

VIBRANT HEALTH

BALANCED LIVING



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.

2026 EDITORIAL CALENDAR

NATURAL SOLUTIONS ISSUES:

FEBRUARY

Condition: Cardiovascular Health
Action Plan: Winter Workouts
Focus On: Detox
Food: Natural Sweetners
Natural Radiance: Hair Care

AUGUST

Condition: Metabolic Health
Action Plan: High-Fiber
Focus On: Back to School
Food: Family Meal Prepping
Natural Radiance: Skincare for Kids

OCTOBER

Condition: Women's Wellness
Action Plan: High Protein Foods
Focus On: Cold and Flu
Food: Comfort Foods
Natural Radiance: Essential Oils

JUNE

Condition: Men's Health
Action Plan: Perzonalized Medicine
Focus On: Functional Mushrooms
Food: Backyard BBQ
Natural Radiance: Cosmetics

DECEMBER

Condition: Healthy Holidays
Action Plan: Holiday Stress Management
Focus On: Holiday Gift Guide
Food: Holiday Baking
Natural Radiance: Moisturizing Tips



CIRCULATION

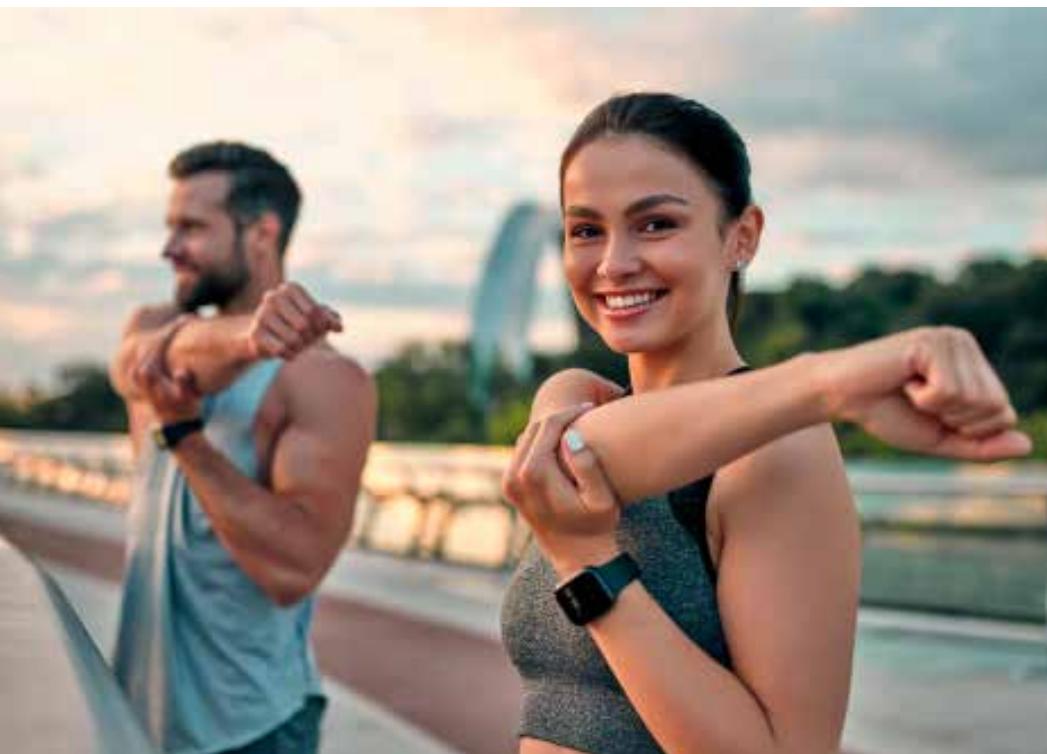
NATURAL SOLUTIONS: VIBRANT HEALTH, BALANCED LIVING

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 2026 distribution: 225,000.



DEMOGRAPHIC SNAPSHOT

SHE IS YOUR CORE CONSUMER

- 91% female
- 48 median age
- 47 mean age
- 92% between ages 25 and 54
- 66% have children
- 82% married
- 91% attended college
- 77% managerial/professional
- \$79,200** median household income
- \$98,800** 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 2025



NATURAL SOLUTIONS ADVERTISING DATES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ON SALE
FEBRUARY	12.5.2025	12.12.2025	2.3.2026
APRIL	1.30.2026	2.6.2026	4.7.2026
JUNE	4.3.2026	4.10.2026	6.2.2026
AUGUST	6.5.2026	6.12.2026	8.4.2026
OCTOBER	7.31.2026	8.7.2026	9.29.2026
DECEMBER	10.2.2026	10.9.2026	12.1.2026

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	HALF BANNER
336 x 280px	336 x 140px
\$2,000/100,000	\$1,200/100,000
impressions	
LEADER BOARD	impressions
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@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

