



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.

2026 EDITORIAL CALENDAR

JANUARY/FEBRUARY

FEATURE: New Year's Resolutions

CONDITION: Heart Disease

TOPIC: Cholesterol

SUPPLEMENT: Omega-3

TRENDING: Health Goals

MARCH/APRIL

FEATURE: Multiple sclerosis

CONDITION: Digestive Health

TOPIC: Longevity

SUPPLEMENT: Berberine

TRENDING: Spring Cleaning

MAY/JUNE

FEATURE: Arthritis & Joint Health

CONDITION: Diabetes

TOPIC: Mental Health Awareness

SUPPLEMENT: Magnesium

TRENDING: Physical Fitness

JULY/AUGUST

FEATURE: Autism

CONDITION: Lyme Disease

TOPIC: Summer Skincare

SUPPLEMENT: Peptides

TRENDING: Outdoor Fun

SEPTEMBER/OCTOBER

FEATURE: Women's Wellness

CONDITION: Breast Cancer Awareness

TOPIC: Fall Harvest

SUPPLEMENT: Curcumin

TRENDING: Meal Prepping

NOVEMBER/DECEMBER

FEATURE: Family Traditions

CONDITION: Cognitive Health

TOPIC: Winter Wellness

SUPPLEMENT: Collagen

TRENDING: Holiday Gift Guide



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 2026 distribution: 95,000



DEMOGRAPHIC SNAPSHOT

OUR READER

87% female
56 median age
53 mean age
90% between ages 25 and 54
81% married
\$81,900 median household income
\$96,800 mean household income

TAKES ACTION AND IS A KEY INFLUENCER

93% has taken action after reading
74% has altered their families' diets after reading
92% 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

92% 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	10.17.2025	10.024.2025	12.16.2025
MAR/APR	12.19.2025	12.26.2025	2.17.2026
MAY/JUN	2.20.2026	2.27.2026	4.21.2026
JUL/AUG	4.17.2026	4.24.2026	6.16.2026
SEP/OCT	6.18.2026	6.26.2026	8.18.2026
NOV/DEC	8.21.2026	8.28.2026	10.20.2026

All dates are subject to change.

DISPLAY AD RATES

RATE BASE: 95,000

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](#)

Rates are in gross dollars.

[>>HEALTHY GUT](#)

[>>HEALTHY AGING](#)

[>>WOMENS WELLNESS](#)

[>>CHRONIC PAIN](#)



ADVERTISING SPECIFICATIONS

SIZE	TRIM	BLEED
SPREAD	16 x 10.5"	16.25 x 10.75"
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"
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"	--

All text, important imagery, and logos must be at least .375" (3/8") away from the trim edge of the page. 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.

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@innovationhm.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
3470 Washington Drive | Suite 102 | Eagan, MN 55122





InnoVision Health Media
3470 Washington Drive
Suite 102
Eagan, MN 55122
P: 877.904.7951

PUBLISHER
Dick Benson
dbenson@innovationhm.com

ASSOCIATE PUBLISHER
David Benson
david@innovationhm.com
651.251.9623

innovationhm.com

