



In its 25 years of publication, *Energy Times* has been devoted to covering every aspect of natural health and nutrition. With a circulation of 400,000 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.

2017 EDITORIAL LINEUP

	JANUARY / FEBRUARY	HEART ISSUE MARCH / APRIL	CANCER ISSUE MAY / JUNE	JULY / AUGUST	SEPTEMBER / OCTOBER	NOVEMBER / DECEMBER
GENERAL FEATURE	Staying Fit in Inclement Weather These low-impact, indoor routines and equipment will have you buff by spring	Don't Sleep on Cardiac Health Insufficient shut-eye can harm your heart; here's how to find dreamland	The Fire That Fuels Cancer Stopping the kind of silent inflammation that can create cellular mayhem	Health and Technology A look at the latest advances in electronics to boost health and wellness	Finding Your Path to Fitness Should you run, bike or swim? Plus a rundown on sports compression	Everyday Back Hazards Can your car seat or office chair be the source of your pain and soreness?
FOOD	Protein on the Go Bars and shakes that provide this vital nutrient to help you power through your day	Cardiac Superfoods These foods give you the biggest bang for your heart-health buck	Going Gluten-Free, Italian Style Is pasta without this wheat compound even possible? You better believe it	The Vegetarian Child Learn healthy, tasty ways to feed a kid who doesn't do meat	From Farm to Table Following the journey of your food, from seed to plate	Snacks with Nutritional Pizzazz Getting beyond chips and pretzels at your next holiday get-together
VITAMINS/ HERBS/ SUPPLEMENTS	Honey, I Am in the Mood Ladies, there are ways to jump-start a lagging libido; plus advice for guys	CHART: Pushing Down Pressure Natural ways to ease the quietly deadly effects of hypertension	Keeping The Pounds Off Losing weight is one thing, not gaining it all back is another	CHART: Enzymes to Boost Well-Being These substances are best known for aiding digestion, but do much more	CHART: The Busy B Vitamin Family This crew of crucial nutrients are needed by all your body's systems	The Gift of Health Natural ways to promote greater well-being for the important people in your life
SKIN & BEAUTY	Getting Your Goat Rich and creamy, goat's milk is the latest rage in the world of natural beauty products	Collagen and Friends How vitamin C and other cofactors help this protein improve your appearance	The Pros of Skin Protein How keratin and similiar compounds help you put your best face forward	Your Crowning Glory Naturally derived agents to help thicken and color your hair	Don't Show Your Age Nature offers a bevy of aids to help you look as youthful as you feel	A Naturally Pampered You Mineral baths and other home spa essentials let you indulge yourself

EXTENSIVE CELEBRITY COVERAGE!

Energy Times continues to cover health-conscious celebrities with in-depth interviews, informative profiles and striking designs. In 2016 ET featured famous personalities such as Kate Hudson, Drew Barrymore and Zachary Quinto. 2017 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!



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.

