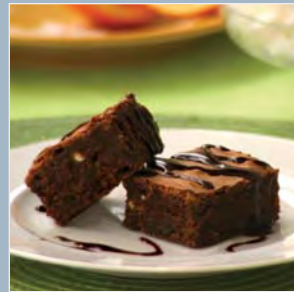
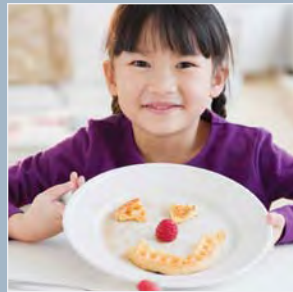


LIVING WITHOUT[®]



for people with allergies and food sensitivities

2012 advertising media kit

solutions for the growing special diet community



because “living without” doesn’t mean “going without!”

Living Without magazine understands this at its core, and makes its mission to serve as a life-enhancing resource for the growing millions of Americans who must adhere to some level of special diet due to allergies or food sensitivities.

As the only national publication specifically targeting this audience, *Living Without* provides lifestyle solutions, from innovative recipes using dietary alternatives to recommendations of products that make life simpler and better.

Living Without provides informative editorial and advertising to help readers successfully navigate their special dietary needs. We are the magazine that people turn to—and return to—after they begin their special-diet lifestyle.

18–20 million
Americans are
gluten sensitive.

Over 15 million
Americans follow
a gluten-free diet.

Over 3 million
Americans have
Celiac Disease.

Over 2 million
Americans have
Autism.

offering quality options for better,
more enriching lives

- Recipes for a wide range of allergies or sensitivities, especially those that require gluten-free and dairy-free meal solutions
- Motivational and educational features that offer support and guidance on living life fully, mindfully and with passion
- Buying advice and resources for alternative ingredients, new products and books, plus the latest medical news for themselves and their children

target affluent, educated & health-conscious
readers who share a common passion

Living Without is a truly unique opportunity to reach out to a vocal, influential community of women who are continuously seeking out new high-quality products that fit their household’s lifestyle.

reach women who are empowered to live better

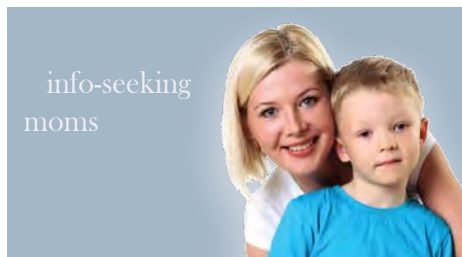
Over 97% of *Living Without* readers follow a controlled diet related to allergies/sensitivities, or manage one for a child or another household member. And nearly 80% purchase goods and services advertised in *Living Without*!



affluent
and smart
shoppers

demographics

97%	female
89%	some college +
77%	married
50 yrs	median age
\$83,500	median HHI
75%	do not read any other gluten-free magazine



info-seeking
moms

special diet concerns

91%	gluten-restricted
80%	dairy restricted

controlling diet for:

93%	seasonal allergies
75%	celiac disease
69%	lactose intolerance
57%	asthma
30%	ADD/ADHD
16%	gluten sensitivity
14%	autism/PDD
11%	dairy allergy



diligent
label
readers

purchasing habits

91%	organic foods
76%	natural household care products
71%	natural personal care
68%	OTC allergy meds
44%	prescription allergy meds
16%	gluten sensitivity
14%	autism/PDD

used in last 30 days:

94%	vitamins/minerals
73%	herbs
68%	probiotics/enzymes

our readers react & respond!

“

Your magazine has been a part of my life for so long. I can't imagine how hard these last 10 years would have been without your magazine in my life.

It is hard to get rid of even one magazine. They are all so full of information and recipes that I have come to depend on.

Your magazine has continued to get better and better. It gets better organized, better written, and more informative with each year.” —K.N.

“

I can't thank you enough for your recent article on gluten ataxia. My 5-year-old niece Kelley began having epileptic seizures and doctors planned surgery on her affected brain area.

A celiac myself, I never realized how severely the brain could react to gluten. I called my sister immediately to have a celiac sprue blood test done. Kelley was diagnosed today with celiac disease, and everyone is hopeful that her new gluten-free diet will eliminate her seizures.

By publishing your ataxia article, you have probably prevented an invasive surgery, and you may have just saved a life.” —C.A.

“

I am SO excited about your website! Thank you so much for such a great magazine! When I was first diagnosed 14 years ago with gluten-intolerance, there was NOTHING available to eat or read on the subject; no one understood how hard it was to live around this challenge. The physical and emotional effects of trying to live in a gluten-laden world were very difficult.

Your magazine has really given me such joy and pleasure in having all the information and recipes I need all in one great publication. I will be a life-long subscriber!” —T.N.

offering trusted content and valued guidance

With a positive and inspiring tone, each issue of *Living Without* encourages readers to overcome the challenges of a restricted diet by providing easy and delicious meal solutions, plus useful tips and advice for maintaining a healthy household.

2012 editorial calendar

February/March | Romance and Relationships

- Fun with Pizza
- Asian Noodles
- Chocolate Dishes and Desserts
- Gluten-Free Vegetarian

April/May | Easter, Passover, Summer Camp

- GFCF Ethnic Foods
- Kid-Favorite Snacks
- Breakfast Cereals
- 10 Things to Discuss with Your Doctor

June/July | Restaurant and Travel

- A Toast to GF Beer
- Perfect Pastas
- Safe Restaurant Dining
- Foods and Migraines

August/September | Back to School

- Let's Picnic
- Alternative Allergy Treatments
- Nutritious, Delicious Smoothies
- Special Diet, Special Child

October/November | Halloween, Thanksgiving and Baking

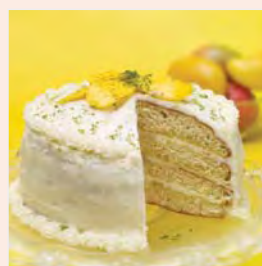
- Thanksgiving Feast and Fixings
- Baking with Gluten-Free Flours
- Root Vegetables
- One-Pot Meals

December/January 2013 | Holiday and New Year

- Poultry in a Whole New Light
- Yeast-Free Dishes
- One Easy Recipe, Five Festive Cookies
- Allergy-Friendly Wines

Special Holiday Issue

- Expert Tips for Festive Entertaining
- Family-Favorite Recipes with an Allergy-Friendly Twist
- Holiday Cookie Swap



...and in every issue

- **Life Story** | Inspirational profiles of people with allergies or food sensitivities.
- **House Call** | A medical perspective on allergies and food sensitivities.
- **So Good** | Delicious recipe ideas for dining gluten-free, wheat-free, dairy-free, sugar-free, egg-free, soy-free, peanut-free and more.
- **Cooking School** | Learn the basics of special-diet cooking and discover new techniques for successful baking without wheat, dairy and eggs. (3x/year)
- **Travel Guide/Across America** | Places to stay, dine and tour for a fun-packed, allergy-friendly vacation.
- **Personal Care** | Allergy-free skin care and other ways to look your best. (3x/year)
- **Try It • Read It** | Reviews of new products and books.
- **5 in 25** | Quick and easy ways to prepare your favorite recipes. Four pantry items plus one commercial product.
- **Super Foods, Super Supplements** | Achieve better health on a special diet with nutrient-dense foods and supplements.
- **Research Roundup** | The latest news for people with allergies and food sensitivities.
- **Living Without Pantry** | Solutions for baking without key ingredients like wheat, dairy and eggs.

advertising information

Susan Tauster, National Accounts Manager
630.858.1558
stauster@livingwithout.com

Danny Vincent, Eastern Advertising Manager
770.437.0861
dvincent@livingwithout.com

2012 rates and production specifications



circulation stats

- **65,000** paid newsstand and subscription copies
- Bi-monthly
- Sold nationwide at nearly **8,000** locations, including Whole Foods, Wegmans, Safeway, Rite-Aid, Bashas, Meijer's, Harris Teeter, Sprouts Farmers Market, Sunflower Market, bookstores and doctors', allergists' and nutritionists' offices.

materials/production contact

- Oksana Charla, Design Director
17 Robin Rd, Glastonbury, CT 06033
860.430.9357
design@livingwithout.com
- Upload files at:
<http://dropbox.yousendit.com/OksanaCharla1233799>

Ad Size	Dimensions	4-Color	B & W
Magazine Trim Size	8" x 10-7/8"	(rates are net)	
Full Page*	8" x 10-7/8"	\$5,135	\$3,850
2/3 Vertical	4-5/8" x 10"	\$3,885	\$2,915
1/2 Horiz.	7" x 4-7/8"	\$2,990	\$2,240
1/3 Vertical	2-1/4" x 10"	\$2,085	\$1,560
1/3 Square	4-5/8" x 4-7/8"	\$2,085	\$1,560
1/6 Vertical	2-1/4" x 4-7/8"	\$1,195	n/a
Resources Ad	3-1/2" x 2"	\$590	n/a
Cover II*	8" x 10-7/8"	\$6,215	n/a
Cover III*	8" x 10-7/8"	\$5,670	n/a
Cover IV*	8" x 10-7/8"	\$6,482	n/a

For full-page bleed, add 1/4" on all sides. Keep live area 1/4" from trim on all sides.

Accepted file formats: PDF/X1-a, EPS or TIFF. CMYK or grayscale only, min. 300 dpi resolution.

Frequency discounts: 3.5% with 3-5x schedule; 7% with 6x+ schedule.

deadlines

Issue Date	Ad Close	Materials Due	Mail Date	On Sale Date
Feb/Mar 2012	11/21/11	11/28/11	12/27/11	1/10/12
Apr/May 2012	1/23/12	1/30/12	2/28/12	3/13/12
June/July 2012	3/19/12	3/26/12	4/24/12	5/ 8/12
Aug/Sept 2012	5/21/12	5/28/12	6/26/12	7/10/12
Oct/Nov 2012	7/23/12	7/30/12	8/28/12	9/11/12
Holiday SIP	8/20/12	8/27/12	n/a	10/ 9/12
Dec/Jan 2013	9/24/12	10/ 1/12	10/30/12	11/13/12

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livingwithout.com

Living Without's website helps both the newly diagnosed and long-time readers with their allergies and food sensitivities, while its popular email newsletter connects with those seeking allergen-free meal solutions each week!



making a difference online

- Connects visitors to a wealth of information related to managing food sensitivities and allergies, including recipes, product reviews, resources, events and more
- Delivering over **300,000** page views per month

total immersion packaging

- Offering coordinated print, web, and email marketing opportunities
- Custom advertising packages and sponsorships are tailored to meet unique digital goals
- Go beyond display ads and engage online users with e-books, downloadable branded premiums, recipe guides and other useful references



weekly e-recipe

- Over **80,000** opt-in recipients/week
- Features gluten-free meal options
- Main sponsor's banner ad appears within email, landing page and all recipe pages, generating an additional 100k page views/week
- Other ad placements available

online rates & specs

Ad Size	Dimensions (pixels)	File Size	Rate (net)
Med. Rectangle	300 x 250	40k	\$25 cpm
Leaderboard	728 x 90	40k	\$25 cpm
Banner	468 x 60	30k	\$15 cpm
Logo Ad	120 x 60	20k	\$10 cpm

online materials

- Tom Canfield, VP Circulation
203.857.3100
tcanfield@belvoir.com
- GIF, JPEG, SWF files accepted
- Max. 0:15 animaton time
- Looping permitted

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