

Experience Life



THE WHOLE-LIFE HEALTH AND FITNESS MAGAZINE

2024 Media Kit

ABOUT Experience Life

“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



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 2 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 are taking their health more seriously since the pandemic.



OUR BRAND Partners

EXPERIENCE LIFE has forged healthy relationships
with a wide variety of respected national brands.

cleanplates



NUTRITIOUS LIFE
■■■■■■■■■■

**TRAVEL+
LEISURE**

Clean Eating
magazine



Southern Living

**Forbes
VETTED**



mindful



Wilson®

× TEN THOUSAND

LSKD



WHOOOP®

NOBULL

RxSugar®

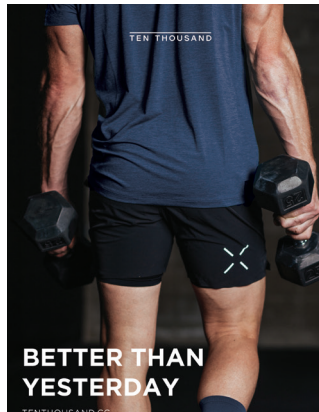


Silk



Experience Life

EXPERIENCE MORE Success



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

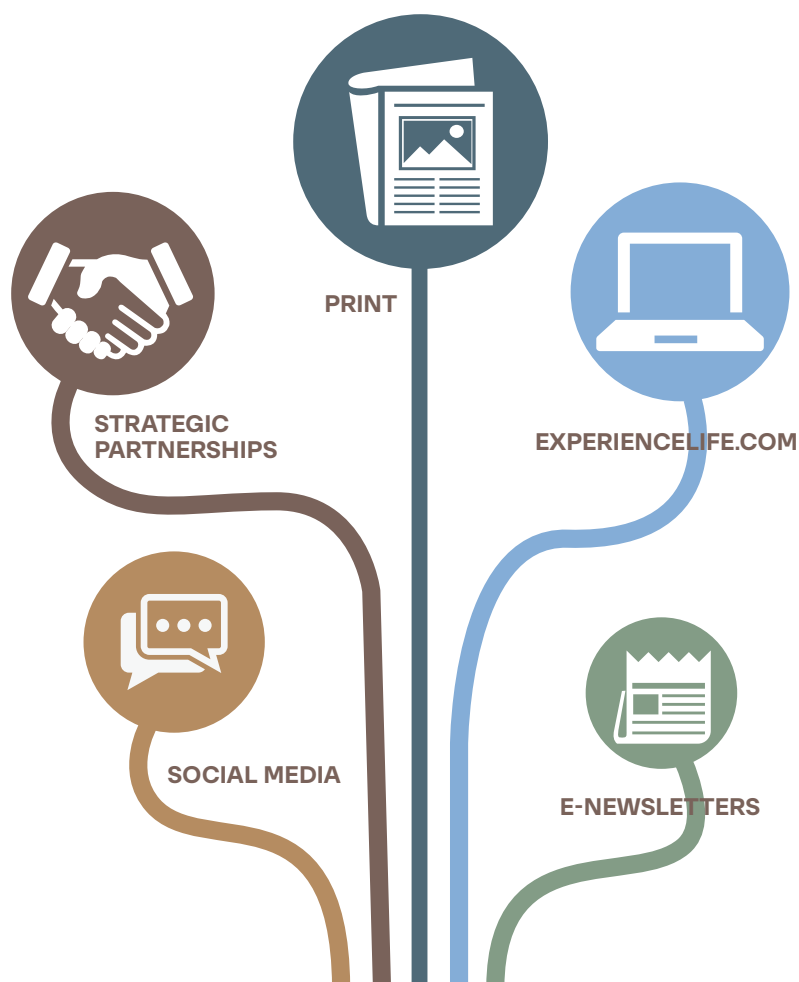
It gives you access to a field of influencers and opinion shapers — people who invest thoughtfully in their healthy-living values and encourage others to do the same.

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



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.

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.**

**AVERAGE TIME ON
ONLINE ARTICLES:**

6 minutes

**AVERAGE MONTHLY
SOCIAL-MEDIA IMPRESSIONS:**

1 million

**AVERAGE MONTHLY
SEO IMPRESSIONS:**

108 million

Experience Life

MEET OUR Reader

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

600,000

print-rate base




2 million
total readership

Median Household Income:
\$127,000

men
25%



women
75%

Any College: 
75%

In a Relationship:
71%

Median Age:
45

Source: Figures based on 2022 Experience Life Reader Study conducted by MRI-Simmons.

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; **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 (three out of last four issues)
<i>Experience Life</i>	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%

Sources: *Experience Life* figure based on 2022 *Experience Life* Reader Study conducted 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 many 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*
- **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 on self-care, informed by cutting-edge research and expert sources.
- **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.
- **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, 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.

Experience Life

AWARD-WINNING Quality

EXPERIENCE LIFE has been called “the best magazine in health and wellness today,” and that commitment to quality has earned

more than 100 editorial
and design awards.

At the **2023 FOLIO: EDDIE AND OZZIE AWARDS**, *Experience Life* received top honors in four categories:

- Column/Blog — Consumer Health/Wellness
- Full Issue — Consumer Health/Fitness/Wellness
- Podcast — Consumer Health/Fitness/Medical/Wellness
- Overall Art Direction — Consumer

Additionally, editor in chief Jamie Martin was recognized as the 2023 Editor of the Year.

Accolades Overview

- 24 FOLIO: Award Wins from 2005 to 2023
- 61 FOLIO: Award Honorable Mentions from 2005 to 2023
- 2 MAGGIE Awards
- 4 Webby Awards
- Minnesota Magazine and Publishing Association: 2014 Magazine of the Year



2023 FOLIO:
**EDDIE
AND
OZZIE
AWARDS**



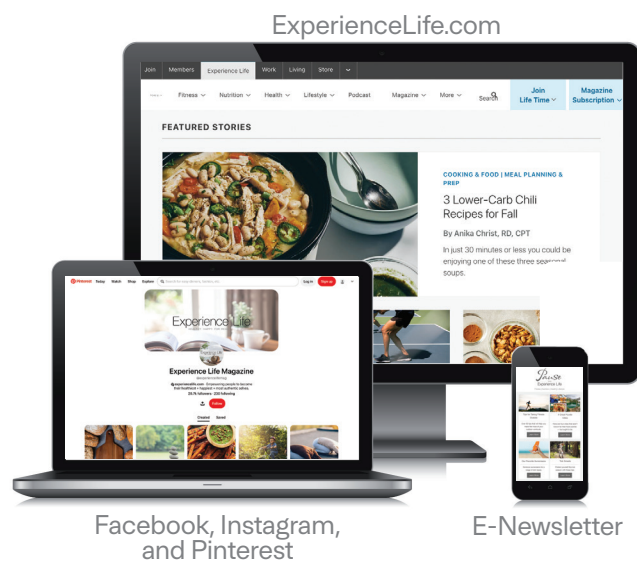
2023 Winner

**OF 4 FOLIO: EDDIE AND
OZZIE AWARDS
(PLUS 4 HONORABLE MENTIONS)**



Experience Life

DIGITAL Reach



EXPERIENCE LIFE'S ROBUST DIGITAL PLATFORMS

provide opportunities for multitouchpoint advertising, connecting you with our growing digital audience. This enables your brand to reach millions of health-motivated people wherever they are.

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.

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.

Web

615K+
monthly page views

56%
of digital users are female

375K
monthly total users

Average age of
digital users:
30–35

E-Newsletter

225K
Weekly newsletter
subscribers

32.2%
average
open rate

6.5%
click-through
open rate

Experience Life

EDITORIAL Calendar 2024

JAN
FEB

FIND YOUR BALANCE

Forget all-in resolutions and going to extremes. Lasting change is the result of small habit shifts and realistic routines you can sustain over time. With consistency, you can achieve your most aspirational goals — and more.

MAR
APR

RESILIENCE!

Winter is *almost* behind us, and with the transition to spring, there are signs everywhere of surviving — and thriving — in spite of adversity. As the outside world comes back to life, now's the time to acknowledge the challenges along your path, commit to putting in the work to overcome them, and trust in your ability to take on whatever comes your way.

MAY
JUN

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 food fuels and inspires us.

JULY
AUG

PEAK POTENTIAL

In honor of the 2024 Summer Olympics in Paris, this issue is all about embracing possibilities and pursuing your peak performance. Step out of your comfort zone, take on a new challenge, and believe in yourself — because you *are* stronger and more capable than you think.

SEPT
OCT

STRONG FOUNDATIONS

As summer gives way to autumn, we fall back to routine and the daily behaviors that form the basis of many healthy-living habits. Sleep, stress management, nutrition, recovery, movement — we'll delve into each of these factors and why they matter to our well-being.

NOV
DEC

REFLECT AND RESET

Rather than trying to cram as much as you can into the next couple of months, consider another approach: slowing down. Here, we'll offer ideas for assessing where you want to devote your attention and energy, plus strategies for honoring your desires and setting clear, compassionate boundaries.

Experience Life

NATIONAL PRINT Rates 2024

- Published 6 times per year
- All rates are gross
- All ads are 4-color

2024 AD RATES

Rate Base	600,000
Readership	2,000,000

2024 DISPLAY RATES (1X)

4-COLOR

Full Page	\$15,000
Full Spread	\$20,000

COVERS

Cover 2	\$20,000
Cover 3	\$20,000
Cover 4	\$25,000

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

Experience Life

PRINT EDITION Ad Specs 2024

MECHANICAL SPECIFICATIONS

TRIM SIZES:

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 test.

Build pages to trim size and extend bleed, if applicable, beyond page edge by a minimum of .125" on all sides. Keep live content .25" from trim area.

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 OR EMBEDDED 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 .AI, .PS, EPS or TIFF format. Use of JPEG, GIF, BMP, and PICT images is strongly discouraged because they will result in lower image quality.



Spread ad example
(Trim size: 16" x 10.5")



Full-page ad example
(Trim size: 8" X 10.5")

DELIVERY OF PRINT AD MATERIALS

EMAIL

LTMEDIA@LT.LIFE

CONTACT

Christian Griemert at
CGRIEMERT@LT.LIFE

Experience Life

WEBSITE Ad Specs 2024

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.

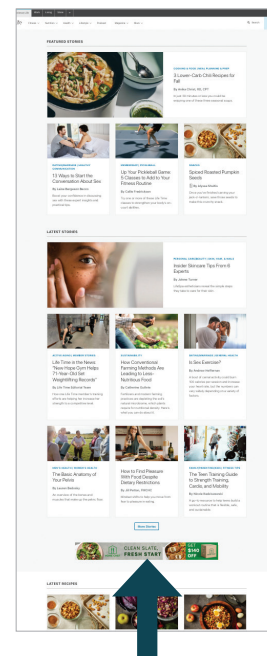
	LEADERBOARD	MEDIUM RECTANGLE
SIZE	Desktop: 837 x 103 pixels Mobile: 300 x 250 pixels	300 x 250 pixels
FORMAT	JPEG or GIF*	JPEG or GIF*
NET PRICE (CPM)	\$17	\$15
RESOLUTION	72	72
BACKGROUND	Nonwhite preferred	Nonwhite preferred
BORDER	Yes	Yes

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

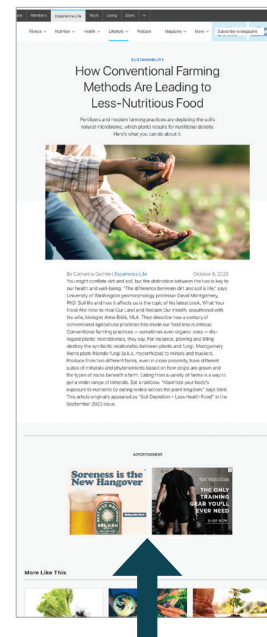
*GIF AD SPECS

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

Experience Life

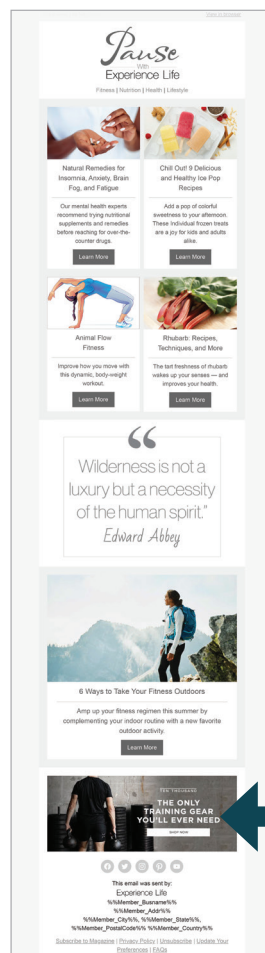
E-NEWSLETTER Ad Specs 2024

NEWSLETTER ADVERTISEMENTS

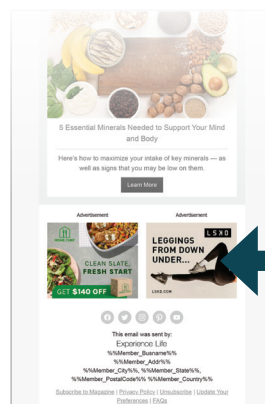
- The weekly newsletter, *Pause*, is published every Tuesday. All ads must be delivered no later than the preceding Tuesday.
- Digital ad delivery: **ADS@EXPERIENCELIFE.COM**.

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



LEADERBOARD



MEDIUM RECTANGLE

Experience Life