EDITORIAL OVERVIEW

In every issue, our readers find compelling, useful, easy-to-implement health advice covering the following topics:

→ INTEGRATIVE POLITICS // Commentary discussing the political climate in Washington, DC and how it affects the practice and availability of CAM.

→ RESEARCH SAYS // Reviews of recent releases, evaluated based on direct application potential, quality of the science, and impact on the field.

→ HEALTH COACH // Progressively incorporate healthy habits into your lifestyle—one at a time—to transform your life.

→ QUICK NUTRITION // A rapidly digestible bite about the food we eat—or should be eating.

→ CONDITIONALLY // Overviews of common health conditions presented in everyday language with advice on symptoms and when to seek a practitioner.

2017 EDITORIAL CALENDAR

JANUARY/FEBRUARY
FEATURE: Changing Habits-Keeping Those New Year’s Resolutions
CONDITION: Heart Health
TOPIC: Healthy Cooking Oils
SUPPLEMENT: Cognitive Supplements
TRENDING: Exercise for Seniors

MARCH/APRIL
FEATURE: Epigenetics
CONDITION: Autism
TOPIC: How Good Do I Sleep?
SUPPLEMENT: Curcumin
TRENDING: Travelers Health/Jet Lag

MAY/JUNE
FEATURE: Stroke
CONDITION: Cataract Awareness
TOPIC: Mediterranean Diet
SUPPLEMENT: Adaptogens
TRENDING: Virtual Reality

JULY/AUGUST
FEATURE: Food Allergies
CONDITION: Poison Ivy, Bug Bites and Summer Rashes
TOPIC: Safety Tips For Seniors
SUPPLEMENT: Senior Multi-Vitamins
TRENDING: Alternative Therapies

SEPTEMBER/OCTOBER
FEATURE: Alzheimer’s Awareness
CONDITION: Bone and Joint Health
TOPIC: Breast Cancer
SUPPLEMENT: Medicinal Mushrooms
TRENDING: Low Impact Exercise

NOVEMBER/DECEMBER
FEATURE: Healthy Holidays
CONDITION: Diabetes
TOPIC: Healthy Skin
SUPPLEMENT: Digestive Enzymes
TRENDING: Group Meditation
OUR MISSION: *Alternative Medicine* inspires and empowers readers to take an active role in their own health, employing a holistic and integrative perspective on well-being. Backed by the strength and credibility of our peer-reviewed medical journals, *Alternative Medicine* blends the tradition of ancient practices with developments on the cutting edge of medicine to provide readers with an understandable, everyday approach to living and feeling well.

**ALTERNATIVE MEDICINE** can be found in over 1,000 independent “natural grocers,” over 1,200 independent pharmacies, and over 1,500 independent health food stores. Distribution of *Alternative Medicine* continues to grow, and is available in many national supermarket, drug, and discount chains.

**ALTERNATIVE MEDICINE** 2017 distribution: 75,000

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### CIRCULATION

### DEMOGRAPHIC SNAPSHOT

**OUR READER**
- 74% female
- 53 median age
- 49 mean age
- 83% between ages 25 and 54
- 67% married
- 88% attended college
- 62% managerial/professional
- $71,300 median household income
- $86,700 mean household income

**TAKES ACTION AND IS A KEY INFLUENCER**
- 91% has taken action after reading
- 66% has altered their families’ diets after reading
- 84% say friends consider them a resource for information about a healthy lifestyle
- 90% say they give advice to others about a healthy lifestyle
- 92% have read at least one book concerning healthy living in the past year

**KNOWS WHERE TO SHOP**
- 90% mainstream grocery stores
- 81% natural grocers
- 4.1 monthly visits to mainstream grocery stores
- 5.1 monthly visits to natural grocers

**GOES TO THE SOURCE**
- 131 average minutes spent with each issue
- 88% read for overall health and wellness
- 87% read for prevention
- 83% read for nutrition advice
- 81% visit an advertiser’s website

**A SMART—AND CONSCIOUS—SHOPPER**
- 93% buy natural/organic foods (averaging $151/month)
- 93% regularly use natural remedies and/or supplements
- 91% are willing to pay more for natural and organic products
- 78% use a tablet computer
### ALTERNATIVE MEDICINE ADVERTISING DATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE</th>
<th>MATERIALS</th>
<th>ON SALE</th>
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*All dates are subject to change.*

### DISPLAY AD RATES

**RATE BASE: 75,000**

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### ONLINE AD RATES

- **BANNER** 336 x 280px
  - $1200/50,000 impressions
- **LEADER BOARD** 728 x 90px
  - $2200/50,000 impressions

### SPECIAL CONTENT E-NEWSLETTER AD RATES

- **HEADER** 600 x 90px
  - $3,115/newsletter
- **FOOTER** 400 x 90px
  - $2,850/newsletter

*Rates are in gross dollars.*

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*Rates are in gross dollars.*
## ADVERTISING SPECIFICATIONS

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## PRINT AD FILE FORMATS

**ADOBE PDF/X-1A** All fonts must be embedded, SWOP color output.

**INDESIGN CS3 INDD** All supporting files must be packaged (images/fonts); raster images must be 300 dpi at 100 percent scale.

**ILLUSTRATOR CS3 EPS OR AI** All supporting files must be collected (images/fonts) or embedded (images) and outlined (fonts).

**PHOTOSHOP CS3 TIFF OR EPS** Images must be 300 dpi at 100 percent scale.

## PRINT AD SUBMISSION

**PLEASE SUBMIT ADS BY MATERIALS CLOSE DEADLINE.** Artwork charges may occur if materials are late.

**PUBLISHER ASSUMES NO LIABILITY FOR COLOR FIDELITY** unless a SWOP-certified proof is submitted with materials.

**EMAIL** production@naturalsolutionsmag.com; include advertiser name and issue in the subject line.

**FTP** Please contact your sales rep for instructions.

**CD/DVD** Production Manager | InnoVision Health Media 3140 Neil Armstrong Blvd | Suite 307 | Eagan, MN 55121