



ENERGYTIMES

548 Broadhollow Road
Melville, NY 11747
P: 631-777-7773
F: 631-755-1064
www.energytimes.com

ENERGYTIMES

ENHANCING YOUR VITALITY
THROUGH
NUTRITION, HEALTH
& HARMONY



Since its inception in 1991, *Energy Times* has been devoted to covering every aspect of health and nutrition issues. With a circulation of almost a half million and a readership of 1.2 million, *Energy Times* has grown into the most authoritative, entertaining and widely read consumer publication of its kind in the natural product industry.

2011 EDITORIAL

	JANUARY	FEBRUARY (Heart)	MARCH	APRIL	MAY (Cancer)
GENERAL FEATURE	Looking Good, Feeling Good Glowing skin, shiny hair, gleaming teeth	The High Cost of Heart Disease Prevention is cheaper than treatment	Dealing With Dementia Ways to avoid aging's most feared ailment	Walk This Way Lacing up your sneakers for easy, efficient exercise	Diabetes and Cancer What they may have in common
FOOD	Tea Takes Off Health benefits drive popularity of the world's hottest drink	Healthy Spice Rack Well-being is as close as your pantry	Gene-Based Cuisine Can you create a personalized eating plan?	ET Looks at Cooking Shows Programs for foodies who are into health, too	Cooking for Cancer Recovery Fending off recurrence with your fork
VITAMINS/ HERBS/ SUPPLEMENTS	Nature, Concentrated The synergy of whole-food supplements	Fat Facts From omega to unsaturated: Making sense of it all	Pets, Supplemented Helping your furry pals stay healthy	Threatened Sight Nutrition to keep you seeing clearly	Female Health Overview A woman's checklist to better health
DEPARTMENT	Hot Yoga Trends Find the one that's right for you	The Dark Side of Migraines Painful... and possibly linked to heart disease	Rewing Up Your Thyroid Boost your body's main energy controller	Clean Clothes Selecting and caring for eco-friendly threads	Giving Fido His Space How to make your yard dog-friendly

EXTENSIVE CELEBRITY COVERAGE!

Energy Times continues to cover health-conscious celebrities with in-depth interviews, informative profiles and striking designs. In 2010 *ET* featured famous personalities such as Sting, Eva Longoria Parker, Stephanie Powers and Kathy Ireland. 2011 will feature even more powerful celebs who are advocates for natural, organic and eco-healthy lifestyles. These star-studded issues are recognized for their enlightening interviews and beautiful layouts, which have won numerous awards from GD USA and FOLIO: Magazine!



LINEUP

	JUNE (Weight Loss)	JULY/AUG	SEPTEMBER	OCTOBER	NOV/DEC
GENERAL FEATURE	Breaking Addiction's Grip Don't let bad habits, bad foods trap you	In the Swim Want some fun with your fitness? Just add water	Tranquil Home Creating a peaceful space with feng shui, aromatherapy	Coming to a Spa Near You The latest trends in luxurious treatments	Holiday Gift Guide Natural ways to show how much you care
FOOD	Healthy Cooking USA The best of our country's local cuisines	Healthy BBQ Move over, burgers: A better way to fire up the grill	Natural Lunchbox Move over, PB&J: Healthier options	Salt of the Earth Harnessing salt for better health	A Trip Down Memory Lane Following the trail of dietary history
VITAMINS/ HERBS/ SUPPLEMENTS	Hormones and Weight Imbalances can really pack on the pounds	Homeopathic Hit Parade Gentle remedies for everyday health concerns	Maintaining Your Balance Why proper pH is so important to well-being	Don't Act Your Age Retain your vitality with smart nutrition	Successful Older Parenting Making your experience work for you
DEPARTMENT	Going Coconuts Give your meals a taste of the tropics	What's In Your Water? Ensuring a steady supply of safe H2O	Let There Be (Clean) Light Put the cleansing power of UV to work for you	Less Paper, More Trees The digital revolution brings benefits	Healthy Holiday Breads Warm, fresh, fragrant—and good for you

MONTHLY DEPARTMENTS

Energy Times will also continue to feature its comprehensive departments in every issue; subjects cover everything from healthy cooking to healing holistically, from natural cures to protecting the earth:

Wellness Watch: Front-of-the-book package including facts, figures, the latest trends in health & nutrition and news the reader can use.

Cooking Corner: Articles on foods or ingredients that can help you make healthy and nutritious meals. Features the *ET* Recipes.

Holistic Healing: The best of alternative medicine, including subjects such as mind/body treatments, acupuncture, hypnotherapy, massage and more.

Malady Makeover: Focuses on serious syndromes, nagging ailments and annoying illnesses, and the treatments you can use to overcome them.

Earth Matters: Focuses on how caring for the environment is vital to human health.

Supplement Savvy: Our in-depth department on dietary and nutritional supplements and their ingredients makes instant experts out of our readers.

Natural Market: The *ET* Shopper's Guide to New Products features the hottest items to hit store shelves and countertops.

Note to Potential Advertisers: If you want to be placed in a given issue and/or around a given feature or department, please contact an *Energy Times* ad sales representative a few months prior to publication for updates on the editorial plan. Remember that the story lineups listed above are subject to change. Please refer to the Rate Card for ad rates, mechanical requirements and deadlines.

