







## EDITORIAL OVERVIEW

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

- **HEALTH FEATURES** We highlight cutting-edge news and information in an investigative, condition-specific piece; a healthy action plan; and a short feature with quick takeaway tips on healthy eating, natural beauty, and/or mind-body approaches to health.
- **FOOD** We examine all the ways food supports optimal health and nourishes the body and soul. We round up fresh, organic foods and seasonal favorites, giving readers the nutritional lowdown, plenty of recipes, and practical cooking advice.
- **BEAUTY** We explore the latest trends in natural beauty, present the purest and most effective products available, and provide solutions to promote healthy skin and hair. Our readers trust us to closely read labels and identify not-so-clean—and sometimes toxic—ingredients found in many cosmetics and bodycare products.
- **HEALTH & SUPPLEMENTS** We help readers navigate the often-confusing world of herbs, vitamins, and supplements, as well as healing modalities such as acupuncture, homeopathy, ayurveda, and holistic Western medicine. We provide numerous and wide-ranging solutions for common conditions and seasonal health concerns.
- **HOME, FAMILY, & PETS** These sections offer quick, easy tips to keep readers' families, pets, and homes healthy and safe. We feature the latest research on common childhood and environmental health concerns, holistic approaches to animal wellness, and eco-friendly home products.

## 2023 EDITORIAL CALENDAR

### NATURAL SOLUTIONS ISSUES:

#### FEBRUARY

- Condition:** Cardiovascular Disease
- Action Plan:** Relief from Pain
- Focus On:** Functional Ingredients
- Food:** Plant-Based Foods
- Natural Radiance:** Cosmetics

#### APRIL

- Condition:** Cognitive Health
- Action Plan:** Brain Boosters
- Focus On:** Memory Enhancements
- Food:** Sustainable Meats & Dairy
- Natural Radiance:** Sunscreen

#### JUNE

- Condition:** Mold & Mycotoxins
- Action Plan:** Detox Tips
- Focus On:** Summer Fun
- Food:** Firing up the Grill
- Natural Radiance:** Moisturizing Tips

#### AUGUST

- Condition:** Stress & Anxiety
- Action Plan:** Immunity Boostings
- Focus On:** Back to School
- Food:** Family Recipes
- Natural Radiance:** Skincare for Kids

#### OCTOBER

- Condition:** Women's Wellness
- Action Plan:** Bioidentical Hormones
- Focus On:** A Clean Diet
- Food:** Comfort Foods
- Natural Radiance:** Personal Care Products

#### DECEMBER

- Condition:** Healthy Holidays
- Action Plan:** Winter Exercise
- Focus On:** Holiday Gift Guide
- Food:** Holiday Baking
- Natural Radiance:** Skincare



## CIRCULATION

### NATURAL SOLUTIONS: VIBRANT HEALTH, BALANCED LIVING

Readers are proactive health information seekers. They are always searching out new and better solutions, expert medical advice, and the right products for themselves and their families to live a naturally healthy life every day.

### NATURAL SOLUTIONS

 Readers proactively manage their healthcare.

They live a healthy lifestyle with an emphasis on diet and exercise. They make key decisions for beauty, household, pet, supplements, OTC medications, and food options. Our readers look to *Natural Solutions* to deliver smart and fun new ways to stay in terrific shape, feel amazing, and discover tasty (and healthy!) things to eat.

**NATURAL SOLUTIONS** is a top-selling title in over 1,000 independent “natural grocers” nationwide. In addition to being available at these independent retailers, *Natural Solutions* can be found at many national and regional locations.

**NATURAL SOLUTIONS** 2023 distribution: 225,000.



## DEMOGRAPHIC SNAPSHOT

### SHE IS YOUR CORE CONSUMER

88%	female
47	median age
45	mean age
89%	between ages 25 and 54
58%	have children
77%	married
90%	attended college
75%	managerial/professional
\$74,400	median household income
\$92,800	mean household income

### SHE TAKES ACTION AND IS A KEY INFLUENCER

96%	takes action after reading
88%	alters their families' diets after reading
89%	say friends consider them a resource for information about a healthy lifestyle
91%	say they give advice to others about natural health and a healthy lifestyle

### SHE KNOWS WHERE TO SHOP

90%	mainstream grocery stores
92%	natural grocers
4.3	monthly visits to mainstream grocery stores
4.8	monthly visits to natural grocers

### SHE GOES TO THE SOURCE

134	average minutes spent with each issue
88%	read for overall health and wellness
80%	read for prevention
91%	read for nutrition advice
89%	visit an advertiser's website

### SHE'S A SMART—AND CONSCIOUS—SHOPPER

98%	buy natural/organic foods
98%	regularly use natural remedies and/or supplements
95%	are willing to pay more for natural and organic products
93%	use natural bodycare or beauty products

### SHE'S CREATING A HEALTHY HOME AND PLANET

98%	report either using or planning to use natural products in their homes
94%	use or plan to use natural household-cleaning products
97%	say “I recycle”
91%	say “I purchase environmentally friendly products”

Source: *Natural Solutions* Subscriber Study, 2022





## NATURAL SOLUTIONS ADVERTISING DATES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ON SALE
FEBRUARY	12.9.2022	12.16.2022	2.7.2023
APRIL	2.10.2023	2.17.2023	4.4.2023
JUNE	4.7.2023	4.14.2023	6.6.2023
AUGUST	6.9.2023	6.16.2023	8.8.2023
OCTOBER	8.11.2023	8.18.2023	10.3.2023
DECEMBER	10.6.2023	10.13.2023	12.5.2023

All dates are subject to change.

## DISPLAY AD RATES

RATE BASE: 225,000

SIZE	OPEN RATE
FULL	\$11,165
2/3	\$7,250
1/2	\$6,030
1/3	\$4,135
CV2	\$12,285
CV3	\$12,050
CV4	\$13,050
SPREAD	\$16,750

## ONLINE AD RATES

**BANNER**

336 x 280px  
\$2,000/100,000  
impressions

**HALF BANNER**

336 x 140px  
\$1,200/100,000  
impressions

**LEADER BOARD**

728 x 90px  
\$3,000/100,000  
impressions

## HEALTHY BITES & IMMUNITY TIPS E-NEWSLETTER AD RATES

<b>HEADER</b> 650 x 90px	\$2,445/newsletter
<b>COLUMN</b> 150 x 75px	\$1,290/newsletter
<b>COLUMN</b> 150 x 150px	\$1,830/newsletter
<b>COLUMN</b> 150 x 300px	\$2,350/newsletter
<b>FOOTER</b> 650 x 90px	\$1,995/newsletter
<b>CONTENT</b> 400 x 90px	\$2,775/newsletter

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. 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

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