

Experience Life

THE WHOLE-LIFE HEALTH AND FITNESS MAGAZINE



2022

MEDIA KIT

“Your magazine has made such a positive impact on my life — nutritionally, physically, and emotionally.”

— Claudine G., Experience Life reader

ABOUT Experience Life



The Side Plank

By Maggie Fazeli Fard, RKC, MPT-1, ALPHA

Boost your lateral stability, core strength, and overall balance by personalizing this body-weight training staple.

REAL FITNESS Break It Down

Square your shoulders over your base — your elbow or, if extending your base arm, your hand — and don't let them round forward.

Your free hand can be placed lightly on your top hip or extended overhead.

Maintain a neutral neck and spine. Head globe in front of you.

Keep your hips stacked and fight the urge to let them slip down.

Keep your feet flat on the floor. Engage through your core and the muscles of your base arm and hip, keeping your hips elevated.

Read the position for three deep breaths (20 to 30 seconds). Raise, then repeat on your other side.

PROGRESS THE MOVE For an advanced side-plank, use a medicine ball or a weighted vest.

INSTRUCTIONS

- 1** Lie on your side and prop yourself up on that side's forearm. Stack your shoulder over your elbow. Press through that arm to keep your shoulder away from your ear and maintain a straight neck.
- 2** Extend your top leg. Stack your upper foot on top of the bottom one. If it's comfortable, an stagger your feet so they are both on the floor.
- 3** Press through your base arm and feet, and raise your body off the floor. Engage through your core and the muscles of your base arm and hip, keeping your hips elevated.
- 4** Read the position for three deep breaths (20 to 30 seconds). Raise, then repeat on your other side.

MAGGIE FAZELI FARD, RKC, MPT-1, ALPHA, is an Experience Life senior editor.

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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 nonmember subscribers.

And we're more relevant than ever, with 48 percent of readers indicating they will take their health more seriously as a result of the pandemic.

OUR BRAND Partners

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



mindful

cleanplates



NUTRITIOUS LIFE



wisdom 2.0



Clean Eating
magazine



CHARLOTTE'S WEB™
STANLEY BROTHERS

Lifeline



Michelob ULTRA

COOLA®



Salsa
ADVENTURE BY BIKE



GEICO

LasikPlus+

Experience Life

EXPERIENCE MORE Success

**BE WELL.
EVERY DAY.**

Our new daily wellness gummies help manage everyday stress, help you recover from exercise, and help maintain regular sleep cycles.*



CHARLOTTE'S WEB
STANLEY BROTHERS

THE WORLD'S MOST TRUSTED HEMP EXTRACT™

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

REAL. GOOD. ENERGY.



**HERE'S
TO THE
YEAR
AHEAD**

BOOMERANG
ENERGY DRINK

NATURAL ENERGY
7.5 FL. OZ. (1.7) 472 ML

Available in the LifeCafe! **LIFECAFE**

COOLA.

Available at
LIFESPA

Everyday Organic
SPF with benefits.

go beyond



**NO EXCUSES.
NO SHORTCUTS.
NO GIMMICKS.
NO TOMORROWS.**

NOBULL



NBULLPROJECT.COM/LIFETIME

**invis is
on track
and on
the go.**



invisalign

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.

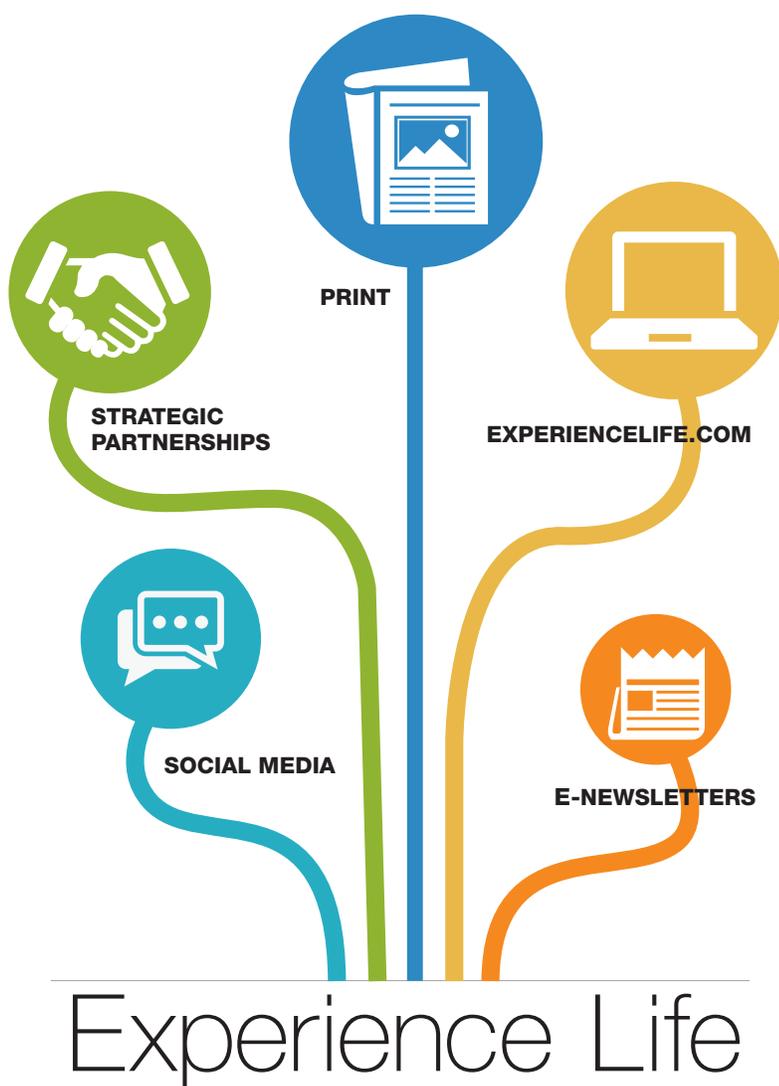
- **UNDUPLICATED REACH AND ENGAGEMENT.** You will not find these readers — or this level of engagement — in any other magazine brand in the category.

Experience Life

PARTNER With Us

EXPERIENCE LIFE has 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.



**AVERAGE TIME ON
ONLINE ARTICLES:**

5 minutes

**AVERAGE MONTHLY
SOCIAL-MEDIA IMPRESSIONS:**

1.6 million

EXPERIENCE LIFE aligns your brand with our passionate, 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



Average Household Income:
\$96,500



Any College: 
80%

In a Relationship:
71%

Average Age:
45

Experience Life

A HIGHLY COVETED Audience

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

87%

of readers who have received at least four issues have read **3 OR 4 OUT OF 4 ISSUES**

94% of readers at least flip through every issue; of those, **50% 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 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.

Sources: Figures based on 2021 *Experience Life* Subscriber Survey by Research One; LOHAS information from 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%
Real Simple	44%
Eating Well	41%
Runner's World	39%
Shape	38%
Prevention	34%
Women's Health	30%
Yoga Journal	27%
Men's Health	26%

Sources: *Experience Life* figure based on 2021 *Experience Life* Subscriber Survey by Research One; all other publications' figures based on Spring 2021 GfK MRI-Simmons.

WE'RE DIFFERENT — AND WE STAND OUT

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

- 93% do *not* regularly read *Runner's World* or *Men's Health*
- 89% do *not* regularly read *Shape* or *Health*
- 86% do *not* regularly read *Prevention*, *Yoga Journal* or *Mindful Magazine*
- 85% do *not* regularly read *Women's Health*
- 81% (avg.) do *not* regularly read *Cooking Light* or *Eating Well*
- 75% do *not* regularly read *Real Simple*

Source: 2021 *Experience Life* Subscriber Survey by Research One.

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, informed by 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.

COMMUNITY WELL-BEING: With a focus on collective health and wellness, this content addresses societal issues and opportunities for contributing to the greater good of all.

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 to 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

61%
of digital users are female

75%
unique visitors

Average age of digital users:
30-35

Experience Life's digital audience is complementary to our print readers, with nearly one-third between the ages of 25 and 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 — and growing at unprecedented rates — ExperienceLife.com is primed to help you connect with an audience that's intent on becoming their healthiest, happiest, most authentic selves.

E-Newsletter

122K
Weekly newsletter subscribers*

27%
average open rate

6%
average ad click-through rate

25%
click-through open rate

*Total subscribers for all emails, including special offers, is 213K.

Experience Life

EDITORIAL Calendar 2022

**JAN
FEB**

STRONG FOUNDATIONS

A successful wellness journey often begins with a focus on basic habits and behaviors. Find fresh insights to help you strengthen the healthy-living skills you've already acquired and prepare yourself to move forward with confidence.

APR

PLANT A SEED

Simply committing to one small change can lead to surprising personal growth, whether it's at work, at home, or at the health club. Explore the many ways intention, however tiny, can significantly improve your life.

JUN

GOODBYE, COMFORT ZONE!

Sure, accepting a comfortable life is less risky than charting a new direction, but what's the fun in that? Get motivated to take a big leap with stories, strategies, and mindset shifts to help you transform an ordinary life into an extraordinary one.

SEPT

HEALTH MATTERS

Who gets to be healthy and who's destined to be sick? Recent history has revealed in stark detail how societal inequities tend to determine individual well-being. We investigate the many ways your race, class, gender, and other factors affect your health.

NOV

TAKE YOUR TIME

The obligations of the holiday season can have us all moving so fast that we never fully enjoy the hours we spend with friends and family. Because time can expand or contract depending on your frame of mind, we offer expert guidance on how to make the most of each moment.

MAR

THE MENTAL-HEALTH ISSUE

In the two years since the start of the pandemic, mental health has taken a big hit, affecting not just our mindset but our overall health. This issue is devoted to offering insights on how to support and build our mental well-being.

MAY

THE FOOD ISSUE

Food sustains us, delights us, and connects us in myriad ways — reasons enough to dedicate an entire issue to the topic each year. Because there's always more to learn from visionary growers, chefs, and foodies.

**JULY
AUG**

SEE THE POTENTIAL

Summertime offers chances to discover new vistas with renewed energy and optimism. Whether exploring the possibilities indoors or out in the wild, you'll broaden your horizons with inspiration from a host of adventurous experts.

OCT

BREAK FREE

When customs and conventions block your path to a more satisfying life, it may be time to untangle yourself from whatever's holding you back. Discover practical strategies to help you see the obstacles — and set yourself free.

DEC

WE'VE GOT THIS

In whatever form it takes, community is a key to our individual and societal well-being. With some tips on enhancing our kindness, empathy, and compassion, we can wrap up the year feeling like we're ready to make the world a better place in 2023.

NATIONAL PRINT Rates 2022

- 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 650,000
Readership 2,000,000

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 2022

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).

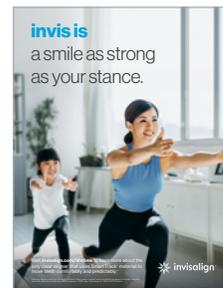
FONTS: Only use PostScript or OpenType fonts. Avoid using TrueType fonts. Do not use menu-stylized fonts for italic or bold type. All fonts used in art files must be converted to outlines.

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 JPEG, 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

CONTACT

Katie Mikhaylova
ymikhaylova@lt.life

WEBSITE Ad Specs 2022

WEBSITE ADVERTISEMENTS

- All advertisements must have a start and end date.
- All advertisements are due a week prior to the start of the ad campaign. Please submit all ads to **ADS@EXPERIENCELIFE.COM**.
- Mobile-only placement is not available.
- Creative for both desktop and mobile sizes is required for all leaderboard ad placements.
- Geotargeting is available, with an additional fee.
- Prices are subject to change depending upon channel traffic.

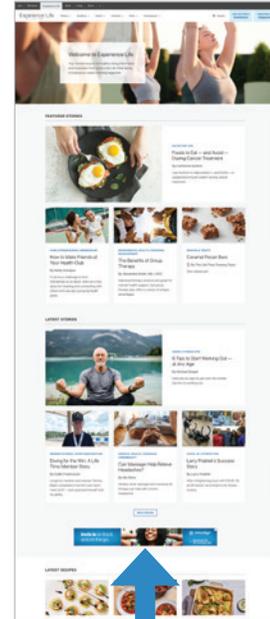
	LEADERBOARD	MEDIUM RECTANGLE
SIZE	Desktop: 837 x 103 pixels Mobile: 300 x 250 pixels	300 x 250 pixels
FORMAT	JPEG or GIF*	JPEG or GIF*
NET PRICE (CPM)	\$17	\$15
RESOLUTION	72	72
BACKGROUND	Nonwhite preferred	Nonwhite preferred
BORDER	Yes	Yes

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

2 Mbps • 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 2022

NEWSLETTER ADVERTISEMENTS

- The weekly newsletter, *Pause*, is published every Tuesday. All ads must be delivered no later than the preceding Tuesday.
- Digital ad delivery: ADS@EXPERIENCELIFE.COM.

NEWSLETTER SPECS

	LEADERBOARD	MEDIUM RECTANGLE
Size	566 x 125-200 pixels	300 x 250 pixels
Resolution	72	72
Background	Nonwhite preferred	Nonwhite preferred
Border	Yes	Yes

DIGITAL RATES	1X	3X	6X	10X
Weekly Newsletter	\$850	\$825	\$800	\$775

