

Be a part



of the



doctor-patient



conversation



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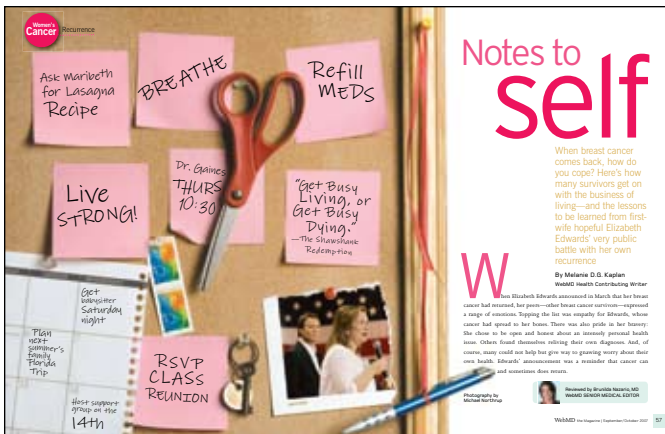
Extend your plan's reach
to more than 85% of
high-prescribing U.S. doctors!

☒ DISPENSE AS WRITTEN ☐ every
(SIGNATURE) REFILL ISSUE TIMES

MISSION + VISION

We've all been there. The waiting room is where we prepare to see our doctor for what could be the most important conversation of the week, month, or year. The better informed we are, the better we can communicate with our physician during our all-too-brief time in the exam room. **WebMD the Magazine** transforms the waiting room experience by providing the trusted information and cutting-edge interactive health tools doctors trust—and consumers need.

Delivering the Power of the Waiting Room



The Patient/Doctor Connection

Filling the unmet need for solid information in the doctor's office, **WebMD the Magazine** is specifically designed for the waiting room. Its engaging, at-a-glance interactive format drives action and prompts patients to ask their doctors questions about specific medications, products, and treatments.



Top Health Topics

In each issue, **WebMD the Magazine** spotlights the leading health issues and subjects of interest: allergies, beauty, cancer, depression, diabetes, heart care, nutrition and fitness, pain, parenting, sexual health, and sleep. On the cover and throughout the pages of the magazine, these topics are marked with signature colors for identification and easy reading.

Award-Winning Content

Like WebMD.com, **WebMD the Magazine** leverages its award-winning content created by a dedicated staff of physicians, medical journalists, and health educators to provide news and analysis of the most important health issues of our times.

MISSION + VISION

WebMD the Magazine, the second most read U.S. women's health magazine, is published by WebMD.com—the most visited, trusted, and influential brand in health information. From delicious and nutritious recipes and top skincare solutions to expert analysis of medical breakthroughs and health news you can use, **WebMD the Magazine** helps you better inform yourself to make the best health and lifestyle decisions for yourself and your family.



Reach 9 Million Readers

WebMD the Magazine reaches more than 8.9 million health-conscious consumers with each issue.



Source: MARS 2008

1,050,000 Circulation Reaching 85%+ of High-Prescribing U.S. Physicians

WebMD the Magazine is delivered to more than 400,000 high-prescribing U.S. doctors.

Source: *The Little Blue Book*, 2008



Make Your Brand Part of the Doctor/Patient Conversation

The Decision-Making Moment

WebMD the Magazine delivers your brand message at the very moment consumers are actively making health care decisions and are about to talk to their doctor. **WebMD the Magazine** is the last touchpoint before a doctor recommends a treatment—and a consumer buys it in a drugstore or pharmacy.

#1 Doctor-Recommended

Trusted, highly credible, and objective, WebMD is the health brand U.S. physicians recommend most to their patients—and to their colleagues. **WebMD the Magazine** is based on the award-winning information of WebMD.com, used by more than 40 million unique consumers each month.

Source: Manhattan Research, 2008; Omniture 2008



Award-Winning Health Content

Engaging, Educational + Actionable

WebMD the Magazine was designed specifically for the waiting room—a crossroads where every one of us finds ourselves throughout our lives and where we all become patients who need the best health information. WebMD's signature engaging, interactive, and educational approach to health and healthy living helps us have better conversations with our doctors that day and make better decisions for ourselves and our families when we walk out the door, back to the rest of our lives.

Each issue includes:



Celebrity Health Coverage

Health is the great equalizer. No matter how much fame or wealth they have, celebrities worry about health and wellness issues and see their doctors—just like us.

Each issue of **WebMD the Magazine** features an informative, revealing health-focused [cover story interview](#) with an influential celebrity. Recent covers include Dennis and Kimberly Quaid's battle for their twins' lives and to transform our health care system, Kelly Ripa's toughest parenting challenges, Martha Stewart's visionary approach to improve senior care, and Ashley Judd's surprisingly personal revelation about what drives her to travel the world helping women and children with AIDS.

Also in each issue: **Medical File**, reporting on a celebrity making medical news, and the signature back-page **WebMD Checkup** interview with a notable personality, including recent subjects actor Emma Roberts, TV chef Anthony Bourdain, and sports great Alonzo Mourning.

The Leading Health Topics

Each issue of **WebMD the Magazine** features interactive assessments and in-depth information exploring the health topics of greatest concern to American consumers. These top subjects are listed on each magazine cover—and boldly identified with a dedicated color and page number—to quickly point waiting room patients to the content that interests them, sparking questions for their doctor during their visit just moments away.

sleep beauty diet allergies
heart sex cancer parenting
mind PAIN diabetes



EDITORIAL OVERVIEW

WebMD Wire

Brief health, wellness, and medical news bites—fun, fast, and easy to read

Click Here

Highlights from WebMD.com

Medical File

People and books making healthcare news

Ask the Experts

Readers' questions answered by WebMD health experts

Worked for Me

Helpful health advice from WebMD.com community users

My WebMD

First-person stories by WebMD.com readers

Exam Room

A closer look at objects used for our health

Living Well

Featuring the best in healthy living, including Experts' Choice

Beauty Matters

Information that's pretty smart

Nutrition Matters

Delicious healthy recipes, diet tips, and nutritional information

Fitness Matters

Inspiring exercise tips that really work

Mind Matters

A head start on emotional wellness

Sleep Matters

A healthy take on shut-eye topics

Parenting Matters

Expert advice for kids' sake

Patient Matters

Tips to be a better health consumer

Sex Matters

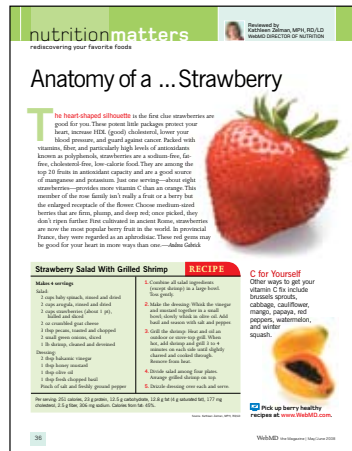
Health and wellness aspects of sexuality

WebMD Checkup

10 questions for celebrities about their health and well-being

PLUS: Take the Test Assessments

Interactive, in-depth information about nine leading conditions: allergies, cancer, diabetes, diet (nutrition and fitness), heart, mind, pain, sex, and sleep



In Every Issue

WebMD's signature approach to health information extends to every magazine page in these regularly appearing departments and sections.



2009 Editorial Calendar

WebMD the Magazine, the #2 women's health magazine, provides our almost 9 million readers with the health and wellness lifestyle information they need to make the best decisions for themselves and their families. Be part of our must-read issues all year long to connect with your target audience.

January/February FOCUS: HEART HEALTH <ul style="list-style-type: none"> Heart health guide and tips Cold and flu: What do doctors do when they're sick? Diet and nutrition: Which diet is right for you? Smoking cessation WebMD Editors' Choice: best winter skincare products 	March/April FOCUS: MENTAL HEALTH <ul style="list-style-type: none"> Mental health: depression and bipolar Pain: myths and facts Focus on cancer Spring allergies guide Gastrointestinal health guide WebMD Editors' Choice: best diet snacks 	May FOCUS: WOMEN'S HEALTH <ul style="list-style-type: none"> Top health issues women can't ignore Family heart health strategies Healthy menopause guide Healthy recipes for mom WebMD Editors' Choice: best Mother's Day gifts 	June FOCUS: SUMMER HEALTH <ul style="list-style-type: none"> Keeping men healthy (timed to Father's Day) Fitness for the whole family ADHD: summer strategies Living strong with arthritis Healthy grilling WebMD Editors' Choice: best sun care products
July/August FOCUS: GREAT SLEEP <ul style="list-style-type: none"> 10 ways to boost your shut-eye Summer skincare tips Gastrointestinal health: expert advice Urinary health: WebMD Guide WebMD Editors' Choice: best travel products 	September FOCUS: BACK TO SCHOOL <ul style="list-style-type: none"> ADHD: going back to school Tackling fall allergies Health and wealth: your family insurance primer Stroke: recovery, caregiving Healthy family meals WebMD Editors' Choice: best after-school snack 	October FOCUS: WOMEN'S CANCER <ul style="list-style-type: none"> Cancer prevention strategies Breast cancer treatment update Healthy teeth, healthy you Chronic pain: what works Preholiday diet strategies WebMD Editors' Choice: best hair products 	November/December FOCUS: HEALTH HEROES <ul style="list-style-type: none"> Health Heroes: annual salute to extraordinary Americans Alzheimer's treatment news Skin and beauty: gift guide Cold and flu: top treatments Diet: healthy holiday recipes WebMD Editors' Choice: best anti-aging products

SUBJECT TO CHANGE

Plus: In every issue: allergies, beauty, cancer, diabetes, diet, heart, mind, pain, parenting, sex, sleep

Award-Winning Health Editors and Experts

Presented in an accessible, engaging style for consumers in the waiting room, **WebMD the Magazine** is written and reviewed by WebMD.com's award-winning team of physicians, medical journalists, and editors.



Nan-Kirsten Forte, MS
Editor in Chief

Nan-Kirsten Forte has overseen WebMD Health's website since 1999. A pioneer and visionary leader in health media, patient education, and marketing for more than 20 years, she launched iVillage's highly acclaimed health website in 1998 and has won more than 300 awards in health publishing.



Michael W. Smith, MD
Chief Medical Editor

Michael W. Smith, MD, ensures the medical accuracy of all content for WebMD Health and **WebMD the Magazine**. A graduate of Mercer University School of Medicine, Smith completed his residency at Georgia Baptist Medical Center in Atlanta and is board-certified by the American Board of Internal Medicine.



Colleen Paretti
Executive Editor

Consumer health journalist Colleen Paretti edits and manages **WebMD the Magazine**. She has developed and launched medical content for online and print media publishers, healthcare organizations, pharmaceutical companies, and universities, including Time Inc. Health, Consumer Health Interactive, and PlanetRx.com.



Brunilda Nazario, MD
Senior Medical Editor

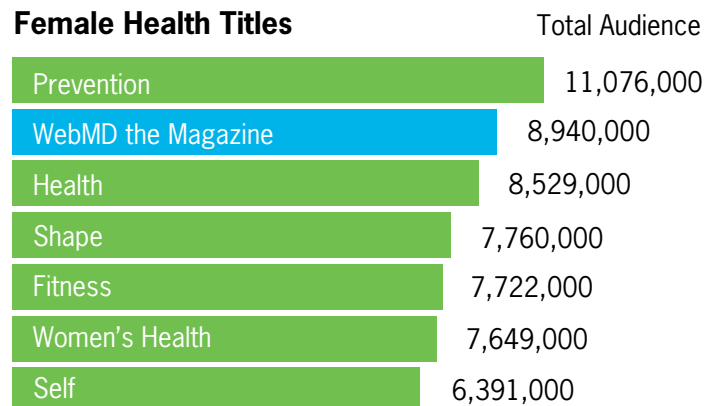
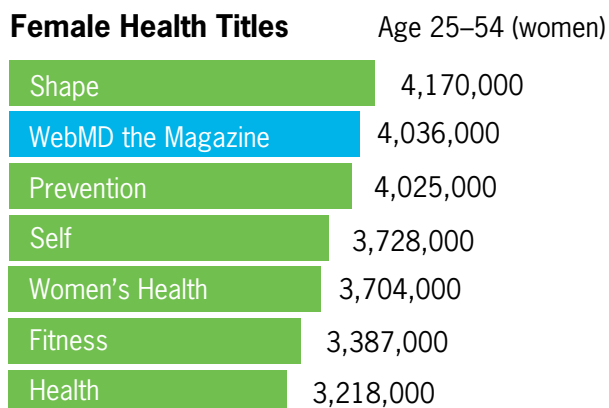
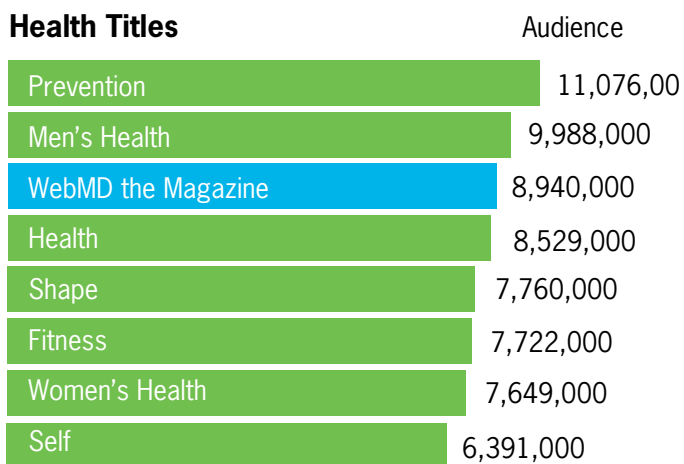
Brunilda Nazario, MD, medically reviews WebMD Health's news and features. She earned her medical degree at the University of Noreste School of Medicine in Mexico, then completed her residency at Mount Sinai Medical Center in New York City. Nazario is board-certified both in internal medicine and in endocrinology and metabolism.



Louise Chang, MD
Medical Editor

Louise Chang, MD, part of WebMD Health's medical review team, attended medical school at New York Medical College and completed her residency at Saint Vincent's Hospital in New York City, where she also served as a chief resident. Chang is board-certified in internal medicine.

WebMD the Magazine Is the #2 Women's Health Title!



Delivered to the waiting rooms of physicians in your target specialty

Physician Specialty	% Coverage of U.S. High-Prescribing Physicians
Allergy and Immunology	95%
Cardiology	96%
Child and Adolescent Psychiatry	64%
Dermatology	92%
Endocrinology	94%
Family Medicine	91%
Gastroenterology	93%
Infectious Diseases-IM	91%
Internal Medicine	93%
Neurology	89%
Obstetrics/Gynecology	90%
Oncology	95%
Ophthalmology	92%
Pediatrics	81%
Psychiatry	73%

Source: IMS, *The Little Blue Book*, 2007

Reaching 85%+ of High-Prescribing U.S. Physicians



WebMD the Magazine

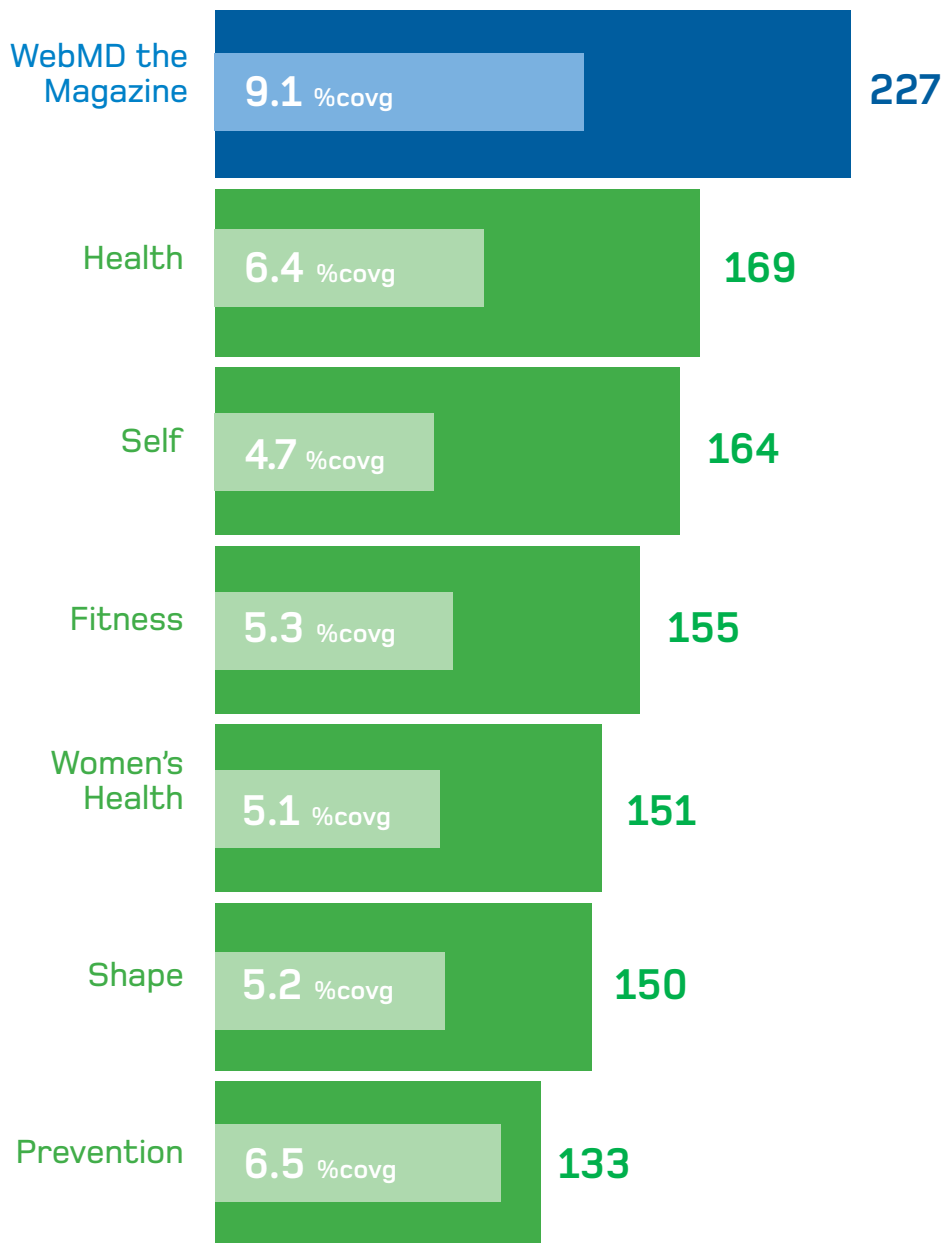
delivers your health message just seconds before the ultimate decision-making opportunity: the trusted doctor-patient conversation.

WebMD Readers Are Active and Successful

	Population (000)	% Covg.	% Comp.	Index
Total Target	8,925	4.0	100	100
Women	6,166	5.4	69.1	133
Men	2,759	2.6	30.9	64
IN THEIR PRIME				
Age 18–49	6,776	5.1	75.9	125
Age 25–54	6,684	5.3	74.9	131
Age 35–64	5,610	4.8	62.9	118
Age 35+	5,904	3.9	66.2	96
50+	2,149	2.5	24.1	61
Median Age	43			
AFFLUENT				
\$50,000+	6,490	5.4	72.7	133
\$75,000+	4,896	6.3	54.9	157
\$100,000+	3,269	6.8	36.6	168
Median HHI (\$)	\$81,657			
HIGHLY EDUCATED				
Attended/Graduated College	5,414	5.5	60.7	136
College Graduate	2,392	6.3	26.8	155
College Graduate+	3,403	6.0	38.1	149
Postgraduate Study or Degree	1,011	5.5	11.3	136
SUCCESSFUL				
Employed Full-time	5,526	4.7	61.9	116
Professional/Managerial	3,045	5.9	34.1	147
MAKING IMPORTANT DECISIONS				
Married	5,150	4.2	57.7	103
Parent (Children at Home)	4,044	5.4	45.3	134



Our Readers Are #1 “Ask Your Doctor to Prescribe Rx”



WebMD the Magazine readers are **more than twice as likely** to be proactive in talking to their doctor about their own family's health, in audience composition and audience coverage.



Source: MARS 2008, OTC/DTC Study

WebMD the Magazine Is in Top 50 U.S. magazines!

	Audience (000)	% Coverage
People	50,971	22.7
AARP the Magazine	30,601	13.6
Better Homes and Gardens	29,910	13.3
Reader's Digest	27,373	12.2
National Geographic	26,302	11.7
Time	26,283	11.7
Good Housekeeping	22,556	10.1
Newsweek	21,885	9.8
Sports Illustrated	20,552	9.2
US Weekly	20,486	9.1
Family Circle	19,397	8.6
Woman's Day	19,010	8.5
Cosmopolitan	18,709	8.3
Star	17,215	7.7
TV Guide	16,906	7.5
Parents	15,172	6.8
Glamour	14,850	6.6
Southern Living	14,851	6.6
Woman's World	13,861	6.2
Oprah	13,474	6.0
U.S. News & World Report	13,544	6.0

	Audience (000)	% Coverage
Ebony	13,029	5.8
Parenting	12,714	5.7
Field & Stream	12,467	5.6
Jet	11,515	5.1
Redbook	11,534	5.1
American Baby	10,994	4.9
Entertainment Weekly	10,881	4.9
Prevention	11,067	4.9
Country Living	10,703	4.8
Vogue	10,567	4.7
Essence	10,380	4.6
Ladies' Home Journal	10,279	4.6
National Enquirer	10,275	4.6
Men's Health	9,988	4.5
Cooking Light	9,943	4.4
Rolling Stone	9,714	4.3
ESPN	9,164	4.1
House Beautiful	8,975	4.0
WebMD the Magazine	8,940	4.0
Soap Opera Digest	8,642	3.9
Health	8,529	3.8
Baby Talk	8,342	3.7



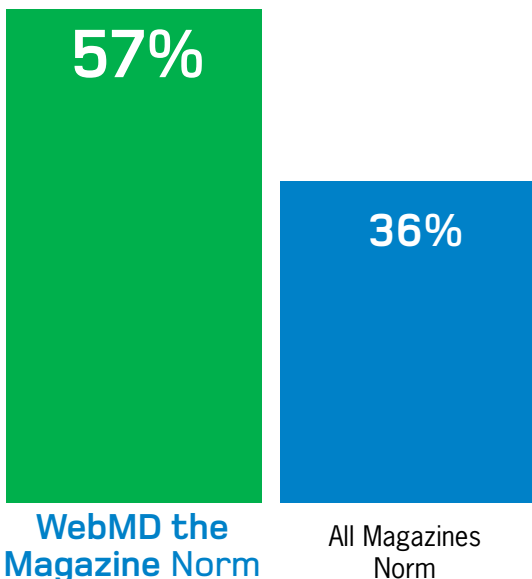
Source: MARS 2008, OTC/DTC Study

Our Readers Are More Responsive to Healthcare Advertising

After seeing healthcare ads in **WebMD the Magazine**, our readers are more likely to ask for a prescription and/or buy an OTC product than the readers of other leading health and fitness publications.

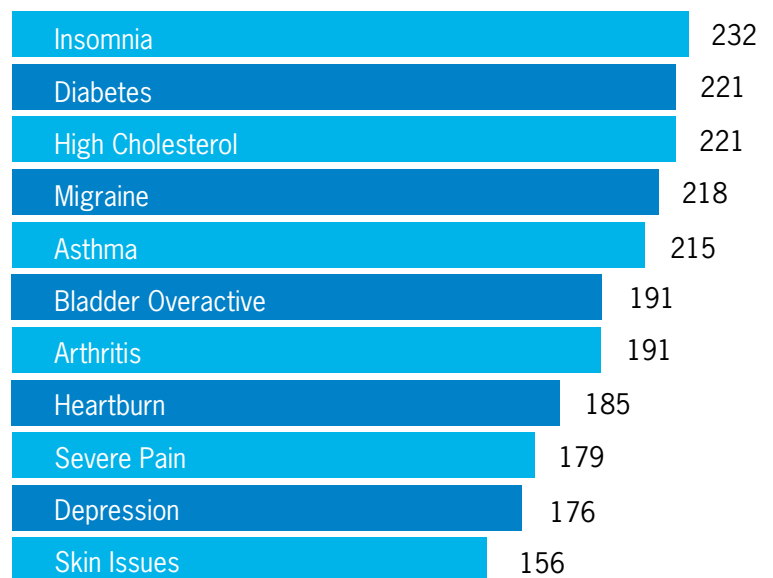


According to VISTA,
our readers are almost
60% more likely
to take action after seeing
DTC ads in magazines.



Source: VISTA 2008

WebMD Readers Are More Likely to Take Action on Your Brand's Condition



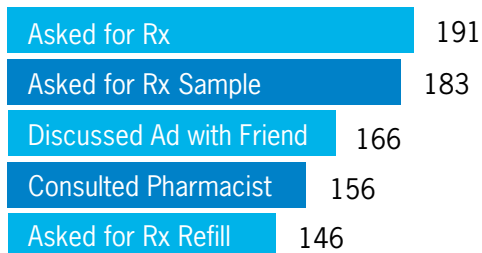
Our Readers Are Leaders

#1 in Health Care Ad Response

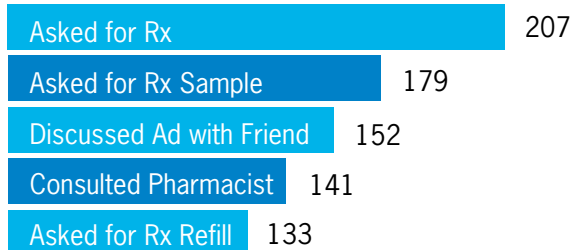
**Most Likely to Ask for Prescription
After Seeing Healthcare Ad in Magazine**



Age 25–54



Age 35–64



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