



*delicious living*

AMERICA'S TRUSTED VOICE  
IN THE NATURAL HEALTH  
COMMUNITY

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2022 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. In every issue, it covers natural health trends, supplements, natural beauty, healthy cooking, and trusted products.



## OUR READERS' TOP HEALTH GOALS ...

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

# Now is the time for preventive health

If the last year and a half taught us anything, it's that our health, and 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 more than 45 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.

## OUR NUMBERS

200,000  
RATE-BASED  
CIRCULATION

1,000  
RETAILERS

120,000  
AVG. MONTHLY  
SESSIONS (VISITORS)

100%  
BUY ORGANIC  
GROCERIES

193,000  
AVG. 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 November 30, 2021 will impact Priority Points for these events:

- Natural Products Expo West 2023
- Natural Products Expo East 2023

## 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

## 2022 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 2022, 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; plant-based proteins

*What better time to put your digestive health in order than at the beginning of a new year? Not only is it a good time for a fresh start, it’s an ideal time to reset our 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; plant-based proteins; garlic; **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; collagen; garlic; oil of oregano; 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; collagen; 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; collagen; 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; plant-based proteins; **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; omegas; probiotics; plant-based proteins

*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; garlic; oil of oregano

*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; collagen; garlic; 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; plant-based proteins

*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

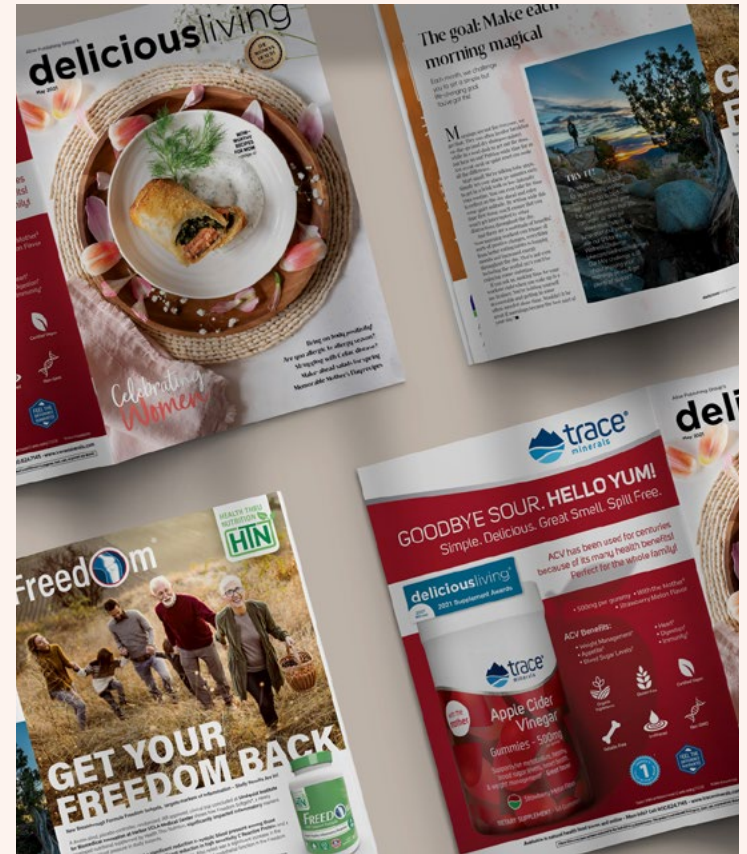
*As we prepare for the holiday season ahead, delicious living unwraps how stress affects health and well-being and how herbs and supplements can play a role in decreasing stress and supporting readers during this month of indulgence.*

Smart Supplements: **De-stressing**

# Deadlines, rates, & specifications

## Ad Deadlines

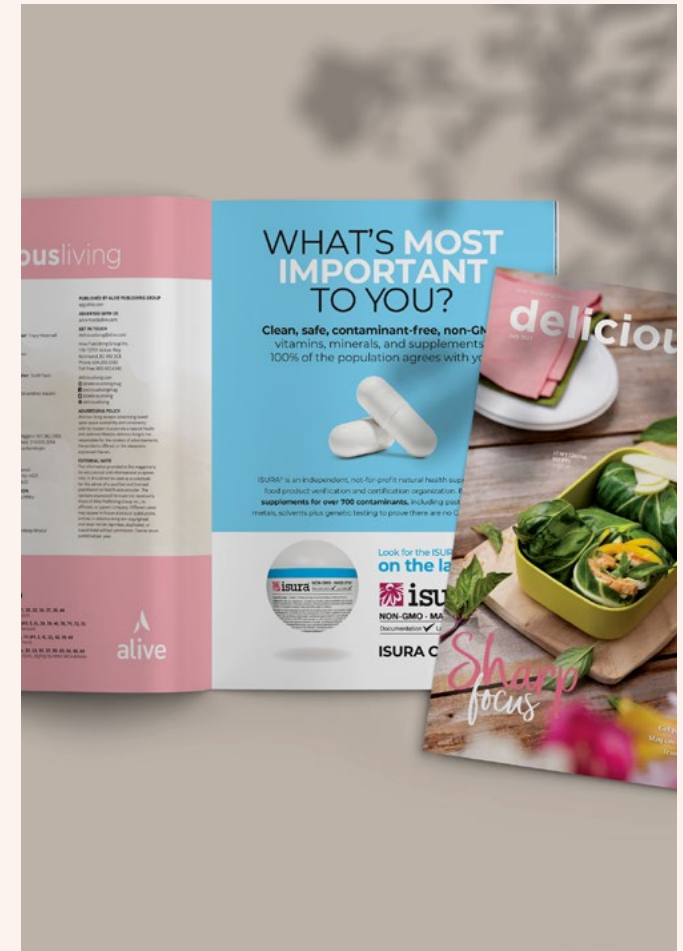
ISSUE	AD RESERVATION	MATERIAL DUE
January	November 12, 2021	November 18, 2021
February	December 9, 2021	December 22, 2021
March	January 7, 2022	January 14, 2022
April	February 8, 2022	February 15, 2022
May	March 10, 2022	March 18, 2022
June	April 8, 2022	April 15, 2022
July	May 9, 2022	May 17, 2022
August	June 9, 2022	June 17, 2022
September	July 8, 2022	July 18, 2022
October	August 9, 2022	August 16, 2022
November	September 9, 2022	September 16, 2022
December	October 7, 2022	October 17, 2022





## 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
1/2 page horizontal/vertical	\$6,510	\$6,410	\$6,300	\$5,880	\$5,880
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	\$1,500				



## Sizing specifications

DOUBLE PAGE SPREAD	1/2 PAGE SPREAD	FULL PAGE	1/2 PAGE	1/3 PAGE
Trimmed: 15" x 10.5"	Trimmed: 15" x 5.25"	Trimmed: 7.5" x 10.5"	Trimmed: 7.5" x 5.25"	Trimmed: 2.5" x 10.5"
Bleed: 15.25" x 10.75"	Bleed: 15.25" x 5.5	Bleed: 7.75" x 10.75"	Bleed: 7.75" x 5.375"	Bleed: 2.625" x 10.75"
Live area: 14.75" x 10.25"	Live area: 14.75" x 5"	Live area: 7.25" x 10.25"	Live area: 7.25" x 5"	Live area: 2.25" x 10.25"
				Square: 4.5" x 4.625"

### On the Shelf

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

- 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.

*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.*

# deliciousliving.com & eNewsletter Packages

## Website ad rates

	À LA CARTE	BRONZE	GOLD	PLATINUM
PRICE	(\$000)	\$950	\$1,450	\$1,950
Impression Count:		50K	50K+10K	50K+10K+5K
Effective CPM:		\$19.00	\$24.17	\$30.00
Leaderboard (728x90)*	\$30	2x	2x	2x

\*Standard Ad Units

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, wetransfer) 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!*

## eNewsletter ad rates

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

**54,200+**

*delicious living*  
NATURAL NEWS  
SUBSCRIBERS

**54,500+**

*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.



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

[alive magazine](#)

[thrive](#)

[alive USA](#)

[CNHR](#)

[delicious living](#)

[delicious living Awards](#)

[sage](#)

[alive.com](#)

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