

DELIGHT GLUTEN-FREE

EDITORIAL OVERVIEW

DEMOGRAPHICS

SPECIFICATIONS

RATES

CONTACT

Delight

gluten
& free

delightful food • delightfully fun

2026 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.

2026 EDITORIAL CALENDAR

DELIGHT GLUTEN-FREE ISSUES:

JANUARY-FEBRUARY

Heart Health
Health Benefits of GF
Gluten Free Sauces
Nutrition 101
Flaxseed
Autoimmune Disorder
Health Goals in 2026

MARCH-APRIL

Gluten-Free Eating Plan
Kids in the Kitchen
Gluten Free Bread
Coconut Flour
Meat Substitutes
Non-Celiac Gluten Sensitivity
Supplements 101
Sun Safety

MAY-JUNE

Food Allergy Awareness
Homemade Pizza
Quinoa
Gluten-Free Baked Goods
Lactose-Free
Irritable Bowel Syndrome (IBS)
Better Sleep

JULY-AUGUST

Family Wellness Checks
Kid-Friendly Gluten Free
Gluten Free Frozen Meals
Summer Veggies
Dairy Free Ice Cream
Farmers Markets
Outdoor Family Fun

SEPTEMBER-OCTOBER

Back to School
School Foods
Gluten Free Snacks
Gluten Free Protein Bars
Women's Wellness
Yoga
Fall Harvest
Gluten Free Tailgating

NOVEMBER-DECEMBER

GF Holiday Meal Planning
NEW Holiday Traditions
Gluten Free Baking Mixes
Holiday Cocktails/ Mocktails
GF Baking Tips & Tricks
Entertaining Holiday Guests
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 2026 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 2025



DELIGHT GLUTEN-FREE ADVERTISING DATES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ON SALE
JANUARY/FEBRUARY	11.14.2025	11.21.2025	1.6.2026
MARCH/APRIL	1.9.2026	1.16.2026	3.3.2026
MAY/JUNE	3.13.2026	3.20.2026	5.5.2026
JULY/AUGUST	5.8.2026	5.15.2026	7.7.2026
SEPTEMBER/OCTOBER	7.10.2026	7.17.2026	9.1.2026
NOVEMBER/DECEMBER	9.11.2026	9.18.2026	11.3.2026

All dates are subject to change.

DISPLAY AD RATES

RATE BASE: 130,000

SIZE	OPEN RATE
FULL	\$2300
$\frac{2}{3}$	\$1725
$\frac{1}{2}$	\$1375
$\frac{1}{3}$	\$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

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.

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

*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

