



WebMD the Magazine Delivers the Power of the Waiting Room



We've all been there. The waiting room is where we prepare to see our doctor for what could be the most important conversation of the week, month, or year. The better informed we are, the better we can communicate with our physician during our all-too-brief time in the exam room. **WebMD the Magazine** transforms the waiting room experience by providing trusted information and cutting-edge interactive health tools. Its signature engaging, interactive, and educational approach to health and healthy living helps us have better conversations with our doctors that day and make better decisions for ourselves and our families when we walk out the door, back to the rest of our lives.

Make Your Brand Part of the Patient/Doctor Conversation

Filling the unmet need for solid information in the doctor's office, **WebMD the Magazine** is specifically designed for the waiting room. Its engaging, at-a-glance interactive format drives action and prompts patients to ask their doctors questions about specific medications, products, and treatments.

“WebMD the Magazine extends WebMD’s value to the point-of-care audience.”

—Nan-Kirsten Forte,
MS, Editor in Chief,
WebMD the Magazine

Align with the Most Trusted Brand in Health Information

Trusted, highly credible, and objective, WebMD is the health brand U.S. physicians recommend most to their patients—and to their colleagues. **WebMD the Magazine** is based on the award-winning information of WebMD.com, which reaches 82 million unique visitors every month. That’s one in every two U.S. adults.

Source: Omniture January to March 2009; Manhattan Research Cybercitizen Health 2006; past 12 months

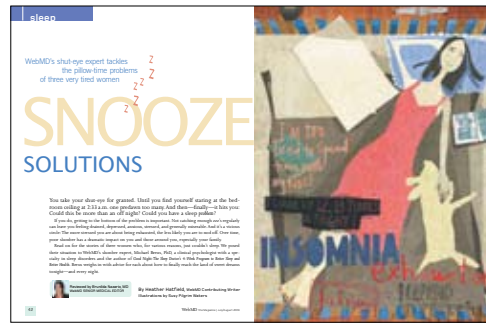
Health Content That Is Engaging, Educational, and Actionable

WebMD the Magazine, the second most read U.S. women's health magazine, is published by WebMD.com—the most visited, trusted, and influential brand in health information. From expert analysis of medical breakthroughs to health news you can use, **WebMD the Magazine** helps you better inform yourself to make the best health and lifestyle decisions for yourself and your family.



Award-Winning Content

Like WebMD.com, **WebMD the Magazine** leverages its award-winning content created by a dedicated staff of physicians, medical journalists, and health educators to provide news and analysis of the most important health issues of our times.



Leading Health Topics

In each issue, **WebMD the Magazine** spotlights the leading health issues and subjects of interest: allergies, beauty, cancer, depression, diabetes, heart care, nutrition and fitness, pain, parenting, sexual health, and sleep. On the cover and throughout the pages of the magazine, these topics are marked with signature colors for identification and easy reading.

beauty diet parenting
diabetes allergies
sex cancer mind
PAIN heart sleep



Celebrity Health Coverage

Health is the great equalizer. No matter how much fame or wealth they have, celebrities worry about health and wellness issues and see their doctors—just like us. **WebMD the Magazine** is the only A-list celebrity health magazine, spotlighting three celebrities each issue.

Each issue of **WebMD the Magazine** features an informative, revealing health-focused cover story interview with an influential celebrity.

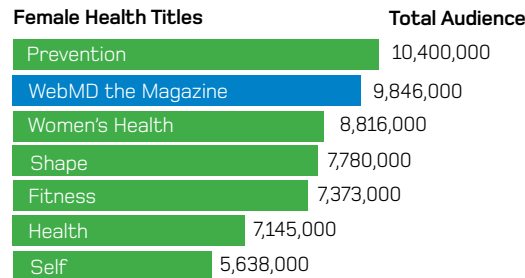
Also in each issue: Medical File, reporting on a celebrity making medical news, and the signature back-page WebMD Checkup interview with a notable personality.

Reach 10 Million Consumers and 85%+ of High-Prescribing U.S. Physicians



WebMD the Magazine delivers your brand message at the very moment consumers are actively making health care decisions and are about to talk to their doctor. **WebMD the Magazine** is the last touchpoint before a doctor recommends a treatment—and a consumer buys it in a drugstore or pharmacy.

WebMD the Magazine Is the #2 Women's Health Title!



Source: MARS 2010



1,100,000 Circulation Reaching 85%+ of High-Prescribing U.S. Physicians

WebMD the Magazine is delivered to more than 400,000 high-prescribing U.S. doctors.

Source: The Little Blue Book, 2009



Reach 10 Million Readers

WebMD the Magazine reaches 9.8 million health-conscious consumers with each issue.

Source: MARS 2010



Delivered to the Waiting Rooms of Physicians in Every Specialty

Physician Specialty	% Coverage of U.S. High-Prescribing Physicians
Allergy and Immunology	95%
Cardiology	96%
Child and Adolescent Psychiatry	64%
Dermatology	92%
Endocrinology	94%
Family Medicine	91%
Gastroenterology	93%
Infectious Diseases-IM	91%
Internal Medicine	93%
Neurology	89%
Obstetrics/Gynecology	90%
Oncology	95%
Ophthalmology	92%
Pediatrics	81%
Psychiatry	73%

Source: IMS, The Little Blue Book, 2009

WebMD the Magazine Delivers Affluent Female Caregivers

	Population (000)	% Covg.	% Comp.	Index
Total Target	9,846	4.3	100	100
Women	5,629	4.8	57.2	111
Men	4,217	3.8	42.8	89
IN THEIR PRIME				
Age 18-49	6,601	5.0	67.0	115
Age 25-54	5,833	4.6	59.2	108
Age 35-64	5,562	4.6	56.5	107
Age 35+	6,175	3.9	62.7	90
50+	3,245	3.4	33.0	79
Median Age	40.1			
AFFLUENT				
\$50,000+	6,262	4.7	63.6	109
\$75,000+	4,197	4.7	42.6	108
\$100,000+	2,379	4.1	24.2	95
Median HHI (\$)	\$66,208			109
HIGHLY EDUCATED				
Any College	6,392	5.0	64.9	116
College Graduate+	3,548	5.5	36.0	128
Postgraduate Study or Degree	1,621	6.7	16.5	156
SUCCESSFUL				
Employed Full-time	5,541	4.6	56.3	107
Professional	2,304	7.5	23.4	174
Professional/Managerial	3,376	6.4	34.3	149
MAKING IMPORTANT DECISIONS				
Married	5,287	4.3	53.7	100
Parent (Children at Home)	4,664	5.4	47.4	126
Primary Caregiver	2,051	7.1	20.8	164

Source: MARS 2010



WebMD the Magazine Is One of the Top 50 U.S. Magazines

	Audience (000)	% Coverage		Audience (000)	% Coverage		Audience (000)	% Coverage
People	44,537	19.5	OK!	14,497	6.3	WebMD the Magazine	9,846	4.3
Better Homes and Gardens	30,343	13.3	Glamour	12,745	5.6	Ladies' Home Journal	9,837	4.3
AARP the Magazine	29,324	12.8	In Touch	12,428	5.4	Medicine HL	9,816	4.3
National Geographic	27,549	12.1	Parents	12,040	5.3	Redbook	9,807	4.3
Sports Illustrated	24,910	10.9	Jet	11,921	5.2	Entertainment Weekly	9,584	4.2
Reader's Digest	24,192	10.7	Parenting	11,516	5.0	Rolling Stone	9,545	4.2
Good Housekeeping	23,546	10.3	Woman's World	11,477	5.0	Cooking Light	9,096	4.0
Time	22,541	9.9	Men's Health	11,238	4.9	NY Times	8,942	3.9
Reader's Digest	21,601	9.5	ESPN	11,118	4.9	HM Primary Care	8,779	3.8
US Weekly	19,446	8.5	Ebony	11,101	4.9	InStyle	8,662	3.8
Star	19,067	8.3	National Enquirer	11,023	4.8	Popular Mechanics	8,524	3.7
Family Circle	17,741	7.8	Field & Stream	11,021	4.8	Wall Street Journal	8,285	3.6
Woman's Day	17,556	7.7	O, the Oprah Mag	10,774	4.7	Women's Health	8,186	3.6
Southern Living	16,152	7.1	Taste of Home	10,769	4.7	GQ	8,095	3.5
Newsweek	15,722	6.9	TV Guide	10,619	4.6	Outdoor Life	7,966	3.5
Cosmopolitan	15,534	6.8	Country Living	10,514	4.6	Vogue	7,946	3.5
USA Today	14,833	6.5	Prevention	10,400	4.6			
			Essence	9,898	4.3			

Source: MARS 2010

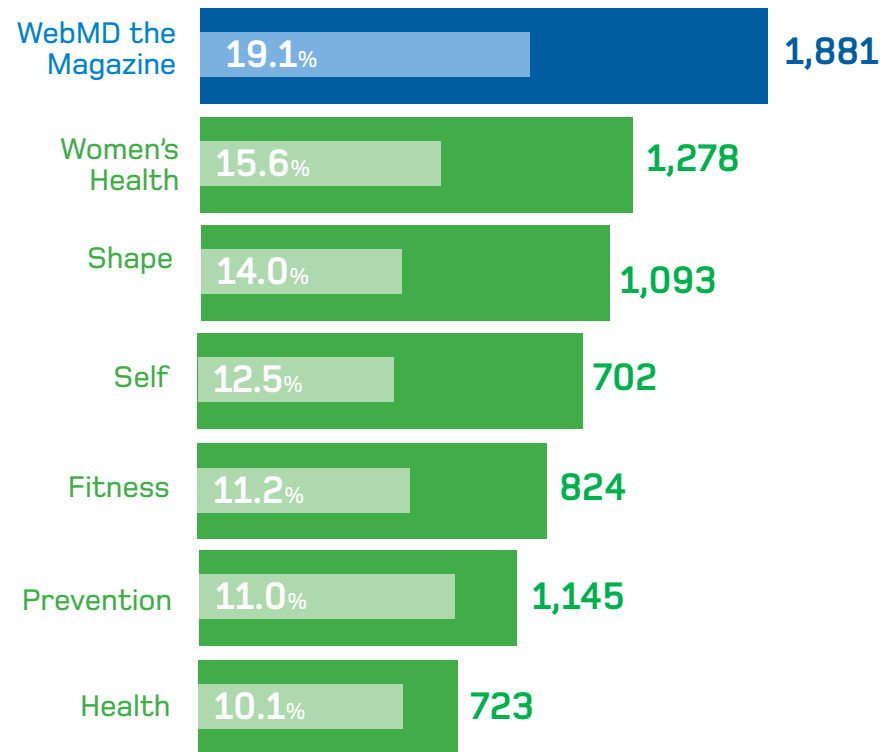


WebMD the Magazine Readers Take Action

#1

Our Readers **Ask for a Specific Drug** Due to Ads

After seeing health care ads in **WebMD the Magazine**, our readers are more likely to ask for a prescription than the readers of other leading health and fitness publications.



Source: MARS 2010



WebMD the Magazine, the **second largest women's health magazine** in the country*, provides nearly 10 million readers with the health and wellness information they need to make the best lifestyle decisions for themselves and their families. **Be part of our must-read issues all year long to connect with your target audience.**

<p>January/February Ad Close: 12/10/2009</p> <p>FOCUS: HEALTHY HEART</p> <ul style="list-style-type: none"> Heart-Health Guide and Tips Cold and Flu WebMD Guide: Sexual Health Diet/Nutrition: Heart-Healthy Meals Product Roundup: Heart-Healthy Food You Asked! Anti-Aging (30s) 	<p>March/April Ad Close: 2/10/2010</p> <p>FOCUS: HEALTHY HOME</p> <ul style="list-style-type: none"> Your Green, Clean Home Spring Allergies & Asthma Spring/Summer Weight Loss Fitness: Exercise with Your Kids Product Roundup: Home Eco-Clean Products You Asked! Hair Color <p>FLIP! PETS</p>	<p>May Ad Close: 4/5/2010</p> <p>FOCUS: SUMMER HEALTH</p> <ul style="list-style-type: none"> WebMD Guide: Osteoporosis ADHD: Summer Break Strategies Diet/Nutrition: Spring Recipes Fitness: Make Over My Workout Product Roundup: Fitness Gadgets You Asked! Face and Body Moisturizers 	<p>June Ad Close: 5/5/2010</p> <p>FOCUS: WOMEN'S HEALTH</p> <ul style="list-style-type: none"> Diet/Nutrition: Super Foods Healthy Sex, Healthy Life Dental Care for the Family Fitness: Get-Moving Guide Product Roundup: Medicine Cabinet Must-Haves You Asked! Self-Tanners <p>FLIP! MEN'S HEALTH</p>
<p>July/August Ad Close: 6/10/2010</p> <p>FOCUS: HEALTHY SLEEP</p> <ul style="list-style-type: none"> Better Sleep Guide Fibromyalgia Special Feature: Pet Health Summer Healthy Grilling Fitness: Heart-Healthy Moves Product Roundup: Healthy Grilling/Picnics You Asked! Hair Removal 	<p>September Ad Close: 8/5/2010</p> <p>FOCUS: BACK TO SCHOOL</p> <ul style="list-style-type: none"> Family Mental Health ADHD: Going Back to School Men's Cancer Chronic Pain Product Roundup: Healthy Back-to-School Foods You Asked! Hair Products 	<p>October Ad Close: 9/6/2010</p> <p>FOCUS: WOMEN'S CANCER</p> <ul style="list-style-type: none"> Cancer Prevention, Treatment Arthritis Update (RA) The Healthy Makeup Bag Diet/Nutrition: Healthiest Diets Fitness: Workout Tips Product Roundup: Oral Care You Asked! Face/Body Scrubs <p>FLIP! PETS</p>	<p>November/December Ad Close: 10/11/2010</p> <p>FOCUS: HEALTH HEROES</p> <ul style="list-style-type: none"> WebMD 2010 Health Heroes: Our annual salute to extraordinary Americans Cold & Flu Skin & Beauty: Gift Guide Fitness: Winter Fitness Product Roundup: Healthy Holiday Foods You Asked! Anti-Aging (40s)

Plus IN EVERY ISSUE:

Quiz:

Sex
Heart
Sleep
Diet
Allergies & Asthma
Diabetes
Cancer
Pain
Mind

Departments:

Beauty
Parenting
Mind (mental health & wellness)
Patient
Sex
Sleep
Nutrition
Fitness

EDITORIAL CALENDAR SUBJECT TO CHANGE; *STATISTIC FROM MARS 2010



WebMD Wire

Brief health, wellness, and medical news bites—fun, fast, and easy to read

Click Here

Highlights from WebMD.com

Medical File

People and books making health-care news

Ask the Experts

Readers' questions answered by WebMD health experts

Worked for Me

Helpful health advice from WebMD.com community users

My WebMD

First-person stories by WebMD.com readers

Exam Room

A closer look at objects used for our health

Living Well

Featuring the best in healthy living, including You Asked

You Asked

Expert A's to your beauty Q's

Nutrition Matters

Delicious healthy recipes, diet tips, and nutritional information

Fitness Matters

Inspiring exercise tips that really work

Mind Matters

A head start on emotional wellness

Sleep Matters

A healthy take on shut-eye topics

Parenting Matters

Expert advice for kids' sake

Patient Matters

Tips to be a better health consumer

Sex Matters

Health and wellness aspects of sexuality

WebMD Checkup

10 questions for celebrities about their health and well-being

Health and Well-being From A to Z

WebMD's signature approach to health information extends to every magazine page in these **regularly appearing departments** and sections.



PLUS:

Take the Test Assessments

Interactive, in-depth information about nine leading subjects: allergies, cancer, diabetes, diet (nutrition and fitness), heart, mind, pain, sex, and sleep

Award-Winning Health Editors and Experts

Presented in an accessible, engaging style for consumers in the waiting room, **WebMD the Magazine** is written and reviewed by WebMD.com's award-winning team of physicians, medical journalists, and editors.



Nan-Kirsten Forte, MS
Editor in Chief

Nan-Kirsten Forte has overseen WebMD Health's web site since 1999. A pioneer and visionary leader in health media, patient education, and marketing for more than 20 years, she launched iVillage's highly acclaimed health web site in 1998 and has won more than 300 awards in health publishing.



Michael W. Smith, MD
Chief Medical Editor

Michael W. Smith, MD, ensures the medical accuracy of all content for WebMD Health and **WebMD the Magazine**. A graduate of Mercer University School of Medicine, Smith completed his residency at Georgia Baptist Medical Center in Atlanta and is board-certified by the American Board of Internal Medicine.



Colleen Paretty
Executive Editor

Consumer health journalist Colleen Paretty edits and manages **WebMD the Magazine**. She has developed and launched medical content for online and print media publishers, health care organizations, pharmaceutical companies, and universities, including Time Inc. Health, Consumer Health Interactive, and PlanetRx.com.



Brunilda Nazario, MD
Senior Medical Editor

Brunilda Nazario, MD, medically reviews WebMD Health's news and features. She earned her medical degree at the University of Noreste School of Medicine in Mexico, then completed her residency at Mount Sinai Medical Center in New York City. Nazario is board-certified both in internal medicine and in endocrinology and metabolism.



Louise Chang, MD
Medical Editor

Louise Chang, MD, part of WebMD Health's medical review team, attended medical school at New York Medical College and completed her residency at Saint Vincent's Hospital in New York City, where she also served as a chief resident. Chang is board-certified in internal medicine.

Unique Extensions for Your Brand's Message



WebMD the Magazine offers a selection of integrated print environments for your brand message. Spanning the range from editorial to advertorial—depending on desired advertiser content involvement and sponsorship level—each offers the opportunity to enhance consumer information and education, and drive deeper patient-physician conversations. For more information about any of these advertising solutions, contact your sales representative.

High-Impact Ads

Tear-out cards

Align your brand with helpful tear-out tips, recipes, or questions for your doctor.



COVER WRAPS

Cover Opportunities

Cover wraps

Make your brand the first thing readers see by wrapping an issue of the magazine with your message. You can target specific doctor specialties that your wrap reaches.



COVER STICKERS

Cover stickers

Grab readers' attention and draw them to your Spotlight or Body of Knowledge with a sticker on the cover of targeted issues.



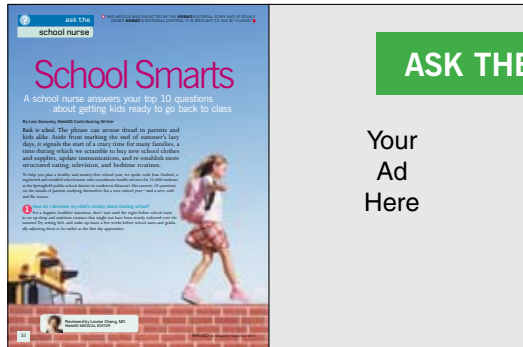
COVER GATEFOLDS

YOUR GATEFOLD AD HERE

Cover gatefolds

Your brand ad can fold off our celebrity cover. It's the most high-impact way to engage readers, and the first thing they'll see when they open the magazine.

Direct Adjacency Opportunities

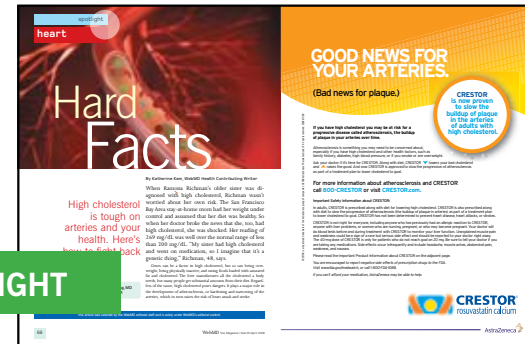


ASK THE EXPERT

Your Ad Here

Ask the Expert
Editorial question-and-answer feature on a topic, sponsored by your brand.

Spotlights
Enjoy direct adjacency to a targeted editorial feature on the topic of your choice.



SPOTLIGHT

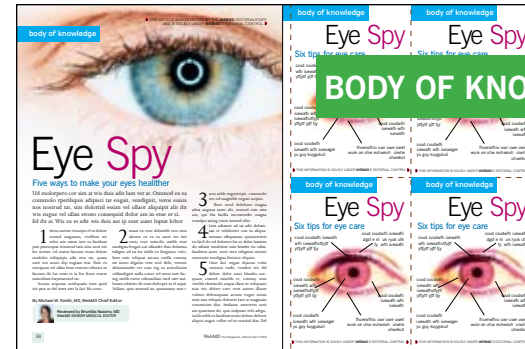
Body of Knowledge
Editorial adjacency opportunity focused on a body part, with a tear-out card detailing the body part and offering tips for care.

Sponsorship Opportunities



FOCUS ON Flip Magazine
A 12-page magazine on the "flip" side of WebMD the Magazine, focused on your topic and with your brand exclusively represented.

FOCUS ON FLIP MAGAZINE



BODY OF KNOWLEDGE



FOCUS ON Digest Magazine
A 12-page sponsored mini tear-out magazine within the pages of WebMD the Magazine.

FOCUS ON DIGEST MAGAZINE

Open Rate

Four Color

Full Page	\$65,625 gross
2/3 Page	49,200 gross
1/2 Page	42,660 gross
1/3 Page	32,790 gross
Spread	\$131,250 gross

Black & White

Full Page	\$57,750 gross
2/3 Page	43,300 gross
1/2 Page	37,540 gross
1/3 Page	28,850 gross
Spread	\$115,500 gross

Cover Rates

2nd Cover	\$78,750 gross
3rd Cover	73,840 gross
4th Cover	85,290 gross

2010 Issue and Closing Dates

	Ad Space Close	Materials Due	Inserts Due in WCC
Jan/Feb	12/10/09	12/21/09	12/21/09
Mar/Apr	2/10/10	2/19/10	2/19/10
May	4/5/10	4/9/10	4/21/10
Jun	5/5/10	5/10/10	5/20/10
Jul/Aug	6/10/10	6/21/10	6/21/10
Sep	8/5/10	8/10/10	8/19/10
Oct	9/6/10	9/10/10	9/17/10
Nov/Dec	10/11/10	10/20/10	10/20/10

Bleed: No charge

Special Position: +10.0%

Inserts: Contact publisher

Rate Base: 1,100,000 (ABC audited)

Audience: 9,846,000 (MARS 2009 OTC/DTC Study)

Standard Ad Sizes

Magazine Trim Size is 8³/₈"x10⁷/₈"

Size	Dimension
Spread (bleed)	17" x 11 ¹ / ₈ "
Full Page	7 ⁵ / ₈ " x 10 ¹ / ₂ "
Full Page (bleed)	8 ⁵ / ₈ " x 11 ¹ / ₈ "
2/3 Page	4 ³ / ₄ " x 9 ¹ / ₂ "

1/2 Page horizontal	7 ¹ / ₄ " x 4 ¹ / ₂ "
1/2 Page vertical	3 ¹ / ₂ " x 9 ¹ / ₂ "
1/2 Page vertical bleed	4 ¹ / ₈ " x 11 ¹ / ₈ "
1/3 Page vertical	2 ¹ / ₄ " x 9 ¹ / ₂ "
1/3 Page vertical bleed	3 ³ / ₈ " x 11 ¹ / ₈ "
1/3 Page square	4 ³ / ₄ " x 4 ¹ / ₂ "

Safety margin: Keep all live matter ³/₈" from trim and gutter.

Shipping Info

Shipping Run-of-Book Ad Materials

Label materials with publication name and issue month, and ship to:

TMG

Attn: Ad Traffic Manager, WebMD the Magazine
1707 L Street, NW, 3rd Floor, Washington, DC 20036
P: 202-331-7700, F: 202-331-7311

Business Reply Cards

Must conform to the United States Postal Service requirements for bind-in cards. Only a limited number of BRCs can be accommodated in an issue. BRC requests are filled on a first-come, first-served basis. Furnish folded with sample marked for insertion.

Shipping Supplied Inserts

If supplying inserts for multiple issues, they should be separated on individual skids. Label shipment with issue month and number of inserts supplied and ship to:

World Color Clarksville [WCC]

WebMD the Magazine, Attn: Account Manager
451 International Boulevard, Clarksville, TN 37040
P: 931-553-4493, F: 931-905-2705

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General Conditions

1. In consideration of publication, Advertiser and its Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
2. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an ad or for errors in key number, reader service number, or advertisers index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
5. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.
6. No conditions other than those set forth on this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
7. Publisher is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any governmental or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Publisher has the right to hold Advertiser and its Agency jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay all attorney fees incurred in connection with collection for advertising that was published.
9. All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures, and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained written consent of the use in the advertisement of the name, picture, and/or testimonial of any living person which is contained therein. It is understood that the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.
10. Agency Commission & Payment Terms. 15% to recognized advertising agencies and net 30 days payment.

Production Information

File Submission

We accept CD-ROMs or DVDs. High resolution PDFs may be emailed. FTP site access is also available. Please contact your representative.

Resolution

All continuous tone images (grayscale and color scans) should have a minimum resolution of 300 dpi at 100%. Scanned black-and-white line art should have a minimum resolution of 800 dpi at 100% and a maximum resolution of 2400 dpi.

Digital Advertisement Format

Required format for a four-color or black and white digital advertisement is a highresolution press-ready PDF with all fonts and images embedded. Please visit www.pdf-x.com for additional information on preparing PDFs.

Proof

Advertisements supplied without a SWOPcertified (Specifications Web Offset Publications) color proof will be printed to SWOP standards. Please visit www.swop.org for additional information on certified proofing and printing standards. The printer and/or publisher cannot be held liable for color complaints when an advertisement is submitted without an acceptable color proof.

File Submission

Send ONLY the files to be used in your ad. Include a printout of the contents of your disk.

Disclaimer

WebMD will check advertiser's digital ads. If additional work is necessary to ensure proper output of ads, additional production charges may apply. If delays due to missing font or image files are incurred, late charges may apply. A SWOPcertified proof is the most accurate material for matching colors on press. Other kinds of color proofs will not be considered an accurate representation of a digital ad. Any digital advertising materials (1) not conforming to the specifications outlined on this card or (2) requiring proof changes will incur charges at the rate of \$100 per hour.