

EXPERIENCE L!FE

THE **WHOLE-LIFE** HEALTH AND FITNESS MAGAZINE



MEDIA KIT

2021



“Your magazine has made such a positive impact on my life – nutritionally, physically, and emotionally.”
 – Claudine G., Experience Life reader



ABOUT EXPERIENCE LIFE

HEALTHY. HAPPY. FOR REAL.

Our award-winning magazine inspires readers to achieve their healthy-living goals by providing some of the most forward-thinking, well-researched coverage of health and wellness topics available anywhere today.

Depth, quality, and integrity are our hallmarks. Ads sit in a beautiful, thoughtful context of award-winning LOHAS editorial and design. This “halo effect” creates a reader bond that’s unavailable in any other magazine in the category.

Experience Life helps its audience of 2 million health-motivated individuals embrace and sustain a healthy way of life. That’s why, for more than a decade, 80 percent of Life Time members *have opted to pay to receive the magazine*, and why it’s also embraced by a growing audience of nonmember subscribers.

MORE THAN A NUMBER

CORRECTING MISPERCEPTIONS About the Connection Between Weight and Health

BY MCKENNY

... we are each other's harvest: we are each other's business: we are each other's magnitude and bond.

— GWENDOLYN BROOKS

Meditation

... we are each other's harvest: we are each other's business: we are each other's magnitude and bond.

— GWENDOLYN BROOKS

HANDS-FREE

18 WAYS TO BREAK THE CELLPHONE HABIT

The Renegade Row

Nail the form of this advanced plank move to build functional ab strength.

BY MAGGIE FAZELI FARO, BSC, MPT-1, ALPHA

The intersection of functional fitness and core strength lies the renegade row. Essentially an advanced single-arm plank set in motion, a renegade row one-ups isolation moves like the abdominal crunch by forcing your core to stabilize the spine dynamically while your center of gravity is shifting.

The renegade row works the anterior-oblique subsystem (AOS), one of the body's key sling systems of muscle and connective tissue.

The AOS runs diagonally across the front of your torso and helps you pull down and across your body. It aids in the rotation needed for swinging a racket, bat, or golf club. It stabilizes your hips and torso as you pull your back foot into the stepping position while walking. Driving a car, opening a door, even sitting with crossed legs — all involve some degree of twisting in the spine, using the AOS.

Tapping into the renegade row's benefits requires proper form. Common pitfalls include sloppy plank form, rounding and tilting the hips, and using more weight than you can control. It's important to maintain a straight line in your body and keep your hips squared to the floor even as you raise one hand at a time.

Note that weight is not required for this move: Start practicing without weight, and gradually add load as you advance.

1. Take a plank position, with your left hand on the floor and your right hand holding a dumbbell in right to medium-weight dumbbell (20 lbs to 40 lbs, no weight at all).
2. Shift the weight of your upper body onto your left hand. Pull the dumbbell toward the right hip as if performing a single-arm row.
3. Reverse the movement, touching the dumbbell to the floor. Repeat for two or three sets of eight to 10 reps per side.
4. Progress the move by using two dumbbells, one in each hand, and alternating sides to complete the same number of reps.

Power Up
Learn more about increasing your strength and stamina at [http://experiencelife.com](#).

Real Food

Forget detoxifying with insupportable crash diets. Opt instead for a whole-foods regimen rich in vegetables and fruits to aid the vital detoxification abilities of your liver.

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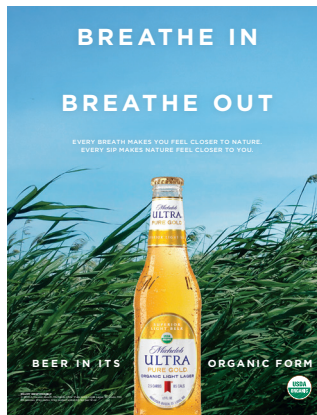
Find a recipe for this Curcumin-Pineapple Smoothie at [http://experiencelife.com/nutrition/recipes](#).

OUR BRAND PARTNERS

EXPERIENCE LIFE has forged healthy relationships with some of the nation's most respected brands.



EXPERIENCE MORE SUCCESS



EXPERIENCE LIFE isn't just a great magazine: It's an exceptional media buy.

It gives you access to a field of influencers and opinion shapers — people who invest thoughtfully in their healthy-living values and encourage others to do the same.

Your brand benefits from:

- **A one-of-a-kind audience.** Our educated, affluent readers are looking to do business with brands that share their high-quality standards and their passion for healthy living.
- **A sane, uncluttered setting.** Appealing adjacencies and a carefully curated editorial context give your message more influence and credibility.
- **Unduplicated reach and engagement.** You will not find these readers — or this level of engagement — in any other magazine brand in the category.

EXPERIENCE LIFE

PARTNER WITH US

EXPERIENCE LIFE has nearly 20 years of evergreen health and wellness content, driving new users to our site every day and keeping our loyal readers coming back time and time again. They trust our brand as a leader in the health and wellness space.

Partnering with *Experience Life* gives you multiplatform visibility and the ability to reach different sets of audiences.



EXPERIENCE LIFE



**Average time on
online articles:**
5 minutes

**Average monthly
social-media impressions:**
1.6 million

EXPERIENCE LIFE aligns your brand with our passionate ad-engaged audience of health-motivated consumers through our various marketing channels. Together, these channels receive over
5 million
monthly
impressions.

EXPERIENCE LIFE

MEET OUR READER

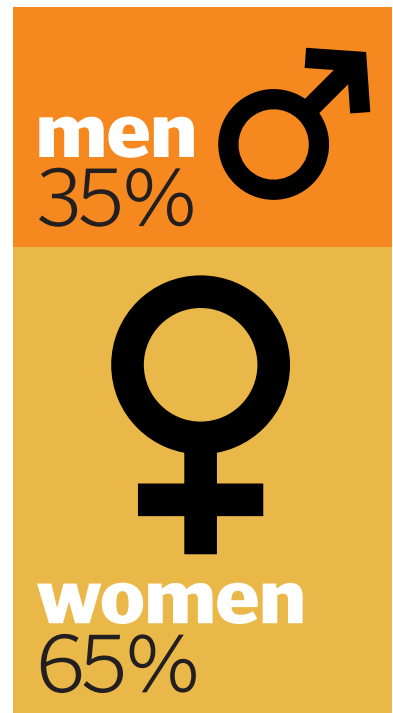
WITH AN ESTIMATED MARKET REACH OF 2 MILLION PER ISSUE, your brand can reach discerning readers eager to engage with brands that can help power their healthy-living journeys.

650,000


print-rate base



Median Household Income:
\$127,000



Any College: 
75%

Married: 
71%

Median Age:
45

EXPERIENCE LIFE

A HIGHLY COVETED AUDIENCE

CONNECT WITH PASSIONATE READERS who are committed to improving — and investing in — their health and wellness.

72% of readers read **3 or 4 out of 4 issues**, and many say they read almost every page or cover to cover.

97% of readers at least flip through every issue; of those, **35% read every issue cover to cover.**

A hugely passionate reader relationship:

"This is my favorite magazine/best magazine out there/it changed my life."

89% agree that *Experience Life* keeps them informed on health and fitness topics, with **54%** rating it *"among my favorite magazines."*



86%

of readers don't just read the magazine: **They shift their thinking and behavior** in response to our editorial, and they share the magazine with friends and family.

Our reader research suggests that our health-motivated, educated, and very affluent audience embraces **LOHAS** (Lifestyles of Health and Sustainability) values: The majority of our readers are dedicated to achieving their highest potential, and they see living in an environmentally conscious way as an important priority. **They are discerning consumers** — label-readers who prefer to do business with brands that share their values. They are early adopters, trend leaders, and influential members of their community whose opinions and preferences drive those of family and friends.

Source: 2017 Spring
Readex Editorial Survey
*2011 IPSOS Mendelsohn
Subscriber Study

EXPERIENCE LIFE

UNMATCHED, UNDUPLICATED ENGAGEMENT



EXPERIENCE LIFE'S authentic, service-oriented editorial approach creates powerful reader connections and loyalty. This translates into traction for advertisers. *Experience Life* readers make a point of reading every issue: Prioritize your advertising where health and fitness enthusiasts prioritize their time.

Magazine	% Read (four out of last four issues)
Experience Life	56%
Runner's World*	54%
O Magazine (Oprah)	44%
Shape	39%
Yoga Journal	37%
Prevention	36%
Men's Journal	33%
Muscle and Fitness	32%
Eating Well	30%
Men's Health	30%
Women's Health	30%

Source: 2017 Spring Readex Editorial Survey;
*2017 Spring GfK MRI (all other publications)

WE'RE DIFFERENT, NOT DUPLICATED

Experience Life is a unique healthy-living magazine with unmatched editorial authority. Close to half of our busy readers do not regularly read any other magazine in our competitive set. You can't reliably reach them through any other print medium.

- 95% do *not* regularly read *Yoga Journal* or *Runner's World*
- 94% do *not* regularly read *Clean Eating*
- 91% do *not* regularly read *Men's Fitness*, *Health*, or *Eating Well*.
- 90% do *not* regularly read *Women's Health*
- 88% do *not* regularly read *Men's Health*, *Prevention*, or *Shape*

Source: 2017 Spring Readex Editorial Survey

EXPERIENCE LIFE

EDITORIAL PROFILE

EXPERIENCE LIFE offers its readers a well-rounded, no-nonsense approach to healthy living. We create a context of quality, credibility, and high engagement.



Health and Wellness:

Thoughtful, in-depth articles on health conditions and trends, as well as self-care, that rely on cutting-edge research and expert sources.

Fitness: Workouts, sport-specific training tips and techniques, life-changing success stories, and more.

Nutrition: Deep, carefully researched coverage of important nutrition and food-related topics, plus simple, tasty, *healthy* recipes.

Life Balance and Personal Development: Practical advice on managing time, priorities, choices, and stress — plus guidance for living mindfully in this fast-paced world.

Sustainable Living: Realistic, action-oriented information and ideas for integrating environmentally friendly behaviors and habits into readers' active lifestyles.

Active Adventure: Active getaways and relaxing retreats that encourage our readers to take care of and enjoy their healthy bodies — and the world around them.

AWARD-WINNING QUALITY

EXPERIENCE LIFE has been called “the best magazine in health and wellness today,” and that commitment to quality has earned us more than 100 editorial and design awards.

At the **2019 FOLIO: Eddie and Ozzie Awards**, we received top honors in seven categories:

- Full Issue – Consumer Health/Fitness
- Series or Single Article – Consumer Health/Fitness
- Column or Blog – Consumer Health/Fitness
- Site Design – Consumer
- Social Media: Instagram – Consumer
- Newsletter – Consumer
- Range of Work by a Single Author – Consumer

Additional Accolades:

- 20 FOLIO: Award Wins from 2005–2019
- 57 FOLIO: Award Honorable Mentions
- 2 MAGGIE Awards
- 4 Webby Awards
- 2014 “Magazine of the Year” from the Minnesota Magazine and Publishing Association



**2019
Winner
of 7 FOLIO:
Eddie and Ozzie Awards
(plus 13 honorable mentions)**



**2019 FOLIO:
EDDIE
AND
OZZIE
AWARDS**



EXPERIENCE LIFE

DIGITAL REACH



EXPERIENCE LIFE's robust digital platforms

provide opportunities for multi-touchpoint advertising, connecting you with our growing digital audience. This enables your brand to reach millions of health-motivated men and women wherever they are.

Web

600K+
monthly page views

65%
of digital users are female

75%
unique visitors

Average ages of digital users:
30-40

Experience Life's digital audience is complementary to our print readers, with nearly one-third between the ages of 25-34. This group is committed to identifying their individual value and purpose.

It's also focused on self-care. With the wellness industry valued at over \$4 trillion as of 2018, ExperienceLife.com is primed to help you connect with an audience that's intent on becoming their healthiest, happiest, most authentic selves.

E-Newsletter

Subscriber Opt-In

254K
subscribers

27%
average open rate

4%
average ad click-through rate

26%
click-through open rate

EXPERIENCE LIFE

EDITORIAL CALENDAR 2021

**JAN
FEB**

The Past & Future You

The new year brings new opportunities to reflect on your life — and create a vision for a healthier future. Get inspired to acknowledge where you are now, to recognize your strengths *and* areas for growth, and to embrace your full potential.

APR

Keep It Simple

It's easy to feel overwhelmed by the array of “solutions” for banishing old habits or reaching your healthy-living goals. But change doesn't have to be complicated. These concepts can help shift your mindset and clear the way for lasting progress.

JUN

Reach New Heights

As you start to plan for making the most of summer, get ideas for moving outside, expanding your horizons, and setting goals that push you out of your comfort zone. Because that's where the real growth and change happen.

SEPT

Back to Routine

It's time to settle into a more organized schedule. From resources for planning your days to tips for prioritizing your own self-care, this content can help you transition into a more intentional healthy-living regimen for fall.

NOV

Breathe Deep

There's no time like the present to slow down, listen to your body, and calm your mind. Learn how prioritizing self-care can help you manage the stress of daily life — and that of the upcoming holiday season, too.

MAR

Onward!

A year since the start of the pandemic, we've forged ahead one day at a time. As we continue to learn how to embrace these circumstances, find examples of our capacity to adapt and thrive through challenging times.

MAY

The Food Issue

Food is about more than what we put in our bodies. In this year's guide to healthy eating, meet health-conscious chefs and foodies, get motivated to grow and cook your own food, learn why food connects us, and more.

**JULY
AUG**

The Future of Health

It's the 20th anniversary edition! We're marking the occasion by reviewing how healthy living has changed over the years — and making a few predictions about the factors that will affect our collective health in the years to come.

OCT

Strong & Resilient

Perseverance and resilience are key to achieving our goals, but they don't always come naturally. Explore tools and inspiration for building and enhancing these skills, so you can overcome any obstacles you may face on your journey.

DEC

Bring It Home

As 2021 comes to a close, spend time with the people you love most, celebrate all that you've accomplished, and take an honest look at what your heart truly desires. These ideas will help you wrap up the year on a high note.

NATIONAL PRINT RATES 2021

- Published 10x per year
- All rates are gross
- All ads are 4-color

Full-Page Ad

8.375" x 10.75" (bleed)
8.125" x 10.5" (trim)
7.625" x 10" (live)

Spread Ad

16.5" x 10.75" (bleed)
16.25" x 10.5" (trim)
15.75" x 10" (live)

Spread ad should allow 0.5" total gutter space for crossover test.

1/3-Page Ad

2.125" x 9.5" (non-bleed)

Please make sure document dimensions are correct. Build pages to trim size and extend bleed, if applicable, beyond page edge by a minimum of 1/8 inch. Keep live matter 1/4 inch from trim area.

2021 AD RATES

Rate Base 700,000
Readership 3,150,000

2021 DISPLAY RATES

	1x	3x	6x	10x
4-color				
Full Page	\$15,000	\$14,250	\$13,250	\$12,000
1/3-Page	\$10,000	\$9,250	\$8,250	\$7,000
Covers				
Cover 2	\$20,000	\$19,250	\$18,250	\$17,000
Cover 3	\$20,000	\$19,250	\$18,250	\$17,000
Cover 4	\$25,000	\$24,250	\$23,250	\$22,000
Full Spread	\$20,000	\$19,250	\$18,250	\$17,000

Regional editions available. Ad rates are commissionable to recognized advertising agencies at 15% of the earned rate.

PRINT EDITION AD SPECS 2021

MECHANICAL SPECIFICATIONS

Acceptable file formats: High-resolution, PDF/X-1a compliant PDF is preferred. We are not responsible for the print quality of files lower than 300 dpi. Once submitted, changes or corrections are not permitted.

Native files also accepted (with prior approval from Experience Life production department): InDesign (all links and fonts must be included); Adobe Illustrator (remove spot colors and layers); Adobe Photoshop (remove ICC profiles and LZW compression); files must be sent in Macintosh format only.

Fonts: Only use Postscript or OpenType fonts. Avoid using TrueType fonts. Do not use menu-stylized fonts for italic or bold type. All fonts used in art files must be converted to outlines.

Linked images: No Pantone/PMS or RGB colors. All images must be in CMYK format and color-corrected. We are not responsible for color on RGB or PMS files that must be converted to CMYK; minimum recommended resolution is 300 dpi. Lower resolutions will result in poor quality. Artwork enlarged over 100% may result in an effective resolution of less than 300 dpi; all images should be in EPS or TIFF format. Use of JPG, GIF, BMP, and PICT images is strongly discouraged because they will result in lower image quality.

Additional Charges: Any advertiser-submitted file that is not output-ready or does not meet specifications could incur an additional preparation charge of \$45 per hour, billable in quarter-hour increments.



Spread ad example (16.25" x 10.5")



Full-page
ad example
(8.125" x 10.5")



1/3-page
ad example
(2.125" x 9.5")

DELIVERY OF PRINT AD MATERIALS

Email

LTMedia@lt.life

FTP Transfers*

Host: <https://ftp.lifetime.life>

User name: md

Password: ilandens

Mail

Life Time Media
Attn: Tim Wetmore
2902 Corporate Place
Chanhassen, MN 55317

*Notify Life Time of any files that have been posted to the FTP site by sending an email to LTMedia@lt.life.

EXPERIENCE LIFE

WEBSITE AD SPECS 2021

WEBSITE ADVERTISEMENTS

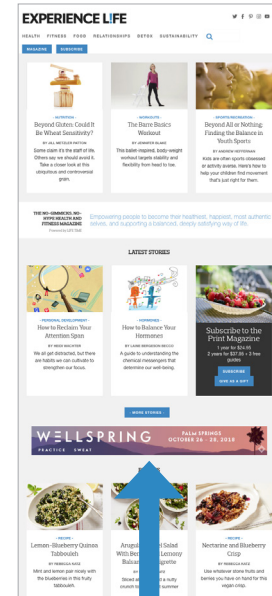
- All advertisements must have a start and end date.
- All advertisements are due to Laura Fogelberg, *Experience Life's* audience-development marketing manager (lfogelberg@experiencelife.com), a week prior to the start of the ad campaign.
- Mobile-only placement is not available.
- Creative for both desktop and mobile sizes required for all leaderboard ad placements.
- Geotargeting is available, at an additional fee.
- Prices subject to change depending upon channel traffic.

	Leaderboard	Medium Rectangle		
Size	Desktop: 837 x 103 pixels Mobile: 300 x 250 pixels	300 x 250 pixels		
Format	JPEG or GIF*	JPEG or GIF*		
Net Price (CPM)	\$17	\$15		
Resolution	72	72		
Background	Non-white preferred	Non-white preferred		
Border	Yes	Yes		
Digital Rates	1mo	3mo	6mo	12mo
Leaderboard	\$6,000	\$5,750	\$5,500	\$5,250
Medium Rectangle	\$5,250	\$5,000	\$4,750	\$4,500

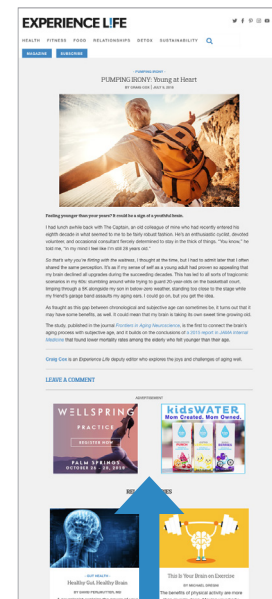
*GIF AD SPECS

2Mbps • 32-bit • At least 15 frames/second • :15 or :30 • 1 MB or less

For sponsored content advertising opportunities, contact LTMedia@lt.life.



Leaderboard



Medium Rectangle

E-NEWSLETTER AD SPECS 2021

NEWSLETTER ADVERTISEMENTS

- The weekly newsletter, *Pause*, is published every Tuesday. All ads must be delivered no later than the preceding Tuesday.
- Digital ad contact for delivery: Laura Fogelberg, *Experience Life's* audience-development marketing manager (lfogelberg@experiencelife.com).

NEWSLETTER SPECS

	Leaderboard	Medium Rectangle
Size	566 x 125-200 pixels	300 x 250 pixels
Resolution	72	72
Background	Non-white preferred	Non-white preferred
Border	Yes	Yes

Digital Rates	1x	3x	6x	10x
Weekly Newsletter	\$850	\$825	\$800	\$775

