



# WEBMD THE MAGAZINE

2012 Media Kit

*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.

# WebMD the Magazine Engages America's Most Proactive Health Consumers

- **1,300,000** ABC Audited Circulation
- Reaching more than **300,000 physicians** nationwide
- In more than 85% of the **high-prescribing** physician offices
- Focuses on **highest volume** offices, all major specialties

Source: ABC Audit 2011; IMS 2011; WebMD Circ File



# WebMD the Magazine Drives Action

- **Trust**

- WebMD is the **#1 Most Trusted Brand**  
(August 2011 Millward Brown Consumer Brand Equity Study)

- **Choice**

- **86%** of readers say they pick up WebMD the Magazine **before other reading material\*** in the waiting room (VISTA 2010)

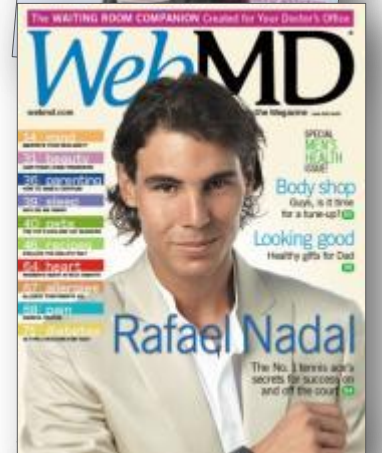
- **Engagement**

- **36 minutes** is the average reading time of WebMD the Magazine (2011 GfK MRI Spring)

- **Activation**

- 67% of readers say they **go to the pharmacy** and 45% of readers say they **go to a retail store** after reading WebMD the Magazine (WebMD Reader Survey 2010)

\*As compared to Women's Health, Shape, Self, Fitness, Prevention, and Health





# WebMD the Magazine Reaches Active Consumers With Significant Purchase Power

- **9,802,000 Total Readership**
  - 69% women
  - 41.8 median age
  - 70% attended college
  - Median HH income \$66,735
  - Median HH net worth \$222,358
  - 70% are principal shoppers
  - 66% employed full time
  - 55% married
  - 51% have children in the HH
  - 70% own a home
  - Median value of home \$192,649

Source: 2011 GfK MRI Spring



# Breaking Celebrity Health News in Every Issue

- A-list stars bring real voices and from-the-heart stories to health headlines:

- **Cover story**
- **Medical File**, the front-of-the-book department on a celebrity and their healthy cause
- **Checkup**, a Q&A with a celebrity on the last page of the magazine



WebMD

# WebMD the Magazine Has Must-Read Content In Every Issue

- **Healthy Start**

- First article, with tips on beauty, fitness, and charity/giving back

- **Quizzes**

- Allergies, cancer, diabetes, diet, heart, mind, pain, sex, sleep

- **Matters**

- Expert columns on fitness, parenting, sleep, sex, mental wellness, patient, dental, pets

- **Living Well**

- Skin care, hair care, beauty picks, oral care, and more

- **Healthy Eats**

- Nutritious and delicious recipes, celebrity chef tips, and diet advice

- **PLUS!**

- Ask the Experts, personal stories, monthly health issue awareness, healthy living, and more





# WebMD's Magazines Target the Point of Care You Want to Reach



## WebMDPets

- Reaching pet owners in small-animal vet clinics twice a year



## WebMDBaby

- Reaching new and soon-to-be parents in OB/GYN and pediatrician offices quarterly



## WebMDSmile

- Reaching oral health consumers in the dentist office twice a year



## WebMD Campus

- Reaching college students in health clinics and bookstores at the beginning of each semester

# WebMD the Magazine Awards

Place	Awards	Year
First	Most Trusted Digital Magazine	2011 Affinity's American Magazine Study
Gold	Editorial: Best Cover Lines	2010 Pearl Award
Gold	Best Custom Publication (Jan/Feb 2008)	2008 American Society of Healthcare Publication Editors
Gold	Design: Best Tie-in with Corporate Marketing Objectives	2007 Pearl Award
Gold	Editorial: Best Cover Lines (Jan/Feb 2007)	2007 Pearl Award
Gold	Editorial: Best Cover Lines (Sept/Oct 2005)	2006 Pearl Award
Gold	Strategy: Best Distribution Strategy	2005 Pearl Award
Gold	Strategy: Best Tie-in with integrated marketing/multimedia campaign	2005 Pearl Award
Silver	Editorial: Best Cover Lines	2009 Pearl Award
Silver	Strategy: Best Achievement of Corporate Objectives, B2C	2008 Pearl Award
Silver	Design: Best Cover, more than 250,000	2005 Pearl Award
Silver	Strategy: Best Achievement of Corporate Objectives, B2C	2005 Pearl Award
Silver	Best Table of Contents, Custom (Jan/Feb 2007)	2007 Folio: OZZIE Awards
Bronze	Best Opening Spread (July/Aug 2006)	2007 American Society of Healthcare Publication Editors
Bronze	Editorial: Best Cover Lines	2008 Pearl Award
Bronze	Editorial: Best Cover Lines	2005 Pearl Award
Bronze	Strategy: Best New Launch or Relaunch	2005 Pearl Award
Bronze	Best Table of Contents	2005 Folio: EDDIE Awards
Hon. Mention	Table of Contents (Jan/Feb 2007)	2008 Tabbies





# 2012 WebMD the Magazine Editorial Calendar

## January/February

Ad close: 12/2/2011

### IN THIS ISSUE:

**SEASONAL FOCUS:** New Year, New You

**10 great ways to change** your life and health this year!

**Fitness Recharge:** 5 new workout plans

**Good Eats:** Pantry makeover for the New Year + recipes and product roundup

**You Asked!** Beauty checklist for 2012: Must-have skin products for all year long

### ALSO

**5 heart-healthy habits** women can't ignore

**Cold and flu** survival guide

**WebMD 5:** Rheumatoid arthritis

**Dental Care:** Remake your smile

**Ask the Expert:** Cosmetic surgery

**Health 50-plus:** Boost your memory and brain power

**Pets:** Is your pet sick? Common conditions

### JANUARY AND FEBRUARY HEALTH HIGHLIGHTS:

New Year's \* Super Bowl \* Cervical Health Awareness Month \* Thyroid Awareness Month \* Cataract and Glaucoma Awareness Month \* American Heart Month \* Valentine's Day \* Black History Month \* National Blood Donor Month \* National Condom Week \* National Eating Disorders Awareness Week



## March/April

Ad close: 02/10/2012

### IN THIS ISSUE:

**SEASONAL FOCUS:** Healthy Home

**Eco-solutions Indoors and Out:** Top Tips for home, yard, car and more

**Help** for spring allergies

### ALSO

**Health Insurance:** Navigate your plan like a pro

**Healthy Eats:** Best superfoods for health + recipes and pantry picks

**WebMD 5:** GI health

**Dental Care:** Kids' teeth

**Pets:** Puppy and kitten care

**You Asked!** Stocking your spring makeup bag



### MARCH AND APRIL HEALTH HIGHLIGHTS:

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



# 2012 WebMD the Magazine Editorial Calendar

## May

Ad close: 3/30/2012

### IN THIS ISSUE:

**SEASONAL FOCUS:** Healthy Beauty

**Get your body** and skin summer-ready!

**Summer beach bag** must-haves for face and body + sunscreen product roundup

**Vanity Fair:** Health and beauty gifts for Mom

**You Asked!** Summer makeup and skin care

### ALSO

**Help for** women who can't sleep

**Healthy Eats:** Mother's Day + recipes

**WebMD 5:** Depression

**Ask the Expert:** Plastic surgery

**Dental Care:** Healthy teeth and gums

**Caregiving:** Top 10 ways to cope

**Pets:** First aid 101

### MAY HEALTH HIGHLIGHTS:

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 \*

Lupus Awareness

Month \* Healthy Vision

Month \* Melanoma/Skin

Cancer Detection and

Prevention Month

\* Fibromyalgia

Awareness Month \*

Hearing Awareness

Month

## June

Ad close: 4/30/2012

### IN THIS ISSUE:

**SEASONAL FOCUS:** Men's Health

**Health for guys:** heart health, fitness, nutrition, and physical health

**Vanity Fair:** Healthy gifts for Dad

### ALSO

**Summer Eats:** Great grilling + recipes

**Summer Outdoor Survival** Guide + products

**WebMD 5:** Chronic Pain

**Health Insurance:** New job? New plan

**Dental Care:** Better teeth, better health

**Health 50-plus:** Care for your parents

**Pets:** Behavior

**You Asked!** Self-tanners and scrubs



### JUNE HEALTH HIGHLIGHTS:

Summer \* Father's Day \* Blood Donor Day \* Foster Care Month \* National Headache Awareness Week \* National Men's Health Week



# 2012 WebMD the Magazine Editorial Calendar

## July/August

Ad close: 6/1/2012

### IN THIS ISSUE:

**SEASONAL FOCUS:** Healthy Travel

**Summer Travel:** Health habits on the road

**Tips for safe** and healthy driving

### ALSO

**Healthy Eats:** Light and healthy summer meals + recipes

**WebMD 5:** Osteoarthritis

**Dental Care:** Cosmetic dentistry

**Pets:** Preventive care

**You Asked!** Skin care in your 30s and 40s



### JULY AND AUGUST HEALTH HIGHLIGHTS:

Back to School

\* Psoriasis

Awareness Month

\* Eye Injury Month

\* Pain Awareness

Month \* National Immunizations

Awareness Month



## September

Ad close: 7/27/2012

### IN THIS ISSUE:

**SEASONAL FOCUS:** Good Eats

**Recharge for Fall:** 5 weeknight dinner makeovers + recipes and product roundup

**Healthy Eats:** Vitamins and supplements

### ALSO

**Get Ready:** Back to school and kids' health + healthy kids' snacks roundup

**Family mental wellness** health check

**WebMD 5:** Osteoporosis

**Health Insurance:** Is your family covered?

**Dental Care:** Your dentist's top 5 tips

**Pets:** Diet and nutrition

**You Asked!** Anti-aging skin care products

### SEPTEMBER HEALTH HIGHLIGHTS:

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



# 2012 WebMD the Magazine Editorial Calendar

## October

Ad close: 8/31/2012

### IN THIS ISSUE:

**SEASONAL FOCUS:** Cancer Awareness

**10 caregiving solutions**, plus support resources and must-know tips

**Health 50-plus:** Top 5 health concerns

### ALSO

**Women's Cancer** prevention roundup

**Healthy Eats:** 5 fall foods you should be eating + recipes and products

**WebMD 5:** Heart Health

**Ask the Expert:** Cosmetic surgery for body

**Dental Care:** Teeth whiteners

**Pets:** Ask the vet

**You Asked!** Hair and nail essentials

### OCTOBER HEALTH HIGHLIGHTS:

Celiac Awareness Month \* Dental Hygiene Awareness Month \* Liver Awareness Month \* Depression Awareness Month \* Healthy Lung Month \* National Breast Cancer Awareness Month

## November/December

Ad close: 10/5/2012

### IN THIS ISSUE:

**SEASONAL FOCUS:** Health Heroes

**Our Salute to** extraordinary Americans changing the health landscape

**Healthy Holidays:** Cater My Party + recipes and products

**Good Eats:** Healthy holiday leftovers + recipes

### ALSO

**Cold and flu** family care guide

**Health Insurance:** Save money and maximize benefits

**WebMD 5:** Pre-diabetes and diabetes

**Dental Care:** Teeth reshaping

**Pets:** Training

**You Asked!** Winter skin care guide

### NOVEMBER AND DECEMBER HEALTH HIGHLIGHTS:

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





# 2012 Specifications

Magazine Trim Size is 8 3/8" x 10 7/8", Saddle Stitched

SIZE	DIMENSION
Spread (bleed)	17" x 11 1/8"
Full Page (non-bleed)	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.

# 2012 Ad Rates, Dates, and Specifications

## 2012 Rates

Rate Base 1,300,000

Rates are gross

### FULL COLOR

Full Page	\$89,000
2/3 Page	66,770
1/2 Page	57,900
1/3 Page	44,500
Spread	178,000

### BLACK & WHITE

Full Page	\$78,380
2/3 Page	58,770
1/2 Page	51,000
1/3 Page	39,200
Spread	156,900

### COVER RATES

2nd Cover	\$106,800
3rd Cover	100,250
4th Cover	115,750

## 2012 Dates

ISSUE	SPECIAL ISSUES CLOSE*	SPECIAL EDIT CLOSE*	AD CLOSE	MATERIALS DUE	INSERTS DUE	IN OFFICE DATE
Jan/Feb	11/18/11	11/23/11	12/2/11	12/6/11	12/16/11	1/9/12
Mar/Apr	1/6/12	1/13/12	2/10/12	2/14/12	2/24/12	3/14/12
May	2/24/12	3/1/12	3/30/12	4/3/12	4/13/12	5/4/12
Jun	3/23/12	3/30/12	4/30/12	5/1/12	5/11/12	6/1/12
Jul/Aug	4/25/12	5/1/12	6/1/12	6/5/12	6/15/12	7/6/12
Sep	6/20/12	6/22/12	7/27/12	7/31/12	8/10/12	8/29/12
Oct	7/25/12	8/1/12	8/31/12	9/4/12	9/14/12	10/3/12
Nov/Dec	8/24/12	9/3/12	10/5/12	10/9/12	10/23/12	11/12/12

**NOTES:** Special issues currently include WebMDBaby, WebMDPets, WebMDSmile, WebMD Campus and "Focus On"

Products defined as special edit include spotlights and tear-out cards. Additional products may apply as determined by your sales rep.

\*If medical legal review is required, please move up close and materials dates by four weeks.

## Production Information

### File Submission

We accept CD-ROMs or DVDs. High-resolution PDFs may be emailed. FTP site access is also available; see ad submission guidelines.

### 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](http://www.pdf-x.com) for additional information on preparing PDFX1As.

### Proof

Advertisements supplied without a SWOP-certified (Specifications Web Offset Publications) color proof will be printed to SWOP standards. Please visit [www.swop.org](http://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 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.

## Shipping

### Ad Materials

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

TMG Custom Media  
Attn: Ad Traffic Manager,  
WebMD the Magazine  
1129 20th Street NW  
Suite 700  
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  
Attn: Craig Foldy, CSR  
Main Street Sussex, WI  
53089

Contact 414.566.2100  
to schedule delivery.

## Ad Submission

All ads, regardless of delivery mode, must be accompanied by a hard-copy contract proof. If a high-end digital proof cannot be provided, WebMD and TMG Custom Media assume no responsibility and/or liability for image, color, typographic, and/or positioning irregularities. Files to be uploaded should either be compressed (Stuffit/Zip) or include an appropriate file extension (.qxd, .doc, .tif, etc.). File names should not contain a slash (/). You may use an FTP client or a web browser for file transfers. If you need an FTP client, try Fetch ([fetchsoftworks.com](http://fetchsoftworks.com)) or Transmit ([panic.com](http://panic.com)) on the Mac or WS\_FTP ([ipswitch.com](http://ipswitch.com)) on a PC. An email notification will be sent when you upload a file. Privileges: You may upload files and create folders.

## 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-governmental 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.

### TO LOG IN FROM AN FTP CLIENT:

Server/Host: [imgftp.com](ftp://imgftp.com)  
User Name: [webmd\\_ads](ftp://imgftp.com/webmd_ads)  
Password: [webmd](ftp://imgftp.com/webmd)  
Directory: leave blank

### TO LOG IN FROM A WEB BROWSER:

Address: [imgftp.com](http://imgftp.com)  
Click on Secure Login  
User Name: [webmd\\_ads](http://imgftp.com/webmd_ads)  
Password: [webmd](http://imgftp.com/webmd)

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