

WEBMD.COM

WebMD[®]

MEDIA KIT
2019

POINT OF CARE MEDIA 2019



INTRODUCTION

THE WEBMD HEALTH CARE MEDIA BRAND

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

As the #1 most trusted consumer brand in the U.S. and the #1 read magazine at the doctor's office, we bring readers the most objective, trustworthy, and accurate health information.

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You can find this Media Kit Online:
<https://www.webmd.com/mediakit>



WEBMD PUBLICATIONS

THROUGH THESE WEBMD POINT OF CARE (POC) PUBLICATIONS AND PROGRAMS, WE SUCCESSFULLY TRANSLATE A DIGITAL BRAND INTO A POWERFUL OFFLINE PLATFORM. These products are an extension of the #1 most trusted consumer brand of health information in the U.S.



WEBMD MAGAZINE

- Our flagship publication
- The #1 magazine read in physicians' offices
- 1.4 million copies of the national *WebMD Magazine* distributed to 175,000 physician offices, reaching an audience of 9.3 million*



DIABETES AT WALGREENS

- Focused on living well with diabetes
- 1.5 million copies distributed summer and fall at 8,000 Walgreens Pharmacy locations and 50,000 endocrinologists/high prescribing PCP offices

*Office subscription count updated monthly

SOURCES: MARS Spring 2018, MRI Spring 2018 Doublebase

WEBMD MAGAZINE SNAPSHOT

FACTS

175,000

DISTRIBUTION:
DOCTOR'S OFFICE
WAITING ROOMS
ACROSS THE U.S.

**9.3 AUDIENCE
MILLION**

MEASURED
ON GFK
MRI, MARS,
MPA 360 &
AAM AUDIT

**1.4 MILLION
RATE BASE***

PUBLISHED
8x
ANNUALLY

TARGETED AUDIENCE
OPPORTUNITIES: AVAILABLE AT

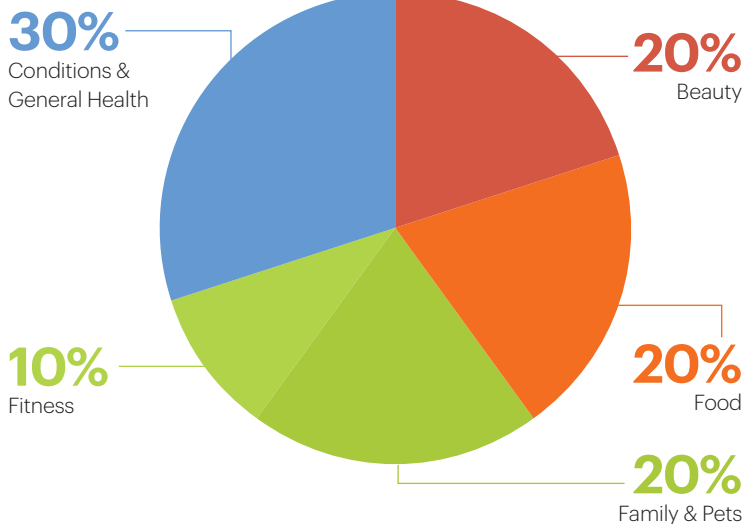
**15 CORE
SPECIALTIES**

**#1 MAGAZINE
READ IN
PHYSICIANS'
OFFICES**

DEMOGRAPHIC

Female	59%	Median Household Income	\$57,184
Male	41%	Employed	55%
Median Age	43	Married	46%
		Have Children in HH	44%

COMPOSITION



AWARDS & RECOGNITION

Min's 30 Best Launches of the Past 30 Years
(print magazine)

FOLIO: Eddie & Ozzie Awards

- 2018 WINS:
 - Best Photography – Consumer: WebMD Diabetes at Walgreens Magazine, Savor Summer Photoshoot
 - Overall Design Excellence – Consumer: WebMD Magazine
- 2017 WINS:
 - Series of articles (Feature Well), Men's Health column, Family and Parenting section, and Campus Life magazine
 - Design: March/April 2016 Food Section

MM&M 2016

- 2018 Finalist for Best Healthcare Consumer Brand
- 2017 Finalist for Best Healthcare Consumer Brand
- 2016 Finalist for Redesign Consumer Magazine

Digiday:

- 2017 Finalist for Content Marketing Award
 - Category: Best Brand Publication

* For more rate base information please reach out to your WebMD contact
SOURCES: MARS Spring 2018, MRI Spring 2018 Doublebase

ABOUT WEBMD MAGAZINE

CONTENT DIFFERENTIATION

1. We tap into audience data to tell real-time health stories
2. We can pivot from a wide audience and multiple topics to targeted content
3. We can empower, explain, and inspire action
4. Our staff medical team is engaged and involved
5. Our celebrity stories inform, inspire, and contribute to health conversations
6. We celebrate real-people health heroes of today

CIRCULATION & REACH

- 1.4 million copies of the national *WebMD Magazine* to all physician offices, reaching over 300,000 physicians*
- Audience: 9.3 million

PHYSICIAN OFFICE NETWORK

- 175,000 offices *
- Top specialties:
 - Family practice, general practice, and internal medicine
 - Pediatrics
 - OB/GYN
 - HemOnc/Oncology
 - Cardiology
 - Gastroenterology
 - Dermatology

* WebMD Point of Care Network is updated monthly for address change, physician-requested changes, etc. and verified. Estimated variance: 5% month to month.

DID YOU KNOW?

WebMD Magazine's readership continues to grow year over year:

- ***WebMD Magazine's* readership has grown +15% year over year** as measured in Kantar Media's MARS Healthcare Survey (2017).



EDITORIAL COMPOSITIONS

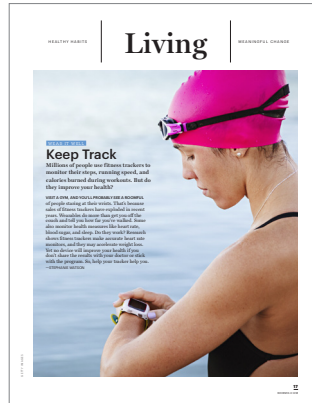
WEBMD MAGAZINE DELIVERS HEALTH AND WELLNESS CONTENT for every aspect of a consumer's life in sections such as:



UPFRONT

Timely topics—news you can use

- Quick-read stats and facts



LIVING HEALTHY

Healthy habits

- Women's/men's health
- Fitness and mind matters



BEAUTY

Behind the science—inside out

- Expert picks and beauty smarts



FAMILY

Healthy together—smarter living

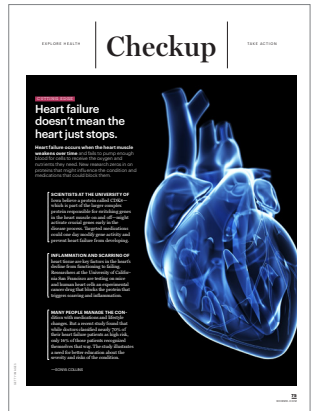
- Baby, parenting, kid's health, teens, pets



FOOD

Delicious bites—nutrition facts

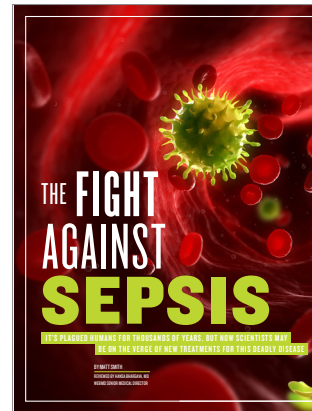
- Recipe ideas, menu options, entertaining



CHECKUP

Explore health—take action

- Preventing, treating and living with ailments and conditions



FEATURES

The latest research and thought-provoking discoveries



CELEBRITY

Celebrity health stories

- Celebrity cover story, plus celebrity Q&A

WEBMD MAGAZINE: DATES, SPECS & RATES

CLOSE DATES	ISSUE	IN-BOOK CONDITION GUIDE COMMITMENT DATE	SPECIAL ISSUE CLOSE (for In-Book Native Content)	AD CLOSE/COVERWRAP COMMITMENT DUE	AD AND COVERWRAP MATERIALS DUE	IN-OFFICE
	JAN/FEB '19	9/25/18	10/4/18	11/5/18	11/9/18	12/31/18
	MAR/APR '19	11/21/18	11/30/18	1/8/19	1/14/19	3/4/19
	MAY '19	1/23/19	1/30/19	3/6/19	3/12/19	4/29/19
	JUNE '19	2/28/19	3/7/19	4/10/19	4/16/19	6/3/19
	JUL/AUG '19	3/20/19	3/27/19	4/30/19	5/6/19	6/24/19
	SEP '19	5/29/19	6/5/19	7/10/19	7/16/19	9/3/19
	OCT '19	6/25/19	7/2/19	8/6/19	8/12/19	9/30/19
	NOV/DEC '19	7/31/19	8/7/19	9/11/19	9/17/19	11/4/19

STANDARD DEVELOPMENT TIME FRAME FOR AN IN-OFFICE POSTER: 12 WEEKS

SPECS	UNIT SIZE	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" (.25" inside trim/all sides)
	1/3 PAGE VERTICAL	2.5" x 10.5"	2.75" x 10.75"	2" x 10" (.25" inside trim/all sides)

RATES	UNIT SIZE	FULL-COLOR GROSS RATES	BLACK & WHITE GROSS RATES
	FULL PAGE	\$133,365	\$116,358
	2/3 PAGE	\$104,245	\$87,238
	1/2 PAGE	\$85,892	\$75,736
	1/3 PAGE	\$66,071	\$58,240
	SPREAD	\$266,729	\$232,715
	COVER 2	\$158,569	-
	COVER 3	\$148,781	-
	COVER 4	\$171,784	-
	SUPPLIED BRC	\$100,207	-
WE-PRINT BRC	\$136,056	-	



AD PORTAL UPLOAD INFORMATION

Please submit files for WebMD Magazine via MEREDITH AD EXPRESS powered by SENDMYAD.

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

2019 EDITORIAL CALENDAR



JAN/FEB

2018 Health Heroes:

Focus on Cancer & “Kick Off” to Better Health

Checklists and to-dos for all year long; special section on health to-dos for kids and teens

MAR/APRIL

Focus on Fitness

Exercise motivators for every age and stage, plus what the newest science says about fitness and health

MAY

The Science of Skin Health

What’s behind the science? The latest trends, products, and techniques to achieve healthy skin



JUNE

Mental Health & Wellness

A healthy brain and mental wellness are as important as a healthy body



JULY/AUG

Healthy Summer & Transition to Fall

Outdoor fun & safety guide for families, plus back-to-school tips and checklists

SEPTEMBER

Healthy Routines Refresh

The summer ends, the weather cools—new routines for the whole family

OCTOBER

New Hope: Cutting-Edge Research

An update on science’s greatest hits, from cancer to aging diseases



NOV/DEC

Giving Back

Healthy ways to care for yourself, your family, and your community

WEBMD DIABETES AT WALGREENS

THE MAGAZINE CONTENT DELIVERS SMART, PRACTICAL WELLNESS TIPS AND INFORMATION FOR PEOPLE WITH DIABETES (i.e., weight management, nutrition/recipes, exercise/fitness, sleep, stress, managing blood glucose levels, and leading healthy, active lives).

DISTRIBUTION

- Distributed summer and fall at 8,000 Walgreens Pharmacy locations and 50,000 endocrinologists/high prescribing PCP offices.
- Winter edition distributed in Spanish, 200,000 copies at select Walgreen Pharmacy locations.

RATE BASE

1.5 million

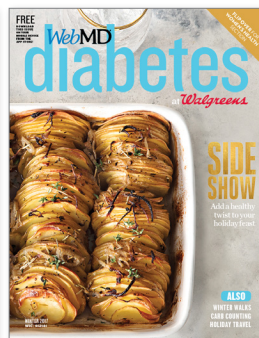
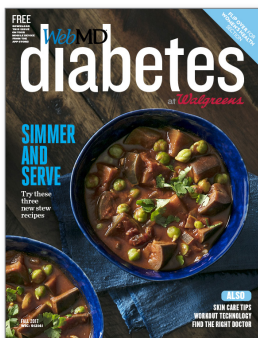
DEMOGRAPHIC

Female	55%
Male	45%
Average Age	52
Median Household Income	\$43,520
Employed	57%
Married	61%
Have Children in Household	49%

CLOSE DATES	ISSUE	AD CLOSE	AD MATERIALS DUE	IN-STORE
	SUMMER '19		4/1/19	4/5/19
WINTER '19		8/23/19	8/29/19	11/15/19

SPECS	UNIT SIZE	TRIM	BLEED (.125" outside trim/all sides)	LIVE AREA/NON-BLEED (.25" inside trim/all sides)
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RATES	UNIT SIZE	FULL-COLOR GROSS RATES	BLACK & WHITE GROSS RATES
	FULL PAGE		\$93,000
2/3 PAGE		\$72,450	
1/2 PAGE		\$60,530	
1/3 PAGE		\$45,940	
SPREAD		\$119,740	



AD PORTAL UPLOAD INFORMATION

Please submit files for *Diabetes at Walgreens* via MEREDITH AD EXPRESS powered by SENDMYAD. To join, go to: <https://meredith.sendmyad.com>

POINT OF CARE OPPORTUNITIES

Editorial E-newsletters

- Delivering the content that matters most to over a quarter-million opt-in subscribers

Exam Room Posters

- Facilitate a productive dialogue between patient and physician on a specific topic or condition; posters offer customizations such as tear-off pads for coupons and lead generation, as well as a pocket or tray to hold brochures and patient information
- Distribution:
 - Only delivered on demand; available for sponsorship with quarterly/annual contracts
 - Specialty and list-match targeting available

Condition Guides

- An 8–12 page custom guide for the patient at POC being treated for, living with, and coping with a condition
- Distribution:
 - Only delivered on demand; available for sponsorship with quarterly/annual contracts
 - Specialty and list-match targeting available
 - **(NEW) “Your Visit” patient workbook**
 - A WebMD workbook laser-focused on the patient’s doctor visit
 - **Caregiver Guides**
 - Designed for the primary caregiver of the patient and filled with useful information and helpful tips

Coverwraps

- Branded consumer and HCP wraps around select copies of WebMD Magazine, targeted to consumers in chosen specialty offices or geographic regions
- Distribution:
 - Only delivered on demand; available for sponsorship with quarterly/annual contracts
- Specialty and list-match targeting available



BOOK OF RECORD ELIGIBILITY

- *WebMD Magazine* offers pharmaceutical brands a book of record partner solution
- *WebMD Magazine* public outlets
 - 175,000 doctors’ offices nationwide*
 - 14,000 public libraries
 - PDF of magazine posted on WebMD.com

For more information and a custom proposal, contact Vanessa Cognard, VP, Publisher at vcognard@webmd.net or 212-624-3905.

*Office subscription count updated monthly

THE VALUE OF POINT OF CARE

READERS PICK UP *WEBMD MAGAZINE* AT THE VERY MOMENT HEALTH AND WELLNESS IS TOP-OF-MIND: in the doctor's waiting room.

WHY WEBMD POC?

POWERFUL REACH

In 175,000 physicians' offices nationwide

THE GATEWAY TO RETAIL

65% of consumers go to retail and make purchases after a doctor's visit

A CAPTIVE AUDIENCE

20- to 40-minute average wait time for a doctor or specialist

DID YOU KNOW?

In a recent survey of consumers who had been at the physician's office in the past 60 days, WebMD content proved to have the greatest awareness and engagement among patients as well as actions taken (e.g., doctor discussions, share, word of mouth).

- 202 million U.S. adults have seen an HCP at least once in the past year
- 65% say waiting room materials are the most credible source of information
- 2/3 of patients say relevant communication enhances their waiting room experience
- 98.6 million people report* seeing health care advertising in their doctor's office

Source: WebMD POC Engagement Survey, 2017.

MEASUREMENT & PERFORMANCE

TAP INTO INDUSTRY-LEADING RESEARCH AND ANALYTICS to better understand your consumer.

WEBMD POINT OF CARE OFFERS

- HCP Surveys
- Brand Lift Studies
- Third-Party Measurement
 - IQVIA, Crossix, Symphony
- Pre/post Awareness Measurement
- ROI Guarantees

All measurement and performance programs are based upon a minimum six-month contract and deal terms negotiated on a case-by-case basis. WebMD will determine the viability of each program with a thorough pre-sale evaluation and work with the client's preferred third-party vendor.



WEBMD POINT OF CARE CONTRACTS & EXCLUSIVITY



WebMD Point of Care is a free editorial subscription service to the physicians receiving WebMD educational materials. WebMD provides AAM audits and postal receipts for exam room posters and condition guides to confirm delivery. *WebMD Magazine* provides a monthly rapid circulation report and biannual audit through AAM to verify circulation and distribution.

WebMD offers POC contracts by specialty for six-month and annual time frames. Exclusivity is not guaranteed in the national *WebMD Magazine*.

First right of refusal: For contracted specialty offices and Point of Care products, WebMD offers first right of refusal to advertisers based upon the contract start and end date. Specialty office inventory contracts are subject to short rates if a Point of Care product is canceled/delayed by the advertiser.

All Point of Care programs are subject to short rate fees if delayed to launch in office pending the inventory, timing of the delay, and the WebMD investment in paper, editorial and design production.

WEBMD POINT OF CARE PROGRAMS DRIVE SUCCESS

SUCCESS	WEBMD POC PROGRAMS	CASE STUDY RESULTS
	In-Book Paging	70% more likely to reach a qualified audience
	Posters	CPG POSTER: Almost 2x the brand's redemption rate of their national FSI coupon
		PHARMA POSTER: 30% drive in prescriptions as a direct result
	Condition Guide & Poster	+67,458 new prescriptions as a direct result
HCP Coverwrap	<ul style="list-style-type: none"> • 97% lift in brand awareness • 55% of physicians intend to recommend 	

SOURCES: Sources are a compilation of multiple brands and studies including Crossix, Symphony, and WebMD HCP Survey, as well as client-reported and client agency third-party studies.

For more in-depth case studies relevant to your brand, please contact VP, Publisher Vanessa Cognard vcognard@webmd.net or your local sales director.

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