Rodale Wellness is a community where passionate wellness seekers can discover, experiment, and find inspiration in the rapidly changing world of health and wellness.

What makes you feel healthy and strong today must evolve to make you feel healthy and strong tomorrow. Rodale Wellness is about finding the path that is right for you and enjoying the journey.

Our team of editors, experts, and authors are your partner every step of the way, curating new ideas and information to help you live your best life and love doing it.
RodaleWellness.com

3.2 million monthly page views
468,000 monthly unique visitors
8.8 page views per visitor
63% quality page views

Rodale Wellness Social Media

Facebook: 139,000 “likes”
Twitter: 69,400 followers
Instagram: 1,600 followers
Pinterest: 101,000 followers
RodaleWellness.com Readers

76% women
41% ages 35-54
29% $50-75K HHI
65% married
67% college-educated

Index highly:
Dynamic Duo
Career Singles
Corporate Clout
Urban Tenants
Solid Single Parent
psychographics

Source: Adobe Analytics, Google Analytics, Facebook Insights
Our Content

Our content aims to help our readers live with whole-life wellness.

It isn’t about crash dieting or crazy fads. It’s about actionable tips, challenges, and expert advice, infused with a dose of humor, to help them find their unique paths.
# Content Pillars

## Food
- **Food Find**
- **Food swaps**
- **Gluten-free**
- **Herbs**
- **Nutrition**
- **Recalls**
- **Recipes**
- **Superfoods**
- **Vegetarian & Vegan**

## Fitness
- **Cardio**
- **Challenge**
- **Fit celebrity**
- **Running**
- **Stretching**
- **The Right Way**
- **Training**
- **Workouts**
- **Yoga**

## Health
- **Allergies**
- **Alzheimer’s**
- **Anxiety**
- **Brain health**
- **Cancer**
- **Cold & flu**
- **Chronic Pain**
- **Depression**
- **Diabetes**
- **Food safety**
- **GMOs**
- **Gut health**
- **Green swap**
- **Home remedies**
- **Hormones**
- **Natural remedies**
- **Organic**
- **Policy watch**
- **Pregnancy**
- **Sexual health**
- **Sleep**
- **Stress**
- **Thyroid**
- **Toxic exposures**

## Weight Loss
- **Cravings**
- **Dieting**
- **Food swaps**
- **Metabolism**
- **Motivation**
- **Myths**
- **Overeating**
- **Transformation stories**
- **Weight loss tools**

## Mind & Spirit
- **Family**
- **Happiness**
- **Learning**
- **Meditation**
- **Mindfulness**
- **Nature**
- **Relationships**
- **Spirituality**
- **Quizzes**

## Living Well
- **Crafts & DIY**
- **Farming**
- **Gardening**
- **Home Ec refresher**
- **Know-how**
- **Nickel pincher**
- **Parenting**
- **Pets**
- **Recycling**
2017 Editorial Calendar

JANUARY: New Year, New You
FEBRUARY: Heart health, decluttering and spring cleaning
MARCH: Personal growth, spring gardening
APRIL: Etiquette, allergen-free cooking, recipes from Melissa Hermer
MAY: Holistic health, inspirational healthy living stories
JUNE: Cycling, career success
JULY: Problem solving with Bill Nye, Climate change coverage from Al Gore
AUGUST: Unplugging, stress relief
SEPTEMBER: Freezer-to-table meals
OCTOBER: Recipes from Zac Posen, Minfulness with Jillian Pransky
NOVEMBER: Fitness journey with Shaun T
DECEMBER: Healthy holiday tips
Groundbreaking Books

- **Bone Broth Diet**
  Dr. Kellyann Petrucci

- **The Bulletproof Diet**
  Dave Asprey

- **Let It Go**
  Peter Walsh

- **Onward**
  Howard Schultz

- **Mindfulness**
  Mark Williams & Danny Perman

- **Run Fast. Eat Slow.**
  Shalene Flanagan & Elyse Kopecky

- **The South Beach Diet**
  Dr. Arthur Agatston

- **Thug Kitchen**

- **Wheat Belly**
  Dr. William Davis
Inspiring Personalities

Bill Nye
Science teacher, educator, engineer

Jillian Michaels
Celebrity trainer, television personality

Zac Posen
Fashion designer, home chef

Al Gore
Former Vice President, environmentalist

Shaun T
Fitness trainer, motivational speaker

JJ Virgin
Fitness and nutrition expert

Hilaria Baldwin
Yoga instructor, fitness and wellness expert

Tionne “T-Boz” Watkins
Singer, songwriter, author, member of TLC

Freddie Prinze, Jr.
Actor, home cook
Empowering Courses

BodyWise
with Rachel Carlton Abrams, MD

Operation Happiness
with Kristi Ling

All-Day Fat-Burning Diet
with Yuri Elkaim

Wheat Belly 10-Day Grain Detox
with Dr. William Davis

21-Day Practicing Compassion Challenge with Dr. Lissa Rankin

Health Revelations from Heaven and Earth

Coming soon: Lose Your Final 15 with Dr. Ro
Email Newsletters


We deliver our readers a daily dose of the latest health news, expert weight loss and fitness tips, good-for-you recipes, and special offers.

Email reach: 90K readers
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