

# Clean Eating

*Improving your life one meal at a time.*



**MEDIA KIT**

# Mission

*Clean Eating* is your one-stop lifestyle-nutrition magazine, targeted to people who want to improve their lives one meal at a time. Whether you're fueling your body for an active lifestyle, for optimum health, to minimize body fat or to boost energy levels and increase overall well-being, *Clean Eating* is your number one information source. *Clean Eating* is the guide you need to finally understand the many aspects of nutrition; reach your ideal weight; create healthy, trouble-free recipes for you and your family and most importantly live a happier, more balanced and focused life.



# 2010 Editorial Calendar

## JAN/FEB On sale Dec. 1, 2009

- When the weather outside is frightful, curl up inside with a clean, comforting meal.
- Your grocery list doesn't have to be a mile long to bring healthy variety to your family's menu. We'll show you how to **turn just five ingredients into four unique and nutritious meals.**
- Breathe new life into tired entrée options by adding one of our **fresh and flavorful sides** to your culinary repertoire.
- Tools. Learn the ins and outs of braising and roasting, **plus read up on the best gear to get the jobs done.**
- Supermarket Guide. We compare a few of the products sitting on grocery shelves now, so you won't have to when standing in the aisles. **This issue: crackers.**

## MAR/APR On sale Feb. 2, 2010

- Mix and match meals: **Eight recipes become 16 meal combos!**
- This isn't your same old Friday night delivery pizza! We've got a bevy of **creative, nutrient-packed and, yes, clean pies** that will have you erasing the pizza parlor's number from your speed dial.
- Visit Greece without having to leave your kitchen (or spend big dollars on airfare!) with our **seven light, internationally-inspired entrées and dips.**
- Tools. Splurge or save? **What kitchen tools should you invest in** and which are just as good on the cheap?
- Supermarket Guide. **This issue: cookies.**

## MAY/JUNE On sale: Apr. 6, 2010

- For treats that will surely satisfy your sweet tooth without having to trouble with the oven, try our **no-bake desserts.** You won't believe they're clean eating!
- **Add new life to your leftovers:** Make one of our three family dinners and we'll show you how to turn the leftovers into a brand new meal for tomorrow!
- Find out how to easily take seasonal produce from your backyard garden to family table. **Cooking with fresh and local ingredients has never been so easy and budget-friendly!**
- Tools. Oldies, but goodies. Even in today's high-tech world of GPS devices and iPhones, there are **a few classic kitchen gadgets that have stood the test of time.**
- Supermarket Guide. **This issue: salad dressings.**

*Continued on next page.*



## JULY/AUG On sale: June 1, 2010

- Quit slaving over a hot stove during your summer vacation and cool off with our **no-cook meals**.
- **Nothing says summer like a burger!** Whether you're hosting a fourth of July party or simply cooking up a fun meal for the family, we've got the burger for you.
- If you're looking for a new twist on lemonade to share with the entire clan or a virgin cocktail recipe for your summer shindig, we've got a slew of **clean summer sippers** to quench everybody's thirsts.
- Tools. Summer is a time to give your oven and slow cooker a break. Find out which **items you should have on hand in the kitchen** when the temperature rises.
- Supermarket Guide. **This issue: salsas and dips.**

## SEPT/OCT On sale: Aug. 3, 2010

- **Preserve the bounty of the season** and enjoy it for months to come with our jams, chutneys and pickles.
- Back to school doesn't have to mean a hectic workweek. Follow our **five-night family menu** for delicious dinners that require just **one trip to the market with \$50 in hand!**
- Save money and eat healthy by making your own homemade tomato sauce – the ultimate multi-purpose ingredient – for use in a multitude of dishes.
- Tools. As days get shorter and schedules get busier with the approach of autumn, reach for **cooking gadgets that will save you precious time.**
- Supermarket Guide. **This issue: bread.**

*Editorial content subject to change without notice.*

## NOV/DEC On sale: Oct. 5, 2010

- Invite family and friends over for our **Thanksgiving feast** and serve your loved ones a turkey day dinner you can feel good about.
- Avoid holiday weight gain with the help of our two-week meal plan. With **70 mini meal options**, you'll definitely have something to celebrate this festive season.
- Our low-sodium meals will show you how to be salt savvy without saying goodbye to flavor.
- Tools. A bowl of soup or stew is a quintessential cold-weather meal. Find out if you have **the right tools on hand to make your comfort-meal cooking a cinch.**
- Supermarket Guide. **This issue: milk.**



## In Every Issue...

### eat smart

- Bits & Bites – food news
- Ask the Dietitian Q&A
- Ask Tosca (Reno) column
- Classics, Only Cleaner – meal makeovers
- Superfoods column, one unique food explored
- Recipe index
- Try This... With That – meal combos from recipes in the issue

### recipes

- One Grocery Bag for \$50 – budget-friendly recipe feature for a family of four
- 14-day Meal Plan + Shopping Lists
- 4 full-length recipes with varying topics and cuisines
- 50+ clean, family-friendly, budget-wise and easy-to-prepare recipes
- Seasonal, local, sustainable, organic, eco-gastronomic fare
- Happy Ending – a low-cal, low-fat indulgent dessert

recipe to finish off each issue

### be inspired

- Cookbook and website reviews
- Reader success stories
- Gear and gadgets product spread
- Cooking With – one featured celebrity chef and an exclusive recipe

### how-to

- Kitchen Confidential – culinary lessons on a new kitchen skill

- Supermarket Guide – different product brands rated
- Complements – Nutritional aid and vitamin guide
- Kitchen Must-Haves

### travel well

- Chef Chez – one world-class chef, his kitchen, an exclusive recipe and a city guide to other healthy restaurants
- Eat and Retreat – one culinary destination, the philosophy behind the

kitchen, recipes and a city guide

### get active

- Ask the Doctor Q&A
- Meet Your Trainer – target training with a renowned celebrity trainer
- Between Bites – A multi-component workout and cardio routine





## Publishing Schedule

Cover Date	On Sale	Ad Closing	Material Due
Jan/Feb '10	Dec. 1 '09	Oct. 2 '09	Oct. 9 '09
Mar/Apr '10	Feb. 2 '10	Dec. 7 '09	Dec. 14 '09
May/June '10	Apr. 6 '10	Feb. 11 '10	Feb. 18 '10
July/Aug '10	June 1 '10	Apr. 8 '10	Apr. 15 '10
Sept/Oct '10	Aug. 3 '10	June 10 '10	June 17 '10
Nov/Dec '10	Oct. 5 '10	Aug. 12 '10	Aug. 19 '10
Jan/Feb '11	Dec. 7 '10	Oct. 14 '10	Oct. 21 '10

## Advertising Rates

Ad Size	Open	2x	4x	6x
Full page	\$12,900	\$12,000	\$11,445	\$10,900
2/3 page	\$ 9,030	\$ 8,250	\$ 7,775	\$ 7,365
1/2 page	\$ 6,930	\$ 6,350	\$ 5,880	\$ 5,195
1/3 page	\$ 5,160	\$ 4,800	\$ 4,578	\$ 4,360
1/6 page	\$ 3,250	\$ 2,965	\$ 2,770	\$ 2,435

Please call for premium position rates.

All prices are in net US dollars and are subject to change without notice.



# Ad Specifications

Standard	Non-bleed	Bleed
<b>Spread</b>	17" wide x 10.125" high	18" wide x 11.125" high
<b>Full Page</b>	8.125" wide x 10.125" high	9.125" wide x 11.125" high
<b>2/3 Page Vertical</b>	not available	5.8" wide x 11.125" high
<b>1/2 Page Horizontal</b>	not available	9.125" wide x 5.562" high
<b>1/3 Page Vertical</b>	not available	3.375" wide x 11.125" high
<b>1/6 Page Vertical</b>	not available	3.375" wide x 5.562" high

## Clean Eating

**Magazine Trim:** 8.875" x 10.875"  
(8 7/8" x 10 7/8")

**Binding Method:** Perfect Bound

**Printing Process:** Web Offset

\* Keep live matter within non-bleed specifications. Gutter allowance not included for spreads.

## File Specifications

### Requirements:

- Macintosh Format, High Resolution (300 dpi), CMYK (no Pantone or other spot colors), PDF (Acrobat 4.0 pdf 1.3 all fonts embedded - use press options) and/or flattened TIFF file. Please send all 1/2 page, 1/3 page, 2/3 page and 1/6 page ads as flattened TIFF files only. Please do not submit eps files.

### PDF/TIFF Specifications:

- Spread ads must be submitted as single page format.
- Do not embed crop/registration marks.

### Media Submission:

- CD-ROM/DVD (Do not write on disk, write on sleeve). We do not accept ads via email.

### Electronic File Transfer:

**Address:** <http://adupload.rkpubs.com>

**Publication:** Clean Eating

**Password:** clean33

A proof is required when an ad is submitted electronically, see Accepted Proofs.

### Accepted Proofs:

- Full color, 100% size, indicating bleed and proper placement. Advertiser accepts responsibility for any printing errors resulting from failure to provide proof.

### Extra Care:

- All type or graphics not intended to trim should be positioned 0.38" in from trim (i.e., live area of full-page bleed ad: 8.125" x 10.125").
- Be mindful of spine, give 0.5" gutter allowance.

### Quark Documents:

- Please size all Quark documents to 8.875" x 10.875".
- Save all files as version 6 or lower.
- Font information must include manufacturer, font name and postscript version.
- Use stylized fonts and do not apply style attributes to basic fonts.

### Production Questions:

Production questions should be sent to [production@rkpubs.com](mailto:production@rkpubs.com) or contact your sales rep.

Please include the magazine title and issue number and your company's name with material.