

PRESS RELEASE

Malory Speir, Editorial Coordinator
Simply Gluten Free, Inc.

FOR IMMEDIATE RELEASE

Simply Gluten Free and *Gluten Free & More* magazines merge

Simply Gluten Free magazine and *Gluten Free & More* magazine have joined forces and combined into one publication. They will now be under the Simply Gluten Free name and will be bigger and better than ever before!

Simply Gluten Free is published by Edgewater Park Media, Inc. and was launched in 2012 by founder and editor-in-chief Carol Kicinski. Kicinski, who has been gluten free for more than 25 years, started her blog/website of the same name in 2007 and later decided to publish a print magazine under the same name.

Gluten Free & More magazine is published by Belvoir Media Group and has been in publication for more than 20 years. The company approached Kicinski about the merger after their editor-in-chief announced her retirement.

“It made sense to work with Carol,” said Tom Canfield, Vice President of Circulation/Partner of Belvoir Media Group. “Not only is she gluten free herself, but she started a magazine at a time when starting a print publication was not the most advised thing to do. She defied the trend of ‘going digital’ when she went the opposite and went print – successfully! This gave us immense confidence in her ability to carry on the *Gluten Free & More* history.”



This merger means a larger combined circulation and 27+ combined years of commitment to the gluten-free community, all under one magazine. This helps advertisers to reach a wider audience by using less of their marketing budget and it helps readers by having to subscribe to only one magazine to get the best content and see the widest variety of popular gluten-free products advertised in one place.

“Our goal with *Simply Gluten Free* has always been to provide simple, beautiful solutions to people who have to eat gluten free, and that goal will remain the same with the addition of the *Gluten Free & More* readership,” Kicinski said. “I’m excited to welcome *Gluten Free & More* readers and advertisers to the *Simply Gluten Free* family. I think they’ll like what we’re cooking up!”



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