



THE
WHOLE-LIFE
HEALTH AND WELLNESS
MAGAZINE

Experience Life



2026
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



Meet the Oral Microbiome

The bacterial communities in your mouth influence your overall health. Discover what you can do to bring good bacteria back.

BY JEN | **ILLUSTRATION BY** [Name]

When you think of bacteria, you probably think of germs that cause illness. But in your mouth, there are trillions of tiny organisms that help you stay healthy. This community of bacteria is called the oral microbiome. It's a complex ecosystem that plays a role in everything from your immune system to your mental health. Keeping it balanced is key to overall wellness.

BACK IN YOUR BODY

10 PRACTICES TO GET YOU OUT OF YOUR HEAD AND INTO THE MOMENT.

BY [Name] | **ILLUSTRATION BY** [Name]

It's easy to get lost in your thoughts, especially when you're sitting in bed. But taking a few minutes to reconnect with your body can make a big difference. Here are 10 simple practices to help you stay grounded and present.

HERBACEOUSLY HEALTHY

These recipes make fresh herbs the star of the show.

BY KATE MORGAN

MANY RECIPES call for the kind of herb or aniseeds, often as a seasoning to complement a dish, not as the main character. But in larger quantities, fresh herbs can enhance your appetite—and they deserve to take center stage more often. The health powers of certain herbs are almost too good to be true. They're full of phytonutrients that reduce inflammation and antioxidants that can help prevent and reverse cell damage. Rosemary, for example, can help reduce congestion and reduce depression and stress. Basil and parsley are great sources of vitamins A, C, and K. Mint can improve digestion, while sage supports memory and cognition.

When you use herbs only as garnish, you miss out on the full health potential of these potent plants. Treat yourself to one of these recipes that use herbs in the lead role.

Smashed Peas With Mint and Caramelized Shallots

Makes two to four servings
Prep time: 10 minutes
Cook time: 30 minutes

- 1 cup, quartered butter
- 1 cup, extra virgin olive oil
- 1/2 cup thinly sliced shallots
- 2 cups no-salt-added frozen peas
- 1/2 cup water
- 2 tbsp. minced fresh mint leaves
- 2 sliced sourdough bread, toasted
- 1/2 tsp. sea salt

In a small saucepan, melt the butter and oil over medium-low heat. Add the shallots and cook, stirring regularly, until caramelized and golden brown, approximately 15 to 20 minutes. Stir in the water and remove from the heat. In another pot, bring the peas and water to a boil over medium heat and continue to cook until the peas are softened, about eight to 10 minutes. Drain the peas and transfer them to a bowl. Then use a potato masher or a fork to roughly mash the peas and caramelized shallots. Spread over sliced sourdough bread and top with a sprinkle of sea salt.

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.

Our hallmarks are depth, quality, and integrity. 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 connection that's unlike any other magazine in the category.

PROMOTE PEACE

Tools to enhance your meditative practice.

- 1. SLEEPYTIME TIME** Sleepytime candles are made with natural essential oils like lavender and chamomile to help you relax and fall asleep.
- 2. FRESH START** Fresh Start candles are made with natural essential oils like citrus and eucalyptus to help you wake up feeling refreshed.
- 3. GOOD NIGHTS** Good Nights candles are made with natural essential oils like vanilla and sandalwood to help you relax and fall asleep.
- 4. POSITIVE FOCUS** Positive Focus candles are made with natural essential oils like peppermint and eucalyptus to help you stay focused and energized.
- 5. BATHING SPACE** Bathing Space candles are made with natural essential oils like lavender and eucalyptus to help you relax and unwind.

STRONG STARTS

Expert guidance for making the most of your strength workouts — so you can make the most of your strong efforts.

BY LAUREN BERRY

THE BEST WAY to begin strong is to start strong. This golden advice applies to many aspects of life, but it's especially true when it comes to exercising. A proper set-up is essential for maximizing the benefits of any exercise and can determine its ultimate efficacy and safety. In other words, start strong in your set-up.

The range of your exercises impacts what muscles get loaded, how effective the training is, and the relative risk of injury with the exercises," explains Samuel Rehm, DPT, CSCA, a physical therapist, strength coach, and co-founder of Chiro Athletics.

exercise in the long run, which means better performance overall. It also allows your muscles, joints, and connective tissues to work together while providing another important benefit: "To many cases, being intentional about getting into a proper set-up position allows a lot of injury potential," says Spencer Fleming, registered strength and fitness coach at Life Time in Baton Rouge.

While there is no "perfect" form that works for every person, there are guidelines that can help you find what works best for your body and goals. The following five strength exercises have tricky set-ups, but these expert tips can help you secure a strong starting position.

Experience Life helps its audience of nearly 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 opted to pay to receive the magazine, and why it's also embraced by nonmember subscribers.

Since the COVID-19 pandemic, 48 percent of readers indicate they are prioritizing their health and taking it more seriously — making Experience Life more relevant than ever.

OUR BRAND Partners

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

cleanplates

 **BLUE ZONES**

 **wisdom 2.0**

 **THE INSTITUTE FOR
FUNCTIONAL
MEDICINE®**

Dr. Frank Lipman

Revel

newser

**FOOD
gardening
NETWORK®**

MATADOR  NETWORK

 **JOOLA®**

 **TEN THOUSAND**

LSKD

RxSugar®

 **NYU Langone
Health**

XERO SHOES®

aion

 **ATHLETIC
BREWING CO®**

stelo
by Dexcom

 **OCEANIA
CRUISES®**

 **TYROL**

NOBULL

SBLI

 **tasc**

KENETIX®

Experience Life

EXPERIENCE MORE Success



EXPERIENCE LIFE isn't just a great magazine: It's also 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**

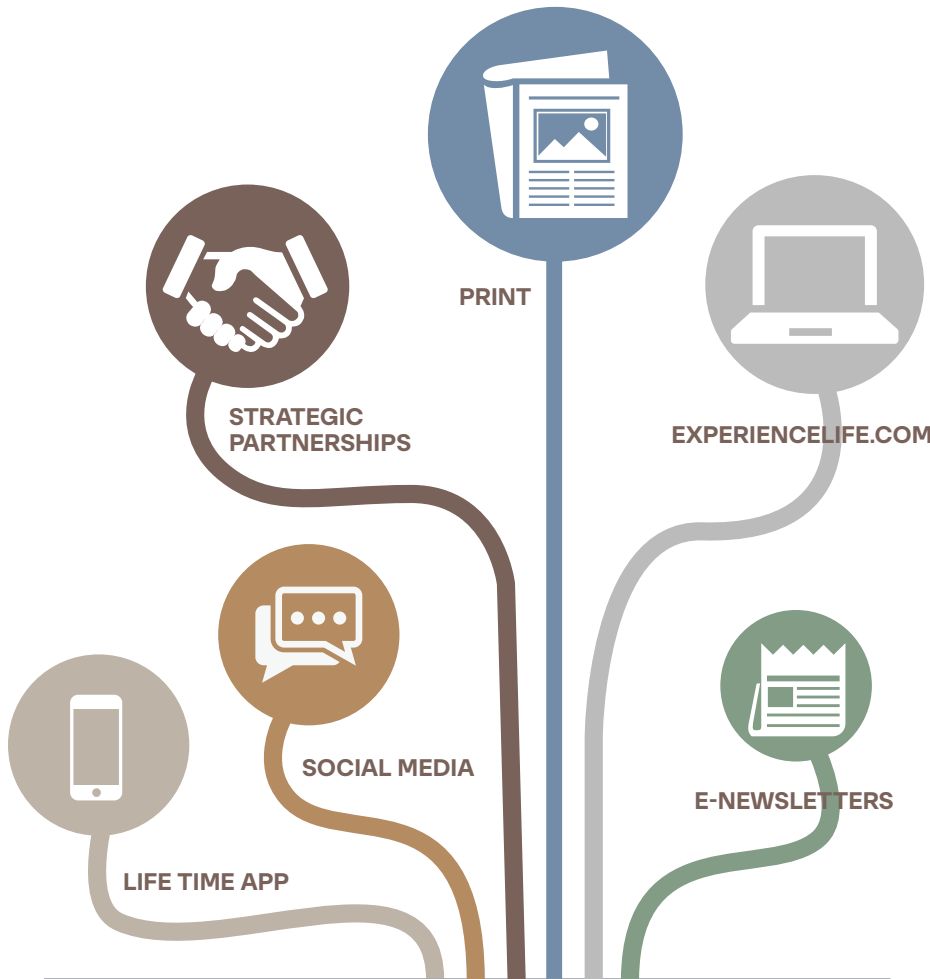
SETTING. Appealing adjacencies and a carefully curated editorial context give your message more influence and credibility.

- **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

DIGITAL
SKEWS
YOUNGER

EXPERIENCE LIFE has 25 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 about

**15 million
monthly
impressions.**

AVERAGE MONTHLY
SOCIAL-MEDIA IMPRESSIONS:

800K

AVERAGE TIME ON SITE:

**7 minutes,
44 seconds**

Experience Life

MEET OUR Reader

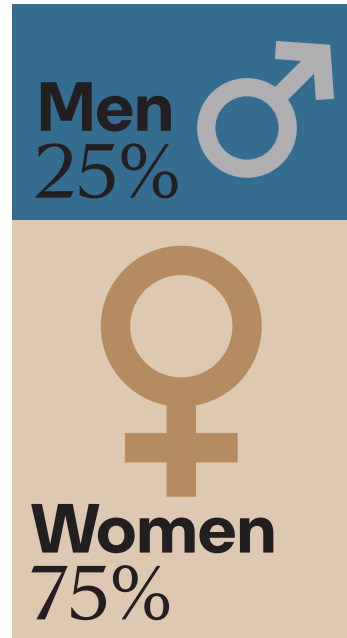
WITH AN ESTIMATED MARKET REACH OF NEARLY 2 MILLION PEOPLE PER ISSUE, your brand can reach discerning readers eager to engage with brands that can help power their healthy-living journeys.

600,000


print-rate base



2 million
total readership



Median Household Income:
\$127,000

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 coverage; **47% SHARE THE MAGAZINE WITH FRIENDS AND FAMILY.**

Our reader research suggests that our health-motivated, educated, and affluent audience embraces **LOHAS** 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 influence those of their family and friends.

Sources: Figures based on 2022 *Experience Life* Reader Study conducted by MRI-Simmons; LOHAS information from the 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*
- **85%** do not regularly read *Health*, *Real Simple*, or *Women's Health*

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

GOOD TO KNOW

EXPERIENCE LIFE readers are more than twice as likely to participate in road biking than the readers of *Bicycling* magazine — and our readers are 93% more likely than the overall U.S. adult population to participate in road biking.

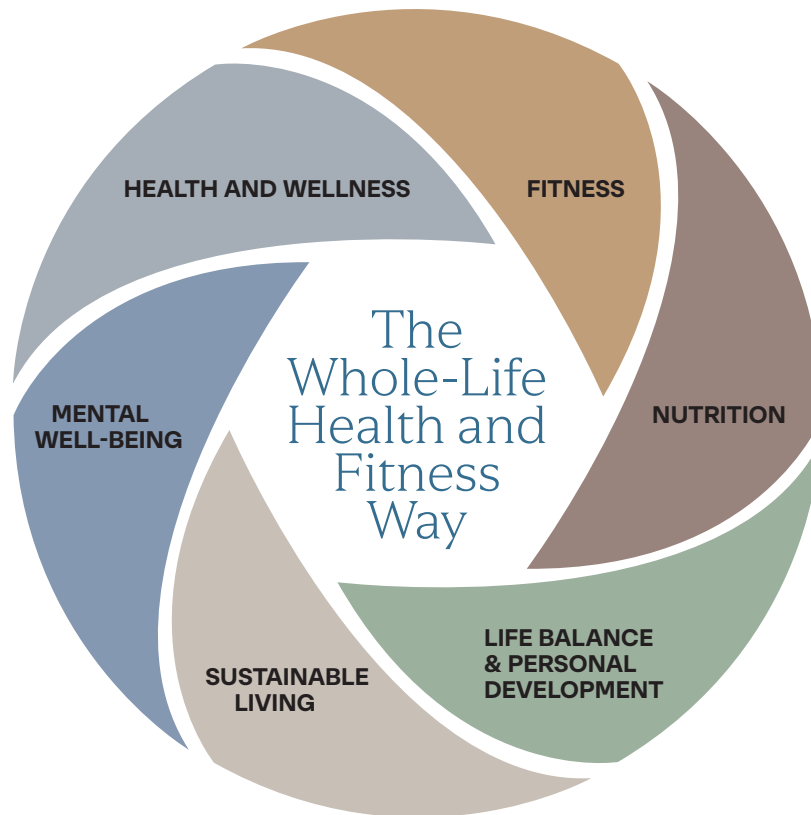
EXPERIENCE LIFE readers are more likely than *Condé Nast Travel* readers to have taken a foreign trip in the past three years and 47% more likely than the overall U.S. population to have done so.

Source: 2024 Spring MRI-Simmons prototype.

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, trends, and self-care — all 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, healthy recipes.
- **LIFE BALANCE AND PERSONAL DEVELOPMENT:** Practical advice on managing time, priorities, choices, and stress — plus guidance for living mindfully in our modern world.
- **SUSTAINABLE LIVING:** Realistic, action-oriented information and ideas for integrating environmentally friendly behaviors and habits into readers' active lifestyles.
- **MENTAL WELL-BEING:** Expert insights on the rise of mental health issues — and strategies for addressing and overcoming them.

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 **2025 FOLIO: EDDIE AND OZZIE AWARDS**,
Experience Life received top honors in three categories:

- Single Article — Consumer, Health and Wellness
- Instructional/How-to Article — Health, Wellness, and Caregiving Feature
- Podcast — Lifestyle and Health

Accolades Overview

- 29 FOLIO: Award wins from 2005 to 2025
- 75 FOLIO: Award honorable mentions from 2005 to 2025
- 2 MAGGIE awards
- 4 Webby awards
- Minnesota Magazine and Publishing Association: 2014 Magazine of the Year

Additionally, editor in chief Jamie Martin was recognized at the 2023 FOLIO: Eddie and Ozzie Awards as the Editor of the Year.



2025 Winner

OF 3 FOLIO: EDDIE AND
OZZIE AWARDS
(PLUS 10 HONORABLE MENTIONS)



Experience Life

DIGITAL Reach



EXPERIENCE LIFE'S 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.

Experience Life's digital audience is complementary to our print readership, with over 21 percent of the users between the ages of 25 and 34, and 37 percent between 18 and 34. This group is committed to identifying their individual value and purpose.

They're also focused on self-care, functional nutrition, mental health, and wellness. 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

410K
monthly total users

60%
of digital users are female

3 out of 4
users are highly engaged*

Average age of digital users:
35-40

*Users who scroll more than 50 percent or spend 10+ seconds on site

E-Newsletter

280K
weekly newsletter subscribers

55%
average open rate

4%
click-through rate

Experience Life

EDITORIAL Calendar 2026

JAN
FEB

FIND YOUR EDGE

Each new year brings a fresh collection of workout regimens, lifestyle hacks, and food trends that promise — but seldom deliver — lasting results. We explore the surprising ways in which some foundational health and fitness practices can improve your overall well-being and set you up to reach your potential.

JULY
AUG

DREAM BIG

Aspiring to accomplish something great can be a life-changing process — even if you fall short of your goal. With tools, guidance, and inspiration, the experts we talk to will help you discover new strengths, overcome unexpected weaknesses, and enhance your personal growth as you reach for the sky.

MAR
APR

THE FOOD ISSUE

Dishing up well-researched nutrition advice, inspiring recipes, and helpful kitchen tips, our annual celebration of food features appetizing options for everyone, including burger-loving beginners and cuisine-centric connoisseurs.

SEPT
OCT

THE LONGEVITY ISSUE

Our first-ever issue devoted to the myriad aspects of aging will unravel the promises and perils of the growing life-extension industry, offering readers of all ages the information and advice they need to boost their vitality as they grow older.

MAY
JUN

FOLLOW THE ENERGY

The transition from spring to summer can feel liberating — and energizing. But knowing how to channel that energy can be vexing. Whether you're primed to run your first 5K or feel ready to finally navigate the local farmers' market, we'll help you make the most of your renewed vigor.

NOV
DEC

TAKE HEART

As the days grow shorter and families and friends gather for the holidays, the time is ripe for personal reflection and collective harmony. We'll explore how to achieve those goals — and how to tap into the courage doing so often involves — so you can find real joy during the frantic holiday season.

Experience Life

NATIONAL PRINT Rates 2026

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

2026 AD RATES

Rate Base	600,000
Readership	2,000,000

2026 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 2026

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.

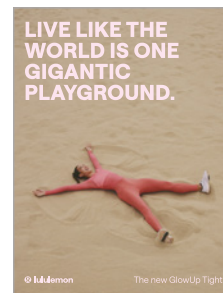
NATIVE FILES ALSO ACCEPTED (WITH PRIOR APPROVAL FROM EXPERIENCE LIFE PRODUCTION DEPARTMENT): InDesign (all links and fonts must be included); Adobe Illustrator (remove spot colors and layers); Adobe Photoshop (remove ICC profiles and LZW compression).

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

Lauren Kirkpatrick at
LKIRKPATRICK@LT.LIFE

WEBSITE Ad Specs 2026

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 CRICE@EXPERIENCELIFE.COM.
- Mobile-only placement is not available.
- To ensure high-resolution quality across all screen types, please provide creatives with 2x the listed display dimensions.
- Geotargeting is available with an additional fee.
- Prices are subject to change depending upon channel traffic.

WEBSITE SPECS

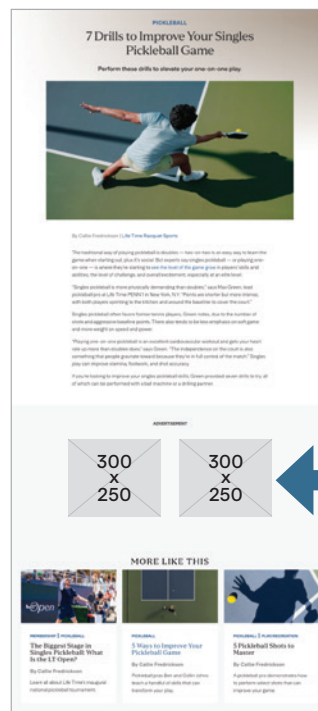
SIZE	300 x 250 pixels
FORMAT	JPEG or GIF*
NET PRICE (CPM)	\$15
BACKGROUND	Nonwhite preferred
BORDER	Yes

DIGITAL RATE	1MO	3MO	6MO	12MO
	\$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.



E-NEWSLETTER Ad Specs 2026

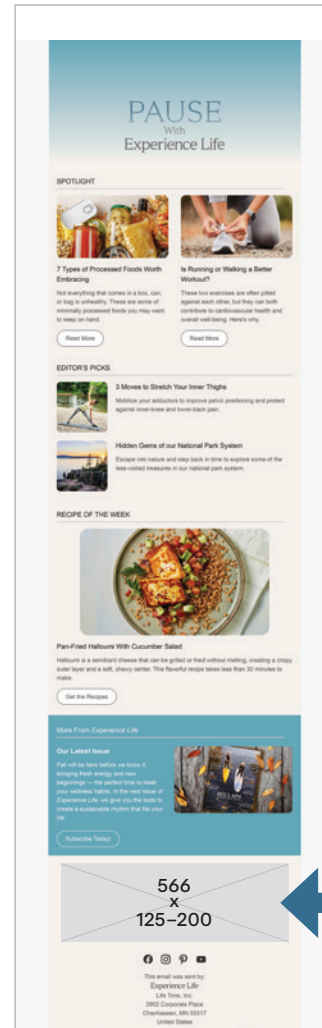
NEWSLETTER ADVERTISEMENTS

- The weekly newsletter, *Pause*, is published every Tuesday. All ads must be delivered no later than the preceding Tuesday.
- To ensure high-resolution quality across all screen types, please provide creatives with 2x the listed display dimensions.
- Digital ad delivery: CRICE@EXPERIENCELIFE.COM.

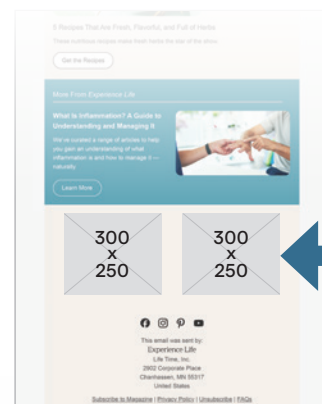
NEWSLETTER SPECS

	LEADERBOARD	MEDIUM RECTANGLE
SIZE	566 x 125–200 pixels	300 x 250 pixels
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