



WebMD[®] &
MAGAZINE
Point of Care Media
2017

Our Mission

WebMD's mission is to improve health and wellness by empowering decision making and motivating positive action.



Cover to cover, *WebMD Magazine* brings insightful and actionable healthy-living stories to life in a new, contemporary design that imparts a sense of well-being essential in today's always-on world.

We know readers look to the internet for answers to their most pressing health questions. Just as WebMD.com is there with trusted information and guidance, *WebMD Magazine* is at readers' fingertips in their doctor's office at a time when they're open to insights, perspective, and expertise from trusted health experts.

EDITORIAL COMPOSITION



UPFRONT

Spotlights the health issues people are talking about, including stats and facts related to the issue theme, followed by pages of trending news shorts.

LIVING

Provides guidance and inspiration to make smart health choices. We take a broad look at the things readers can do every day to lead healthy, active, and fulfilling lives.

BEAUTY

Takes an inside-out approach to help readers understand the science behind the products and procedures that result in healthy skin, hair, and nails, all through the lens of experts.

FAMILY

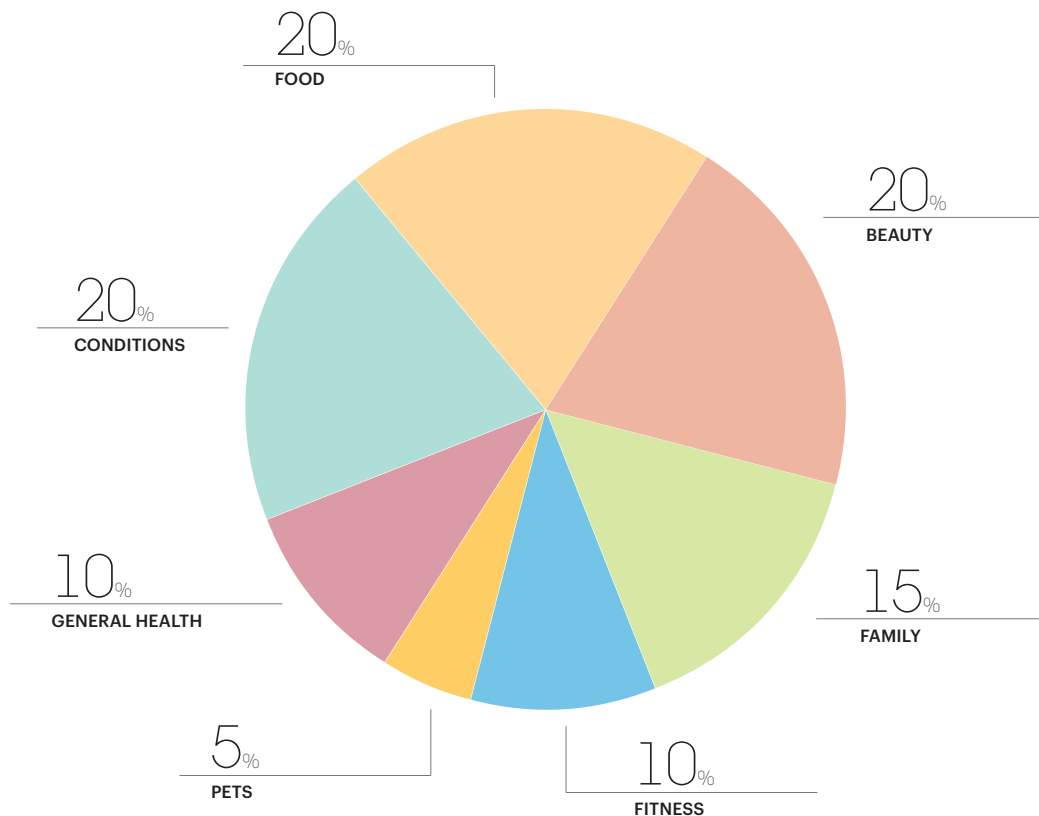
Covers topics that help readers understand and provide care to their families, from newborns, kids, and teens to aging parents and cherished pets.

FOOD

Shares healthy recipe ideas and menu options for weeknight dinners. We inspire even the pickiest eaters and novice chefs to spend time in the kitchen making nutritious, delicious, easy meals.

CHECKUP

Focuses on practical, action-oriented information on preventing, treating, and living with common and chronic medical conditions.



2017 EDITORIAL CALENDAR

JANUARY/FEBRUARY

BUILD A BETTER BODY

WebMD experts will inspire the entire family for a positive start to a healthy, happy new year, full of energy, drive, and purpose to live their best lives.

- Head-to-toe self-screening guide
- Tone up with fitness routines, gadgets, and apps that really work
- Weight loss smarts: how the latest science can help you shed pounds
- Warm up winter skin with beauty tips from the pros
- Delicious, healthy recipes and cooking tips

MARCH/APRIL

FOOD: THE INSIDERS' DISH

As winter turns to spring, WebMD experts will excite readers with a revitalized approach to shopping, preparing, cooking, and eating healthy meals every day of the week.

- Top chefs' insider tips for prepping and cooking
- Time-saving weekday menu plans
- The secret to building a better breakfast
- Healthy lunch and dinner recipes
- Spotlight on the delicious foods of the season

MAY

SKIN CARE & BEAUTY

Achieving healthy, beautiful skin requires much more than simply trying the latest fad or skin care trick. Our top dermatology experts will dive deep to explain the latest trends, products, and techniques to educate and inform personal-best choices head to toe.

- Refreshing day-to-night skin care regimens
- The latest and greatest in anti-aging products and technology
- Smart, easy ways to protect your skin from sun damage
- Understanding the ingredients in skin care products just like the pros

JUNE

FITNESS FIRST

Exercise is not a one-size-fits-all proposition. The range for every age and stage is practically endless. Our fitness experts, including WebMD's Chief Medical Officer Michael Smith, who is also a certified personal trainer, outline how to start, build, change up, and enhance workouts to get the best out of the time and energy you spend moving your body.

- Must-try outdoor workouts
- The latest fitness apps, gadgets, and workout clothing
- Innovations in sports medicine
- Best exercises for strength, endurance, and weight loss
- Family-friendly workouts

JULY/AUGUST

BACK TO SCHOOL

Focused on the heart of summer, we celebrate healthy lifestyle activities outdoors, with an eye on back to school just around the corner.

- Expert summer skin care and beauty tips
- Summer health guide: tips to treat bug bites, burns, and heat-related illness
- Healthy grilling menus including summer fruits and produce
- Parents' prep guide to gearing up for school, including doctor visits, vaccinations, and sleep routines

SEPTEMBER

FRESH START FOR FALL

Reset the internal clock, leaping ahead into fall with healthy routines as the weather cools and summer ends. Our experts, including pediatrician and WebMD Medical Editor Hansa Bhargava, MD, offer smart ideas for the whole family.

- Top chefs serve up their personal-best tips to plan ahead for weeknight dinners
- How to build a better lunchbox for kids (and grown-ups)
- Experts share face and body skin care routines for fall
- Proactive tips for pet owners and their pets

OCTOBER

CUTTING-EDGE CANCER RESEARCH

Cancer research is one of the most dynamic fields of medical inquiry today. WebMD experts will look at innovations in the science, diagnosis, treatment, and recovery options across a range of cancers.

- Q&As with today's top cancer experts
- Personalized guidance for patients and caregivers dealing with cancer
- On-the-horizon breakthroughs in cancer

NOVEMBER/DECEMBER

WEBMD HEALTH HEROES

In the final issue of the year, WebMD highlights the true stars leading health innovation today: WebMD Health Heroes, Americans who have demonstrated extraordinary passion, energy, and giving back to others. WebMD experts will also give their guidance on end-of-year holiday health.

- Winter skin care tips for face and body
- Holiday menus, cooking tips, and entertainment how-tos
- Expert tips for easing holiday stress
- Preventing and treating cold and flu

HEALTHY DOSE OF INFORMATION FROM THE STARS



WEBMD MAGAZINE PROFILES TOP CELEBRITIES like Cameron Diaz, Seth and Lauren Miller Rogen, Michael Strahan, and Kristen Bell. They 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

TAKE 10

Ten rapid-fire questions to celebs on their best and worst health habits, guilty pleasures, and more

THE READER

Audience:	10.3 million
Rate Base:	1.4 million
Median Age:	46
Female/Male:	67% / 33%
Median HHI:	\$66,141
Married:	54%
Employed:	61%
Any Kids in HH:	44%

A photograph of a woman and a young child watering plants on a patio. The woman is crouching, holding the child, who is holding a garden hose with a spray nozzle. They are both smiling and looking at the plants. The background is filled with lush greenery and potted plants.

**WEBMD
MAGAZINE
IS MEASURED
ON GFK MRI,
MARS, MPA 360,
AND AAM**

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. They engage with WebMD online content before, during, and after they go for a doctor visit. Reach motivated, lean-forward consumers at a key teachable moment, just before doctor discussions and retail purchases.

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

67% OF CONSUMERS went to retail after a doctor visit and made a purchase

TARGETED AUDIENCE OPPORTUNITIES

WebMD Magazine is available at **115 SPECIALTY OFFICES** (including primary care physicians, pediatricians, dermatologists, and cardiologists)

THE LEADER IN HEALTH INFORMATION

PRINT

10 MM

WebMD Magazine/
Tablet Readers

DIGITAL

73 MM

Monthly
Unique Visitors

MOBILE

55 MM

Mobile Monthly
Unique Visitors



POINT OF CARE

WebMD Exam Room Posters
and Custom Reprints



WEBMD MAGAZINE



SOLUTIONS ON THE GO

WebMD Magazine App on
Smartphone and Tablet



WEBMD DIABETES
AT WALGREENS



Medscape

BUSINESS OF MEDICINE
MAGAZINE

WebMD
MAKING
CONNECTIONS



WEBMD.COM

Symptom Checker
Native
Premium Video
Health News and Features
E-Newsletters



CUSTOM VIDEO



EXPERIENTIAL
Health Heroes

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 and mobile)

- Unique visitors
- Page views
- Time spent
- Performer in organic health search
- WebMD's audience is nearly 58% larger than that of our closest competitor

AWARD WINNING

- MIN 2016 Top 30 Magazine Launches of the Past 30 Years
- Folio 2016 Finalist for Men's Health Column
- Folio 2015 Finalist for *WebMD Campus Life*
- MPA 360 top 5 brands in total audience

A GROWING SOCIAL & VIRAL COMMUNITY

- 2.5 million social media fans and followers
- 40+ experts in blogs and communities
- 38.6 million e-newsletter subscriptions

WEBMD APP ON SMARTPHONE & TABLET



Reach Readers Wherever They Go!

Engage readers with *WebMD Magazine* content outside of point of care via immediate access on smartphone and tablet devices. *WebMD Magazine* issues will appear in an easy-to-navigate news feed format, and users will be able to easily move from articles in an infinite scroll.

#1 ITUNES HEALTH & FITNESS APP

at 2011 launch “Best Health & Wellness Digital Initiative for Consumers”

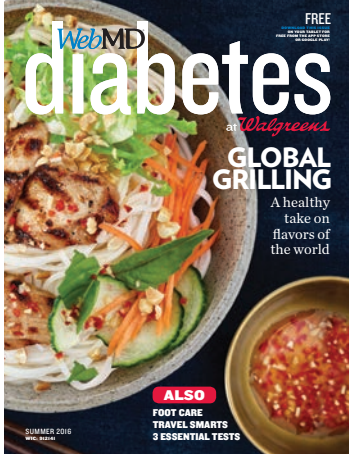
Available on Apple and Google Android devices. Coming Q2 2017.



WEBMD DIABETES AT WALGREENS

(Special Edition)

REACH
1.5 MILLION
HIGHLY
ENGAGED
READERS



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

DEMO PROFILE

Median Age	53.6
Male	45.2%
Female	54.8%
Married	38.0%
Children in HH	60.6%
Median HHI	\$38,776
Own a Home	56.4%
Graduated College	44.5%

2 out of 3 are extremely concerned
about their overall health and wellness

SOURCE: MARS 2016

Making Healthy Living a Reality

Some 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

2017	CLOSE	MATERIALS DUE	IN OFFICE/IN STORE
SPRING	1/4/17	1/19/17	3/8/17
SUMMER	4/10/17	4/25/17	6/12/17
FALL	7/10/17	7/25/17	9/11/17
WINTER	9/18/17	10/3/17	11/20/17

RATES

FULL-COLOR GROSS

PAGE	\$82,800	COVER 2	\$98,400
2/3 PAGE	\$64,500	COVER 3	\$92,400
1/2 PAGE	\$53,900	COVER 4	\$106,700
1/3 PAGE	\$40,900	—	—
SPREAD	\$106,600	—	—

RATES

B/W GROSS

PAGE	\$72,100
2/3 PAGE	\$56,100
1/2 PAGE	\$46,800
1/3 PAGE	\$35,800
SPREAD	\$144,100

SPECS

UNIT	TRIM	BLEED (.125" outside trim/all sides)	LIVE AREA/NON-BLEED (.25" inside trim/all sides)
SPREAD	16" x 10.5"	16.25" x 10.75"	15.5" x 10"
FULL PAGE	8" x 10.5"	8.25" x 10.75"	7.5" x 10"
2/3 PAGE VERTICAL	5.25" x 10.5"	5.5" x 10.75"	4.75" x 10"
1/2 PAGE HORIZONTAL	8" x 5"	8.25" x 5.25"	7.5" x 4.5" (.25" inside trim/face, gutter, foot)
1/2 PAGE VERTICAL	3.875" x 10.5"	4.125" x 10.75"	3.375" x 10"
1/3 PAGE VERTICAL	2" x 10.5"	2.25" x 10.75"	1.75" x 10"

MEDSCAPE BUSINESS OF MEDICINE



RATE

Full-page 4C – \$40,000 net

2017	AD CLOSE	MATERIALS DUE	IN OFFICE
SPRING March	1/13	1/13	3/9
SUMMER June	4/18	4/18	6/7
FALL September	7/19	7/19	9/8
WINTER November	9/14	9/14	11/16

IN OFFICE: 3 Months

Medscape is your physician engagement partner,

with the largest physician audience across all platforms. And now, Medscape has launched a magazine.

Medscape Business of Medicine delivers pertinent insight into the side of medicine that directly impacts the practice of medicine.

CIRCULATION

200,000 physicians receive a copy directly to their practicing offices (delivered with *WebMD Magazine*)*

READERSHIP

1,000,000 professional-office impressions*

Inside:

- News
- Financial topics
- Peer-to-peer discussion
- Targeted content
- Physician interviews

SPECS

UNIT	TRIM	BLEED (.125" outside trim/all sides)	LIVE AREA/NON-BLEED (.25" inside trim/all sides)
FULL PAGE	8.375" x 10.875"	8.625" x 11.125"	7.875" x 10.375"

SUBMIT FILES VIA MEREDITH AD EXPRESS POWERED BY SENDMYAD

To join go to: <https://meredith.sendmyad.com>

ADVERTISER OPPORTUNITIES

CUSTOM CAUSE MARKETING PROGRAM

Charity/causes can be supported through a unique partnership with WebMD.

EXCLUSIVE EDIT ALIGNMENT

- Build a Better Body
- The Insider's Dish
- Skin Care & Beauty
- Cancer
- Health Heroes

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 Wrap (consumers/doctor offices)
- Tear-Out Cards (with mobile activation)

CUSTOM PARTNERSHIP SOLUTIONS

Align with WebMD content and promote your brand at doctor offices through custom content-based solutions.

- Exam Room Posters
- Custom Magazines
- Reprints
- Booklets
- *WebMD Campus Life Magazine*

SPECIAL EVENTS

WEBMD HEALTH HEROES (NOVEMBER 2017)

Star-studded WebMD Gala honoring people doing extraordinary things in health and wellness.

SAMPLING PROGRAMS

SAMPLING WITHIN A FITNESS ENVIRONMENT

Promote your brand via a custom sampling opportunity at CrossFit Solace, NYC.

DOCTOR OFFICE SAMPLING/COUPON DISTRIBUTION

Targeting by specialty is available.

MOBILE

Award-winning and diverse apps delivering an interactive experience on the mobile platform.

- *WebMD Magazine App*
- WebMD App
- WebMD Pregnancy
- WebMD Baby
- WebMD Allergy

RETAIL EXTEND

- 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





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*).

2017 CLOSING DATES



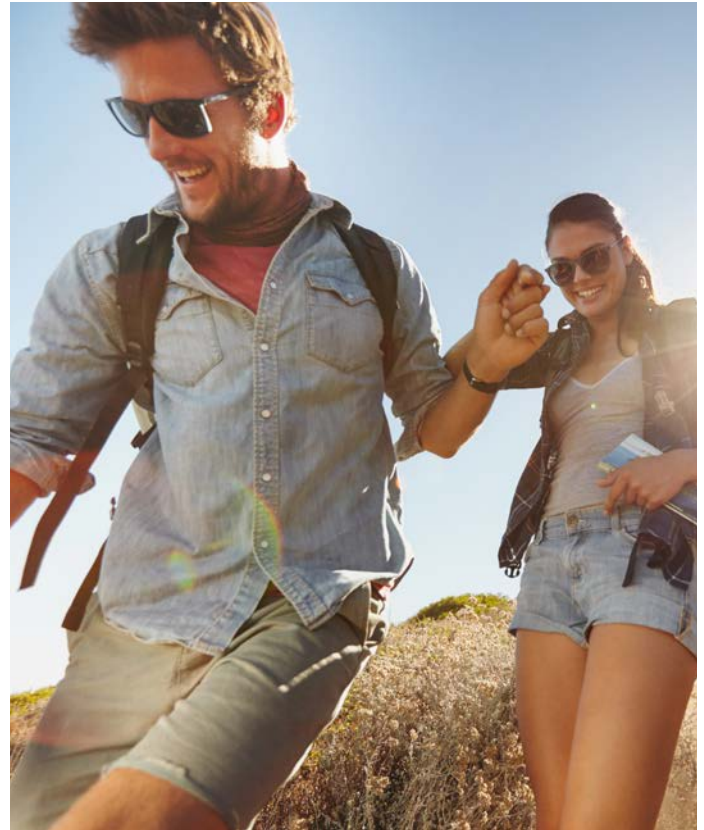
	SPECIAL ISSUE CLOSE*	AD CLOSE	MATERIALS DUE	IN OFFICE
JANUARY/ FEBRUARY	10/5/16	11/9/16	11/16/16	1/6/17
MARCH/APRIL	12/8/16	1/13/17	1/20/17	3/9/17
MAY	2/9/17	3/14/17	3/20/17	5/4/17
JUNE	3/16/17	4/18/17	4/24/17	6/8/17
JULY/AUGUST	4/6/17	5/17/17	5/23/17	6/29/17
SEPTEMBER	6/15/17	7/19/17	7/25/17	9/8/17
OCTOBER	7/20/17	8/16/17	8/22/17	10/3/17
NOVEMBER/ DECEMBER	8/11/17	9/14/17	9/20/17	11/6/17

*INCLUDES HEALTH HIGHLIGHTS, SPOTLIGHTS, EXAM ROOM POSTERS, AND CUSTOM REPRINTS
DATES SUBJECT TO CHANGE.

2017 PRINT RATES & SPECS

RATES

UNIT	FULL-COLOR GROSS RATES	BLACK & WHITE GROSS RATES
Full Page	\$123,300	\$107,600
2/3 Page	\$96,400	\$80,600
1/2 Page	\$79,400	\$70,000
1/3 Page	\$61,100	\$53,800
Spread	\$246,700	\$215,100
Cover 2	\$146,600	—
Cover 3	\$137,500	—
Cover 4	\$158,800	—
Supplied BRC*	\$78,800 (net)	—
We-Print BRC*	\$106,900 (net)	—



SPECS

UNIT	TRIM	BLEED (.125" outside trim/all sides)	LIVE AREA/NON-BLEED (.25" inside trim/all sides)
SPREAD	16.75" x 10.875"	17" x 11.125"	16.25" x 10.375"
FULL PAGE	8.375" x 10.875"	8.625" x 11.125"	7.875" x 10.375"
2/3 PAGE VERTICAL	5.25" x 10.875"	5.5" x 11.125"	4.75" x 10.375"
1/2 PAGE HORIZONTAL	8.375" x 5.25"	8.625" x 5.375"	7.875" x 5" (.25" inside trim/face, gutter, foot)
1/2 PAGE VERTICAL	4" x 10.875"	4.25" x 11.125"	3.5" x 10.375" (.25" inside trim/all sides)
1/3 PAGE VERTICAL	2.875" x 10.875"	3.125" x 11.125"	2.375" x 10" (.25" inside trim/all sides)

SUBMIT FILES VIA MEREDITH AD EXPRESS POWERED BY SENDMYAD

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