

Today's Dietitian

2020 MEDIA KIT



 @TodaysDietitian  /TodaysDietitian



Today's Dietitian is the leading independent source for news, information, research, and industry trends among the nation's influential community of nutrition professionals. Each month, **Today's Dietitian** provides registered dietitians, certified diabetes educators, foodservice managers, and culinary professionals with well-written content on essential topics that affect their clients, their profession, and their career development. **Today's Dietitian** is also a leading producer of accredited continuing education opportunities for these practitioners.

For advertisers and recruiters seeking brand visibility that reaches influential professionals, the powerful **Today's Dietitian** media network offers a range of effective channels for delivering messages while showcasing products, brands, and services to the nation's community of RDs and nutrition professionals.

PRINT With the benefit of space to have impactful visual branding and messaging, our flagship print publication is a powerful vehicle to reach our loyal audience of 40,000 print subscribers.

DIGITAL Each issue of **Today's Dietitian** also features a mobile-ready digital edition, which is delivered via e-mail to our digital subscribers and posted on our high-traffic website. Your print ad appears in the digital edition, adding live links that connect readers to the landing pages of your choice.

WEBSITE Our website hosts an abundance of relevant and timely content that readers come back to over and over again for research, reference, and expert insights. Banner ads and other online advertising opportunities put your message directly in the view of nutrition professionals.

E-MAIL The most powerful and direct way to connect with our audience electronically, our e-mail subscriber lists are valuable for advertisers looking to have their unique message delivered directly to the inboxes of our readers.

E-NEWSLETTER Our monthly e-Newsletter is delivered to the inboxes of opted-in subscribers who want the most current news available. Banner ads place your message among our sought-after content.

CONTINUING EDUCATION The **Today's Dietitian** CE Learning Library is a professional development resource that provides online CDR-accredited continuing education credits for RDs and other nutrition professionals. Sponsorship of our self-study courses, webinars, and events such as our annual Spring Symposium are high-profile, high-impact opportunities for companies to promote and introduce products and brands to influential dietitians.

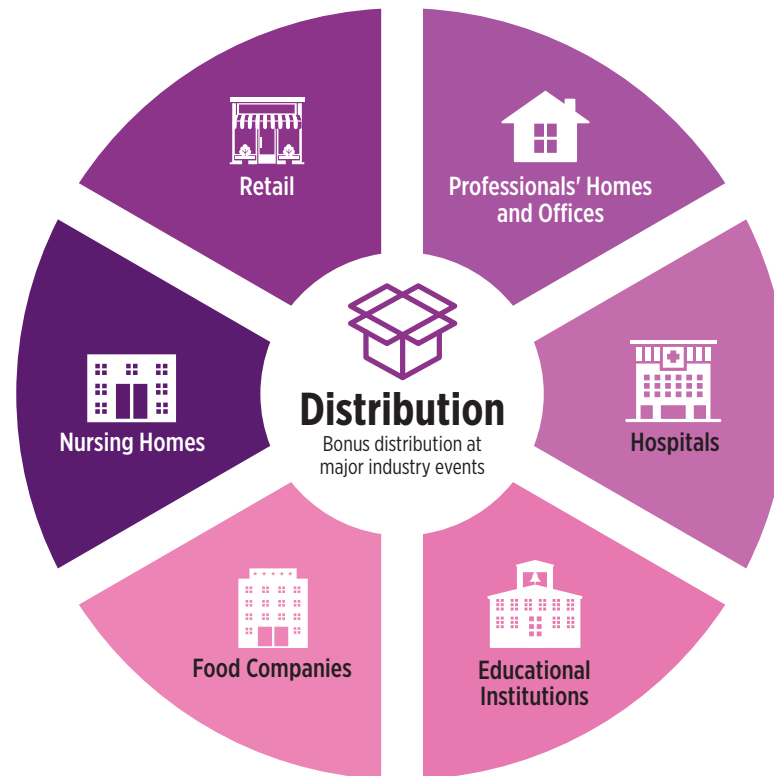
SOCIAL MEDIA **Today's Dietitian** has a powerful and active social media presence among dietitians, as well as with personal trainers, fitness enthusiasts, and those interested in nutrition and healthy eating. Our Facebook and Twitter platforms can be used as part of multi-channel campaigns or as targeted advertising campaigns.

DIRECT MAIL Send your collateral materials directly to our subscribers via mail. Ask your rep about the variety of options we have to get your brochures, spec sheets, or other printed materials into the hands of professionals.

OUR AUDIENCE

Today's Dietitian's audience comprises registered dietitians and nutrition professionals in:

- Personal and family diet plan creation and food recommendations
- Disease management, including diabetes, CVD, renal, cancer, and more
- Enteral and parenteral nutrition
- Retail and supermarkets
- Clinical/hospitals
- Media and communications
- Foodservice and culinary management
- Sports nutrition and fitness training
- Public health
- Geriatric care
- Corporate wellness programs
- Education



*Publisher's Data
**Google Analytics

Please contact your Account Executive for Material Deadlines at sales@gvpub.com.

EDITORIAL CALENDAR

JANUARY

Features

Weight Management
Professional Goals
Convenience Nutrition

Departments

Healthful Fats
Low FODMAPs
Private Practice Tools

Special Platform

Fresh Ideas Showcase

SPACE DEADLINE: 12/6/19

FEBRUARY

Features

Heart Health
Power of Produce
Dairy Innovations

Departments

Senior Wellness
Children's Health
Diabetes

Special Platform

American Heart Month

Bonus distribution at EXPO West

SPACE DEADLINE: 1/10/20

MARCH

Features

Supermarket Retail RD
Plant Proteins
CBD Beverages

Departments

Ancient Grains
Integrative Nutrition
Cancer Nutrition

Special Platform

Nutrition Showcase

SPACE DEADLINE: 1/31/20

APRIL

Features

Performance Nutrition
Soyfoods
Clinical Nutrition

Departments

Intuitive Eating
Sweeteners
Supplements

Special Platform

National Soyfoods Month

Bonus distribution at SCAN and ASPEN

SPACE DEADLINE: 2/28/20

MAY

Features

Gluten-Free Goodness
Mediterranean Diet
Probiotics

Departments

Food Allergies
Popular Diet Trends
Brain Health

Special Platform

Spring Showcase

Bonus distribution at TD Spring Symposium

SPACE DEADLINE: 3/27/20

JUNE

Features

Sustainability
Healthy Gut
Overweight/Obesity

Departments

Retail RD
Energy Foods
Beverages

Bonus distribution at FANS

SPACE DEADLINE: 5/1/20

JULY

Features

Clinical Nutrition
Education–Professional Development
Functional Foods

Departments

Foodservice Menu Planning
Eye Health
Breakfast

Special Platform

Summer Showcase

SPACE DEADLINE: 6/5/20

AUGUST

Features

Back to School Nutrition
Diabetes Management & Nutrition Guide
Telehealth

Departments

Dietary Fiber
Culinary Education
Botanicals/Herbs

Bonus distribution at AADE

SPACE DEADLINE: 7/3/20

SEPTEMBER

Features

Heart Health
Seafood
Healthy Weight Management

Departments

Organics
Ancient Wheat
Retail RD

Special Platform

Conference Showcase

Bonus distribution at National Conference

SPACE DEADLINE: 7/31/20

OCTOBER

Features

Vegetarian/Vegan Health
Gut Microbiome
CBD Update

Departments

Supplements
Senior Wellness
Cancer Nutrition

Special Platform

Fall Showcase

Bonus distribution at National Conference

SPACE DEADLINE: 9/4/20

NOVEMBER

Features

Diabetes
Cognitive Health
Cultural Foods

Departments

Clinical Nutrition
Food Allergies/Sensitivities
Postnatal Nutrition

Special Platform

Diabetes Showcase

SPACE DEADLINE: 10/2/20

DECEMBER

Features

Nutrigenomics
Supplements
Healthful Snacking

Departments

Body Positivity
Women's Health
Food Security

Special Platform

Wellness and Prevention
Annual Resource Guide

SPACE DEADLINE: 10/30/20

PRINT RATES

AD SIZE	OPEN	3X	6X	9X	12X	18X	24X
Full Page	\$10,495	\$10,090	\$9,680	\$9,410	\$9,020	\$8,795	\$8,570
2/3 Page	\$8,705	\$8,410	\$8,135	\$7,950	\$7,720	\$7,495	\$7,345
1/2 Page Vertical	\$6,855	\$6,645	\$6,495	\$6,405	\$6,235	\$6,150	\$6,050
1/2 Page Horizontal	\$6,605	\$6,390	\$6,235	\$6,135	\$5,945	\$5,860	\$5,780
1/3 Page	\$5,885	\$5,735	\$5,675	\$5,425	\$5,295	\$5,185	\$5,045
1/4 Page Horizontal	\$5,385	\$5,220	\$5,170	\$5,020	\$4,910	\$4,845	\$4,765
1/4 Page Vertical	\$4,875	\$4,700	\$4,660	\$4,615	\$4,535	\$4,515	\$4,485
Print Banner	\$2,860	\$2,805	\$2,725	\$2,685	\$2,630	\$2,610	\$2,565

PREMIUM PLACEMENT

BACK COVER: +30%

INSIDE FRONT COVER: +25%

PAGE 3: +25%

INSIDE BACK COVER: +20%

OPPOSITE TABLE OF CONTENTS: +20%

OPPOSITE MASTHEAD: +20%

FRANCHISE OR OTHER PREFERRED POSITIONS: +10% to 15%

CONFERENCE ISSUES: +10%

No print cancellations permitted with premium positions. Premium position supersedes any page separation requests.

SHOWCASE AD: \$2,450

Contact your account executive for details.

RESOURCE GUIDE LISTINGS: \$1,050

Contact your account executive for details.

DATEBOOK: 1 insertion: \$440;

2 insertions: \$410 each;

3 or more: \$370 each

BELLYBANDS, COVER STICKERS, FRENCH GATES, INSERTS, POLYBAGS, OR SPECIAL REQUESTS

Contact your account executive for details.

No print cancellations accepted 30 days before published deadline. Specific cancellation terms and conditions can be found at www.TodaysDietitian.com/terms.

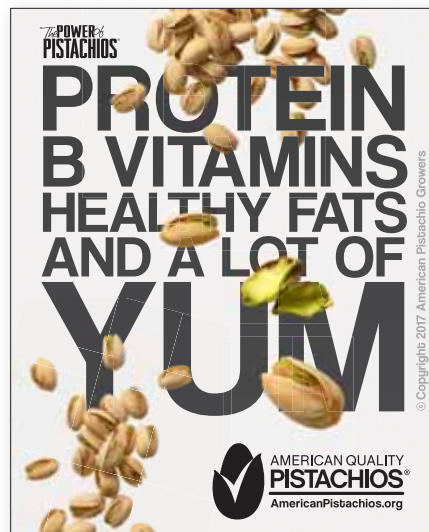
RESOURCE GUIDE

The *Today's Dietitian* Wellness and Prevention Annual Resource Guide is an advertising vehicle that combines power with longevity. This cost-effective entry is hyper-targeted, which adds to its potency. Listings maintain their value because they are utilized by professionals year-round as reference tools when they're looking for the industry's most reliable companies, product lines, brands, and services. Our Resource Guide delivers key product information that assists and informs professionals making purchasing decisions, along with direct contact information that can start mutually beneficial business relationships.

All Resource Guide Listings Include:

- 2.22" x 2.75" four-color ad space, formatted 9 ads to a printed page
- Contact information and logo (300 dpi)
- Up to 40 words of copy
- Added exposure in the interactive digital edition
- A 12-month online listing on our website, with direct links to any website or webpage

All for only \$1,050



(Sample Resource Guide ad, actual size)

PRODUCT & SERVICE SHOWCASES

Today's Dietitian Product & Service Showcases help our audience of RDs and nutrition professionals learn about what's available in the marketplace while enhancing advertising campaigns. This cost-effective, high-profile opportunity positions the advertiser's product information, service offerings, and company messaging directly in front of these influential professionals in an appealing and unique format.

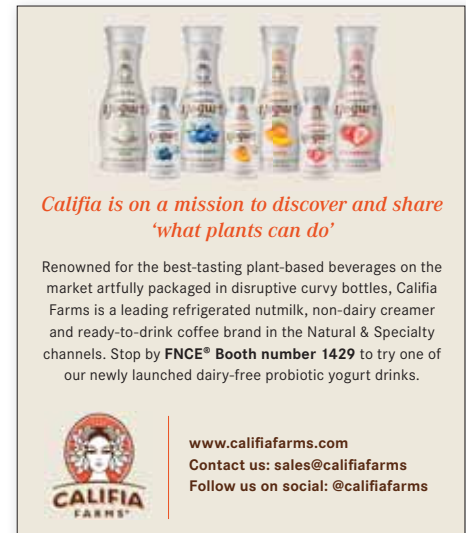
Product & Service Showcases Include:

- Space approximately the size of a quarter-page ad
- 70-word product description displayed in news release format
- Accompanying four-color image
- Company contact information and URL
- No additional design elements needed or accepted

All for only \$2,450

2020 Showcase Issues

- JANUARY:** Fresh Ideas Showcase
- MARCH:** Nutrition Showcase
- MAY:** Spring Showcase
- JULY:** Summer Showcase
- SEPTEMBER:** Conference Showcase
- OCTOBER:** Fall Showcase
- NOVEMBER:** Diabetes Showcase



(Sample Showcase ad at 70%, actual size is roughly 3.45" x 4")

WEBSITE RATES

Full Banner (Top) (468 x 60 pixels)

Open	\$3,435
3x	\$3,365
6x	\$3,270
9x	\$3,200
12x	\$3,075

Wide Skyscraper* (160 x 600 pixels)

Open	\$5,115
3x	\$5,015
6x	\$4,910
9x	\$4,825
12x	\$4,690

Leaderboard* (728 x 90 pixels)

Open	\$4,575
3x	\$4,490
6x	\$4,400
9x	\$4,285
12x	\$4,145

Medium Rectangle* (300 x 250 pixels)

Open	\$4,305
3x	\$4,220
6x	\$4,140
9x	\$4,050
12x	\$3,920

3:1 Rectangle* (300 x 100 pixels)

Open	\$2,995
3x	\$2,935
6x	\$2,845
9x	\$2,775
12x	\$2,715

Full Banner (468 x 60 pixels) *Homepage Only*

Open	\$2,220
3x	\$2,135
6x	\$2,060
9x	\$1,960
12x	\$1,880



Website Sponsored Content

Sponsor receives content control of native advertising posted on our magazine's website for 30 days, which includes 800 to 900 words of text, images, and various links to your company's website. Company also provides title of navigation link on our homepage. **PRICE:** \$2,995

All ads are sitewide unless otherwise noted. Our website is compliant with the Interactive Advertising Board (IAB) Universal Ad Package standard, providing our advertisers with a choice of banner ad units that provide advertisers the ability to reach our audience of professionals.

* IAB-approved sizes

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (online units, website advertising, e-Newsletters, e-blasts, webinars, etc) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.

E-NEWSLETTER RATES

Placing a banner on the *Today's Dietitian* monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content as well as other relevant topics.

MONTHLY FEATURES

JANUARY: Weight Management: Fad Diets
FEBRUARY: American Heart Month: CVD Prevention/Fiber
MARCH: Retail RD: CBD Products
APRIL: Fitness: SCAN
MAY: Previewing *TD's* Spring Symposium: Gluten-Free Snacking
JUNE: News from *TD's* Spring Symposium: Cognitive Health
JULY: Previewing AADE: Education - Career Development

AUGUST: Diabetes Nutrition and Management
SEPTEMBER: National Conference Preview, Digestive Wellness
OCTOBER: News From National Conference, Plant-Based Diets
NOVEMBER: American Diabetes Month: Diabetes
DECEMBER: Family Meal Planning/ CBD Foods

AD SIZE	OPEN	3X	6X	9X	12X
Leaderboard* (728 x 90 pixels)	\$3,900	\$3,825	\$3,745	\$3,660	\$3,545
Wide Skyscraper* (160 x 600 pixels)	\$4,405	\$4,320	\$4,230	\$4,155	\$4,030
Medium Rectangle (300 x 250 pixels)	\$3,620	\$3,530	\$3,470	\$3,380	\$3,280
3:1 Rectangle (300 x 100 pixels)	\$2,580	\$2,520	\$2,445	\$2,395	\$2,330
Full Banner (468 x 60 pixels)	\$1,910	\$1,840	\$1,775	\$1,690	\$1,620
Rectangle* (180 x 150 pixels)	\$1,470	\$1,425	\$1,360	\$1,320	\$1,260

* IAB-approved sizes

Banner positions not fixed, but based on content distribution.



(Sample e-Newsletter)

E-MAIL MARKETING

Advertisers can utilize the power of our subscriber lists by using custom-designed e-blasts to deliver a specific product message, technological benefit, or positioning statement directly to the inboxes of influential nutrition professionals. This targeted and cost-effective method of reaching *Today's Dietitian's* audience uses your company's own words, terminology, and images. Our in-house team can create the artwork to match your message, or we can simply take your design and deliver it to our opt-in list of professional subscribers.

FULL LIST E-BLAST: \$10,775

\$395 per 1,000 names for partial list deployment.

Digital advertising packages that include e-Newsletters, custom e-blasts, and website banners are available. Ask about High-Impact Digital Ad Placements for special package pricing and high-visibility placements.

PRINT SPECIFICATIONS

PREFERRED FILE FORMAT: PDF and PDF/X1a only. Files must conform to SWOP standards. All marks (trim, bleed, center) should be included and must be 0.1875" outside the trim of the magazine.

COLORS: CMYK (no pantone or spot colors, RGB, LAB, ICC color profiles, or 4-color black type)

TOTAL AREA COVERAGE: Maximum ink density is 300%

LINE SCREEN: 133 lpi

MINIMUM IMAGE RESOLUTION: 300 dpi

No native applications accepted

PRODUCTION COSTS: Original ad creation will be charged at a rate of \$250 per hour. Revisions to artwork will be charged at a rate of \$95 per hour.

FILE SUBMISSION

E-MAIL: ads@gvpub.com
For files under 10 MB

FTP: Available for larger files. Please contact your account executive for more information.

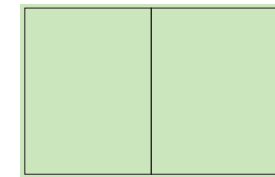
MAIL: 3801 Schuylkill Road
Spring City, PA 19475

HARD-COPY PROOFS

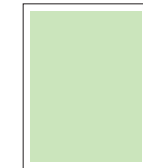
A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. *Today's Dietitian* cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received one week before the Material Deadline for the issue in which it will run. Send to address under File Submission.



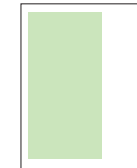
Full Page (Bleed)
8.5" x 11"



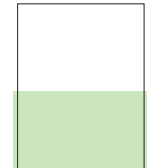
Spread (Bleed)
16.5" x 11"



Full Page (Border)
7" x 9.5"



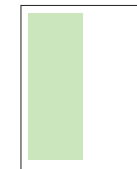
2/3
4.5" x 9.535"



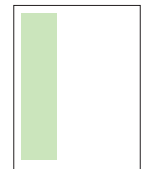
1/2 (Bleed)
8.5" x 5.25"



1/2 Horizontal
7" x 4.237"



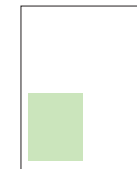
1/2 Vertical
3.415" x 9.535"



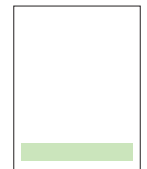
1/3
2.22" x 9.535"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 1.125"