

WEBMD THE MAGAZINE

2012 Media Kit

WebMD the Magazine provides over 9 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 (Aug. 2011 Millward Brown Consumer Brand Equity Study)

Choice

 76% of readers say they pick up WebMD the Magazine before other reading material* in the waiting room (Sep. VISTA 2011)

Engagement

 35 minutes is the average reading time of WebMD the Magazine (2011 GfK MRI Fall)

Activation

After reading WebMD the Magazine

- 77% of readers say they go to the pharmacy within the week
- 45% go to the pharmacy within 24 hours
- 57% of readers say they go to a retail store within the week (Jan/Feb Vista 2012)

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



WebMD the Magazine Reaches Active Consumers With Significant Purchase Power

9,167,000 Total Readership

- 72% women
- 43 median age
- 69% attended college
- Median HH income \$64,105
- Median HH net worth \$216,449
- 66% employed full time
- 56% married
- 48% have children in the HH
- 70% own a home
- Median value of home \$188,312

Source: 2011 GfK MRI Fall



Breaking Celebrity Health News in Every Issue

- A-list stars bring real voices and from-theheart 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



*Web*MD

WebMD the Magazine Has Must-Read Content in Every Issue

Healthy Start

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

Raising Fit Kids

 Children's nutrition, fitness, and health information for parents from WebMD's Raising Fit Kids pediatrician

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, health assessments, and more



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











WebMDPets

 Reaching pet owners in smallanimal vet clinics

WebMDBaby

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

WebMDSmile

 Reaching oral health consumers in the dentist office

WebMD Campus

 Reaching college students on campus in health clinics and college bookstores

Diabetes

 Reaching diabetics in endocrinologist, PCP and high diagnosing offices

NEW! WebMD the Magazine App

WebMD the Magazine is excited to announce the launch of its new tablet edition!

- The app features an innovative, interactive approach for readers to engage with WebMD's trusted content and ads while away from the point of care
- The app premiered with the March/April 2012 issue
- Works on iPads—Android, Kindle Fire, and desktop versions coming later this year
- Issues will appear right in readers' iOS newsstands
- App can be shared on social media
- Magazine specials (Smile, Pets) will be featured within the magazine issue. Baby, Diabetes, Campus and stand-alone editions will be downloaded as an additional issue in the appropriate month.



App Advertising Overview

The **innovative** and **interactive** WebMD the Magazine iPad app allows advertisers to use existing creative and enhance it for a more engaging consumer experience.

Advertising enhancements:

- URL integration
- Interactive unit
- Registration form or digital BRC
- Audio or video
- Interactive quiz
- Emailable recipes and shopping lists
- Questions for your doctor and expert tips
- Social media integration



Positioning:

Column adjacencies can be discussed depending on creative unit. Competitive separation is not offered in the digital edition as movement is both vertical and horizontal. Mag+ operates on a P4C platform, so spread and fraction ad units are not accommodated.

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 Healthcare Publication			
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	Bronze Best Table of Contents 2005			
Hon. Mention	Table of Contents (Jan/Feb 2007)	2008 Tabbies		



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



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



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



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



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



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



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: Trainina

You Asked! Winter skin care guide



NOVEMBER AND DECEMBER HEALTH HIGHLIGHTS:

Thanksaivina * Christmas * Hanukah * 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 Stiched

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	PAPER ORDER DUE	SPECIAL ISSUES CLOSE*	SPECIAL EDIT CLOSE*	AD CLOSE	MATERIALS DUE	SUPPLIED INSERTS DUE	IN OFFICE DATE
Jan/Feb	11/7/11	11/18/11	11/23/11	12/2/11	12/6/11	12/16/11	1/9/12
Mar/Apr	1/13/12	1/6/12	1/13/12	2/10/12	2/14/12	2/24/12	3/16/12
May	3/2/12	2/24/12	3/1/12	3/30/12	4/3/12	4/13/12	5/7/12
Jun	3/30/12	3/23/12	3/30/12	4/30/12	5/1/12	5/11/12	6/4/12
Jul/Aug	5/3/12	4/25/12	5/1/12	6/1/12	6/5/12	6/15/12	7/9/12
Sep	6/29/12	6/20/12	6/22/12	7/27/12	7/31/12	8/10/12	8/31/12
Oct	8/2/12	7/25/12	8/1/12	8/31/12	9/4/12	9/14/12	10/5/12
Nov/Dec	9/7/12	8/24/12	9/3/12	10/5/12	10/9/12	10/19/12	11/14/12

NOTES: Special issues currently include WebMDBaby, WebMDPets, WebMDSmile, WebMD Campus, WebMDDiabetes 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 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 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 Washinaton, 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"
"Job Number"
"Job Name"
Attn: Kristi Teague
RR Donnelley
3201 Lebanon Rd
Danville, KY 40422

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) or Transmit (panic.com) on the Mac or WS_FTP (ipswitch.com) on a PC. An email notification will be sent when you upload a file. Privileges: You may upload files and create folders.

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

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-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.



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