

Delight gluten & free

delightful food • delightfully fun

2024 MEDIA KIT





EDITORIAL OVERVIEW

We are foodies who want to eat, cook and enjoy delicious food in our homes, out on the town and around the world... We just happen to be on gluten-free diets. We bring our readers a gluten-free world filled with delightful options, one flavor-packed meal at a time.

We surpass our direct competitors by offering sound advice & tips for people following a special diet, as well as:

- ❖ **Culinary tips & techniques**
- ❖ **Fully-tested 100% gluten-free recipes** from our test kitchen
- ❖ **Entertaining articles & inspiring stories**
- ❖ **A travel section** featuring the world's most popular restaurants & their menus catering to special dietary needs
- ❖ **Guides & advice** for converting recipes to be dairy/casein-free, nut-free, soy-free, corn-free and rice-free
- ❖ **Daily engagement** on social media (Twitter, Facebook, Instagram and Pinterest)
- ❖ **Gluten-free substitutes guide** that includes easy ways to replace dairy and eggs in all recipes as well as measurement conversions

Our readers devour each issue cover-to-cover. We always have more editorial content than advertising, which means your advertisement will be noticed & won't get lost in a sea of ads.

2024 EDITORIAL CALENDAR

DELIGHT GLUTEN-FREE ISSUES:

JANUARY-FEBRUARY

Eating Clean in 2024
Dinner on the Go
Valentine's Day Treats
Gluten Free Cupcakes
2024 Fitness Goals
Egg Bake
Keto Diet

MARCH-APRIL

Spring Cleaning!
One Bowl Meals
Gluten Free Pasta
Passover and Easter Dishes
Celiac & Pregnancy
Sunscreen
Detox
Vegan Lifestyle

MAY-JUNE

Tex-Mex
Sweet & Savory Desserts
Salads and Dressings
Breakfast Sandwiches
Backyard Garden
Summer Fitness
Summer Skincare

JULY-AUGUST

Backyard BBQ
Seafood Favorites
Sweet Berry Pies!
Summer Drinks
Summer Smoothies
Canning and Preserving
Family Wellness Checks

SEPTEMBER-OCTOBER

Back to School
Meal Prepping
Trick or Treating
Seasonal Allergies
Baking with Apples
Stress Management
Fall Harvest

NOVEMBER-DECEMBER

Holiday Cookies and Treats
Cooking for a Crowd
Holiday Leftovers
Holiday Cocktails
Better Health for the Holidays
Winter Workouts
Holiday Gift Guide

ISSUE HIGHLIGHTS:

ALLERGEN CONVERSIONS
GLUTEN-FREE ON A BUDGET
ASK THE DOC
DELIGHT ANSWERS
NUTRITIONAL ANALYSIS
BAKING TIPS
SEASONAL INGREDIENT GUIDES
BOOK REVIEWS
FAVORITES
SEMI-HOMEMADE MEALS
WORLD-WIDE TRAVEL PROFILES
GIVING BACK FEATURES
NATURAL & ORGANIC GLUTEN FREE
GLUTEN FREE BEAUTY PRODUCTS

advertorial opportunity!



CIRCULATION

DELIGHT GLUTEN-FREE MAGAZINE reaches the global gluten-free community including people living with Celiac Disease, Type 1 Diabetes, Autism, Down Syndrome, Multiple Sclerosis, Thyroid Disease and gluten intolerance.

DELIGHT GLUTEN-FREE MAGAZINE is distributed to the USA and Canada, and is also found on newsstands in Australia, Netherlands, Brazil, United Kingdom, Finland, Taiwan, Romania, Singapore, New Zealand, Portugal, Spain, Puerto Rico, Malaysia & U.S. Military bases.

DELIGHT GLUTEN-FREE MAGAZINE is very proud to provide complimentary copies to more than 1,000 doctors' offices and hospital centers nationally for distribution to newly diagnosed patients. Doctors and patients alike have told us how much they love the magazine and use it as a getting-started guide for living a gluten-free lifestyle.

DELIGHT GLUTEN-FREE MAGAZINE 2024 distribution: 125,000.

ADVERTORIALS

Our **SEMI-HOMEMADE MEALS** section is an excellent opportunity to gain extensive editorial coverage on not only your brand but specific products within your product line.

Provide our editorial team with up to 4 different products and they will develop four custom recipes and high-resolution & delectable photographs that will appear in your dedicated Semi-Homemade feature section of the magazine. This 4-page spread will also include a full-page advertisement for your brand and these recipes will appear on Delight-GlutenFree.com with hundreds of other editorial recipes providing you an endless life-cycle to reach the gluten-free consumer.

This unique opportunity is only available in Delight Gluten-Free Magazine! Space is limited – inquire today!



\$3,500 NET PER PLACEMENT

No more than 2 placements per year per company. Can not combine with any other programs.



DEMOGRAPHIC SNAPSHOT

- 96% female
- 46 median age
- 44 mean age
- 90% between ages 25 and 54
- 66% have children
- 78% married
- 92% attended college
- \$89,800 median household income
- 98% buy gluten-free products one or more times per week
- 98% on a gluten-free diet or support a friend or family member

Source: *Delight* Subscriber Study, July 2023



DELIGHT GLUTEN-FREE ADVERTISING DATES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ON SALE
JANUARY/FEBRUARY	11.10.2023	11.17.2023	1.2.2024
MARCH/APRIL	1.12.2024	1.19.2024	3.5.2024
MAY/JUNE	3.15.2024	3.22.2024	5.7.2024
JULY/AUGUST	5.10.2024	5.17.2024	7.2.2024
SEPTEMBER/OCTOBER	7.12.2024	7.19.2024	9.3.2024
NOVEMBER/DECEMBER	9.13.2024	9.20.2024	11.5.2024

All dates are subject to change.

DISPLAY AD RATES

RATE BASE: 125,000

SIZE	OPEN RATE
FULL	\$2300
2/3	\$1725
1/2	\$1375
1/3	\$1000
CV2	\$2900
CV3	\$2800
CV4	\$3000
SPREAD	\$4500

ONLINE AD RATES

BANNER **HALF BANNER**

336 x 280px \$750/month	336 x 140px \$560/month
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LEADER BOARD

728 x 90px
\$995/month

E-NEWSLETTER AD RATES

HORIZONTAL BANNER 380 x 80px
\$840/month

VERTICAL BANNER 160 x 240px
\$700/month

FOOTER 380 x 80px
\$760/month

Rates are in gross dollars.

DOCTORS' OFFICE & HOSPITAL RESOURCE PROGRAM

Full-page advertisement
on cardstock with perforation in all copies sent to doctors' offices. (10,000 copies)

Listing in all copies of Delight Gluten-Free Magazine as Doctors' Office Program Sponsor with logo.

DelightGlutenFree.com listing as program sponsor.

OFFICE & RESOURCE PROGRAM
\$4000/month

Ask your advertising representative about Delight's special integrated marketing and value-added programs!



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 8.25 x 5.4" 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

PROMOTIONAL OPPORTUNITIES

THE DELIGHT GLUTEN-FREE MAGAZINE CUSTOM E-NEWSLETTER

Grab the attention of gluten-free consumers with a custom e-newsletter. Highlight your brand with 11 digital advertising slots and a tasty recipe! This option gives your brand the opportunity to set the tone and messaging of your marketing campaign with almost immediate ROI and generated interest & sales within minutes of the blast going out. With over 30,000 opt-in gluten-free consumers your messaging can have an instant impact in the marketplace. Delight further supports your messaging by tagging the custom e-newsletter to social media sites. Whether you're launching a new product, reminding consumers of your brand or looking to boast your brand's social interactions, our custom e-newsletter is an excellent cost-effective way to reach the gluten-free consumers in their homes.

Custom e-newsletters provide advertisers a custom opportunity to direct their message to a captive gluten-free audience. The custom e-newsletter will be built to your company's specifications and may include up to 2 gluten-free recipes and body copy. No recipes on file? No problem! Our test kitchen team can create and photograph the recipes for you!

CUSTOM E-NEWSLETTER RATES

Includes up to 2 recipes, body copy, 11 interactive advertisement placements.

1X	1 annual newsletter	\$1750
3X	1 newsletter ever 4 months	\$1500
6X	1 newsletter every 2 months	\$1250

*Limited quantities available

PACKAGE FEATURES:

TWO RECIPES featuring your products in a custom newsletter format.

11 INTERACTIVE ADVERTISEMENT PLACEMENTS within custom newsletter template.

RECIPE DEVELOPMENT for your products by Delight Gluten-Free Magazine test kitchen staff, if desired. Photography included.

MULTIPLE COUPON OFFERS at no additional charge. E-newsletters can be in HTML format as long as they are MailChimp compliant.



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