WEBMD MAGAZINE IS AMERICA’S HEALTHY LIVING AUTHORITY.

WebMD Magazine harnesses the power and trust of the WebMD brand, delivering insights to readers when they are the hungriest for information: at the doctor’s office. Packed with expert-backed medical news and savvy advice on parenting, food, beauty, and fitness, our timely content is informed by the 78 million strong WebMD online community. WebMD Magazine helps readers make smart decisions for themselves and their families, at a time when good health is top-of-mind.
Editorial Composition

15% Food + Nutrition

20% Conditions

20% General Health

15% Beauty

15% Family + Parenting

10% Fitness + Exercise

5% Pet

Source: Editorial estimates May 2015
## 2016 Editorial Calendar

### JANUARY/FEBRUARY
**FRESH START**
- New Year Healthy Habits By The Numbers
- A Closer Look at Cold & Flu: Tracking Trends & Facts
- Heart Health: How to Love Your Heart
- The Skinny on Obesity and Weight Loss
- Healthy Routines for the Whole Family

### MARCH/APRIL
**FOOD: AN INSIDER’S GUIDE**
- Best Foods for Every Age & Health Condition
- Top Chef Interviews, Recipes, and Personal Stories
- Fast, Healthy & Fresh Weeknight Meals
- Think-Outside-the-Box Breakfast Ideas
- A Look at Multiple Sclerosis
- Get Allergy Relief Fast
- Sleep More, Stress Less
- Living With Deep Vein Thrombosis
- Autism Update

### MAY
**THE SKIN ISSUE: HEALTHY BEAUTY INSIDE & OUT**
- Advanced Anti-Aging Beauty Solutions
- A Head-to-Toe Guide to Protect Your Skin
- Caregiving for You and Your Loved Ones
- Pet Health Tips: Training, Behavior & More
- Rheumatoid Arthritis Q&A
- Know the Facts on Hepatitis C
- What You Need to Know About Skin Cancer

### JUNE
**THE BETTER BODY ISSUE**
- Build a Stronger, Healthier, Happier Body
- Head-to-Toe Look at Chronic Pain
- Smart Workouts for Building Better Joints & Muscles
- A Look Into the Biggest Health Issues Men Face
- Know Your Headache & How to Fight the Pain
- Connect the Dots: Acne Solutions Revealed

### JULY/AUGUST
**THE KICK-BACK-FOR-SUMMER ISSUE**
- Family Summer Survival Guide
- Sun Day School: The Best Summer Beauty Products
- Sizzling Hot Summer Recipes
- Calm the Itch: Psoriasis Fast Facts & Remedies
- Protect Your Health: Immunizations for Every Age

### SEPTEMBER
**BACK TO SCHOOL**
- Lunch Box Menus From the Pros
- Fall Wellness Guide: Checkups Every Family Member Needs
- Tips for a Better Sleep Schedule
- The 411 on Childhood Obesity
- Lower Your Cholesterol
- Prostate Cancer: The Latest Tests & Treatments
- Allergy Season Relief
- Menopause: New Perspectives

### OCTOBER
**THE NEW FACE OF CANCER**
- A Step Ahead: The Importance of Self-Checks & Screenings
- How Cancer Diagnosis & Treatment Are Evolving
- 10 Cancer Symptoms Women Shouldn’t Ignore
- In-depth Look at Women’s Cancers: Breast, Ovarian & Cervical
- Coping With Depression
- How to Recognize if You Have Adult ADHD

### NOVEMBER/DECEMBER
**HEALTH HEROES**
- Health Heroes: Honoring People Doing Extraordinary Things in Health & Wellness
- ‘Tis the Season: Recipe Makeovers for a Healthier Holiday
- Cold & Flu Survival Tips
- How to Beat the Winter Blues
- Take Control of Your Diabetes
- Alzheimer’s Breakthroughs
- The Right Time to Quit: Smoking Cessation Starts Now
- Celebrating Caregivers Across America

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**WebMD Contents**

<table>
<thead>
<tr>
<th>HEALTHY START</th>
<th>LIVING HEALTHY</th>
<th>HEALTHY BEAUTY</th>
<th>FAMILY &amp; PARENTING</th>
<th>FOOD &amp; FITNESS</th>
<th>WEBMD CHECKUP</th>
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Editorial subject to change
Healthy Dose of Information
From the Stars

When WebMD Magazine profiles top celebrities like Michael Strahan, Michael J. Fox, and Frozen’s Kristen Bell, the interview goes deeper than asking about their last red carpet outfit. These stars open up to WebMD Magazine in a meaningful way, speaking frankly about their health concerns, family history, and the health-related causes they champion.

**Cover Feature:** Revealing interviews with A-list celebs on the personal health concerns and causes they care about most

**Family & Parenting:** Q&A focus on celebrities’ healthy parenting strategies

**Take 10:** Ten rapid-fire questions to celebs on their best and worst health habits, guilty pleasures, and more
The Reader

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Source: GfK MRI Doublebase 2015 (print + tablet). Rate base is from AAM Publisher’s Statement ending December 2014
The Power of Point of Care

THE RIGHT MESSAGE AT THE RIGHT TIME
Readers pick up WebMD Magazine at the very moment health and wellness is top-of-mind: in the doctor's waiting room. Reach motivated, lean-forward consumers at a key teachable moment, just before doctor discussions and retail purchases.

They engage with WebMD online content before, during, and after they go for a doctor visit.

POWERFUL REACH
In 85% of doctors’ offices nationwide
In 85% of high-prescribing doctors’ offices

CAPTIVE AUDIENCE
20- TO 40-MINUTE AVERAGE wait time for a doctor or specialist
65% say waiting room materials are the most credible source of information

THE GATEWAY TO RETAIL
80% of consumers go straight to a retailer after a doctor visit

TARGETED AUDIENCE OPPORTUNITIES
WebMD Magazine is available at 115 SPECIALTIES (including primary care, dentists, vets, libraries, etc.)

Source: WebMD Magazine Reader Survey May 2015 (past 6 months); Millward Brown Equity Custom Study 2013; *GfK MRI Doublebase 2015 (print only) vs. competitive set that includes Cooking Light, Fitness, Good Housekeeping, Health, Prevention, Reader’s Digest, Redbook, Self, Shape, Women’s Health, and Weight Watchers.
The Leader in Health Information

PRINT
10 MM
WebMD Magazine/Tablet Readers

DIGITAL
78 MM
Monthly Unique Visitors

MOBILE
53+ MM
Mobile Monthly Unique Visitors

WebMD MAGAZINE

WebMD AUDIENCE EXTENSIONS
WebMD Diabetes
WebMD Campus
WebMD Exam Room Posters

WebMD.com
Symptom Checker
Native
Premium Video
Health News & Features
E-Newsletters

CUSTOM VIDEO

SOLUTIONS ON THE GO
WebMD Magazine Tablet Edition
WebMD Apps

PROFESSIONAL SOLUTIONS
30+ Specialties
Clinical Decision Support
Advanced Audience Targeting

EXPERIENTIAL & RETAIL
Health Heroes
Sampling/Couponing
Shelf Talkers

Source: WebMD CMS Report May 2015; ComScore Media Metrix April 2015 (78 million monthly unique visitors total includes the 53 million mobile monthly unique visitors); MRI Doublebase 2015; Medscape Internal Usage Data, Q2 & Q3 2013; Medscape Internal Usage Data, Q4 2014
The Power of WebMD: Most Trusted & Recommended U.S. Brand

The WebMD Health Network delivers award-winning expertise through a multiscreen platform that engages users wherever, whenever. Our consumer portals, mobile applications, and magazines help consumers take an active role in managing their health. Our trusted content is easy to understand, actionable, and insightful, and created with a focus on timeliness and relevance. We cover the latest medical advances, food, fitness, beauty, as well as what’s in the news and why it matters. If it’s important to your health and well-being, it’s on WebMD.

#1 MOST READ IN DOCTORS’ OFFICES*
- 97% say WebMD Magazine is trustworthy
- 92% take action after reading WebMD Magazine content

#1 IN DIGITAL HEALTH CATEGORY
(for ONLINE & MOBILE)
- Unique Visitors
- Page Views
- Time Spent
- Performer in organic health search
- WebMD’s audience is 40% larger than our closest competitor

AWARD-WINNING APPS
- WEBMD MAGAZINE APP
  A top 5 health app in the Apple Newsstand
- WEBMD BABY APP
  Awarded Best Mobile App for Consumers

A GROWING SOCIAL & VIRAL COMMUNITY
- 2 MILLION+ Social Media Fans & Followers
- 40+ Experts in Blogs & Communities
- 38.6 MILLION E-Newsletter Subscriptions

Source: *GfK MRI Doublebase 2015 (print only) vs. competitive set that includes Cooking Light, Fitness, Good Housekeeping, Health, Prevention, Reader’s Digest, Redbook, Self, Shape, Women’s Health, and Weight Watchers. WebMD Magazine Reader Survey May 2015 (past 6 months); comScore Media Metrix May 2015; Experian Hitwise, Search Intelligence Report last 12 weeks ending March 28, 2015; 2013 MM&M Awards-Best Health & Wellness Digital Initiative for Consumers Category -Finalist; 2012 MM&M Awards; WebMD social media accounts May 2015.
WebMD Tablet Edition

REACH READERS WHEREVER THEY GO!
Engage readers with WebMD Magazine content outside of point of care via immediate access on tablet devices. The WebMD tablet edition includes live links and share capabilities to allow readers to interact with your brand.

Available on Apple iPad and Google Android

#1 app iTunes Health & Fitness at 2011 launch
“Best Health & Wellness Digital Initiative for Consumers”

567k+ downloads since launch
(iPad and Android)

Source: Mag+ app figures as of 5/11/15 (downloads and updates), MM&M, AAM, min Integrated Marketing, and DigiDay awards.
WebMD Diabetes at Walgreens
(Special Edition)

MAKING HEALTHY LIVING A REALITY

29 million people in the U.S. have diabetes—and another 86 million adults have prediabetes. Managing and preventing this disease is best done through lifestyle changes, nutrition, exercise, medication and monitoring—and WebMD Diabetes empowers people with the information they need to do just that. Extend your reach and promote your brand to this targeted audience.

DATES

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RATES

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SPECS

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Dates subject to change.

Also available on tablet

1 MILLION COPIES DISTRIBUTED
at 8,000 Walgreens locations nationwide

500,000 COPIES
at endocrinologists and high-prescribing primary care physicians’ offices
LIVING WELL STARTS NOW

Habits formed at college last a lifetime—and with healthy-living news and strategies powered by the WebMD brand, college students can find personalized wellness info in our special 16-page, digest-size mini-magazine, WebMD Campus. Backed by expert authority, WebMD Campus delivers info they crave on beauty, food, fitness, health, and more. Plus, WebMD’s incredible access to A-list celebrities promises relatable strategies from stars they know and trust.

Align with key back-to-school timing and reach an audience with the power to spend. In 2014 the total estimated spend for college shoppers was $48.4 billion (up 6% YOY). Don’t miss the opportunity to connect with this influential audience and get your brands into their hands with WebMD Campus.

Reach 2 MILLION highly engaged readers via:

- 1.4 MILLION COPIES within WebMD Magazine nationwide
- 600,000 COPIES distributed on college campuses nationwide
- TIMING: July/August 2016
  - Ad Close: 4/27/16
  - Materials Due: 5/4/16

Dates subject to change.
Source: 2014 National Retail Federation Consumer surveys conducted by Prosper Insights & Analytics
Advertiser Opportunities

CUSTOM CAUSE MARKETING PROGRAM
Charity/causes can be supported through a unique partnership with WebMD.

EXCLUSIVE EDIT ALIGNMENT
• WebMD Expert Choice
• The Healthy Dish
• America’s Healthy Lunch Box
• Hispanic American Health
• Raising Fit Kids

HEALTH HAPPENINGS PROMOTIONAL PAGE
Deliver your marketing message to our engaged audience with custom promotional listings.

HIGH-IMPACT UNITS
• Advertorials
• Gatefolds (various sizes available)
• Cover Stickers/Dog Ears
• Cover Wrap (consumers/doctor offices)
• Tear-Out Cards (with mobile activation)
• And more!

EXAM ROOM POSTERS/IBEACON
Align with WebMD content and promote your brand at doctor offices during key seasons. Based on a first-come, first-served basis, these category exclusive posters can also include an iBeacon extension.

COLD & FLU
• January/February
• October/November

HEART HEALTH
• February

DIABETES
• November

ALLERGY & ASTHMA
• March
• September

SPECIAL EVENTS
WEBMD HEALTH HEROES (NOVEMBER 2015)
Star-studded WebMD Gala honoring people doing extraordinary things in health and wellness.

WEBMD ON THE STREET
Partner with WebMD to create a custom activation series that brings real people expert health and wellness advice across key markets.

SAMPLING PROGRAMS
SAMPLING WITH SOCIAL MEDIA EXTENSION
Promote your brand via a custom sampling opportunity with social media amplification.

DOCTOR OFFICE SAMPLING/Coupon Distribution
Targeting by specialty is available.

SPECIAL EDITIONS
• WebMD Magazine Tablet Edition
• WebMD Campus
• WebMD Diabetes at Walgreens

MOBILE
Award-winning and diverse apps delivering an interactive experience on the mobile platform.
• WebMD App
• WebMD Pregnancy
• WebMD Baby
• WebMD Pain Coach
• WebMD Allergy

RETAIL
• Shelf Talkers
• In-Store Demos

RESEARCH
Tap into industry-leading research and analytics, and benefit from our insights to better understand your consumer.
• Starch/AdMeasure
• Custom Starch Questions
• Custom Surveys
• IMS, Experion, Crossix

Please note: posters, high-impact units, advertorials, and promotional pages also available on a regional basis.
Point of Care Guidelines

POINT OF CARE EXCLUSIVITY

• Exclusivity will be granted by tactic, by office, for the following periods of time:
  – COVER WRAP – duration of the issue where the cover wrap appears
    (each issue’s in-office period)
  – CUSTOM REPRINTS – two (2) calendar months for offices where reprints are distributed
  – CUSTOM BOOKLETS OR SAMPLES – two (2) calendar months for offices where
    booklets or samples are distributed
  – POSTER – three (3) months for offices where posters are distributed

POINT OF CARE COMMITMENT REQUIREMENT

• POC commitments (to maintain exclusivity) must be made prior to the “Special Edit Close” date
  for each issue that correlates to the campaign start date. After that time, exclusivity cannot
  be guaranteed.

• POC targeting requires a $250,000 minimum spend (at the parent brand level) in order to access
  individual specialties (without national paging in WebMD Magazine).
### 2016 Closing Dates

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**Dates subject to change.**
### 2016 Print Rates & Specs

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Regional rates available on request.

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- **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

*WebMD Diabetes and WebMD Campus 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.

* Reflects net rates for 4” x 6” units.