

2008 Media Kit

Glutenfreeda.com is a monthly on-line, gourmet, gluten-free cooking magazine with the largest collection of gluten-free recipes in the world! Glutenfreeda.com helps people prepare all the foods they love, wheat and gluten-free, regardless of their cooking skill level. As research continues to reveal the growing number of people affected by gluten, currently over 2 million in the U.S., Glutenfreeda.com's position continues to grow as a leader within this community. Our growing membership and consistent growth in overall visits provides a great opportunity for advertisers. By advertising with Glutenfreeda.com, your advertising message will reach a targeted market that desires your product or service.

Current site stats (monthly):

(Data reported from October 2007)

Overall Site Monthly Page Views: 257,559

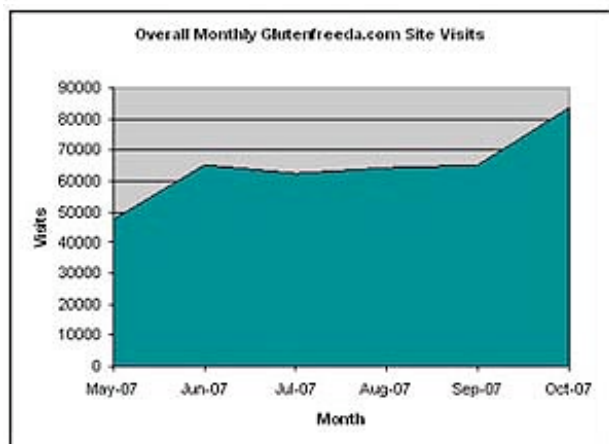
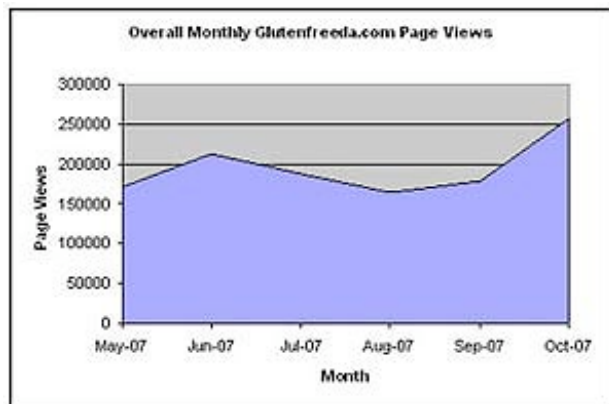
Overall Site Monthly Visits: 83,503

Average Time Spent Per Visit: 4:16

Total Monthly Newsletter Emails: 71,336

Percent of Newsletter Email Opens: 51.07%

[Click here](#) for sample newsletter.



To place your ad call Kristine Ganes at (206) 232-1601 or email kristine@glutenfreeda.com.

2008 Editorial Calendar

January 2008 - Resolution #1: Lose Weight!

...And the number one resolution is...lose weight! For many, come January 2nd, the dieting begins. This month Glutenfreeda.com is here to be your support, your resource and your biggest cheer leader. Our January issue includes a 30 day back on track eating plan, great calorie burning exercises, great low fat menus and recipes.

February 2008 - Sweet Seduction

What exactly do we mean by sweet seduction? Well, it depends on the palate of the one being seduced. It could mean an amazing gourmet breakfast in bed, an intimate dinner for two or perhaps just a simple, yet elegant bit of chocolate decadence. In this issue we will explore great seductive recipes all the way from breakfast to dessert. After all, being gluten-free doesn't mean you have to forego a little sweet seduction now and then!

March 2008 - Comfort Foods

Though Spring is just around the corner, March's crisp cool mornings and evenings leave an open invitation for those foods we have all come to love - soups, stews, ragouts, and other hearty dishes. With this being one of the last cool months before Springs return we often find ourselves looking for new

Placement Deadlines:

Ad placement deadlines are a month prior to run date.

Billing:

Client will be invoiced on the 1st of every month for the prior month's ad placement; invoice is due upon receipt.

Remit payments to: Glutenfreeda Foods, Inc. PO Box 487 Burlington, WA 98233. For billing inquiries call (206) 232-1601.

Advertising Specifications:

Banners/ads should be provided in GIF, JPEG or SWF formats, Photoshop (PSD) formats are also acceptable. Please keep final file size below 100 kb.

All advertising materials should be sent to art@glutenfreeda.com. For more information, call Kristine Ganes at (206) 232-1601 or email at kristine@glutenfreeda.com.

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2008 Rates:

Package A, B, or C – The Favorites of Glutenfreeda.com in one package.

and exciting dishes that still fall in the category of comfort foods but yet are full of fresh and vibrant flavors. This issue of Glutenfreeda.com will give readers the still longed-for comfort dishes but with perhaps a new and refreshing twist.

April 2008 - Bountiful Brunches

Just in time for Easter Glutenfreeda.com hops in with an abundance of Easter feast ideas. The beauty of brunch is that it really has no boundaries - just about everything goes. This month we will bring our readers fabulous gluten-free breakfast breads, egg recipes, amazing meat entrees, desserts and of course complete menus for those who need a little Easter help.

May 2008 - Mother's Day

Our Mother's Day issue brings our readers a wide array of gluten-free baked breads, cakes, cookies and of course desserts. With some simple recipes and some help from our on-line cooking class perhaps even Dad and the kids can lavish Mom with fantastic baked goods that she once thought to be lost forever!

June 2008 - Back on the Grill

Dad's been itchin' to fire up the grill....and now it's finally time! Get a head start on the summer season with new gluten-free barbecue sauces, steaks, burgers, brats, dogs, chicken and more. This issue will highlight gluten-free ready-made sauces, barbecue and grilling tips - and recommend which wines or gluten-free beers to drink with those great steaks or ribs.

July 2008 -Traveling Gluten-free

As we launch into the summer travel months, Glutenfreeda.com brings you our travel issue. This



Package A

Advertise your company on the right center of our most premier pages:

- **E-zine Cover page:** Issue index, feature articles, Celiac University, Glutenfreeda favorites, Celiac news, etc.
- **Favorites:** this page features the reader's favorite recipes that have been saved for

future use from our database of over 5,000 recipes

- **Top 5 recipes:** this page lists the top 5 recipes chosen by our readers time and time again.
- **Glutenfreeda's favorites:** a list of monthly favorites back to 2001
- **Feature page:** Eating Out Gluten Free by Kim Koeller and Robert La France (Gluten Free Passport) Very popular feature article that empowers the reader with knowledge about eating out.
- **Search page:** Every site search from within our website will increase your impression impact.

10 ad maximum in this position, rotating on screen refresh

Package B

Advertise your company with a banner ad on the right top of our most premier pages:

- **E-zine Cover page:** Issue index, feature articles, Celiac University, Glutenfreeda favorites , Celiac news, etc.
- **Favorites:** this page features the reader's favorite recipes that have been saved for future use from our database of over 5,000 recipes
- **Top 5 recipes:** this page lists the top 5 recipes chosen by our readers time and time again.
- **Glutenfreeda's favorites:** a list of monthly favorites back to 2001
- **Feature page:** Eating Out Gluten Free by Kim Koeller and Robert La France (Gluten Free Passport) Very popular feature article that empowers the reader with knowledge about eating out .
- **Search page:** Every site search from within our website will increase your impression impact.

10 ad maximum in this position, rotating on screen refresh

Package C:

Advertise your company with a banner ad in the anchor spot of our most premier pages:

- **E-zine Cover page:** Issue index, feature articles, Celiac University, Glutenfreeda favorites , Celiac news, etc.
- **Favorites:** this page features the reader's favorite recipes that have been saved for future use from our database of over 5,000 recipes
- **Top 5 recipes:** this page lists the top 5 recipes chosen by our readers time and time again.
- **Glutenfreeda's favorites:** a list of monthly favorites back to 2001
- **Feature page:** Eating Out Gluten Free by Kim Koeller and Robert La France (Gluten Free Passport) Very popular feature article that empowers the reader with knowledge about eating out .
- **Search page:** Every site search from within our website will increase your impression impact.

10 ad maximum in this position, rotating on screen refresh

12 month contract bonus for our Package A,B or C advertisers only:

Double your impressions with a small ad in our weekly newsletter that now reaches over 20,000 subscribers every Thursday and a small ad (one of 5 with a maximum of 6 rotations) on the subscriber log-in page.

Position	Position Placement	Full Open Rate	3x Contract Rate	6x Contract Rate	12x Contract Rate
Package A	Center Home Page (300x250 pixels)	\$500.00	\$475.00	\$450.00	\$425.00
Package B	Banner Top Home Page (468x60 pixels)	\$475.00	\$451.25	\$427.50	\$403.75
Package C	Banner Bottom Home Page (468x60 pixels)	\$200.00	\$190.00	\$180.00	\$170.00

issue will include great tips on eating out, gluten-free safely and successfully, amazing vacation spots for the gluten-intolerant, highlights on gourmet restaurants domestic and abroad (gluten-free friendly, of course), along with several inspiring international recipes.

August 2008 - Wellness

Life tends to outpace us sometimes. This August we invite our readers to take a step back and rejuvenate. This issue of Glutenreeda.com will focus on organics, recipes featuring fresh produce, cheese and meats from neighborhood farmer's markets, fitness and more.

September 2008 - Gluten-free Kids

With a brand new outfit and shoes, a crisp new pad of paper, some sharpened pencils and a box of unpeeled, unbroken crayons - they're off and ready for back to school. But what about lunch? Our September issue, Gluten-Free Kids, features our 'annual' back to school lunch calendar - full of great gluten-free lunch ideas, great prepared gf grocery items perfect for lunch or after-school snacks and even a recipe for gluten-free play dough.

October 2008 - Sweets

Appropriately timed for Halloween, our October issue will focus on amazing gluten-free sweets - from gluten-free cakes and desserts to homemade gf candies. Also in this issue we will be featuring a list of store bought gluten-free candies for all those ghoulish goblins and ghosts!

November 2008 - Thanksgiving

Whether you're seeking a traditional Thanksgiving meal or want to explore something completely different, Glutenfreeda.com's November issue has something for all.

Package D, E or F: Index pages - Portal to the Largest Gluten-free recipe database in the world



Package D:

Advertise your company on the right center index page to the largest gluten-free recipe database in the world featuring over 5,000 tested gluten-free recipes! Our recipes are one of the main reasons people come to Glutenfreeda.com and this page is the portal. Your package includes the main recipe index page and each of the 18 category pages (appetizers, 30-minute meals, breads and things, etc) Limit of two advertisers per spot, rotating on screen refresh

Package E:

Advertise your company with a banner ad on the right top center index page to the largest gluten-free recipe database in the world featuring over 5,000 tested gluten-free recipes! Our recipes are one of the main reasons people come to Glutenfreeda.com and this page is the portal. Your package includes the main recipe index page and each of the 18 category pages (appetizers, 30-minute meals, breads and things, etc). Limit of two advertisers per spot, rotating on screen refresh

Package F:

Advertise your company with an anchor banner ad on the index page to the largest gluten-free recipe database in the world featuring over 5,000 tested gluten-free recipes! Our recipes are one of the main reasons people come to Glutenfreeda.com and this page is the portal. Your package includes the main recipe index page and each of the 18 category pages (appetizers, 30-minute meals, breads and things, etc). Limit of two advertisers per spot, rotating on screen refresh

12 month contract bonus:

Double your impressions with a small ad in our weekly newsletter that now reaches over 20,000 subscribers every Thursday.

Position	Position Placement	Full Open Rate	3x Contract Rate	6x Contract Rate	12x Contract Rate
Package D	Center Recipe Index Page (300x250 pixels)	\$475.00	\$451.25	\$427.50	\$403.75
Package E	Banner Top Recipe Index Page (468x60 pixels)	\$425.00	\$403.75	\$382.50	\$361.25
Package F	Banner Bottom Recipe Index Page (468x60 pixels)	\$150.00	\$142.50	\$135.00	\$127.50

Delicious gluten-free stuffing's, sauces, turkeys, gf gravy and let's not forget the gluten-free desserts! In addition, in our Thanksgiving issue we will also have our annual Thanksgiving Game Plan complete with a full 5 course menu, shopping list and step-by-step plan of attack for the big feast!

December 2008 - Holidays - The Best of the Best

Our Glutenfreeda chefs are always on the hunt for the best of the best gourmet, gluten-free recipes, wines and great food gifts for the holidays. In our December issue you'll find the results of this relentless pursuit of excellence in our Holiday issue - holiday feasts, great wines for under \$20 and beautiful gifts from the kitchen.

Package G and H: The Recipes - over 5,000 tested Gluten-free recipes supporting a gluten-free lifestyle for the whole family



Package G:

Advertise your company on the right center recipe page. Our recipes are one of the main reasons people come to Glutenfreeda.com and these pages are viewed, saved and printed more than any other single page on the website with the average visitor pulling up 8 recipes per visit.

10 ad maximum in this position, rotating on screen refresh

Package H:

Advertise your company with a banner ad on the right top recipe page. Our recipes are one of the main reasons people come to Glutenfreeda.com and these pages are viewed, saved and printed more than any other single page on the website with the average visitor pulling up 8 recipes per visit.

10 ad maximum in this position, rotating on screen refresh

12 month contract bonus:

Includes a small ad in our weekly newsletter that now reaches over 20,000 subscribers every Thursday and an ad on the "Recipe of the Week" page linked from the newsletter.

Position	Position Placement	Full Open Rate	3x Contract Rate	6x Contract Rate	12x Contract Rate
Package G	Center Recipe Page (300x250 pixels)	\$250.00	\$237.50	\$225.00	\$212.50
Package H	Banner Top Recipe Page (468x60 pixels)	\$200.00	\$190.00	\$180.00	\$170.00

Package I and J: Main Article Pages: Full feature articles that support Gluten-free living



Package I:

Advertise your company on the right center article pages. These pages can be viewed by all guests and subscribers and include :

- Feature Articles (3 or 4)
- Online Cooking Class
- Product testing
- Beauty and Fitness
- What Kid's Like

Links to the articles are included in the newsletter which reaches over 20,000 subscribers every Thursday.

5 ad maximum in this position, rotating on screen refresh

Package J:

Advertise your company with a banner ad on the top right article pages. These pages can be viewed by all guests and subscribers and include

- Feature Articles (3 or 4)
- Online Cooking Class
- Product testing
- Beauty and Fitness
- What Kid's Like

Links to the articles are included in the newsletter which reaches over 20,000 subscribers every Thursday.

5 ad maximum in this position, rotating on screen refresh

12 month contract bonus:

Includes a small ad in our weekly newsletter that now reaches over 20,000 subscribers every Thursday

Position	Position Placement	Full Open Rate	3x Contract Rate	6x Contract Rate	12x Contract Rate
Package I	Center Position Article Pages (300x250 pixels)	\$350.00	\$332.50	\$315.00	\$297.50
Package J	Banner Top Article Pages (468x60 pixels)	\$175.00	\$166.25	\$157.50	\$148.75

All ads will have a hyperlink back to the page of your choice.

