

**DELIGHT GLUTEN-FREE**

**EDITORIAL OVERVIEW**

**DEMOGRAPHICS**

**SPECIFICATIONS**

**RATES**

**CONTACT**

# Delight

gluten  
& free

delightful food • delightfully fun

2025 MEDIA KIT





## EDITORIAL OVERVIEW

We are foodies who want to eat, cook and enjoy delicious food in our homes, out on the town and around the world... We just happen to be on gluten-free diets. We bring our readers a gluten-free world filled with delightful options, one flavor-packed meal at a time.

We surpass our direct competitors by offering sound advice & tips for people following a special diet, as well as:

- ❖ **Culinary tips & techniques**
- ❖ **Fully-tested 100% gluten-free recipes** from our test kitchen
- ❖ **Entertaining articles & inspiring stories**
- ❖ **A travel section** featuring the world's most popular restaurants & their menus catering to special dietary needs
- ❖ **Guides & advice** for converting recipes to be dairy/ casein-free, nut-free, soy-free, corn-free and rice-free
- ❖ **Daily engagement** on social media (Twitter, Facebook, Instagram and Pinterest)
- ❖ **Gluten-free substitutes guide** that includes easy ways to replace dairy and eggs in all recipes as well as measurement conversions

Our readers devour each issue cover-to-cover. We always have more editorial content than advertising, which means your advertisement will be noticed & won't get lost in a sea of ads.

## 2025 EDITORIAL CALENDAR

### DELIGHT GLUTEN-FREE ISSUES:

#### JANUARY-FEBRUARY

2025 Wellness Goals  
Dinner on the Go  
Valentine's Day Treats  
Gluten Free Breads  
Cognitive Boosting  
GF Pancakes  
Keto Diet

#### MARCH-APRIL

Spring Cleaning!  
Crockpot Meals  
Gluten Free Pizza  
Passover and Easter Dishes  
Microbiome for your Entire Body  
Sunscreen  
The Mushroom Boom  
GF Muffins

#### MAY-JUNE

Asian Cuisine  
Gluten Free Desserts  
Breakfast Burritos  
Plant-Based Foods  
Backyard Garden  
Summer Roadtrip  
Summer Skincare

#### JULY-AUGUST

Backyard BBQ  
Salads and Sides  
Gluten Free Bagels  
Summer Smoothies  
Dairy Free Ice cream  
Forbidden Foods  
GI Health

#### SEPTEMBER-OCTOBER

Back to School  
Meal Prepping  
Fall Harvest  
Immunity Boosting  
Homemade Chili  
Stress Management  
Early Cancer Screening  
Women's Wellness

#### NOVEMBER-DECEMBER

Holiday Cookies and Treats  
Holiday Traditions  
Holiday Cocktails/ Mocktails  
Holiday Appetizers  
Winter Workouts  
Holiday Gift Guide

## ISSUE HIGHLIGHTS:

ALLERGEN CONVERSIONS  
GLUTEN-FREE ON A BUDGET  
ASK THE DOC  
DELIGHT ANSWERS  
NUTRITIONAL ANALYSIS  
BAKING TIPS  
SEASONAL INGREDIENT GUIDES  
BOOK REVIEWS  
FAVORITES  
**SEMI-HOMEMADE MEALS**  
WORLD-WIDE TRAVEL PROFILES  
GIVING BACK FEATURES  
NATURAL & ORGANIC GLUTEN FREE  
GLUTEN FREE BEAUTY PRODUCTS

*advertorial opportunity!*



## CIRCULATION

**DELIGHT GLUTEN-FREE MAGAZINE** reaches the global gluten-free community including people living with Celiac Disease, Type 1 Diabetes, Autism, Down Syndrome, Multiple Sclerosis, Thyroid Disease and gluten intolerance.

**DELIGHT GLUTEN-FREE MAGAZINE** is distributed to the USA and Canada, and is also found on newsstands in Australia, Netherlands, Brazil, United Kingdom, Finland, Taiwan, Romania, Singapore, New Zealand, Portugal, Spain, Puerto Rico, Malaysia & U.S. Military bases.

**DELIGHT GLUTEN-FREE MAGAZINE** is very proud to provide complimentary copies to more than 1,000 doctors' offices and hospital centers nationally for distribution to newly diagnosed patients. Doctors and patients alike have told us how much they love the magazine and use it as a getting-started guide for living a gluten-free lifestyle.

**DELIGHT GLUTEN-FREE MAGAZINE 2025 distribution: 130,000.**

## ADVERTORIALS

Our **SEMI-HOMEMADE MEALS** section is an excellent opportunity to gain extensive editorial coverage on not only your brand but specific products within your product line.

Provide our editorial team with up to 4 different products and they will develop four custom recipes and high-resolution & delectable photographs that will appear in your dedicated Semi-Homemade feature section of the magazine. This 4-page spread will also include a full-page advertisement for your brand and these recipes will appear on Delight-GlutenFree.com with hundreds of other editorial recipes providing you an endless life-cycle to reach the gluten-free consumer.

This unique opportunity is only available in Delight Gluten-Free Magazine! Space is limited – inquire today!



### \$3,500 NET PER PLACEMENT

No more than 2 placements per year per company. Can not combine with any other programs.

## DEMOGRAPHIC SNAPSHOT

95%	female
47	median age
45	mean age
91%	between ages 25 and 54
73%	have children
81%	married
93%	attended college
\$91,200	median household income
98%	buy gluten-free products one or more times per week
98%	on a gluten-free diet or support a friend or family member

Source: Delight Subscriber Study, July 2024



## DELIGHT GLUTEN-FREE ADVERTISING DATES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ON SALE
JANUARY/FEBRUARY	11.15.2024	11.22.2024	1.7.2025
MARCH/APRIL	1.10.2025	1.17.2025	3.4.2025
MAY/JUNE	3.14.2025	3.21.2025	5.6.2025
JULY/AUGUST	5.09.2025	5.16.2025	7.1.2025
SEPTEMBER/OCTOBER	7.11.2025	7.18.2025	9.2.2025
NOVEMBER/DECEMBER	9.12.2025	9.19.2025	11.4.2025

All dates are subject to change.

## DISPLAY AD RATES

RATE BASE: 130,000

SIZE	OPEN RATE
FULL	\$2300
2/3	\$1725
1/2	\$1375
1/3	\$1000
CV2	\$2900
CV3	\$2800
CV4	\$3000
SPREAD	\$4500

## ONLINE AD RATES

BANNER

HALF BANNER

336 x 280px \$750/month	336 x 140px \$560/month
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### LEADER BOARD

728 x 90px  
\$995/month

## E-NEWSLETTER AD RATES

**HORIZONTAL BANNER** 380 x 80px  
\$840/month

**VERTICAL BANNER** 160 x 240px  
\$700/month

**FOOTER** 380 x 80px  
\$760/month

Rates are in gross dollars.

## DOCTORS' OFFICE & HOSPITAL RESOURCE PROGRAM

**Full-page advertisement**  
on cardstock with  
perforation in all copies  
sent to doctors' offices.  
(10,000 copies)

**Listing** in all copies of  
Delight Gluten-Free  
Magazine as Doctors'  
Office Program  
Sponsor with logo.

**DelightGlutenFree.com**  
**listing** as program  
sponsor.

**OFFICE & RESOURCE PROGRAM**  
\$4000/month

Ask your advertising representative about  
Delight's special integrated marketing and  
value-added programs!



## 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. 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.
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"	--	

## 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.

**CD/DVD** Production Manager | InnoVision Health Media  
3470 Washington Drive | Suite 102 | Eagan, MN 55122

## PROMOTIONAL OPPORTUNITIES

### THE DELIGHT GLUTEN-FREE MAGAZINE CUSTOM E-NEWSLETTER

Grab the attention of gluten-free consumers with a custom e-newsletter. Highlight your brand with 11 digital advertising slots and a tasty recipe! This option gives your brand the opportunity to set the tone and messaging of your marketing campaign with almost immediate ROI and generated interest & sales within minutes of the blast going out. With over 30,000 opt-in gluten-free consumers your messaging can have an instant impact in the marketplace. Delight further supports your messaging by tagging the custom e-newsletter to social media sites. Whether you're launching a new product, reminding consumers of your brand or looking to boast your brand's social interactions, our custom e-newsletter is an excellent cost-effective way to reach the gluten-free consumers in their homes.

Custom e-newsletters provide advertisers a custom opportunity to direct their message to a captive gluten-free audience. The custom e-newsletter will be built to your company's specifications and may include up to 2 gluten-free recipes and body copy. No recipes on file? No problem! Our test kitchen team can create and photograph the recipes for you!

### CUSTOM E-NEWSLETTER RATES

Includes up to 2 recipes, body copy, 11 interactive advertisement placements.

<b>1X</b>	1 annual newsletter	<b>\$1750</b>
<b>3X</b>	1 newsletter ever 4 months	<b>\$1500</b>
<b>6X</b>	1 newsletter every 2 months	<b>\$1250</b>

\*Limited quantities available

### PACKAGE FEATURES:

**TWO RECIPES** featuring your products in a custom newsletter format.

**11 INTERACTIVE ADVERTISEMENT PLACEMENTS** within custom newsletter template.

**RECIPE DEVELOPMENT** for your products by Delight Gluten-Free Magazine test kitchen staff, if desired. Photography included.

**MULTIPLE COUPON OFFERS** at no additional charge. E-newsletters can be in HTML format as long as they are MailChimp compliant.





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

**PUBLISHER**

Dick Benson  
dbenson@innovisionhm.com

**ASSOCIATE PUBLISHER**

David Benson  
david@innovisionhm.com  
651.251.9623

[innovisionhm.com](http://innovisionhm.com)

