

Alternative Medicine



EDITORIAL OVERVIEW

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

- ❖ **INTEGRATIVE POLITICS** // Commentary discussing the political climate in Washington, DC and how it affects the practice and availability of CAM.
- ❖ **RESEARCH SAYS** // Reviews of recent releases, evaluated based on direct application potential, quality of the science, and impact on the field.
- ❖ **HEALTH COACH** // Progressively incorporate healthy habits into your lifestyle—one at a time—to transform your life.
- ❖ **QUICK NUTRITION** // A rapidly digestible bite about the food we eat—or should be eating.
- ❖ **CONDITIONALLY** // Overviews of common health conditions presented in everyday language with advice on symptoms and when to seek a practitioner.

2024 EDITORIAL CALENDAR

JANUARY/FEBRUARY

FEATURE: Heart Health
CONDITION: Fighting High Blood Pressure
TOPIC: How to lower your Cholesterol
SUPPLEMENT: Niacin
TRENDING: Health Goals for 2024

MARCH/APRIL

FEATURE: Parkinson's Disease
CONDITION: Autism
TOPIC: Fighting Seasonal Allergies
SUPPLEMENT: Magnesium
TRENDING: Personal Nutrition Plan

MAY/JUNE

FEATURE: Skin Cancer
CONDITION: Healthy Vision
TOPIC: Mental Health
SUPPLEMENT: Probiotics
TRENDING: UV Safety

JULY/AUGUST

FEATURE: Relaxation & Mindfulness Health
CONDITION: Lyme Disease
TOPIC: Mid-Year Health Goals
SUPPLEMENT: Iron
TRENDING: Enjoying the Outdoors Season

SEPTEMBER/OCTOBER

FEATURE: Breast Cancer Awareness
CONDITION: Ovarian Cancer
TOPIC: Preparing for Cold & Flu
SUPPLEMENT: Vitamin C
TRENDING: Fall Harvest

NOVEMBER/DECEMBER

FEATURE: Winter Wellness
CONDITION: Overcoming Stress Gracefully
TOPIC: Happy and Healthy Holidays
SUPPLEMENT: Vitamin D
TRENDING: Holiday Gift Guide

IN EVERY ISSUE:

CBD
IMMUNITY TIPS



CIRCULATION

OUR MISSION: *Alternative Medicine* inspires and empowers readers to take an active role in their own health, employing a holistic and integrative perspective on well-being. Backed by the strength and credibility of our peer-reviewed medical journals, *Alternative Medicine* blends the tradition of ancient practices with developments on the cutting edge of medicine to provide readers with an understandable, everyday approach to living and feeling well.

ALTERNATIVE MEDICINE can be found in over 1,000 independent “natural grocers,” over 1,200 independent pharmacies, and over 1,500 independent health food stores. Distribution of *Alternative Medicine* continues to grow, and is available in many national supermarket, drug, and discount chains.

ALTERNATIVE MEDICINE 2024 distribution: 95,000

DEMOGRAPHIC SNAPSHOT

OUR READER

83%	female
57	median age
54	mean age
88%	between ages 25 and 54
78%	married
\$79,400	median household income
\$91,100	mean household income

TAKES ACTION AND IS A KEY INFLUENCER

93%	has taken action after reading
71%	has altered their families' diets after reading
91%	say friends consider them a resource for information about a healthy lifestyle
94%	say they give advice to others about a healthy lifestyle
93%	have read at least one book concerning healthy living in the past year

KNOWS WHERE TO SHOP

93%	mainstream grocery stores
83%	natural grocers
4.4	monthly visits to mainstream grocery stores
4.2	monthly visits to natural grocers

GOES TO THE SOURCE

128	average minutes spent with each issue
92%	read for overall health and wellness
90%	read for prevention
85%	read for nutrition advice
89%	visit an advertiser's website

A SMART—AND CONSCIOUS—SHOPPER

93%	buy natural/organic foods (averaging \$189/month)
98%	regularly use natural remedies and/or supplements
96%	use a tablet computer



ALTERNATIVE MEDICINE ADVERTISING DATES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ON SALE
JAN/FEB	9.22.2023	9.29.2023	12.19.2023
MAR/APR	11.22.2023	12.1.2023	2.20.2024
MAY/JUN	1.26.2024	2.2.2024	4.23.2024
JUL/AUG	3.29.2024	4.5.2024	6.18.2024
SEP/OCT	5.24.2024	5.31.2024	8.20.2024
NOV/DEC	7.26.2024	8.2.2024	10.22.2024

All dates are subject to change.



DISPLAY AD RATES

RATE BASE: 95,000

SIZE	OPEN RATE
FULL	\$5,400
2/3	\$3,995
1/2	\$3,160
1/3	\$2,295
CV2	\$5,745
CV3	\$5,485
CV4	\$6,325
SPREAD	\$7,995

ONLINE AD RATES

BANNER

336 x 280px
\$1200/50,000 impressions

LEADER BOARD

728 x 90px
\$2200/50,000 impressions

SPECIAL CONTENT E-NEWSLETTER AD RATES

HEADER 600 x 90px \$3,115/newsletter
FOOTER 400 x 90px \$2,850/newsletter

»IMMUNITY TIPS
»HEALTHY GUT
»HEALTHY AGING
»WOMENS WELLNESS
»CHRONIC PAIN

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.
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"	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.
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

SALES

David Benson
david@innovisionhm.com
651.251.9623

innovisionhm.com

