

PRESS RELEASE

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Contact: Malory Speir
Company: Simply Gluten Free, Inc.
Phone: 727-738-5735
malory@simplygluten-free.com

***Simply Gluten Free* magazine honored as “Hottest launches of the year” at Min Awards**

Simply Gluten Free magazine was presented the “Hottest Launches of the Year 2013” award at Min’s Most Intriguing People and Launches Awards.

Since 2003, Min, a professional resource for magazine brand leaders, has honored those in the magazine industry who have stood out from the rest, with these prestigious awards.

This year’s awards ceremony took place December 3rd at the Grand Hyatt in New York City. The event included awards for Most Intriguing People in Media, Rising Stars, and Hottest Launches of the Year. The awards were presented by Dr. Samir “Mr. Magazine” Husni, director of the Magazine Innovation Center of the University of Mississippi.

Carol Kicinski, founder and editor-in-chief of *Simply Gluten Free* magazine, accepted the award on behalf of the magazine. “It is such an honor to be recognized by Min alongside such longstanding mainstream magazines,” Kicinski said.



Carol Kicinski accepting Min’s Hottest Launches of the Year award from Dr. Samir “Mr. Magazine” Husni.

TIME, *The Wallstreet Journal*, *Marie Claire*, *Men’s Health*, *Glamour*, and *Bon Appétit* are just some of the magazines that were 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 magazine’s readership has placed *Simply Gluten Free* in the list of top 10 best-selling magazines in health food stores across America consistently since January 2013.

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. 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 all 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 packed with delicious recipes and articles that support the lifestyle.”

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/.

Simply Gluten Free magazine can be viewed at www.SimplyGluten-Free.com
