

NATURAL SOLUTIONS

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VIBRANT HEALTH

BALANCED LIVING

natural SOLUTIONS



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.

2025 EDITORIAL CALENDAR

NATURAL SOLUTIONS ISSUES:

FEBRUARY

Condition: Heart Health
Action Plan: Caffeine Consumption
Focus On: Immunity Health
Food: Sourdough
Natural Radiance: Organic Personal Care

APRIL

Condition: Oral Health
Action Plan: Acupuncture Healing Process
Focus On: Functional Ingredients
Food: Guide to Fermented Foods
Natural Radiance: Sunscreen

JUNE

Condition: Metabolic Health
Action Plan: Skin Microbiome
Focus On: Outdoor Family Fun
Food: Flat Top Cooking
Natural Radiance: Skin care

AUGUST

Condition: Family Nutrition Plan
Action Plan: Back to School
Focus On: Eye Health
Food: Lunchbox Roundup
Natural Radiance: Skincare for Kids

OCTOBER

Condition: Women's Wellness
Action Plan: AI in Health care
Focus On: Healthy Colon/ Lower GI Function
Food: Meal Prepping
Natural Radiance: Hair Care

DECEMBER

Condition: Mental Health
Action Plan: Winter Exercise
Focus On: Holiday Gift Guide
Food: Holiday Baking
Natural Radiance: Essential Oils



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 2025 distribution: 225,000.



DEMOGRAPHIC SNAPSHOT

SHE IS YOUR CORE CONSUMER

90%	female
48	median age
46	mean age
91%	between ages 25 and 54
63%	have children
79%	married
91%	attended college
77%	managerial/professional
\$78,600	median household income
\$94,300	mean household income

SHE TAKES ACTION AND IS A KEY INFLUENCER

96%	takes action after reading
89%	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

92%	mainstream grocery stores
93%	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, July 2024



NATURAL SOLUTIONS ADVERTISING DATES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ON SALE
FEBRUARY	12.6.2024	12.13.2024	2.4.2025
APRIL	1.31.2025	2.7.2025	4.1.2025
JUNE	4.4.2025	4.11.2025	6.3.2025
AUGUST	6.6.2025	6.13.2025	8.5.2025
OCTOBER	8.1.2025	8.8.2025	9.30.2025
DECEMBER	10.3.2025	10.10.2025	12.2.2025

All dates are subject to change.

DISPLAY AD RATES

RATE BASE: 225,000

SIZE	OPEN RATE
FULL	\$11,165
$\frac{2}{3}$	\$7,250
$\frac{1}{2}$	\$6,030
$\frac{1}{3}$	\$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

HEADER 650 x 90px \$2,445/newsletter

COLUMN 150 x 75px \$1,290/newsletter

COLUMN 150 x 150px \$1,830/newsletter

COLUMN 150 x 300px \$2,350/newsletter

FOOTER 650 x 90px \$1,995/newsletter

CONTENT 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

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@innovisionhm.com

ASSOCIATE PUBLISHER

David Benson
david@innovisionhm.com
651.251.9623

innovisionhm.com

