

Alternative Medicine



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.

2023 EDITORIAL CALENDAR

JANUARY/FEBRUARY

FEATURE: Inflammation
CONDITION: Heart Disease
TOPIC: Hypertension
SUPPLEMENT: Omega-3
TRENDING: Medicinal Mushrooms

MARCH/APRIL

FEATURE: Liver and Kidney Health
CONDITION: Mold & Mycotoxins
TOPIC: Spring Detox
SUPPLEMENT: Gummy Supplements
TRENDING: Spring Cleaning

MAY/JUNE

FEATURE: Probiotics
CONDITION: Digestive Health
TOPIC: Gut-Brain Connection
SUPPLEMENT: Ginseng
TRENDING: Summer Skincare

JULY/AUGUST

FEATURE: Men's Health
CONDITION: Lyme Disease
TOPIC: Prostate health
SUPPLEMENT: Magnesium
TRENDING: Tick Season

SEPTEMBER/OCTOBER

FEATURE: Balancing Hormones
CONDITION: Women's Wellness
TOPIC: Allergies
SUPPLEMENT: Zinc
TRENDING: Cold and Flu

NOVEMBER/DECEMBER

FEATURE: Overcoming Holiday Stress
CONDITION: Aging Gracefully
TOPIC: Winter Wellness
SUPPLEMENT: Collagen
TRENDING: Holiday Gift Guide

IN EVERY ISSUE:

CBD
IMMUNITY TIPS



CIRCULATION

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 2023 distribution: 85,000



DEMOGRAPHIC SNAPSHOT

OUR READER

83%	female
57	median age
54	mean age
88%	between ages 25 and 54
78%	married
\$79,400	median household income
\$91,100	mean household income

TAKES ACTION AND IS A KEY INFLUENCER

93%	has taken action after reading
71%	has altered their families' diets after reading
91%	say friends consider them a resource for information about a healthy lifestyle
94%	say they give advice to others about a healthy lifestyle
93%	have read at least one book concerning healthy living in the past year

KNOWS WHERE TO SHOP

93%	mainstream grocery stores
83%	natural grocers
4.4	monthly visits to mainstream grocery stores
4.2	monthly visits to natural grocers

GOES TO THE SOURCE

128	average minutes spent with each issue
92%	read for overall health and wellness
90%	read for prevention
85%	read for nutrition advice
89%	visit an advertiser's website

A SMART—AND CONSCIOUS—SHOPPER

93%	buy natural/organic foods (averaging \$189/month)
98%	regularly use natural remedies and/or supplements
96%	use a tablet computer



ALTERNATIVE MEDICINE ADVERTISING DATES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ON SALE
JAN/FEB	11.30.2022	12.9.2022	1.10.2023
MAR/APR	1.27.2023	2.3.2023	3.7.2023
MAY/JUN	3.24.2023	3.31.23	5.9.2023
JUL/AUG	5.26.2023	6.2.2023	7.11.2023
SEP/OCT	7.28.2023	8.4.2023	9.12.2023
NOV/DEC	9.29.2023	10.6.2023	11.7.2023

All dates are subject to change.



DISPLAY AD RATES

RATE BASE: 85,000

SIZE	OPEN RATE
FULL	\$5,400
2/3	\$3,995
1/2	\$3,160
1/3	\$2,295
CV2	\$5,745
CV3	\$5,485
CV4	\$6,325
SPREAD	\$7,995

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

- >>IMMUNITY TIPS
- >>HEALTHY GUT
- >>HEALTHY AGING
- >>WOMENS WELLNESS
- >>CHRONIC PAIN

Rates are in gross dollars.

ADVERTISING SPECIFICATIONS

SIZE	TRIM	BLEED	
SPREAD	16 x 10.5"	16.25 x 10.75"	All text, important imagery, and logos must be at least .375" (3/8") away from the trim edge of the page.
FULL	8 x 10.5"	8.25 x 10.75"	
2/3 V	4.75 x 10.5"	5 x 10.75"	
1/2 H	8 x 5.25"	8.25 x 5.4"	All full bleed advertisements must include at least .125" bleed outside of the trim. If your artwork does not meet these requirements, we will place a white border around your ad.
1/2 V	3.725 x 10.5"	3.975 x 10.75"	
1/3 V	2.5 x 10.5"	2.75 x 10.75"	
1/4	3.13 x 4.5"	--	
1/6	2 x 4.5"	--	
1/12	2 x 2.16"	--	

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 david@innovisionhm.com; include advertiser name and issue in the subject line.

FTP Please contact your sales rep for instructions.

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