

Gluten-Free LIVING

2010 Media Kit

Gluten-Free Living is a national magazine published specifically for those who follow a gluten free diet. That means your advertisement will end up right in the hands of customers who need and want your product.

- *Gluten-Free Living* reaches more than 35,000 people through subscriptions, distribution and pass along readership. Ninety-five percent of them follow a gluten-free diet or parent a child who follows the diet. Other readers are doctors, dietitians, nutritionists and support group leaders who use the magazine to help patients learn how to cope with a gluten-free diet.
- *Gluten-Free Living* is found nationwide in Whole Foods, Wegman's, Barnes and Noble, Border's and many small to large health food stores.
- *Gluten-Free Living* is nationally respected as the best source of original information about the gluten-free diet and lifestyle.
- *Gluten-Free Living* has been published for 14 years by professional journalists who follow the gluten-free diet themselves and understand the challenges involved in staying gluten free.

Contact Information

General

Gluten-Free Living
560 Warburton Avenue, 2nd Floor
Hastings-on-Hudson, NY 10706
info@glutenfreeliving.com

Publisher

Ann Whelan
(914) 231-6361
ann@glutenfreeliving.com

Advertising Sales

Kendall Egan
(914) 772-0160
kendall@glutenfreeliving.com

Production Schedule 2010

Issue	Ad Close	Material Due	Distribution Date
Volume 10, #1	January 22nd	January 29th	March 2 nd
Volume 10, #2	April 23rd	April 30th	June 1 st
Volume 10, #3	July 30th	August 6 th	September 8th
Volume 10, #4	October 22nd	October 29th	December 7th

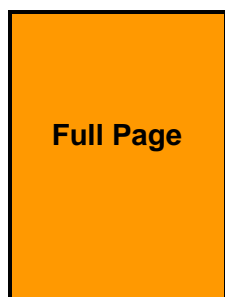
Layout Elements

File Submission	JPEG preferred	PDF acceptable—If fonts are embedded and file is setup as CMYK
Resolution	High	300 DPI

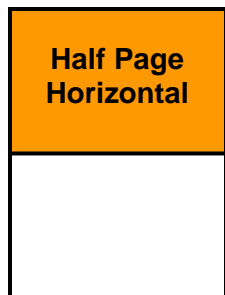
Gluten-Free

LIVING

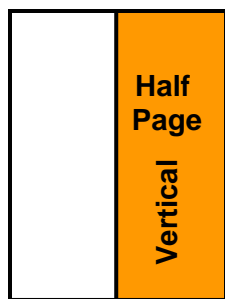
Ad Specifications



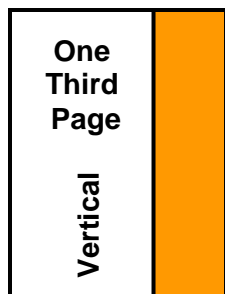
Full Page



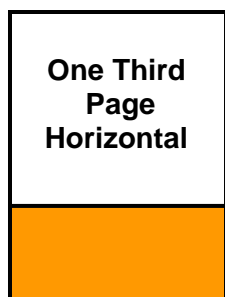
Half Page
Horizontal



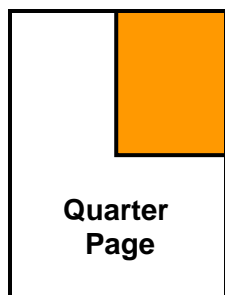
Half Page
Vertical



One Third Page
Vertical



One Third Page
Horizontal



Quarter Page

Ad Page Size	(Horizontal or Vertical)	Live Area (Inches)		With Bleed (Inches)	
		Width	X Height	Width	X Height
Full	n/a	8	x 10.5	9	x 11.5
Half	H	8	x 5.25	N/A	x N/A
Half	V	4	x 10.5	4.5	x 11.5
One-Third	H	8	x 3.5	N/A	x N/A
One-Third	V	2.5	x 10.5	3.5	x 11.5
Quarter	n/a	3.63	x 4.88	N/A	x N/A

Special Placement Options		
Location	Live Area (Inches)	With Bleed (Inches)
Back Cover	8 x 10.5	9 x 11.5
Inside Front Cover	8 x 10.5	9 x 11.5
Page 3	8 x 10.5	9 x 11.5
Inside Back Cover	8 x 10.5	9 x 11.5

Ad Rates

Ad Size	Gross 1 x	Net 1 x	Gross 4 x	Net 4 x
Full Page	\$1,992	\$1,733	\$1,890	\$1,643
Half Page	\$1,026	\$893	\$978	\$851
One Third	\$761	\$622	\$729	\$634
One Quarter	\$574	\$499	\$543	\$473

Special Placement Rates		
Ad Location	Gross 1x each	Net 1x each
Back Cover	\$2,300	\$2,000
Inside Front Cover	\$2,070	\$1,800
Page 3	\$2,070	\$1,800
Inside Back Cover	\$1,955	\$1,700

2010 MEDIA KIT

Kendall Egan (914) 772-0160 kendall@glutenfreeliving.com