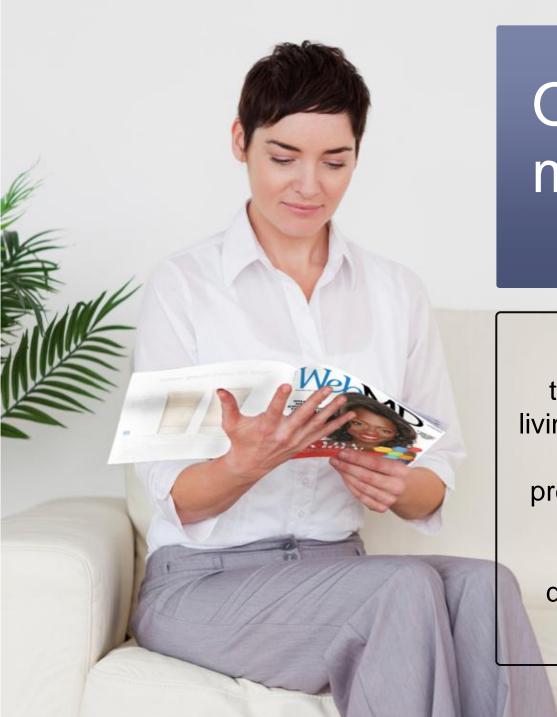
WebMD Magazine

2013 Media Kit





Our mission.

WebMD Magazine is the trusted source of healthy living and condition information for patients while they are preparing to see their doctors.

It celebrates, inspires, and delights patients about every aspect of healthy living.



WebMD Magazine Readers

More than 8.5 million readers each issue

- 71% women
- 46 median age
- 69% any college+
- 32% grad college+
- \$64,820 median HHI
- \$240,646 median household net worth
- 68% principal shoppers
- 65% employed
- 57% married
- 44% any children
- 71% own home
- \$202,573 median value of home





Editorial Breakdown

Readers count on us to deliver healthy living information with purpose, authority, integrity, trust, and relevance.

The magazine's sections are organized around the healthy living topics users click on most on WebMD.com:

- Living Healthy
- Healthy Beauty
- Family & Parenting
- Food & Recipes
- Fitness & Exercise
- WebMD Checkup (conditions)



I really like the new look and feel of WebMD. With all the changes including increased circulation it seems like WebMD is heading in the right direction. Congratulations!

-advertiser feedback



2013 Living Healthy Editorial

JAN/FEB

- Workplace health: How to be happy on the job
- Boost the romance in your relationship

MARCH/APRIL

- Green and clean solutions for your home and life
- Control your moods
- New to online dating?
 Tips and how-tos

MAY

- Boost confidence & self-esteem on the job
- Improve your mother/daughter relationship

JUNE

- Dating after divorce
- Men: Mood & stress management

JULY/AUGUST

- Family healthy travel guide
- 5 ways to get ahead at work

SEPTEMBER

- Back to school: Schedules for everyone in your house
- The perils and plusses of perfectionism

OCTOBER

- Build better friendships
- The power of forgiveness

- Mentors: Dos and don'ts
- Jealousy: What it can teach you about yourself
- 3 gifts for your healthy resolutions





2013 Healthy Beauty Editorial

JAN/FEB

- Pretty hands and nails
- Anti-aging products
- 5 ways to a better smile

MARCH/APRIL

- Face & body moisturizers
- Hair color & care

MAY

- Sunscreens
- Beauty gifts for mom
- Cleansers
- Plus: Expanded oral care content with cover tease:
 - Q&A with a top dentist on 5 healthy oral care tips
 - Teeth whiteners

JUNE

- Men's grooming products
- Summer skin guide
- Smart teeth & gum care

JULY/AUGUST

- Must-have products for your beach bag
- · Pretty feet & toes
- Baby and kids' teeth

SEPTEMBER

- Shampoos & conditioners
- Makeup dos & don'ts
- Cosmetic dental procedures

OCTOBER

- Serums
- Hair removal
- Plus: Expanded oral care content with cover tease:
 - Q&A with a top dentist on 5 healthy oral care tips
 - · Tips for a pretty smile

- Holiday beauty gift guide
- Winter skin care
- Tricks for whiter, brighter teeth





2013 Family & Parenting Editorial

JAN/FEB

Pregnancy Edition

- Q&A with a pregnant celebrity
- Tips for a fit pregnancy
- Newborn and baby care
- Kids and sleep
- Fit Kids: Is your child overweight?
- Pets: Best breeds for your family

MARCH/APRIL

- Pets Edition
 - Q&A with celebrity and pet
 - Expert grooming and care
- Good family sleep habits
- Fit Kids: Get your kid moving

MAY

Family & Parenting Edition

- Q&A with celebrity and family
- Tips for the teen years
- Fit Kids: Moods and stress
- Pets: Behavior & training

JUNE

Baby Edition

- Q&A with a new-mom celebrity
- · Baby supplies you really need
- Taming toddler tantrums
- Fit Kids: boosting self-esteem
- Pets: puppy & kitten care

JULY/AUGUST

Pets Edition

- Q&A with celebrity and pet
- Training and behavior tips
- Bully basics: How to help your child
- Fit Kids: Is your kid stressed out?

SEPTEMBER

Pregnancy Edition

- Q&A with a pregnant celebrity
- Top 5 pregnancy myths
- Kids: Allowance 101
- · Back to school for an ADHD child
- Pets: Ask the vet: Top pet questions

OCTOBER

Family & Parenting Edition

- Q&A with celebrity and family
- Healthy family dynamics
- Fit Kids: 8 healthy habits
- Pets: Common conditions

NOV/DEC

Baby Edition

- Q&A with a new-mom celebrity
- Newborn nutrition tips
- Your baby's first well visit
- Sick day or school day? Cold & flu
- 5 ways to get away from the TV
- Pets: Training tips





2013 Food & Recipes Editorial

JAN/FEB

- Three Ways to Cook: Pork
- Heart-healthy Valentine's Day menus + recipes
- Kitchen and pantry makeover
- Picks for every pantry
- Super Bowl healthy snacks

MARCH/APRIL

- Three Ways to Cook: Whole wheat pasta
- Five healthy weeknight menus + recipes + products

MAY

- Three Ways to Cook: Asparagus
- Mother's Day brunch + recipes

JUNE

- Three ways to Cook: Beef
- Summer grilling + recipes
- Better breakfasts + recipes

JULY/AUGUST

- Three Ways to Cook: Scallops
- Easy heart-healthy summer meals + recipes + products
- Superfoods

SEPTEMBER

- Three Ways to Cook: Wild rice
- Back-to-school healthy lunchbox picks + products

OCTOBER

- Three Ways to Cook: Crab
- Healthy kitchen and pantry staples + recipes + products
- Healthy snacks for busy families

NOV/DEC

- Three Ways to Cook: Turkey
- Healthy holiday festive beverages + menus + recipes
- Holiday meal leftovers + recipes + products

Pork Avenue

PLUS! IN EVERY ISSUE

Off the Menu: A top chef shares his or her go-to healthy meal



2013 Fitness & Exercise Editorial

JAN/FEB

- Re-energize your fitness regimen
- Make over my workout

MARCH/APRIL

- · Easy strength training
- Weight-loss plans that work

MAY

- Mix up your workout routine
- Top 5 cardio routines
- Tone your tummy: exercises that really work

JUNE

- Keep fit on the road
- Summer outdoor workouts

JULY/AUGUST

- Weight lifting 101
- No-gym workout guide

SEPTEMBER

- Beat your "no exercise" excuses
- Yoga basics

OCTOBER

- Bored with your workout?
 Reenergize your routine
- Lose the belly fat: 5 mustdo moves

- · Winter-weather workouts
- Set up a home gym





2013 WebMD Checkup Editorial

JAN/FEB

- Health Highlights: cervical health, thyroid or heart health
- Cold & flu survival guide
- 5 steps to a healthy heart, lower cholesterol and triglycerides
- Adults' & kids' eye health

MARCH/APRIL

- Health Highlights: rosacea or foot health
- Tips for spring allergy season
- Living well with multiple sclerosis
- Help for IBS

MAY

- Health Highlights: mental health, arthritis or sleep
- · Could you have depression?
- Skin cancer: Know the signs
- Living well with RA
- Help for high blood pressure

JUNE

- Health Highlights: men's health, home safety or headaches
- Men's health: Help for low T
- Help for migraines & headaches
- Asthma prevention & care

JULY/AUGUST

- Health Highlights: psoriasis, pain or immunizations
- Living with psoriasis
- Help for incontinence/OAB

SEPTEMBER

- Health Highlights: healthy aging, cholesterol or menopause
- Chronic pain: What really works
- Living better: Menopause
- Fall allergy survival guide

OCTOBER

- Health Highlights: dental care, depression or breast cancer
- Find your ideal weight-loss plan
- Living well after cancer
- Family mental health checklist

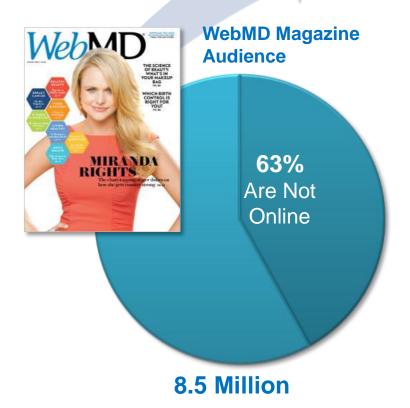
- Health Highlights: cold & flu, diabetes or Alzheimer's
- Nutrition & fitness tips for type 2 diabetes
- Living well with COPD
- The caregiver's guide to Alzheimer's disease





WebMD Print + Online Amplifies Audience

Extend Your Reach Among an **Unduplicated Audience**







WebMD Magazine 2013 Dates

	JAN-FEB	MAR-APR	MAY	JUNE	JUL-AUG	SEP	ОСТ	NOV-DEC
Special Issue Close	Thu: Oct-11	Mon: Dec-17	Mon: Feb-11	Tue: Mar-12	Fri: Apr-12	Mon: Jun-10	Mon: Jul-15	Fri: Aug-16
Insert Close	Mon: Oct-15	Wed: Dec-19	Wed: Feb-13	Thu: Mar-14	Tue: Apr-16	Wed: Jun-12	Wed: Jul-17	Tue: Aug-20
Special Edit Close	Thu: Oct-18	Wed: Dec-26	Tue: Feb-19	Tue: Mar-19	Fri: Apr-19	Mon: Jun-17	Mon: Jul-22	Fri: Aug-23
Print and Tablet Close	Thu: Nov-15	Mon: Jan-28	Tue: Mar-19	Tue: Apr-16	Fri: May-17	Tue: Jul-16	Mon: Aug-19	Mon: Sep-23
Advertising Materials Due	Wed: Nov-21	Fri: Feb-01	Mon: Mar-25	Mon: Apr-22	Thu: May-23	Mon: Jul-22	Fri: Aug-23	Fri: Sep-27
Supplied Inserts Due	Thu: Dec-13	Fri: Feb-22	Fri: Apr-12	Fri: May-10	Thu: Jun-13	Fri: Aug-09	Fri: Sep-13	Fri: Oct-18
In-Office Start	Mon: Jan-07	Fri: Mar-15	Fri: May-03	Mon: Jun-03	Fri: Jul-05	Fri: Aug-30	Fri: Oct-04	Fri: Nov-08
Tablet Edition Live	Tue: Jan-08	Mon: Mar-18	Mon: May-06	Tue: Jun-04	Mon: Jul-08	Tue: Sep-03	Mon: Oct-07	Tue: Nov-12

If MLR approval is required, please add the amount of time that the MLR requires to these dates. Special Issues include Focus On, Health Highlights, WebMD Diabetes and WebMD Campus. Special editorial includes funded editorial.



WebMD Magazine 2013 Rates

UNIT	FULL COLOR	BLACK & WHITE	
Full Page	\$102,500	\$89,350	
2/3 Page	\$80,130	\$67,000	
1/2 Page	\$66,000	\$58,140	
1/3 Page	\$50,730	\$44,690	
Spread	\$202,920	\$178,870	
2 nd Cover	\$121,750		
3 rd Cover	\$114,290		
4 th Cover	\$131,960		

Hayden Panettiere **IOTTOPICS!** 2.5 billion

Rate base 1,400,000 Rates are gross



WebMD Magazine 2013 Specs

MAGAZINE TRIM SIZE IS 8 3/8" X 10 7/8", PERFECT BOUND

UNIT	NONBLEED	BLEED				
		TRIM	BLEED	LIVE AREA		
Spread		16.75" x 10.875"	17" x 11.125" (.125" outside trim/all sides)	16.25" x 10.375" (.25" inside trim/all sides)		
Full Page		8.375" x 10.875"	8.625" x 11.125" (.125 outside trim/all sides)	7.875" x 10.375" (.25 inside trim/all sides)		
2/3 Page Vertical	4.625" x 9.5"	5.25" x 10.875"	5.5" x 11.125" (.125 outside trim/all sides)*	4.75" x 10.375" (.25 inside trim/all sides)		
1/2 Page Horizontal	7.125" x 4.625"	8.375" x 5.25"	8.625" x 5.375" (.125" outside trim/face, gutter, foot)	7.875" x 5" (.25" inside trim/face, gutter, foot)		
1/2 Page Vertical	3.375" x 9.5"	4" x 10.875"	4.25" x 11.125" (.125" outside trim/all sides)*	3.5" x 10.375" (.25" inside trim/all sides)		
1/3 Page Vertical	2.25" x 9.5"	2.875" x 10.875"	3.125" x 11.125" (.125 outside trim/all sides)*	2.375" x 10.375" (.25 inside trim/all sides)		
1/3 Page Square	4.625" x 4.625"					

WebMD Diabetes, WebMD Campus, Health Highlights, and Focus On Special Issues have different specs. Please request these from your sales representative.

*Depending on left- or right-hand page placement, .125-inch will be cropped from left or right side.



2013 Ad Submission Information

FILE SUBMISSION

We accept CD-ROMs or DVDs. Highresolution PDFs may be emailed. FTP site access is also available. Send ONLY the files to be used in your ad. Include a printout of the contents of your disk.

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.

FORMAT

Required format for a four-color or black-andwhite digital advertisement is a highresolution press-ready PDF with all fonts and images embedded. Please visit www.pdfx.com for additional information on preparing PDFX1As.

PROOF

All ads, regardless of delivery mode, must be accompanied by a hard-copy contract 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. 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. You will receive an email notifying you of your privilege to upload files and create folders.

AD MATERIALS

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

TMG Custom Media
Attn: Ad Traffic Manager,
WebMD Magazine
1129 20th Street NW, Suite 700
Washington, DC 20036
P: 202-331-7700
F: 202-331-7311

SHIPPING SUPPLIED INSERTS

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

WebMD Magazine "ISSUE DATE" Attn: Kristi Teague RR Donnelley 3201 Lebanon Rd Danville, KY 40422

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. See spec sheet for details.

TO LOG IN FROM AN FTP CLIENT:

Server/Host: tmgftp.com User Name: webmd_ads Password: webmd Directory: leave blank

TO LOG IN FROM A WEB BROWSER:

Address: tmgftp.com
Click on Secure Login
User Name: webmd_ads
Password: webmd

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.



2013 General Conditions

- 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.
- 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.
- 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.
- 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.