



In its 28 years of publication, *Energy Times* has been devoted to covering every aspect of natural health, fitness and nutrition. With a circulation of 350,000 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.

## 2019 EDITORIAL LINEUP

	HEART ISSUE JANUARY / FEBRUARY	CANCER ISSUE MARCH / APRIL	WEIGHT LOSS ISSUE MAY / JUNE	JULY / AUGUST	SEPTEMBER / OCTOBER	NOVEMBER / DECEMBER
<b>GENERAL FEATURE</b>	<b>Meditation Goes Mainstream</b> What was once considered an exotic practice now has millions of US followers; how it helps your health	<b>The Healthiest Cities in America</b> The places where well-being is most pervasive—and, more importantly, why	<b>They Found the Fitness Plans that Worked for Them</b> Meet people who turned their lives around through dedication to exercise	<b>The Latest in H2O</b> Water, water everywhere—in more ways than you can count; here's the newest hydration options	<b>The Science of Slumber</b> From more mattress and pillow options to the best position and ambience: Your go-to guide for great sleep	<b>Wellness on the Go</b> These hotels offer options that allow travelers to keep up with healthy routines while on the road
<b>FOOD</b>	<b>Meatless Meat</b> Beyond tofu: There are now meat substitutes that even a dedicated carnivore can find tempting	<b>The Link Between Body Fat and Cancer</b> Cardiovascular well-being isn't the only aspect of health threatened by extra weight	<b>Homemade Condiments</b> Love mayo, mustard, ketchup and other savory goodies? These recipes will help you make your own	<b>From the Sea to the Grill</b> Seafood lovers, take heart: There are ways to cook your favorites to perfection in the great outdoors	<b>They Went Vegetarian</b> If you'd like to base your diet on plant foods but aren't sure how, ask these folks who successfully made the switch	<b>Milk Without the Cow</b> A complete rundown of milks, yogurts and more faux dairy products made from nuts and other plants
<b>VITAMINS/ HERBS/ SUPPLEMENTS</b>	<b>Soothing Inflamed Sinuses</b> Gentle, effective ways to ease the pain, pressure and congestion that can make you miserable	<b>CHART: Hemp's Healthy Phytocannabinoids</b> The therapeutic effects of this ancient herb are derived from a variety of substances	<b>The Ever-Expanding World of Probiotics</b> Why the microbes that reside in your intestines are vital to overall well-being	<b>CHART: Brain-Boosting Nootropics</b> Natural ways to maintain sharp thinking and power your memory	<b>The Gold in Golden Lattes</b> Turmeric—and the curcumin responsible for its bright hue—offers much more than a coffeehouse fad	<b>The ET Gift Guide</b> A bevy of thoughtful ways to tell those you love just how much you care for their well-being
<b>GETTING FIT/ SKIN &amp; BEAUTY</b>	<b>Skin &amp; Beauty: Alternative Toothpastes</b> Here's what to look for if you want a more natural way to keep a bright smile	<b>Skin &amp; Beauty: Avoiding Hair Loss</b> How to maintain a full, healthy mane by using safe, natural therapies	<b>Fitness Focus: Exercise on the Brain</b> Regular physical activity not only tones your body but also sharpens your cognition	<b>Skin &amp; Beauty: Biotin for Beauty</b> This B-complex member plays a crucial role in keeping skin, nails and hair healthy	<b>Skin &amp; Beauty: The Many Uses of Collagen</b> This crucial protein gives skin its tone and structure—and much, much more	<b>Fitness Focus: Cycling on the Inside</b> These aren't your mother's stationary bikes: The latest in indoor riding

### FOCUSING ON WHAT MATTERS MOST

*Energy Times* readers have come to expect the best in-depth coverage of health and wellness topics that concern them. That's why the 2019 editorial lineup is packed with stories on the culinary world, such as the latest meat alternatives; supplements on the cutting edge, such as probiotics and hemp; and other topics—all designed to help readers live happy, productive lives. And our attractive layouts present this information in ways that are sure to catch the busy health store shopper's eye.



### 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.

