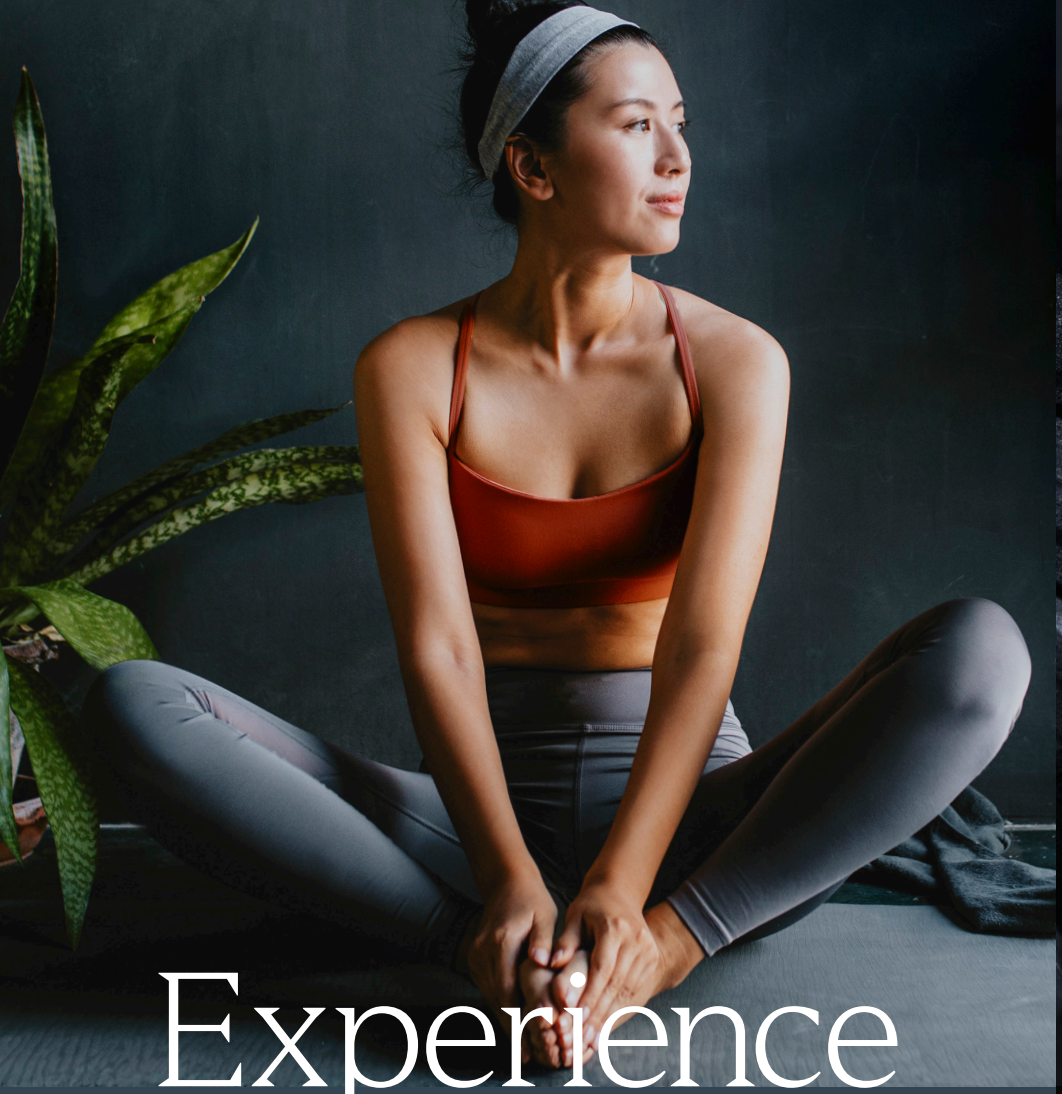




Experience Life

THE WHOLE-LIFE
HEALTH AND WELLNESS
MAGAZINE



2027

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, published by Life Time, empowers 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 editorial and design. This halo effect creates a reader connection that's unlike any other magazine in the category.

Experience Life helps its audience of nearly 2.5 million health-motivated individuals embrace and sustain a healthy way of life, meeting them where they are and inspiring them with information and insights they can use in daily life.

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

bon appétit

Matador Network

JOOLA

TEN THOUSAND

LSKD

SPIRITUAL GANGSTER

NYU Langone Health

BROOKS

aion

ATHLETIC BREWING CO®

stelo by Dexcom

OCEANIA CRUISES®

TYROL

NOBULL

SBLI

tasc

KENETIK®

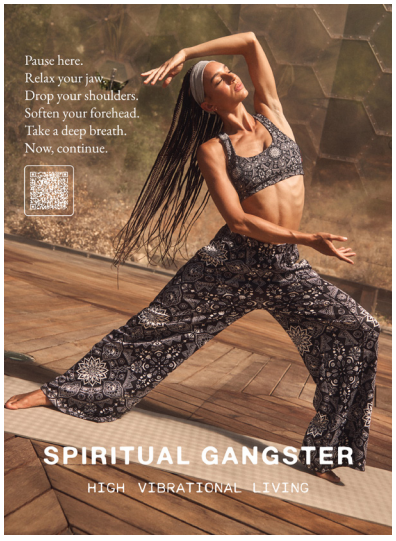
RIVIAN

KIEHL'S

Smartwool

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 health and well-being and encourage others to do the same.

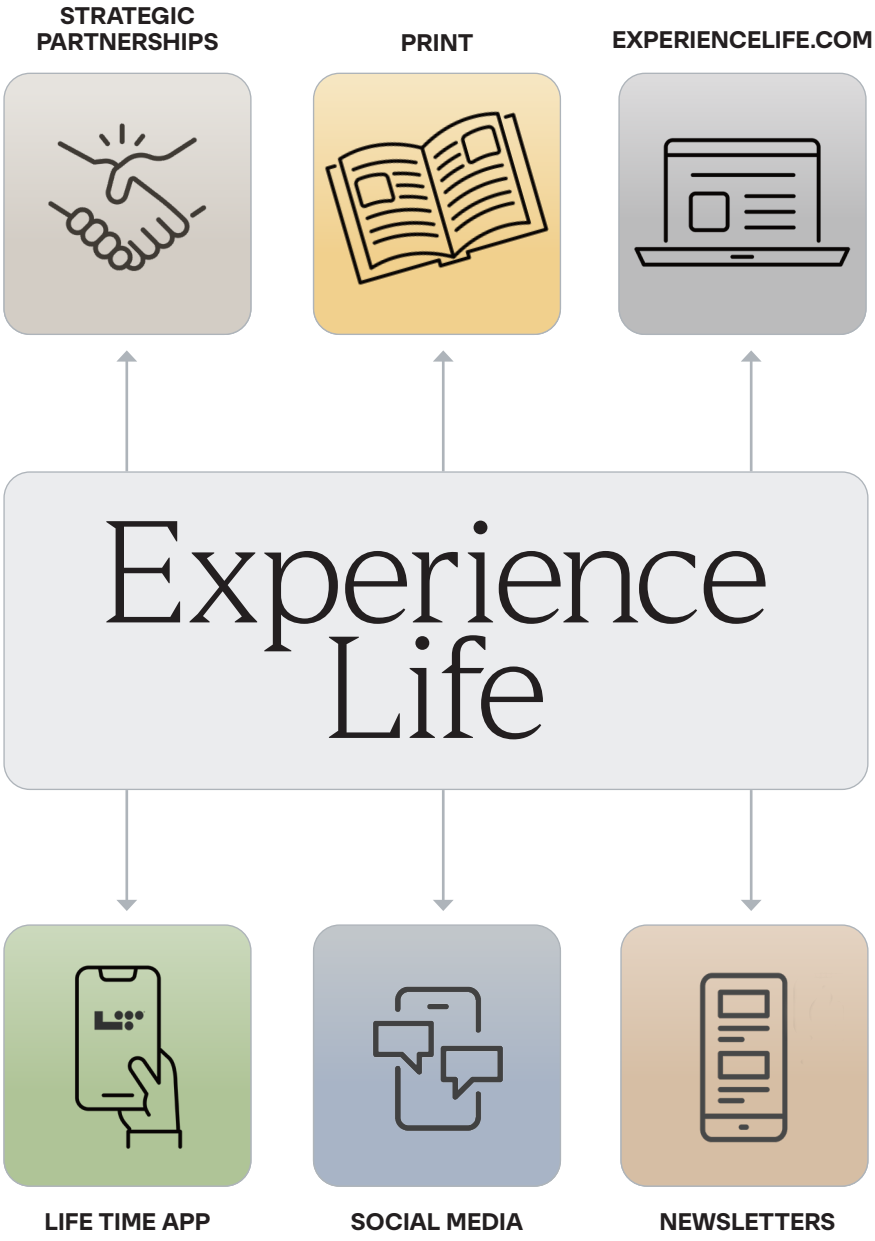
Your brand benefits from:

- **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.

PARTNER WITH US



EXPERIENCE LIFE has more than 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:
700K

AVERAGE TIME ON SITE:
7 MINUTES, 10 SECONDS

DIGITAL SKEWS YOUNGER

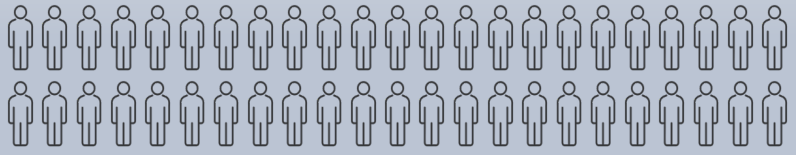
Sources: Google Analytics + 2026 *Experience Life* Reader Study conducted by All-In-One Insights.

MEET OUR READERS

WITH AN ESTIMATED MARKET REACH OF NEARLY 2.5 MILLION PEOPLE PER ISSUE, *Experience Life* helps your brand connect with discerning readers eager to engage with brands that can help power their healthy-living efforts.

615,000 PRINT-RATE BASE

2.5 MILLION TOTAL READERSHIP



MEN 25%

WOMEN 75%

MEDIAN HOUSEHOLD INCOME: $153,000

ANY COLLEGE: 96%

IN A RELATIONSHIP: 67%

MEDIAN AGE: 46

Source: 2026 *Experience Life* Reader Study conducted by All-In-One Insights.

A HIGHLY COVETED AUDIENCE

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

98%

OF READERS TRUST THE CONTENT THAT *EXPERIENCE LIFE* PUBLISHES.

96%

of readers agree that ***EXPERIENCE LIFE*** keeps them informed on health and fitness topics, with **74%** saying they "agree completely" that *EL* is **"AMONG MY FAVORITE MAGAZINES."**

75%

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

A hugely passionate reader relationship:

"Your magazine has made such a positive impact on my life — nutritionally, physically, emotionally." — *Claudine G.*



92%

of readers don't just read the magazine: **THEY'RE INSPIRED TO TAKE AN ACTION IN RESPONSE TO OUR EDITORIAL COVERAGE.**

Our reader research suggests that our health-motivated, educated, and affluent audience embraces **LOHAS** (lifestyle 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, trendsetters, and leaders in their communities whose opinions and preferences influence those of their family and friends.

Source: 2026 *Experience Life* Reader Study conducted by All-In-One Insights.

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)
Experience Life	**75%**
Women's Health	17%
Real Simple	14%
Men's Health	10%
Prevention	8%
Outside	6%
Runner's World	6%
Magnolia Journal	5%
Golf Magazine	3%

WE'RE DIFFERENT — AND WE STAND OUT

EXPERIENCE LIFE is a unique healthy-living magazine with unmatched editorial authority. Nearly 60 percent 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.

- **92%** do not regularly read *Men's Health* or *Outside*
- **93%** do not regularly read *Prevention* or *Runner's World*
- **85%** do not regularly read *Real Simple* or *Women's Health*

GOOD TO KNOW

EXPERIENCE LIFE readers take actions based on what they read: 92% of our readers took at least one step in the past year as a result of something they read in our magazine, including trying a new fitness technique, changing up a routine, or acting on a recommendation.

EXPERIENCE LIFE readers are engaged: 70 percent spend at least 30 minutes with each issue and almost two-thirds of our readers discuss what they have read with someone else.

Source: 2026 *Experience Life* Reader Study conducted by All-In-One Insights.

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 plenty of 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 it

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)



DIGITAL REACH

ExperienceLife.com



Facebook, Instagram, and Pinterest

Newsletter

WEB

477K
monthly total users

60%
of users are female

2 OUT OF 3
users are highly engaged*

Median age of users:
43

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

NEWSLETTER

292K
weekly newsletter subscribers

51%
average open rate

26%
click-to-open rate

***EXPERIENCE LIFE*'S DIGITAL CHANNELS** 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 35 percent of users between the ages of 18 and 34.

This group is focused on self-care, functional nutrition, mental health, and wellness. With the wellness industry valued at almost $7 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.

Sources: Google Analytics + Iterable.

EDITORIAL CALENDAR 2027

JANUARY/FEBRUARY

LIVE ON PURPOSE

Bring intentionality to the new year by leaning into the passions and interests that align with your authentic desires and values. Plus, discover proven strategies that put true health and wellness at the forefront.

MARCH/APRIL

MIND YOUR MENTAL HEALTH

Research and surveys show that mental health and well-being are top priorities for many of us — especially Gen Z. This issue reminds us that taking care of the body and mind matters when it comes to real health and wellness.

MAY/JUNE

THE FOOD ISSUE

A reader favorite, our annual food issue is all about the many ways that food nourishes us, from what we eat to who we eat it with and where. Plus, find tasty recipes, kitchen and cooking tricks, culinary inspiration, and more.

JULY/AUGUST

EXPLORE YOUR EDGE

Embrace the spirit of summer and try something new — something that challenges you, something that changes you. In this issue, we delve into why stepping outside your comfort zone is where you often realize your potential.

SEPTEMBER/OCTOBER

FIND YOUR FOCUS

Fall is here, bringing with it a return to routine. With just four months left in the year, we offer ideas and strategies for committing to (or getting back on track with) the goals you've set for yourself.

NOVEMBER/DECEMBER

CONNECT WELL

As the end of the year approaches, we dig into the importance of relational health and its influence on our well-being. We also share creative ways to come together and celebrate another year with loved ones.

NATIONAL PRINT RATES 2027

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



2027 AD RATES

Rate Base	615,000
Readership	2,500,000

2027 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.

PRINT EDITION AD SPECS 2027

MECHANICAL SPECIFICATIONS

TRIM SIZES:

FULL-PAGE AD	**SPREAD AD**
8.25" x 10.75" (bleed)	16.25" x 10.75" (bleed)
8" x 10.5" (trim)	16" x 10.5" (trim)
7.5" x 10" (live)	15.5" x 10" (live)

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

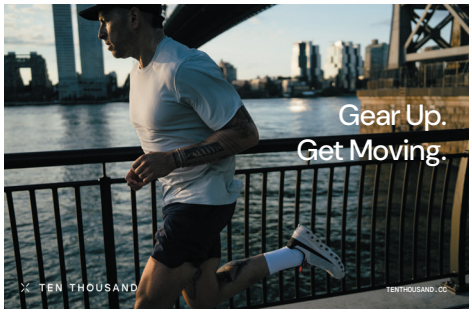
Build pages to trim size and extend bleed, if applicable, beyond page edge by a minimum of .125" on all sides. Keep live content .25" from trim area.

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: Use only 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")

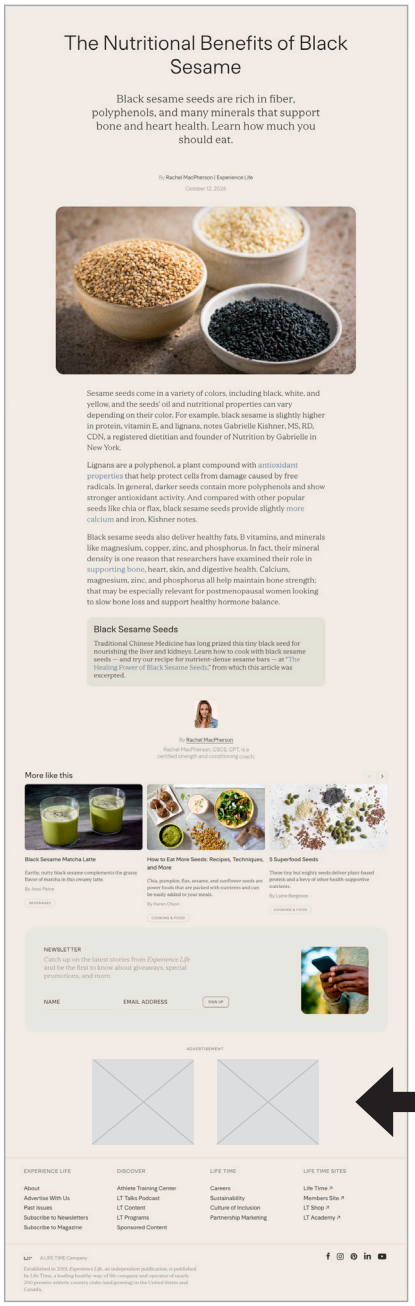
DELIVERY OF PRINT AD MATERIALS:

EMAIL LTMEDIA@LT.LIFE

WEBSITE AD SPECS 2027

WEBSITE ADVERTISEMENTS

- All advertisements must have a start and end date.
- All ads are due a week prior to the start of the 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**

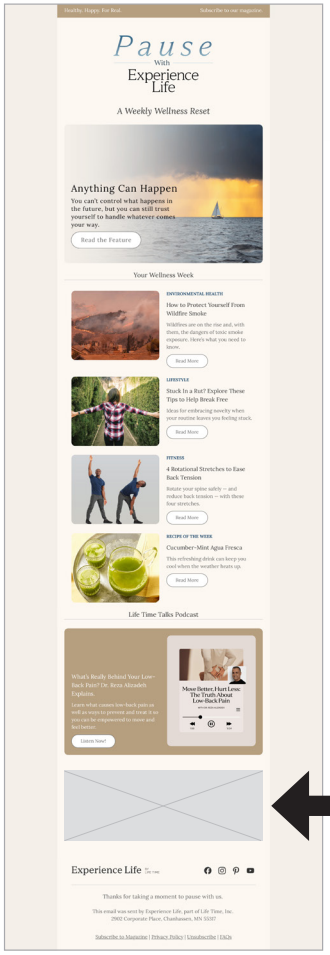
2 Mbps ● 32-bit ● At least 15 frames/second ● :15 or :30 ● 1 MB or less

For sponsored-content advertising opportunities, contact **LTMEDIA@LT.LIFE.**

NEWSLETTER AD SPECS 2027

NEWSLETTER ADVERTISEMENTS

- Our 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.**

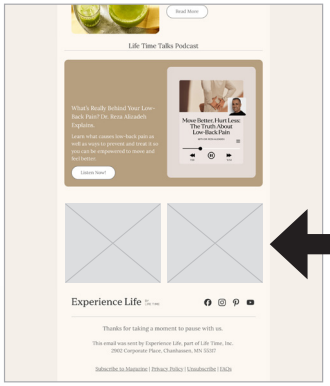


LEADERBOARD

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



MEDIUM RECTANGLE