WebMD is the Most Trusted Brand in Health Information

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
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<tbody>
<tr>
<td>1</td>
<td>WebMD</td>
</tr>
<tr>
<td>2</td>
<td>TYLENOL</td>
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<tr>
<td>3</td>
<td>amazon.com</td>
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<td>HUGGIES</td>
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<td>VISA</td>
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<td>7</td>
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<td>8</td>
<td>UPS</td>
</tr>
<tr>
<td>9</td>
<td>SONY</td>
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</table>

Sources: Q1, 2010 Omniture Traffic Data; Consumer Profile Study; Millward Brown 2010; WebMD the Magazine 2010 Reader Survey
Engaging America’s Most Proactive Health Managers

- **1,100,000** ABC Audited Circulation in 2010
- Nearly **9.5 Million readers** per issue
- Coverage in **Over 85%** of the highest-prescribing/volume offices, for all major specialties
- Align your product with consumers on their path to purchase
- **WebMD the Magazine** is ABC audited and Mars, MRI and Vista measured

Source: ABC Audit 2010; IMS 2010; WebMD Circ File, MRI Fall Data
WebMD the Magazine Drives Action

**BRAND TRUST**

Deep engagement with advertiser content starts with trust in the magazine’s brand:

WebMD is the **#1 Most Trusted Brand**
Source: Millward Brown

97% of WebMD the Magazine readers find the content very trustworthy
Source: WebMD 2009 Reader Survey

**CHOICE**

Readers choose WebMD the Magazine for its informative and interactive content:

86% of readers said they pick up WebMD the Magazine before other reading material* in the waiting room.
Source: Vista 2010

69% of magazine copies are taken home from the physician’s office
Source: WebMD 2009 Reader Survey

**ENGAGEMENT**

Engagement with our content means more time spent with our magazine and your ad:

Average reading time of WebMD the Magazine – 39 minutes
Source: VISTA 2010

Nearly 30,000 readers have signed up to receive each digital issue. Readers want to ensure they do not miss an issue!
Source: WebMD 2010

**ACTION**

WebMD the Magazine readers are influential, responsive and take action:

WebMD readers are #1 for having people come to them for advice before making a decision.*
Source: MRI Spring 2010

WebMD readers are #1 for asking their doctor to prescribe a specific drug as a result of seeing a magazine ad.*
Source: MARS 2010

*As compared to Women's Health, Shape, Self, Fitness, Prevention, and Health
Readership: Active and Successful

TOTAL TARGET: 9,476,000

<table>
<thead>
<tr>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Women</td>
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**IN THEIR PRIME**

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<td>Age 25–54</td>
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<td>Age 35–64</td>
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<td>Age 35+</td>
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<td><strong>Median Age</strong></td>
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**AFFLUENT**

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<td>$100,000+</td>
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<td><strong>Median HHI ($)</strong></td>
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**HIGHLY EDUCATED**

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<td>Attended Any College+</td>
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<td>Post-graduate Degree</td>
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**SUCCESSFUL**

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**MAKE IMPORTANT DECISIONS**

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<td>Any Children</td>
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<tr>
<td>Own Home</td>
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<tr>
<td><strong>Median Value of Home</strong></td>
<td><strong>$197,186</strong></td>
<td>99</td>
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</table>
WebMD the Magazine breaks celebrity health news in every issue, when A-list stars bring real voices and from-the-heart stories to health headlines.

- Cover Story
- Med File
- Checkup
WebMD’s signature approach to health information extends to every magazine page in these regularly appearing departments and sections:

- WebMD Wire
- Click Here
- Medical File
- Ask the Experts
- Worked for Me
- My WebMD
- Exam Room
- Living Well
- You Asked!
- Healthy Eats
- Fitness Matters
- Mind Matters
- Sleep Matters
- Parenting Matters
- Sex Matters
- WebMD Checkup
- PLUS: Take the Test Quizzes on allergies, cancer, diabetes, diet (nutrition and fitness), heart, mind, pain, sex and sleep
## Editorial: Awards

<table>
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<th>Place</th>
<th>Awards</th>
<th>Year</th>
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<tr>
<td>Gold</td>
<td>Editorial: Best Cover Lines</td>
<td>2010 Pearl Award</td>
</tr>
<tr>
<td>Silver</td>
<td>Editorial: Best Cover Lines</td>
<td>2009 Pearl Award</td>
</tr>
<tr>
<td>Silver</td>
<td>Strategy: Best Achievement of Corporate Objectives, B2C</td>
<td>2008 Pearl Award</td>
</tr>
<tr>
<td>Bronze</td>
<td>Editorial: Best Cover Lines</td>
<td>2008 Pearl Award</td>
</tr>
<tr>
<td>Hon. Mention</td>
<td>Table of Contents (Jan/Feb 2007)</td>
<td>2008 Tabbies</td>
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<tr>
<td>Gold</td>
<td>Best Custom Publication (Jan/Feb 2008)</td>
<td>2008 American Society of Healthcare Publication Editors</td>
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<td>Gold</td>
<td>Design: Best Tie-in with Corporate Marketing Objectives</td>
<td>2007 Pearl Award</td>
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<td>Gold</td>
<td>Editorial: Best Cover Lines (Jan/Feb 2007)</td>
<td>2007 Pearl Award</td>
</tr>
<tr>
<td>Silver</td>
<td>Best Table of Contents, Custom (Jan/Feb 2007)</td>
<td>2007 Folio: OZZIE Awards</td>
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<tr>
<td>Bronze</td>
<td>Best Opening Spread (July/Aug 2006)</td>
<td>2007 American Society of Healthcare Publication Editors</td>
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<tr>
<td>Gold</td>
<td>Editorial: Best Cover Lines (Sept/Oct 2005)</td>
<td>2006 Pearl Award</td>
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<tr>
<td>Gold</td>
<td>Strategy: Best Distribution Strategy</td>
<td>2005 Pearl Award</td>
</tr>
<tr>
<td>Gold</td>
<td>Strategy: Best Tie-in with integrated marketing/multimedia campaign</td>
<td>2005 Pearl Award</td>
</tr>
<tr>
<td>Silver</td>
<td>Design: Best Cover, more than 250,000</td>
<td>2005 Pearl Award</td>
</tr>
<tr>
<td>Silver</td>
<td>Strategy: Best Achievement of Corporate Objectives, B2C</td>
<td>2005 Pearl Award</td>
</tr>
<tr>
<td>Bronze</td>
<td>Editorial: Best Cover Lines</td>
<td>2005 Pearl Award</td>
</tr>
<tr>
<td>Bronze</td>
<td>Strategy: Best New Launch or Relaunch</td>
<td>2005 Pearl Award</td>
</tr>
<tr>
<td>Bronze</td>
<td>Best Table of Contents</td>
<td>2005 Folio: EDDIE Awards</td>
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</table>
WebMD the Magazine provides nearly 10 million readers with the health and wellness information they need to make the best lifestyle decisions for themselves and their families.

To connect with your target audience, be a part of our must-read issues all year long.

**January | February**

*AD CLOSE: 12/3/2010*

- **Heart Health:** Five Steps to a Healthy Heart
- **New Year, New You:** Fitness, Diet, Life-Balance Tips for 2011
- **Cold & Flu Survival Guide + Product Roundup:** OTC cold & flu remedies
- **Dental Care:** Focus on Kids
- **WebMD 5:** Our Expert Answers Your Health Qs on Sleep
- **Pets:** Diet & Nutrition
- **You Asked!** Acne & Rosacea

**January and February Are:**
- New Year’s
- Superbowl
- Cervical Health Awareness Month
- Thyroid Awareness Month
- Cataract and Glaucoma Awareness Month
- American Heart Month
- Valentine’s Day
- Black History Month
- National Kidney Month
- National Condom Week
- National Eating Disorders Awareness Week
- National Children’s Dental Health Month

**March | April**

*AD CLOSE: 2/4/2011*

- **MARCH AND APRIL ARE:**
  - Allergy Season
  - Colorectal Cancer Awareness Month
  - National Kidney Month
  - Chronic Fatigue Month
  - Multiple Sclerosis Awareness Month
  - IBS Awareness Month
  - Rosacea Month
  - Autism Awareness Month
  - Foot Health Awareness Month
  - World Health Day
  - National Endometriosis Awareness Month
  - National Nutrition Month

- **Healthy Home + Product Roundup:** Green Home Cleaners
- **WebMD Guide:** Spring Allergies and Asthma
- **Dental Care:** Cosmetic Dentistry
- **Health & Wealth:** Smart Health Insurance Tips for Your Family
- **Colon Cancer Update**
- **WebMD 5:** Our Expert Answers Your Health Qs on Chronic Pain
- **Pets:** Behavior & Training
- **You Asked!** Foot Care
- **Healthy Eats:** Healthy Breakfasts

**PLUS! WebMDPets**
2011 Editorial Calendar

May

AD CLOSE: 4/1/2011

- Women’s Health: Top 5 Health Concerns for Women
- WebMD Guide: Cosmetic Procedures
- Dental Care: Health and Oral Care Connection
- Vanity Cabinet: For Mom
- Get Ready Summer Guide + Product Roundup: Sunscreens
- WebMD 5: Our Expert Answers Your Health Qs on ADHD
- Pets: Puppy & Kitten Care
- You Asked! Makeup for Aging Skin
- Healthy Eats: Vitamins and Supplements
- PLUS! WebMDSmile

June

AD CLOSE: 5/2/2011

- Men’s Health: Top 5 Health Concerns for Men
- WebMD Summer Survival Guide
- Dental Care 101
- Vanity Cabinet: For Dad
- Slimming Foods for Summer + Product Roundup: Healthy Snacks & Food on-the-Go
- WebMD 5: Our Expert Answers Your Health Qs on GI Health
- Pets: Preventive Care You Asked!
- Hair Removal
- Healthy Eats: Summer Grilling
- PLUS! WebMDBaby

July | August

AD CLOSE: 5/27/2011

- Chronic Pain Back Pain Myths and Facts + Product Roundup: OTC Pain Relievers
- Vaccines: A Parents’ Guide
- Dental Care: What Your Dentist Wants You to Know
- Vanity Cabinet: Summer Survival Kit
- WebMD 5: Our Expert Answers Your Health Qs on Bipolar
- Pets: Common Health Conditions
- You Asked! Curly Hair
- Healthy Eats: Healthy Food To Go
- PLUS! WebMDPets

JULY AND AUGUST ARE:
- Back to School!
- Psoriasis Awareness Month
- Eye Injury Month
- Pain Awareness Month • National Immunizations Awareness Month
- Summer Holidays
- Family First Aid

MAY IS:
- Memorial Day • Mother’s Day • Mental Health Month • Arthritis Month • Osteoporosis Awareness Month • Lyme Disease Awareness Month • Asthma/Allergy Awareness Month • Better Sleep Month • High Blood Pressure Awareness Month • Skin Cancer Awareness Month • Kids’ Mental Health Awareness Month • Healthy Vision Month • Melanoma/Skin Cancer Detection and Prevention Month • Fibromyalgia Awareness Month • Hearing Awareness Month

JUNE IS:
- Summer • Father’s Day • Blood Donor Day • Foster Care Month • National Headache Awareness Week • National Men’s Health Week

JULY AND AUGUST ARE:
- Back to School!
- Psoriasis Awareness Month
- Eye Injury Month
- Pain Awareness Month • National Immunizations Awareness Month
- Summer Holidays
- Family First Aid

Women’s Health: Top 5 Health Concerns for Women

WebMD Guide: Cosmetic Procedures

Dental Care: Health and Oral Care Connection

Vanity Cabinet: For Mom

Get Ready Summer Guide + Product Roundup: Sunscreens

WebMD 5: Our Expert Answers Your Health Qs on ADHD

Pets: Puppy & Kitten Care

You Asked! Makeup for Aging Skin

Healthy Eats: Vitamins and Supplements

PLUS! WebMDSmile

Men’s Health: Top 5 Health Concerns for Men

WebMD Summer Survival Guide

Dental Care 101

Vanity Cabinet: For Dad

Slimming Foods for Summer + Product Roundup: Healthy Snacks & Food on-the-Go

WebMD 5: Our Expert Answers Your Health Qs on GI Health

Pets: Preventive Care You Asked!

Hair Removal

Healthy Eats: Summer Grilling

PLUS! WebMDBaby

Chronic Pain Back Pain Myths and Facts + Product Roundup: OTC Pain Relievers

Vaccines: A Parents’ Guide

Dental Care: What Your Dentist Wants You to Know

Vanity Cabinet: Summer Survival Kit

WebMD 5: Our Expert Answers Your Health Qs on Bipolar

Pets: Common Health Conditions

You Asked! Curly Hair

Healthy Eats: Healthy Food To Go

PLUS! WebMDPets
2011 Editorial Calendar

September

AD CLOSE: 8/1/2011

Back to School Health Checklist + Product Roundup: Kids’ First Aid Essentials
WebMD Guide: Fall Allergies
Dental Care: Be a Model Dental Patient
Prostate Cancer Update
WebMD 5: Our Expert Answers Your Health Qs on Menopause
Pets: Expert Vet Q&A
You Asked!
At-home Peels & Masques
Healthy Eats: Back to School
PLUS! WebMDBGynecology

SEPTEMBER IS:
Fall Allergy Season • Childhood Cancer Awareness Month • Healthy Aging Month • Prostate Cancer Awareness • Ovarian Cancer Awareness • Cholesterol Education Month • Sickle Cell Month • Leukemia/Lymphoma Awareness Month • Menopause Month • Suicide Prevention Month

October

AD CLOSE: 9/1/2011

Breast Cancer Breakthroughs
Tips for a Healthy Mouth + Product Roundup: Dental
WebMD Guide: Infertility Procedures
WebMD 5: Our Expert Answers Your Health Qs on Heart Health
Pets: Training Tips
You Asked!
Straight Hair
Healthy Eats: Super Foods
PLUS! WebMDSmile

OCTOBER IS:
Celiac Awareness Month • Lupus Awareness Month • Dental Hygiene Awareness Month • Liver Awareness Month • Depression Awareness Month • Healthy Lung Month • National Breast Cancer Awareness Month

November | December

AD CLOSE: 10/3/2011

The 2011 Health Heroes
WebMD Guide: Alzheimer’s Disease
Prediabetes Primer
Dental Care: Your Baby’s Teeth
Vanity Cabinet: Cold & Flu
Gift Guide + Product Roundup: Holiday Health
Healthy Skin Care Routines
WebMD 5: Our Expert Answers Your Health Qs on Rheumatoid Arthritis
Pets: End of Life Care
You Asked!
Winter Skin (lips, hands, body)
Healthy Eats: Healthy Holiday
PLUS! WebMDBGynecology

NOVEMBER AND DECEMBER ARE:
Thanksgiving • Christmas • Hanukkah • Cold & Flu Season • Diabetes Month • Alzheimer’s Awareness Month • Lung Cancer Awareness Month • Great American Smokeout • Epilepsy Awareness Month • World AIDS Day • Healthy Skin Month • Pancreatic Cancer Awareness Month

PLUS! WebMDBGynecology
### 2011: Gross Advertising Rates

#### Four Color

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<tr>
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#### Black & White

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#### Cover Rates

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*Images of WebMD magazines are for illustration purposes only.*
### 2011: AD Close Dates

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<th>MATERIALS DUE</th>
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<td>7/25/11</td>
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<td>Fall Semester Your Life</td>
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*includes Focus On
### 2011: Specs

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<td>3 3/8” x 11 1/8”</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4 3/4” x 4 1/2”</td>
</tr>
</tbody>
</table>

Magazine trim size is 8 3/8” x 10 7/8”
Safety margin: Keep all live matter 3/8” from trim and gutter.

**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, bind with plastic and ship to:
WebMD the Magazine “ISSUE DATE” “QG JOB NUMBER”
Quad/Graphics N63 W23075 Main Street Sussex, WI, 53089
Attn: Craig Foldy, CSR
Call 414.566.2100 to schedule delivery.
2011: Production Information

File Subscription
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 high-resolution 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 SWOP certified (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 Subscription
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 SWOP certified 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.
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.
2011: Contact Information

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