

Experience Life

THE
WHOLE-LIFE
HEALTH AND FITNESS
MAGAZINE



2023

MEDIA KIT

“Thank you for always publishing an insightful, mindful, helpful, stressless, and approachable magazine. I always find valuable information, and have learned so much about health and wellness.”

— Rochelle S., 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 (Lifestyles of Health and Sustainability) 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 1 million-plus 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 *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 ongoing pandemic.

OUR BRAND Partners

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

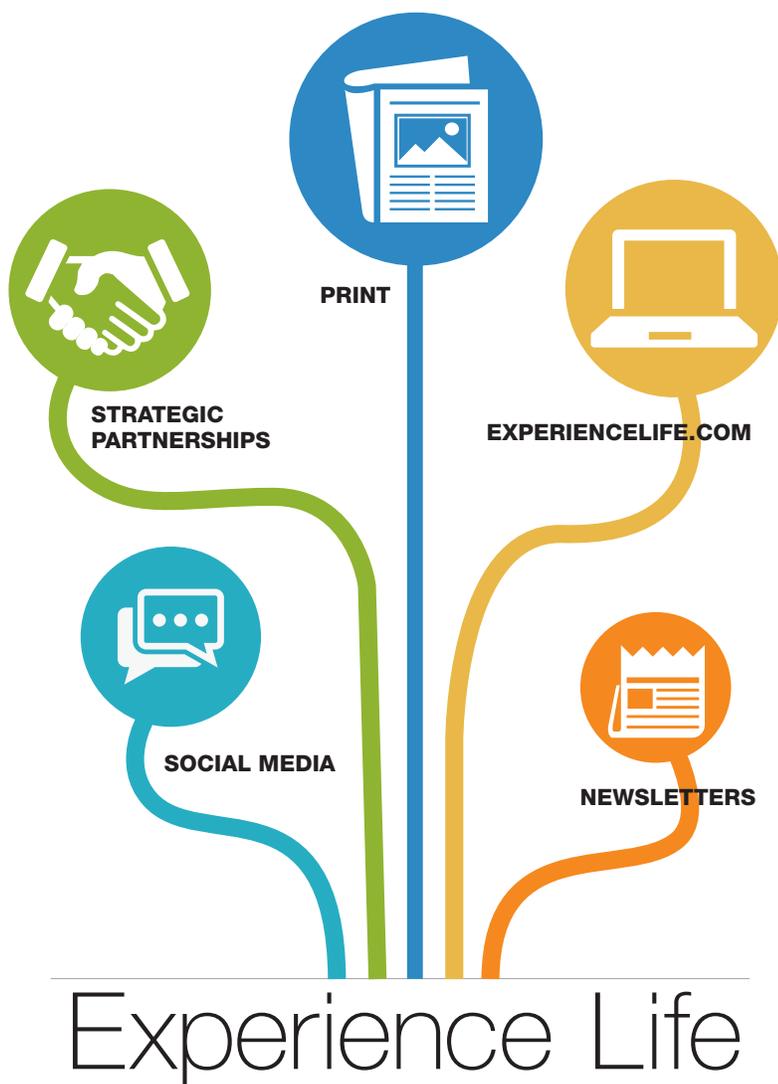


Experience Life

PARTNER With Us

EXPERIENCE LIFE has more than 20 years of evergreen health and wellness content, driving new users to our digital channels every day and keeping our loyal readers coming back. 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:**

6 minutes

**AVERAGE MONTHLY
SOCIAL-MEDIA IMPRESSIONS:**

1.1 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

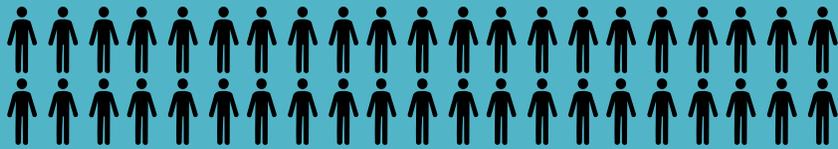
5 million
monthly
impressions.

Experience Life

MEET OUR
Readers

WITH AN ESTIMATED MARKET REACH OF 2.4 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



2.4 million
total readership

Median Household Income:
\$127,000

men
25%



women
75%



Any College: 
75%

In a Relationship:
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.

90%

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

94%

of readers at least flip through every issue; of those, **60% spend 1 hour or more with the print magazine.**

A hugely passionate reader relationship:

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

98%

agree that *Experience Life* keeps them informed on health and fitness topics, with **74%** saying they “agree completely” that it is **“AMONG MY FAVORITE MAGAZINES.”**



97%

of readers don't just read the magazine: **THEY'RE INSPIRED TO TAKE AN ACTION** in response to our editorial content; **47% 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 2022 *Experience Life* Reader Study conducted by MRI-Simmons; 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 (3 out of last 4 issues)
Experience Life	90%
Eating Well	20%
Real Simple	15%
Health	14%
Women's Health	13%
Prevention	8%
Yoga Journal	8%
Men's Health	7%
Runner's World	6%

Source: 2022 *Experience Life* Reader Study by MRI-Simmons.

WE'RE DIFFERENT — AND WE STAND OUT

Experience Life is a unique healthy-living magazine with unmatched editorial authority. Nearly 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 media.

- 93% (avg.) do *not* regularly read *Men's Health* or *Outside*
- 92% do *not* regularly read *Prevention*, *Yoga Journal*, *Shape*, or *Mindful Magazine*
- 91% do *not* regularly read *Clean Eating*
- 86% do *not* regularly read *Health*
- 85% do *not* regularly read *Real Simple* or *Women's Health*
- 80% do *not* regularly read *Eating Well* or *Cooking Light*

Source: 2022 *Experience Life* Reader Study by MRI-Simmons.

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



**THE
WEBBY**
AWARDS

mmpa
magazine
OF THE
2014
YEAR
MINNESOTA MAGAZINE & PUBLISHING ASSOCIATION

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 people wherever they are.

Web

600K+
monthly page views

60%
of digital users are female

90%
unique visitors

Average age of digital users:
30-35

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

Our digital audience is 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.

Newsletter

212K
Weekly newsletter subscribers

31%
average open rate

4%
average ad click-through rate

25%
click-through open rate

Experience Life

EDITORIAL Calendar 2023

**JAN
FEB**

BEGIN AGAIN

At some point, each of us will inevitably find ourselves at the end of something: a job, a relationship, a way of knowing, or something unforeseen. These pages offer an opportunity to breathe deeply, find your courage, and begin anew.

APR

NAVIGATING TRANSITIONS

Our lives can be marked by clear delineations, including seasons, ages, roles, and more. But how can we be mindful in the in-between spaces? Consider this issue an invitation to attend to your present — and plan for the future.

JUN

THE BODY (POSITIVE) ISSUE

Your body is a good body . . . even as it's changing, aging, or resisting (despite all your physical and emotional efforts). Settle in as we embrace the homes in which we all reside — with honesty, acceptance, positivity, and joy.

**SEPT
OCT**

WHAT'S NEXT?

None of us can predict what lies ahead, but that doesn't stop us from pondering the possibilities. Come along as we look with hope, optimism, and realism at the important issues that will influence our health and wellness in the future.

MAR

THE BETTER-TECH ISSUE

Love it or hate it, technology is part of our everyday lives — but it doesn't have to rule them. Delve into nuances of this highly debated topic and decide for yourself how much of a role technology plays in your day-to-day.

MAY

THE FOOD ISSUE

More than sustaining and nourishing, food is one of the most celebrated sources of comfort and connection in the human experience. Dig into this fan-favorite issue for a sampling of the many ways it feeds us.

**JULY
AUG**

GET OUT THERE

Exploring our world is one of the great luxuries of the 21st century, even if the destinations are in our figurative backyards. Get inspired about your next chance to head out — or to simply step outside your comfort zone.

**NOV
DEC**

THE WHOLE YOU

Often when we think about health, we zero in on the physical aspects of who we are — but we are emotional and social, too. Wherever you are in your journey, we encourage you to join us in nurturing your mind, body, and spirit.

Experience Life

NATIONAL PRINT Rates 2023

- Published 8x per year
- All rates are gross
- All ads are 4-color

FULL-PAGE AD

8.25" x 10.75" (bleed)

8" x 10.5" (trim)

7.5" x 10" (live)

SPREAD AD

16.25" x 10.75" (bleed)

16" x 10.5" (trim)

15.5" x 10" (live)

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

Please make sure document dimensions are correct. Build pages to trim size and extend bleed, if applicable, beyond page edge by a minimum of .125" on all sides. Keep live matter .25" from trim area.

2023 AD RATES

Rate Base 650,000

Readership 2,000,000

2023 DISPLAY RATES

4-COLOR

Full Page \$15,000

Full Spread \$20,000

COVERS

Cover 2 (inside front) \$20,000

Cover 3 (inside back) \$20,000

Cover 4 (back) \$25,000

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

PRINT EDITION

Ad Specs 2023

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 OpenType fonts. Avoid using PostScript or 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. JPEG, GIF, BMP, and PICT images are strongly discouraged because they could 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" x 10.5")



Full-page ad example (8" x 10.5")

DELIVERY OF PRINT AD MATERIALS

EMAIL

LTMedia@lt.life

CONTACT

Lauren Kirkpatrick at lkirkpatrick@lt.life

Experience Life

WEBSITE Ad Specs 2023

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

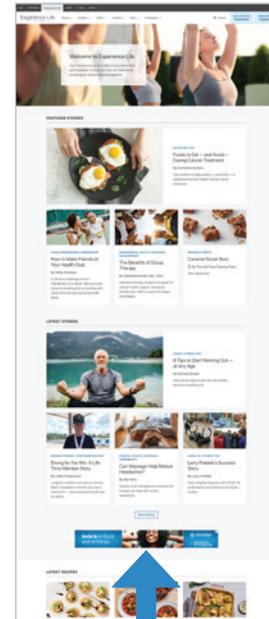
DIGITAL RATES

Leaderboard	\$6,000
Medium Rectangle	\$5,250

*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

NEWSLETTER Ad Specs 2023

NEWSLETTER ADVERTISEMENTS

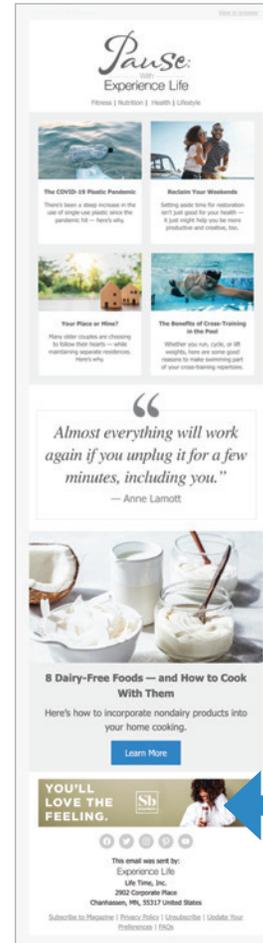
- Our weekly newsletter, *Pause*, is published every Tuesday. All ads must be delivered no later than the preceding Tuesday.
- Digital ad delivery: ADS@EXPERIENCELIFE.COM.

NEWSLETTER SPECS

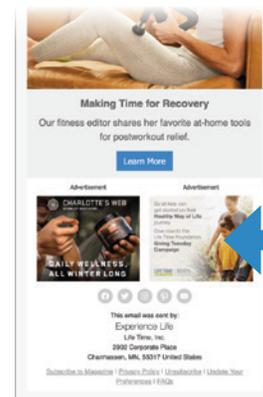
	LEADERBOARD	MEDIUM RECTANGLE
Size	566 x 125-200 pixels	300 x 250 pixels
Resolution	72	72
Background	Nonwhite preferred	Nonwhite preferred
Border	Yes	Yes

DIGITAL RATES

Weekly Newsletter \$850



LEADERBOARD



MEDIUM RECTANGLE