



Reach Health-Conscious Audiences Through A Brand That Inspires Confidence.

A High-Impact Integrated Marketing Program with Dr. Weil & his daughter, Diana Weil, MS, LDN, CD

Promote your brand to one of today's most powerful and growing demographics — health conscious consumers — through a 3-month integrated marketing program timed with the national retail run of *WEIL Nutrition Corner's* magazine.

Trusted voices. A national platform. A premium audience.

3-Month Integrated Program for \$145,000 Includes



Advertising + Editorial Inclusion in *WEIL Nutrition Corner* magazine



Newsletter email blasts to Dr. Weil's and publisher's extended lists



Social Media (Weil Nutrition Corner, Dr. Weil & Diana Weil Stories)



Organic inclusion in *WEIL Nutrition Corner* Substack

Exclusive publication with a360media, the **#1 magazine publisher in North America.**

DISTRIBUTION

120,000 copies
(including Canada)
Cover Price: \$14.99 (U.S.)

SOLD IN 40,000 + RETAIL LOCATIONS
Pilot Issue on retail shelves
January - March 2026

BREAKDOWN OF CLASS OF TRADE:
44% - SUPERMARKET (Kroger, Safeway, Publix)
20% - DRUG (CVS, Walgreens, Rite Aid)
18% - MASS MERCHANT (Walmart, Target)
5% - BOOKSTORE (B&N, Books A Million)
4% - OTHER
4% - CLUB STORE (BJs, Costco)
3% - DISCOUNT (Dollar General)

This exclusive opportunity delivers high-impact, multi-channel exposure to the Health Conscious Consumer when and where it matters most.



a360media



10M+ Annual DrWeil.com website visitors

600K+ email subscribers (55%+ AOR)

18K+ Substack subscribers with 200K article views since launch in April 2025

1.5M Social Media followers

Andrew Weil, M.D.

World-renowned pioneer in integrative medicine

NYT bestselling author

Founder of True Food Kitchen restaurant

Founder & Director of the Weil Center for Integrative Medicine at University of Arizona; Professor of Medicine & Public Health

Editorial Director of DrWeil.com

Creator of Dr. Weil's Anti-Inflammatory Food Pyramid

Harvard-trained MD (also BA in Biology/Botany)

Internationally recognized expert in nutrition, medicinal plants, mind-body health, and the future of medicine

Diana Weil, M.S., C.N.S., L.D.N.

Daughter of Andrew Weil, M.D.

Certified Nutrition Specialist (CNS)

Master of Science in Nutrition and Integrative Health

Licensed & Certified Dietitian

Certified Integrative & Holistic Health Coach

Pilot Issue Q1 2026

On-Sale: 01/02/26 thru 04/01/26

Agreement deadline: 11/15/25

Ad Materials Due: 11/20/25

Advertise with *Weil Nutrition Corner* for Cross-Platform Reach

Why Partner with Us?

Trusted Authority

Led by Andrew Weil, M.D., the pioneer of integrative medicine, and Diana Weil, MS, CNS, LDN, *Weil Nutrition Corner* delivers science-backed, approachable nutrition and wellness content. With 50+ years of credibility in the wellness industry, the Weil name inspires loyalty and trust.

Engaged, Premium Audience

Our audiences are educated, discerning, and deeply invested in healthy living. Primarily women 45+, they are the decision-makers and influencers driving growth in the \$450B+ wellness market.

Aligned Editorial Focus

Grounded in **Dr. Weil's Anti-Inflammatory Food Pyramid™**—recognized by *U.S. News & World Report* as one of the Best Diets for three years running—our content explores **food as medicine, mindful eating, longevity, healthy cooking tips, simple anti-inflammatory recipes, trending nutrition topics, and more.**

This provides the ideal environment for brands in:

- Natural and functional foods
- Health-focused, anti-inflammatory food & beverage
- Kitchen products and tools

Cross-Platform Reach

Advertising in *Weil Nutrition Corner* goes beyond the page. Packages include amplification through our Substack newsletter, DrWeil.com, and social media — giving your brand multiple touchpoints with an engaged, motivated audience.

The Halo Effect

Aligning with *Weil Nutrition Corner* connects your brand to a legacy of science, integrity, and health advocacy. Our audience looks to us for guidance they can trust — and sees our partners through the same lens.

JOIN US

Become part of a powerful platform shaping the future of nutrition and wellness — while elevating your brand with one of the most trusted names in health.

Secure your program today!

Contact: Phyllis.Mueller@hlb-hq.com

