

**ALTERNATIVE MEDICINE**

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# 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.

## 2025 EDITORIAL CALENDAR

### JANUARY/FEBRUARY

**FEATURE:** Cardiovascular Health  
**CONDITION:** Heart-Brain Connection  
**TOPIC:** How to lower your Cholesterol  
**SUPPLEMENT:** Nitric Oxide  
**TRENDING:** Dietary Changes for 2025

### MARCH/APRIL

**FEATURE:** Health and Healing  
**CONDITION:** Treating Eczema  
**TOPIC:** Benefits of Peptides  
**SUPPLEMENT:** Probiotics  
**TRENDING:** Personal Nutrition Plan

### MAY/JUNE

**FEATURE:** Microbiome for the Entire Body  
**CONDITION:** Skin Health  
**TOPIC:** Integrative Eye Care  
**SUPPLEMENT:** Plant Based Supplements  
**TRENDING:** GI-MAP Testing

### JULY/AUGUST

**FEATURE:** Blood Sugar and Mental Health  
**CONDITION:** Cognitive Boosting Health  
**TOPIC:** Planetary Health Diet  
**SUPPLEMENT:** Functional Mushrooms  
**TRENDING:** AI in Health care

### SEPTEMBER/OCTOBER

**FEATURE:** Hyperbaric Oxygen Therapy  
**CONDITION:** Breast Cancer Awareness  
**TOPIC:** Family Nutrition Plan  
**SUPPLEMENT:** Detoxing for Women's Health  
**TRENDING:** Fall Harvest

### NOVEMBER/DECEMBER

**FEATURE:** Family Traditions  
**CONDITION:** Overcoming Stress Gracefully  
**TOPIC:** Happy and Healthy Holidays  
**SUPPLEMENT:** Energy  
**TRENDING:** Impact of Social Media on Health

## 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** 2025 distribution: 95,000



## DEMOGRAPHIC SNAPSHOT

### OUR READER

84%	female
58	median age
555	mean age
89%	between ages 25 and 54
81%	married
\$80,300	median household income
\$93,600	mean household income

### TAKES ACTION AND IS A KEY INFLUENCER

93%	has taken action after reading
74%	has altered their families' diets after reading
92%	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

92%	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	9.27.2024	10.04.2024	12.17.2024
MAR/APR	11.20.2024	11.27.2024	2.18.2025
MAY/JUN	1.30.2025	2.7.2025	4.22.2025
JUL/AUG	3.28.2025	4.4.2025	6.17.2025
SEP/OCT	5.23.2025	5.30.2025	8.19.2025
NOV/DEC	7.25.2025	8.01.2025	10.21.2025

*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

**ASSOCIATE PUBLISHER**  
David Benson  
david@innovisionhm.com  
651.251.9623

**innovisionhm.com**

