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## *Simply Gluten Free* magazine wins “Hottest launches of the year” award by Min

*Simply Gluten Free* magazine is being honored as one of the “Hottest Launches of the Year” for 2013 by Min, a professional resource for magazine brand leaders.

Since 2003, Min has recognized those in the magazine industry who have stood out from the rest with its prestigious “Min’s Most Intriguing People and Launches Awards.” This year, the awards will take place at the Grand Hyatt in New York City on December 3<sup>rd</sup> and will include awards for Most Intriguing People in Media, Rising Stars, and Hottest Launches of the Year.

*TIME*, *The Wallstreet Journal*, *Marie Claire*, *Men’s Health*, *Glamour*, and *Bon Appétit* are just some of the magazines that will be presented with awards along with *Simply Gluten Free* magazine.

Since its launch in November 2012, *Simply Gluten Free* magazine has grown from an inaugural printing of 18,000 copies to 75,000 copies for the January/February 2014 “Health & Wellness” issue. The consumer demand for the magazine has grown by an average of 65% per issue.

The magazine’s rapid growth has placed *Simply Gluten Free* in the list of top 10 best-selling magazines in health food stores across America consistently since January 2013.

Founder Carol Kicinski started the magazine because she thought it was time there was a high-quality, aesthetic magazine dedicated to all aspects of allergen-free living. She wanted to read a magazine that was filled with recipes, articles, and information about gluten and allergen-free products, alongside beautiful food and lifestyle photography. So she decided to create the magazine that she always wanted to read herself.

When it came time to find the writers for the magazine, Kicinski chose to collaborate with some of the world’s top gluten and allergen-free writers and medical professionals. 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 are experts in their own areas of interest and have loyal readers who trust their advice and opinions.

“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,” Kicinski said. “Every issue is truly a celebration of a gluten-free life.”



For more than 60 years, Min has been the industry’s trusted source on the consumer and b2b magazine business, serving the magazine and media community with unparalleled coverage of this ever-changing industry. For more information about Min and the awards ceremony, visit [www.minonline.com/intriguingfinalists\\_2013/](http://www.minonline.com/intriguingfinalists_2013/).

*Simply Gluten Free* magazine can be viewed at [www.SimplyGluten-Free.com](http://www.SimplyGluten-Free.com)



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