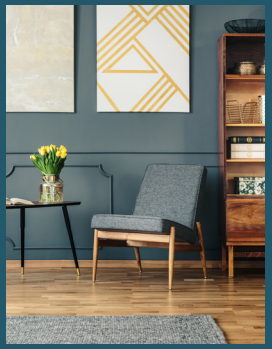
essential living

THE LIFESTYLE MAGAZINE FOR THE 2020s



2021 MEDIA KIT

Essential Living

Grow your business with your own personal magazine!

This publication is a combination of professional, easy-reading lifestyle content that's sure to stick around in people's homes, along with custom pages that position YOU as an expert in your field.

Use Essential Living's targeted mailings to:

- Stay top of mind with your personal and professional network
- Generate more referrals
- Position yourself as an expert with your friends and associates.

2021 EDITORIAL CALENDAR

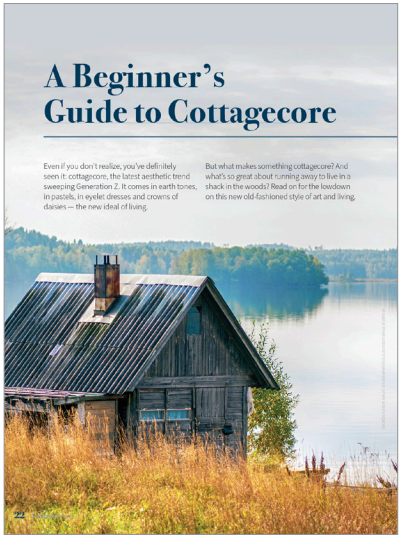
ISSUE MONTH	SPECIAL FEATURES	REVISIONS DUE
April	Rise of the Smart Home, 5 Great Colors, Half Hour Dinners, Happy Pets, Making Camping Tolerable, Great Golf Tips	March 1st
May	Big Fatty Salads, Improve Your Frontyard, Storage Solutions, Main Street Spring Break	April 1st
June	What To Stream When, Anti-Aging Tips, Coffee Explosion, 5 Great Watches, Smarter Menu Planning	May 1st
July	Backyard Game Guide, Wired Fitness, Falconry for Beginners, One Pan Recipes	June 1st
August	Party Planning, Summer Guide To Eating More, Adult Milkshakes, Ice Cold Summer Treats	July 1st
September	Fall Festivals, Cake-Tempber, Get Swole, Apple Season, Fall Home Trends	August 1st
October	Outdoor Activity Guide, America's Best Petting Zoos, Beach Getaways, One True Soup	September 1st
November	Friendsgiving, Donut Dives, Warming Winter Whiskeys, Lettuce-free Salads	October 1st
December	Winter Crafting, Fun Resolutions, Holiday Gift Guide, Great-Big Cookie Exchange	November 1st
Five Star Professional	Five Star Award, Guide to America's National Parks; Sleep Your Way to Happiness; Fitness FTW — 4 Poses You Need to Know	Substitute the special Five Star Award issue for one month per year.

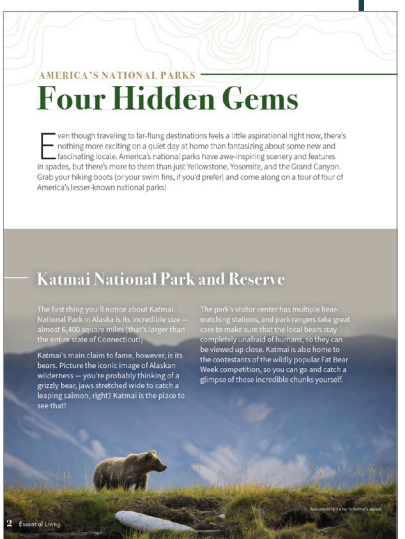
CONTENT

Essential Living includes lifestyle articles with striking visuals and engaging content that's meant to have a long life of leisure on in its recipient's coffee table. From recipes to exercise, outdoor adventure to inside comfort, each issue has a smart, comforting, fun slate of articles.

THE SPECS

Page dimensions: 8.5 x 11
Paper: #80 glossy
Publishes once per month
Delivered via USPSw
Length: 28 – 32 pages
Four custom pages per issue





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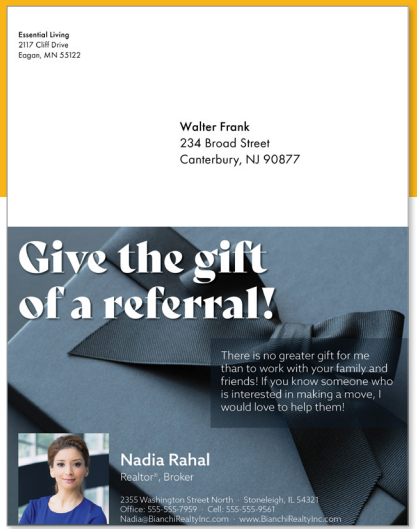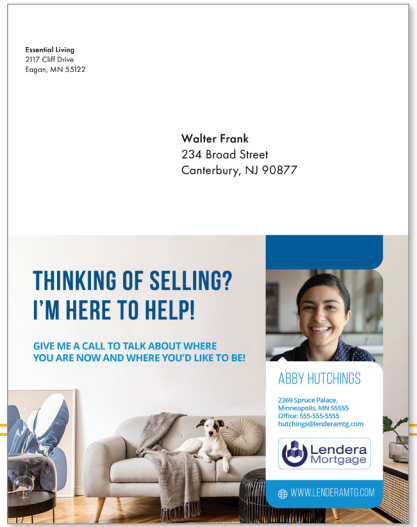
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