A HANDBOOK FOR
happy, healthy living
AN ORGANIC LIFE GOES beyond the fridge. It’s everything we do, no matter how big or small, to live more thoughtfully, sustainably and, joyfully! It’s not about being perfect. It’s about doing the best you can one step at a time for a happier, healthier life and planet. SPREAD THE WORD!
The organic Market Continues to Grow and Attract a Bigger, Broader Following

- Organic product sales have exceeded $43.3 billion following 4 consecutive years of double digit growth
- The growth of organic food sales is up +11% vs. 3% growth for the overall food market
- Organic products are available in 20,000 natural food stores and nearly 3 out of 4 conventional grocery stores
- 59% of all consumers buy some form of organic foods or beverages
- Nearly half of all millennials choose organic for at least half of their food and beverage purchases
- Millennial parents choose organic for at least half of their food and beverage purchases


The RodalesOrganicLife.com Audience Embraces a Healthy Lifestyle:

- More than 1 in 3 are women who regularly eat organic foods
- More than 1 in 3 are women who prefer alternative medicine to traditional medical practices
- They are 37% more likely to use natural/organic beauty products

They follow their passions:

- They are 24% more likely to participate in cardio sports activities 2+ times per week
- They are 77% more likely to participate in Yoga/Pilates 1+ times per week
- They are 30% more likely to participate in indoor gardening and to have indoor plants
- They are 35% more likely to bake or cook for fun 2+ times per week

They are Active, Outgoing and Influential:

- They are 53% more likely to have taken 2+ foreign trips in the last year
- They are 64% more likely to be “Garden Influentials”
- They are 30% more likely to be asked for food advice
- They are 55% more likely to enjoy being creative in the kitchen AND try different types of foods
- They are 36% more likely to have done 5+ activities on social media in the last 30 days

Source: 2016 comScore Multi-Platform // GfK MRI Media + Fusion (12-16/S16)
**DIGITAL**
- 6 million Page Views/mo.  
  ▲ 176%
- 1.4 million Uniques, ▲ 37%
- Female/Male Ratio:  
  61%/39%
- Median Age: 47  
- Median HHI: $76,414

**SOCIAL MEDIA**
- 1.2 + million Facebook likes  
- 50,000 + Twitter followers  
- 35,000 + Instagram followers  
- 18,000 + Pinterest followers

Source: as of March 1, 2017

**EVENTS**
- Rodale's Organic Life & Wanderlust Find Your True Fork Dinner Series

Source: ComScore Multi-Platform Jan-Dec 2016 (2015)
Melanie Hansche, Editorial Director of Rodale’s Organic Life, oversees the editorial direction across all Organic Life digital platforms.

Prior to her appointment, Hansche served as Rodale’s Executive Director of Food Content & Strategy, where she re-imagined several of the company’s key food platforms and initiatives, including the Rodale Recipe Finder and the Rodale Test Kitchen.

Before that, she was the managing editor of donna hay magazine, one of Australia’s most successful and recognized multi-platform food brands, leading to year-over-year print circulation growth and numerous industry accolades, including Food Magazine of the Year at the Australian Magazine Awards in 2012. During her tenure, Hansche also served as the editor of several of bestselling author Donna Hay’s cookbooks, including The New Classics, Fresh and Light, Simple Dinners, Fast, Fresh, Simple and Seasons. Prior to joining donna hay magazine, she covered food in various capacities: as a restaurant critic, radio presenter, editor and food writer for a range of publications, from Cheap Eats to Australian Gourmet Traveller.
**Specifications**

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<th>Unit</th>
<th>Dimensions</th>
<th>Max Initial Load</th>
<th>Animation</th>
<th>Accepted Formats</th>
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<tbody>
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**Creative Deadlines**
- All creatives must be submitted at least 5 business days prior to state of campaign

**Guidelines**
- Click-through must open up in a new browser window or tab
- All expanding units must be user initiated
- All creative will be sent back to agency/advertiser to fix, no make goods will be provided for a late start date due to creative that does not meet Rodale's specifications.
- Rodale Inc., has final approval for all ad units with respect to editorial/creative content.
- Rodale Inc., has the right to remove an advertisement from its web sites at any time for any reason

**3rd Party Ad Tags**
Rodale Inc allows for third party. Ad Ops requires standard third party tags such as Iframes or Javascript. Third Party code must include clear instructions for trafficking. For a list of approved Rodale Inc., vendors please go to the following URL.
http://www.rodaleinc.com/third-party-advertising
Production Requirements

Rodale’s Organic Life Video // Pre-Roll

- Dimensions: 854x480
  16:9 aspect ratio preferred
  4:3 aspect ratio accepted
- Video Bitrate: 800 kbit/s
- Audio Bitrate: 128 kbit/s
- Max file size: 2MB
- Frame Rate: 30fps
- Animation: N/A
- Video: 30 seconds max
- Tag Format: VAST / VPAID
- File Format: .MOV .FLV .MP4
- Audio: User-Initiated
- Require Controls: User-Initiated, Skip after 15 seconds

Video Codec: h264; Profile: Main; Advanced Codec Options: cabac=off, ref=2, max-bframe=8, level=3.0; Audio Codec: aac; 2 Pass Encoding: Yes; Constant Bitrate: No; De-interlacing: Auto;

Rodale’s Organic Life Enewsletter

- All Newsletters have a 40KB creativesize limit
- Due to eNewsletter delivery system, we can serve only image files, no flash
- Rodale will accept click commands to track clicks, however impression data is only available through our Acxiom reporting. We are unable to accept tracking pixels at this time
- Newsletter impressions, opens, and click reporting is available on the 4th business day of the following month. (Ad hoc requests honored when time permits.)

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<td>Accepted Formats</td>
<td>png, jpg, gif</td>
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</table>
Responsive Skins require 5 separate image sets:

- A left and right for large desktop browsers
- A left and right for small desktop browsers/tablets
- 1 image for mobile
- All file sizes should be under 35 KB

Browser Size: <480px
Provide Assets: Image: 480x1000px.

Browser Size: 481px-1300px
Provide Assets:
Right Image: 100x1000px
Left Image: 100x1000px

Creative Design should extend to the top of the provided image.

Browser Size: >1301px
Provide Assets:
Right Image: 200x1000px
Left Image: 200x1000px
The Find Your True Fork Dinner Series is an exclusive 6-part dinner series centered around mindful, ethical eating. Events will feature ground-breaking chefs paired with well-known thought leaders in the world of food, hosted against the beautiful backdrop of the Wanderlust Hollywood Studio.

**Chefs and themes include:**

- May 18, 2017 - Anya Fernald - Organic
- June 4, 2017 - Jason Wrobel - Vegan
- June 29, 2017 - Seamus Mullen - Paleo
- July 13, 2017 - Matthew Kenney - Raw
- July 27, 2017 - Kevin Callaghan - Sustainable
- August 17, 2017 - Meredith Klein - Ayurveda

Sponsorship opportunities are available to exclusive partners and includes category exclusivity, menu integration, branded custom activation, yoga and workshop sponsorships, sampling, and much more.
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