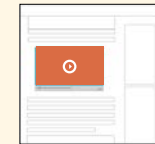
### Prestitial / Welcome (640×480)

Loads on user's first visit. "Sponsored Introduction" is displayed with a countdown. Arresting and unmissable.



### Page Wrap / Site Skin / Wallpaper

Offers advertisers the opportunity to brand around a website by leveraging traditionally unused portions of the page.



### In-Article Video

Optimal user experience and viewability through in-article placement. Eye-catching and effective.

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!

# *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, and natural 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 Loblaws 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.

*"delicious living brings an extraordinary legacy, and when we compliment this with APG's publishing focus on natural health and wellness retailers, brands, and readers—the results will be remarkable."*  
- Ryan Benn, President & Publisher,  
Alive Publishing Group

