


Today's Dietitian

2025 MEDIA KIT



X @TodaysDietitian f /TodaysDietitian i /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. **Today's Dietitian** provides registered dietitians (RDs), diabetes care and education specialists, 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 cost-effective channels for delivering messages while showcasing products, brands, and services to the nation's community of RDs and other nutrition professionals.

MAGAZINE *Reaching all media channels*

Our flagship media outlet, **Today's Dietitian** magazine is the powerful vehicle to reach our loyal audience of 75,000 subscribers while utilizing a robust multimedia engagement for your message. With the placement of a display ad or advertorial within any issue of **Today's Dietitian**, your message will be promoted across the entire **Today's Dietitian** Media Network, via the website, digital edition, print, email and social media. Enhance your audience engagement with embedded video capabilities and live links within your display ad.

WEBSITE *Maintain a consistent presence*

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 sponsored content online advertising opportunities put your message directly in the view of nutrition professionals.

EMAIL *Direct to readers' inboxes*

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

E-NEWSLETTER *Monthly and beyond*

Our monthly e-Newsletter is delivered to the inboxes of our hyper-engaged subscribers who have opted-in to follow the most current news available. Banner ads place your message alongside our highly sought-after content.

CONTINUING EDUCATION *Sponsor learning*

The **Today's Dietitian** CE Learning Library is a professional development resource that provides online 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.

WEBINARS *Educate our audience*

Work with us to produce a webinar that educates nutrition professionals on a specific topic area or subject matter that highlights what you want our audience to know. Whether you host the webinar yourself or allow us to do so, we'll promote the event to our audience and get qualified people to attend.

CONFERENCE INTERVIEWS *Expert focused feature*

Elevate your brand with our exclusive Conference SME interview. We'll conduct an on-site interview with your subject matter expert (SME) at the conference, crafting an engaging and insightful write-up that highlights their expertise and your organization's contributions to the industry. This professionally written feature will be published in our magazine, reaching a wide audience and positioning your SME and company as thought leaders.

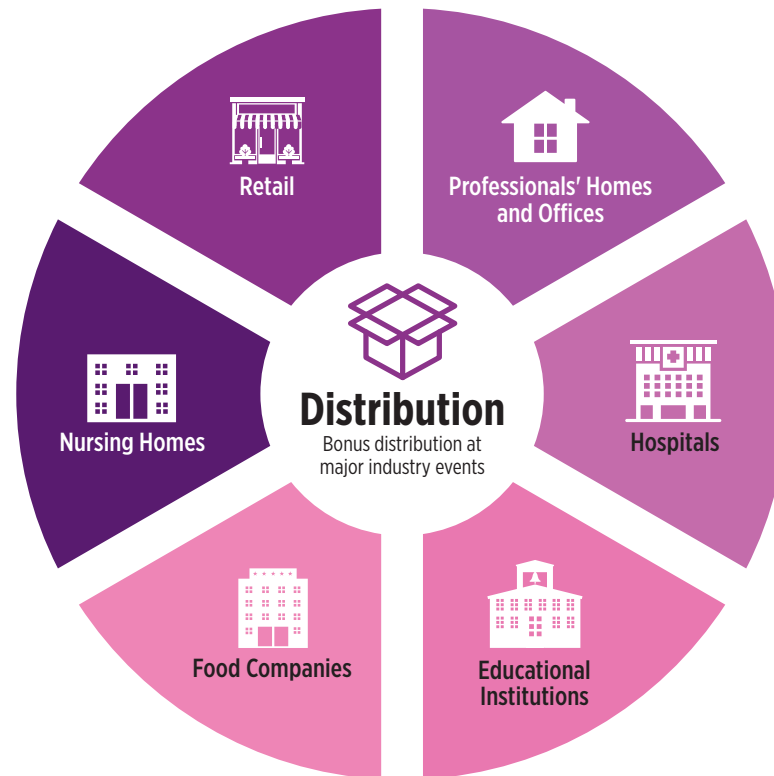
SPRING SYMPOSIUM *Premier continuing education event*

Now in its 12th year, the **Today's Dietitian** Spring Symposium is the premier continuing education event for dietitians. Core sponsorship includes an extended, multiphase interaction with our loyal audience and attendees. Connect with, entice, and educate our audience of nutrition professionals in the weeks and months leading up to the Symposium, then onsite at the event and following a successful show.

OUR AUDIENCE

Today's Dietitian's audience comprises RDs and other nutrition professionals in:

- Personal and family diet and meal planning creation
- Disease management, including diabetes, CVD, renal, cancer, and more
- Enteral and parenteral nutrition
- Retail/Supermarkets
- Clinical/Hospitals
- Media/Communications
- Foodservice and culinary management
- Sports nutrition and fitness training
- Public health
- Geriatric care
- Corporate wellness programs
- Education



872,000**

Website Active Users



120,000

Social Followers



75,000*

Total Magazine Audience



32,000*

e-Newsletter Subscribers



Published Since

1999

*Publisher's Data
**Google Analytics

Please contact your account executive for material deadlines at sales@gvpub.com.

EDITORIAL CALENDAR

JANUARY

Topics

Career Development
Weight Management
2025 Nutrition Policy Updates
Food Service
Probiotics
Pregnancy

SPACE DEADLINE: 12/20/24

FEBRUARY

Topics

Cardiovascular Health
Sweeteners
Inpatient Nutrition Therapy
Plant-Based Nutrition
Omega 3s
Food is Medicine

Special Platform

American Heart Month

SPACE DEADLINE: 1/17/25

MARCH

Topics

Critical/Acute Care
Clinical Nutrition
Women's Health
Cultural Foodways
Supplements for Metabolic Health
Wound Healing

Special Platform

Nutrition Showcase

ASPEN Conference Issue

SPACE DEADLINE: 2/7/25

APRIL

Topics

Technology in Your Practice
Soy
Brain Health
Pediatric Nutrition
Community/Public Health Nutrition
Kidney Nutrition

Special Platform

Spring Showcase

SPACE DEADLINE: 3/7/25

MAY

Topics

Allergies
Mediterranean Diet
Protein
Chronic Conditions
Nutritional Psychiatry
Cancer Nutrition

TD Spring Symposium Issue

SPACE DEADLINE: 3/28/25

JUNE/JULY

Topics

Dysphagia
Men's Health
Sports Nutrition
Digestive Health
Nutrition Market Trends
Herbs/Botanicals

Special Platform

Summer Showcase

SPACE DEADLINE: 5/30/25

AUGUST/SEPTEMBER

Topics

Healthy Aging
Back to School
Diabetes
Interprofessional Care in Clinical Nutrition
Nutrigenomics
Global Nutrition

Special Platform

Conference Showcase

National Conference Issue

SPACE DEADLINE: 7/11/25

OCTOBER

Topics

Pregnancy & Post-Partum Nutrition
Home Healthcare
Sustainability
Integrative/Functional Nutrition
Energy and Nutrition
Nutrition for Inflammation

Special Platform

Fall Showcase

National Conference Issue

SPACE DEADLINE: 8/29/25

NOVEMBER/DECEMBER

Topics

Diabetes
Holiday Nutrition Tips
Holistic Health
Long-Term Care
Performance Nutrition
Bone Health

Special Platform

Wellness & Prevention Resource Guide

SPACE DEADLINE: 10/10/25

*Subject to change

MAGAZINE RATES

AD SIZE	OPEN	3X	6X	9X	12X	18X
Full Page	\$12,005	\$11,590	\$11,110	\$10,800	\$10,350	\$10,095
2/3 Page	\$9,985	\$9,640	\$9,335	\$9,130	\$8,860	\$8,595
1/2 Page Vertical	\$7,875	\$7,635	\$7,445	\$7,345	\$7,165	\$7,060
1/2 Page Horizontal	\$7,585	\$7,330	\$7,165	\$7,045	\$6,825	\$6,730
1/3 Page	\$6,765	\$6,585	\$6,515	\$6,225	\$6,085	\$5,955
1/4 Page Horizontal	\$6,175	\$5,990	\$5,940	\$5,760	\$5,630	\$5,565
1/4 Page Vertical	\$5,595	\$5,400	\$5,360	\$5,305	\$5,205	\$5,185
Print Banner	\$3,290	\$3,215	\$3,135	\$3,085	\$3,020	\$2,990

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: \$2,975

Contact your account executive for details.

RESOURCE GUIDE LISTINGS: \$1,475

Contact your account executive for details.

DATEBOOK: 1 insertion: \$520;

2 insertions: \$480 each;

3 or more: \$440 each

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 & 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 page
- Contact information and logo (300 dpi)
- Up to 40 words of copy
- A 12-month online listing on our website, with direct links to any website or webpage

All for only \$1,475

2025 Resource Guide Issue

NOVEMBER/DECEMBER:
Wellness & Prevention Annual
Resource Guide



The advertisement features a background of yellow capsules. At the top, the Emerson Ecologics logo is displayed. The main headline reads "The Complete Dispensary Solution". Below this, the text states: "Order from Emerson for in-office needs, add Wellevate for everything else. Watch your dispensary grow." The Wellevate logo, with "by Emerson Ecologics" in smaller text, is positioned below the text. At the bottom, the website addresses "emersonecologics.com" and "wellevate.com" are listed.

(Sample Resource Guide ad, actual size)

PRODUCT & SERVICE SHOWCASES

Today's Dietitian Product & Service Showcases help our audience of RDs and other 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 \$2,975

2025 Showcase Issues

MARCH: Nutrition Showcase
APRIL: Spring Showcase
JUNE/JULY: Summer Showcase
AUGUST/SEPTEMBER: Conference Showcase
OCTOBER: Fall Showcase



The advertisement features the North Coast logo at the top, which includes "SONOMA COUNTY - CALIFORNIA" and "SINCE 1922". Below the logo, a bottle of North Coast Organic Kids Juice is shown. The text describes the juice as kid-friendly, made with 100% USA grown apples, and contains 45% less sugar and 60 calories per serving. It emphasizes health and wellness. At the bottom, the contact information "northcoastsales@manzanaproductsco.com" and "www.northcoast.organic" is provided.

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

WEBSITE RATES

Full Banner (Top) (468 × 60 pixels)

Open	\$4,910
3x	\$4,815
6x	\$4,680
9x	\$4,570
12x	\$4,395

Wide Skyscraper (160 × 600 pixels)

Open	\$7,310
3x	\$7,165
6x	\$7,000
9x	\$6,895
12x	\$6,700

Leaderboard (728 × 90 pixels)

Open	\$6,530
3x	\$6,410
6x	\$6,280
9x	\$6,115
12x	\$5,915

Medium Rectangle (300 × 250 pixels)

Open	\$6,135
3x	\$6,040
6x	\$5,910
9x	\$5,780
12x	\$5,590

3:1 Rectangle (300 × 100 pixels)

Open	\$4,270
3x	\$4,205
6x	\$4,065
9x	\$3,965
12x	\$3,865

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

Open	\$3,175
3x	\$3,035
6x	\$2,940
9x	\$2,810
12x	\$2,690



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: \$4,500**

All ads are sitewide unless otherwise noted.

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

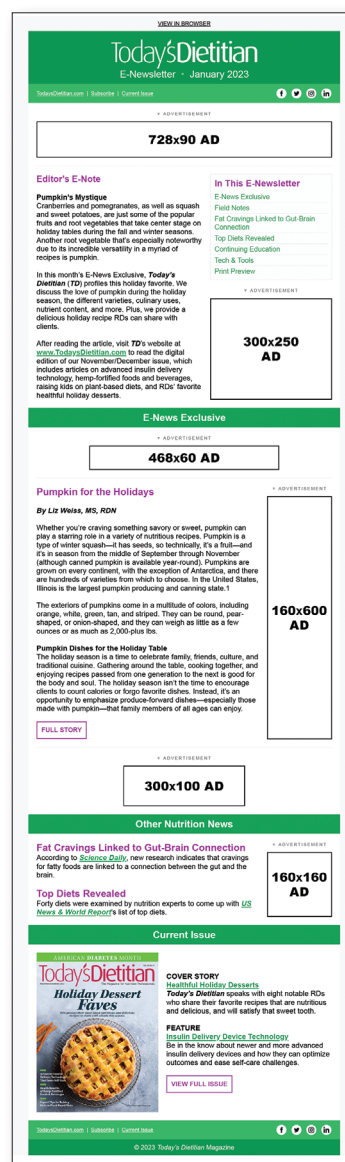
Placing a banner on the *Today's Dietitian* monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content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

MONTHLY FEATURES

- | | |
|---|--|
| JANUARY: Career Development | AUGUST: Global Nutrition |
| FEBRUARY: Food is Medicine for Cardiovascular Health | SEPTEMBER: Healthy Aging |
| MARCH: Supplements | OCTOBER: Integrative/Functional Nutrition |
| APRIL: Pediatric Nutrition | NOVEMBER: Diabetes |
| MAY: Cancer Nutrition | DECEMBER: Performance Nutrition |
| JUNE: Herbs/Botanicals | |
| JULY: Digestive Health | |

AD SIZE	OPEN	3X	6X	9X	12X
Leaderboard (728 × 90 pixels)	\$5,280	\$5,155	\$5,075	\$4,940	\$4,805
Wide Skyscraper (160 × 600 pixels)	\$5,945	\$5,840	\$5,700	\$5,625	\$5,430
Medium Rectangle (300 × 250 pixels)	\$4,890	\$4,780	\$4,680	\$4,570	\$4,420
3:1 Rectangle (300 × 100 pixels)	\$3,490	\$3,400	\$3,295	\$3,235	\$3,150
Full Banner (468 × 60 pixels)	\$2,590	\$2,480	\$2,395	\$2,280	\$2,190
Square (160 × 160 pixels)	\$1,990	\$1,915	\$1,850	\$1,780	\$1,710

Banner positions not fixed, but based on content distribution.



(Sample e-Newsletter)

EMAIL 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: \$14,135

\$625 per 1,000 names for partial list deployment.

*Minimums apply for partial list deployments.

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.

CUSTOM DIGITAL SUPPLEMENTS

Excellent for companies promoting new products or programs, white papers, case studies, or advertorial pieces.

SPONSORSHIP OPTIONS

OPTION 1

Advertiser **supplies content**, and *Today's Dietitian* formats provided content into a digital magazine-style format

- **PAGE COUNT:** Up to **10 PAGES** (Client ad placements will count toward the total page count.)
- **RICH MEDIA OPTIONS:** Video, audio, and animation

Rate includes full marketing support: **\$19,600**

OPTION 2

Advertiser chooses a selected topic or specialty for the editorial content

- *Today's Dietitian's* editorial team will produce content related to the chosen topic
- Specific interviews can be conducted, if requested, with provided sources from the advertiser
- We will format into a digital magazine-style supplement
- **PAGE COUNT:** Up to **10 PAGES** (Client ad placements will count toward the total page count.)
- **RICH MEDIA OPTIONS:** Video, audio, and animation

Rate includes full marketing support: **\$27,465**



MARKETING SUPPORT INCLUDES...

- Piece will be hosted on *Today's Dietitian's* website, www.TodaysDietitian.com
- One FULL e-BLAST will be sent to *Today's Dietitian's* entire list of opt-in professionals
- A FULL BANNER that is linked to the supplement will appear in the next available edition of *Today's Dietitian's* monthly e-newsletter
- 30-DAY (300 x 100) Rectangle Banner will appear on *Today's Dietitian's* website, which will be linked to the advertiser's supplement
- Social media marketing support

A LA CARTE ITEMS

- Additional pages: \$670 per page
- Additional months of the website banner (linked to supplement): \$1,000 per month

Please contact your account executive for **Lead Generation** and **Lead Capture** upgrade options.

TOOLKITS

A natural traffic-driver to company and product information, this dedicated page on our website provides visitors with descriptions and direct links to sponsor-hosted pages that have been specifically created for dietitians and other nutrition professionals. Sponsor toolkits usually include special RD-centered materials, custom-made videos, and other informational resources developed for RDs to use as reference, in practice, or as educational support.

Don't have a Toolkit? *Today's Dietitian* can help you create and design a custom Toolkit specific to your needs! Contact your account executive for details.

PRICING*

\$5,645 per year or only \$1,005 per year when secured with a supporting full e-blast deployment

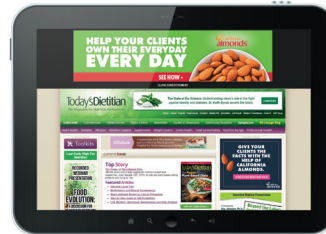
* Includes promotion throughout the year.

HIGH-IMPACT DIGITAL AD PLACEMENTS

BILLBOARD AD

Our newest option is a Billboard that offers advertisers the top position on our site with a sizable banner area for messaging, branding, and calls to action. A prominent and exclusive location, our Billboard positions the advertiser to be the first to welcome and inform our frequent website visitors.

All for only \$9,750 a month



(Sample billboard ad, 970 x 250 pixels)

INTRO PAGE AD

Every issue of the publication is digitized and posted on our website. Interactive digital editions draw a significant, growing audience, as well as an increase in mobile users and international subscribers.

Each digital issue has an introduction page opposite the cover where advertisers can place their messages. The benefits of this high-impact placement are:

- It's certain to be seen by all digital edition readers.
- Space is exclusive to one advertiser per issue.
- It's an interactive ad that includes direct links to the webpage or website chosen by the advertiser.
- It's one of the most effective stand-alone placements available for product and branding messaging.

All for only \$5,495



(Sample intro page ad)

DIGITAL AD PACKAGES

Combining the consistency of a website banner, the direct delivery of a banner in our monthly e-Newsletter, and the power of our subscriber list and your brand message, these packages deliver a multichannel punch that is certain to reach the influential professionals in our audience. Standard and Premium packages are available to fit your budget and timing needs.

PREMIUM PACKAGE

- HTML custom e-blast to full e-subscriber list
- Full banner (468 x 60) within content in our e-Newsletter
- 30-day sitewide Wide Skyscraper (160 x 600) banner on the magazine's website

PRICE: \$19,855

STANDARD PACKAGE

- HTML custom e-blast to full e-subscriber list
- Square (160 x 160) banner within content in our e-Newsletter
- 30-day sitewide 3:1 Rectangle (300 x 100) banner on the magazine's website

PRICE: \$17,610

Planning a Webinar? Contact your account executive to receive our **Webinar Media Kit**.

MAGAZINE 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

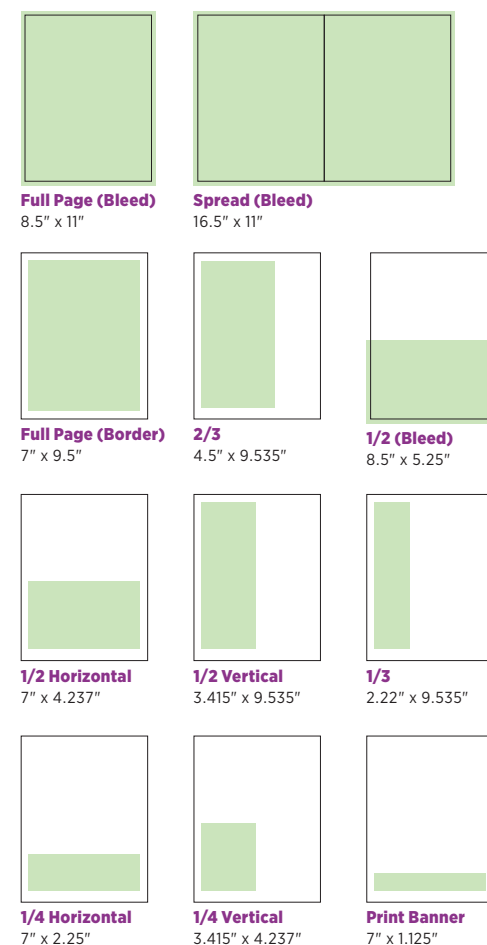
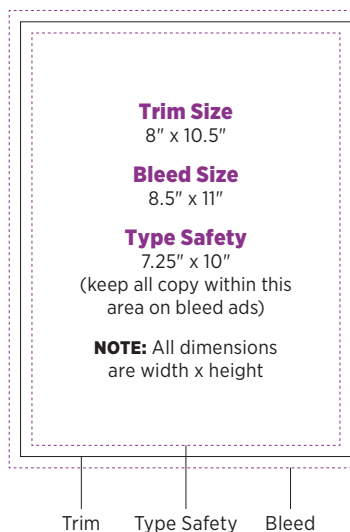
No native applications accepted

PRODUCTION COSTS: Original ad creation will be charged at a rate of \$375 per hour. Revisions to artwork will be charged at a rate of \$145 per hour.

FILE SUBMISSION

EMAIL: ads@gvpub.com
For files under 10 MB

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



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. Contact your account executive for delivery options.

DIGITAL SPECIFICATIONS

EMAIL MARKETING SPECIFICATIONS

PREFERRED FILE FORMAT: HTML documents ONLY. Images in JPG or GIF formats. (Animated GIFs may not display correctly for all recipients.) Text sent in a Microsoft Word document. Embed all graphics or include with HTML document.

FILE SIZE: HTML file size should not exceed 150 KB and should be within 500 to 700 pixels wide.

No "image-only designs." Use HTML to create design, 40/60 image-to-text ratio. Inline CSS (cascading style sheets). No MS Word HTML, Flash, or JavaScript allowed.

PRODUCTION COSTS: E-blast creation will be charged at a rate of \$505 per hour. E-blast corrections will be charged at a rate of \$190 per hour.

WEBSITE BANNERS

ACCEPTED FORMATS: JPG, GIF, PNG, third-party ad tags. (Note: Files without extensions will not be accepted.)

No Flash creative will be accepted!

MAX FILE SIZE: 100 KB

PRODUCTION COSTS: Banner creation will be charged at a rate of \$280 per hour. Revisions will be charged at a rate of \$125 per hour.

E-NEWSLETTER BANNERS

ACCEPTED FORMATS: JPG, GIF. Animated GIFs may not display correctly for all recipients. (Note: Flash, custom scripts, and files without extensions will not be accepted.)

MAX FILE SIZE: 40 KB

PRODUCTION COSTS: Banner creation will be charged at a rate of \$280 per hour. Revisions will be charged at a rate of \$125 per hour.

DIGITAL MAGAZINE SPECIFICATIONS

PREFERRED FILE FORMAT: PDF and PDF/X1a only

COLORS: RGB

VIDEO AND AUDIO SPECIFICATIONS: Your video or audio file should not exceed 25 MB. The media link system is made to show small formats such as commercials and spots. The media link system can handle most common media file types. We recommend that you create the video as a FLV file. If that is not possible, the media system also supports common formats such as AVI, MPG, WMV, and MOV.

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.