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## Celebrating its 1 year anniversary, *Simply Gluten Free* magazine has defied the current trend, going from digital to print



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While most print publications have made the leap from print to online, one national magazine, *Simply Gluten Free*, has emerged successful after going against that trend, going from an online format to a print publication.

Popular gluten-free personality Carol Kicinski developed the idea for *Simply Gluten Free* magazine after her website, Simply Gluten Free, became one of the top gluten-free websites in the world. After receiving more than 775,000 monthly page views and 160,000 unique visitors per month, Kicinski thought, "Why not start a magazine?"

In an age where everything is going digital, it seemed there could be many reasons why *not* to start a magazine, but Kicinski thought of it in a new way.

"I still like to read magazines, so I figured there had to be other people who do too," Kicinski said. "As a gluten-free consumer, I simply created the magazine I wanted to buy and couldn't find."

As her idea formulated into a plan, Kicinski decided to reach out to the world's top gluten and allergen free respected writers and doctors, whom she already had trusted relationships with. It was a unique idea that would differentiate *Simply Gluten Free* magazine from the competition. While some magazines hire staff writers to cover a multitude of topics, *Simply Gluten Free*'s writers don't just know the subject of gluten-free, they all are gluten-free!

"Our writers, people living with food sensitivities on a daily basis, are the cornerstone of the magazine. They all share the vision of the magazine which is to celebrate the gluten-free lifestyle and not to focus on deprivation," Kicinski said.

The magazine has had amazing success in health food stores across America.

"In the first year of publishing, [we] have seen phenomenal success with *Simply Gluten Free*," one major magazine wholesaler said. "[We] have seen the title rise rapidly to become a major bestseller, outselling all other titles in the gluten-free category. It also outsells major natural foods bestsellers like *Yoga Journal*, *Vegetarian Times*, and *Natural Health*."



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"*Simply Gluten Free* represents the largest title of all, in terms of dealer count, in total retailer coverage. *Simply Gluten Free* is the most successful new launch of the past half-decade, including major titles like *Food Network* and *HGTV*," he continued.

The magazine grew an amazing 386% in the first year. The bimonthly magazine launched in November 2012 with 18,000 printed copies. The demand grew for each bimonthly issue by an average of 65% per issue. They have printed 70,000 copies for the November/December 2013 "Holiday Issue."

This growth in sales has led *Simply Gluten Free* magazine to place in the list of the top 10 best-selling magazines in health food stores across America. Not only has their readership grown, but so has the size of the magazine. The first issue had 80 pages and they now have 120 pages.

*Simply Gluten Free* is a full lifestyle magazine for allergen-free living, including articles about beauty, health, fitness, entertaining, do-it-yourself crafts, news, and of course, gluten-free recipes covering all diets from vegetarian to vegan to Paleo.

*Simply Gluten Free* magazine's anniversary issue goes on sale in stores across America and Canada on October 22.

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Simply Gluten Free Magazine can be viewed at [www.simplygluten-free.com/glutenfreemagazine/subscribe](http://www.simplygluten-free.com/glutenfreemagazine/subscribe)  
Twitter: [www.twitter.com/SimplyGFMag](http://www.twitter.com/SimplyGFMag)  
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