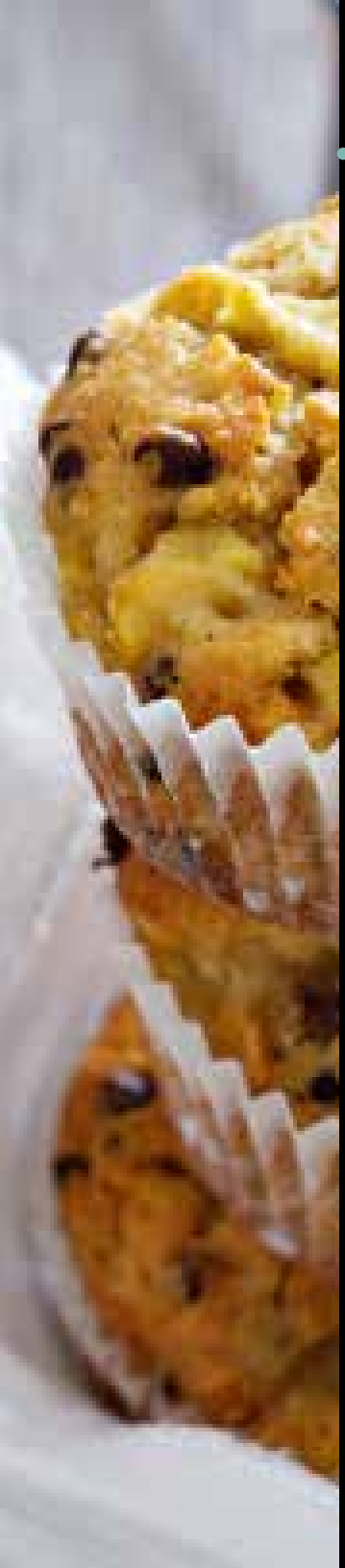
Delight
gluten free
delightful food • delightfully fun
2026 MEDIA KIT



EDITORIAL OVERVIEW

We are foodies who want to eat, cook and enjoy delicious food in our homes, out on the town and around the world... We just happen to be on gluten-free diets. We bring our readers a gluten-free world filled with delightful options, one flavor-packed meal at a time.

We surpass our direct competitors by offering sound advice & tips for people following a special diet, as well as:

- **Culinary tips** & techniques
- **Fully-tested** 100% gluten-free recipes from our test kitchen
- **Entertaining articles** & inspiring stories
- **A travel section** featuring the world's most popular restaurants & their menus catering to special dietary needs
- **Guides & advice** for converting recipes to be dairy/ casein-free, nut-free, soy-free, corn-free and rice-free
- **Daily engagement** on social media (Twitter, Facebook, Instagram and Pinterest)
- **Gluten-free substitutes guide** that includes easy ways to replace dairy and eggs in all recipes as well as measurement conversions

Our readers devour each issue cover-to-cover. We always have more editorial content than advertising, which means your advertisement will be noticed & won't get lost in a sea of ads.

2026 EDITORIAL CALENDAR

DELIGHT GLUTEN-FREE ISSUES:

JANUARY-FEBRUARY
- Heart Health
- Health Benefits of GF
- Gluten Free Sauces
- Nutrition 101
- Flaxseed
- Autoimmune Disorder
- Health Goals in 2026

MARCH-APRIL
- Gluten-Free Eating Plan
- Kids in the Kitchen
- Gluten Free Bread
- Coconut Flour
- Meat Substitutes
- Non-Celiac Gluten Sensitivity
- Supplements 101
- Sun Safety

MAY-JUNE
- Food Allergy Awareness
- Homemade Pizza
- Quinoa
- Gluten-Free Baked Goods
- Lactose-Free
- Irritable Bowel Syndrome (IBS)
- Better Sleep

JULY-AUGUST
- Family Wellness Checks
- Kid-Friendly Gluten Free
- Gluten Free Frozen Meals
- Summer Veggies
- Dairy Free Ice Cream
- Farmers Markets
- Outdoor Family Fun

SEPTEMBER-OCTOBER
- Back to School
- School Foods
- Gluten Free Snacks
- Gluten Free Protein Bars
- Women's Wellness
- Yoga
- Fall Harvest
- Gluten Free Tailgating

NOVEMBER-DECEMBER
- GF Holiday Meal Planning
- NEW Holiday Traditions
- Gluten Free Baking Mixes
- Holiday Cocktails/ Mocktails
- GF Baking Tips & Tricks
- Entertaining Holiday Guests
- Holiday Gift Guide

ISSUE HIGHLIGHTS:

ALLERGEN CONVERSIONS
GLUTEN-FREE ON A BUDGET
ASK THE DOC
DELIGHT ANSWERS
NUTRITIONAL ANALYSIS
BAKING TIPS
SEASONAL INGREDIENT GUIDES
BOOK REVIEWS
FAVORITES
SEMI-HOMEMADE MEALS
advertorial opportunity!
WORLD-WIDE TRAVEL PROFILES
GIVING BACK FEATURES
NATURAL & ORGANIC GLUTEN FREE
GLUTEN FREE BEAUTY PRODUCTS

CIRCULATION

DELIGHT GLUTEN-FREE MAGAZINE reaches the global gluten-free community including people living with Celiac Disease, Type 1 Diabetes, Autism, Down Syndrome, Multiple Sclerosis, Thyroid Disease and gluten intolerance.

DELIGHT GLUTEN-FREE MAGAZINE is distributed to the USA and Canada, and is also found on newsstands in Australia, Netherlands, Brazil, United Kingdom, Finland, Taiwan, Romania, Singapore, New Zealand, Portugal, Spain, Puerto Rico, Malaysia & U.S. Military bases.

DELIGHT GLUTEN-FREE MAGAZINE is very proud to provide complimentary copies to more than 1,000 doctors' offices and hospital centers nationally for distribution to newly diagnosed patients. Doctors and patients alike have told us how much they love the magazine and use it as a getting-started guide for living a gluten-free lifestyle.

DELIGHT GLUTEN-FREE MAGAZINE 2026 distribution: 130,000.

ADVERTORIALS

Our **SEMI-HOMEMADE MEALS** section is an excellent opportunity to gain extensive editorial coverage on not only your brand but specific products within your product line.

Provide our editorial team with up to 4 different products and they will develop four custom recipes and high-resolution & delectable photographs that will appear in your dedicated Semi-Homemade feature section of the magazine. This 4-page spread will also include a full-page advertisement for your brand and these recipes will appear on Delight-GlutenFree.com with hundreds of other editorial recipes providing you an endless life-cycle to reach the gluten-free consumer.

This unique opportunity is only available in Delight Gluten-Free Magazine! Space is limited – inquire today!

$3,500 NET PER PLACEMENT
No more than 2 placements per year per company. Can not combine with any other programs.

DEMOGRAPHIC SNAPSHOT

95%	female
47	median age
45	mean age
91%	between ages 25 and 54
73%	have children
81%	married
93%	attended college
$91,200	median household income
98%	buy gluten-free products one or more times per week
98%	on a gluten-free diet or support a friend or family member

Source: *Delight* Subscriber Study, July 2025

DELIGHT GLUTEN-FREE ADVERTISING DATES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ON SALE
JANUARY/FEBRUARY	11.14.2025	11.21.2025	1.6.2026
MARCH/APRIL	1.9.2026	1.16.2026	3.3.2026
MAY/JUNE	3.13.2026	3.20.2026	5.5.2026
JULY/AUGUST	5.8.2026	5.15.2026	7.7.2026
SEPTEMBER/OCTOBER	7.10.2026	7.17.2026	9.1.2026
NOVEMBER/DECEMBER	9.11.2026	9.18.2026	11.3.2026

All dates are subject to change.

DISPLAY AD RATES

RATE BASE: 130,000

SIZE	OPEN RATE
FULL	$2300
⅔	$1725
½	$1375
⅓	$1000
CV2	$2900
CV3	$2800
CV4	$3000
SPREAD	$4500

ONLINE AD RATES

BANNER
336 x 280px
$750/month

HALF BANNER
336 x 140px
$560/month

LEADER BOARD
728 x 90px
$995/month

E-NEWSLETTER AD RATES

HORIZONTAL BANNER 380 x 80px
$840/month

VERTICAL BANNER 160 x 240px
$700/month

FOOTER 380 x 80px
$760/month

Rates are in gross dollars.

DOCTORS' OFFICE & HOSPITAL RESOURCE PROGRAM

Full-page advertisement on cardstock with perforation in all copies sent to doctors' offices. (10,000 copies)

Listing in all copies of Delight Gluten-Free Magazine as Doctors' Office Program Sponsor with logo.

DelightGlutenFree.com listing as program sponsor.

OFFICE & RESOURCE PROGRAM
$4000/month

Ask your advertising representative about Delight's special integrated marketing and value-added programs!

ADVERTISING SPECIFICATIONS

SIZE	TRIM	BLEED
SPREAD	16 x 10.5"	16.25 x 10.75"
FULL	8 x 10.5"	8.25 x 10.75"
⅔ V	4.75 x 10.5"	5 x 10.75"
½ H	8 x 5.25"	8.25 x 5.4"
½ V	3.725 x 10.5"	3.975 x 10.75"
⅓ V	2.5 x 10.5"	2.75 x 10.75"
¼	3.13 x 4.5"	--
⅙	2 x 4.5"	--
1/12	2 x 2.16"	--

All text, important imagery, and logos must be at least .375" (3/8") away from the trim edge of the page. All full bleed advertisements must include at least .125" bleed outside of the trim. If your artwork does not meet these requirements, we will place a white border around your ad.

PRINT AD FILE FORMATS

ADOBE PDF/X-1A All fonts must be embedded, SWOP color output.

INDESIGN CS3 INDD All supporting files must be packaged (images/fonts); raster images must be 300 dpi at 100 percent scale.

ILLUSTRATOR CS3 EPS OR AI All supporting files must be collected (images/fonts) or embedded (images) and outlined (fonts).

PHOTOSHOP CS3 TIFF OR EPS Images must be 300 dpi at 100 percent scale.

PRINT AD SUBMISSION

PLEASE SUBMIT ADS by materials close deadline. Artwork charges may occur if materials are late.

PUBLISHER ASSUMES NO LIABILITY FOR COLOR FIDELITY unless a SWOP-certified proof is submitted with materials.

EMAIL david@innovisionhm.com; include advertiser name and issue in the subject line.

FTP Please contact your sales rep for instructions.

CD/DVD Production Manager | InnoVision Health Media
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PROMOTIONAL OPPORTUNITIES

THE DELIGHT GLUTEN-FREE MAGAZINE CUSTOM E-NEWSLETTER

Grab the attention of gluten-free consumers with a custom e-newsletter. Highlight your brand with 11 digital advertising slots and a tasty recipe! This option gives your brand the opportunity to set the tone and messaging of your marketing campaign with almost immediate ROI and generated interest & sales within minutes of the blast going out. With over 30,000 opt-in gluten-free consumers your messaging can have an instant impact in the marketplace. Delight further supports your messaging by tagging the custom e-newsletter to social media sites. Whether you're launching a new product, reminding consumers of your brand or looking to boast your brand's social interactions, our custom e-newsletter is an excellent cost-effective way to reach the gluten-free consumers in their homes.

Custom e-newsletters provide advertisers a custom opportunity to direct their message to a captive gluten-free audience. The custom e-newsletter will be built to your company's specifications and may include up to 2 gluten-free recipes and body copy. No recipes on file? No problem! Our test kitchen team can create and photograph the recipes for you!

PACKAGE FEATURES:

TWO RECIPES featuring your products in a custom newsletter format.

11 INTERACTIVE ADVERTISEMENT PLACEMENTS within custom newsletter template.

RECIPE DEVELOPMENT for your products by Delight Gluten-Free Magazine test kitchen staff, if desired. Photography included.

MULTIPLE COUPON OFFERS at no additional charge. E-newsletters can be in HTML format as long as they are MailChimp compliant.

CUSTOM E-NEWSLETTER RATES

Includes up to 2 recipes, body copy, 11 interactive advertisement placements.

1X	1 annual newsletter	**$1750**
3X	1 newsletter ever 4 months	**$1500**
6X	1 newsletter every 2 months	**$1250**

*Limited quantities available

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