



Healthy Living™ readers lead dynamic, health-conscious lifestyles and take charge of their own well-being.

They turn to trusted information on a broad range of health-related topics that will help them look, feel and be at their best. As “family health gatekeepers,” *Healthy Living* readers make important product purchase decisions in order to improve the health and wellness of the people they care about most.

9.6 Million Readers

Demographic Profile

Average age	44
Female	60%
Male	40%
Average HHI	\$49,865
Some college +	40%
Own home	56%
Age 25-54	56%
Age 35-54	39%
Age 45-64	38%
Married	44%
Any children	35%
Employed	57%
Took any action as a result of seeing health care ads	86%

As a result of seeing health care ad:

Ask doctor for a specific drug	23%
Made an appointment to see doctor	63%
Discussed with a pharmacist	27%
Conducted an online search	25%
Took medication	54%
Called for a prescription refill	58%
Discussed an ad with family/friends	27%
Purchased an OTC product	53%
Referred to a publication for more information	27%
Used a coupon	43%
Solution Seekers	22% 203 Index
Doctor Led	43% 135 Index

Source: MARS 2009/2010 OTC/DTC Doublebase



With high-visibility distribution *Healthy Living™* puts your brand message when and where health-conscious consumers seek information on products, treatment and wellness options.

27,000+ Pharmacies

- Over 70 major supermarket, drug store and mass merchandiser chains nationwide
- Requested by retailers to educate customers

2011 Retail Distribution*

Grocery Chains

A&P
 Bashas
 Bi Lo
 Cub
 Dillons/Baker's/Gerbes
 Dominick's
 Farm Fresh
 Food Lion
 Fred Meyer
 Fry's
 Giant Carlisle/Martin's
 Giant Landover
 Hannaford
 Harvey's
 Hy-Vee
 Ingles
 Kroger
 Marsh
 Nash Finch
 Pathmark
 Price Chopper
 Publix
 Raley's/Bel Air
 Ralphs/Food4Less
 Randalls
 Safeway
 Schnucks
 Shop 'n Save
 Shoppers
 Smith's
 Spartan
 Stop & Shop
 SuperValu-Osco/Sav-on

Sweet Bay
 Thrifty White
 Tom Thumb
 Topps
 United
 Vons/Pavilions
 Wakefern - ShopRite
 Weis
 Winn-Dixie

Drug Chains

Discount Drug Mart
 Duane Reade
 Family Pharmacy
 Health Mart
 Hi-School
 Independent
 Kerr
 Kinney
 Leader
 Lewis
 Medicap
 Medicine Shoppe
 Navarros
 Pharmacy First
 Rite Aid
 Save Mart
 Sav-Mor
 Snyders
 USA/Super D/May's/Med-X
 Valu-Rite

Mass Merchandisers

Kmart

*Q1 2011



Crafted especially for the time-crunched shopper, *Healthy Living*TM is chock-full of tips, strategies and expert advice for preventing, managing and treating everything from dry skin to a heart condition. *Healthy Living* provides easy-to-digest news items with perspective and context from the nation's top expert sources. Our goal is to educate, motivate, and empower readers to make better, more informed decisions and help them live healthier lives.

Spring: Spring into Good Health

What Supplements Do You Take?
 Relieving Pelvic Pain
 5 Ingredients/15 minutes: Spring Salads
Feature: Dr.-Approved Home Remedies
Special Section: Protect Your Eyesight

Ad Close: 12/7/10
On Counter: 2/25/11

Summer: Gearing Up for Summer

How Do You Stay Fit?
 Green Cleaners That Really Work
 5 Ingredients/15 Minutes: Healthy Barbecue
Feature: Dr. Oz's Secrets to a Healthier Life
Special Section: Skin Cancer Prevention

Ad Close: 2/24/11
On Counter: 5/12/11

Fall: Healthy Must Haves

Yoga for Pain
 Get Organized! 25 Simple Tips from America's #1 Professional Organizer Julie Morgenstern
 Healing & Hiding Adult Acne
 5 Ingredients, 15 Minutes: Pasta
Special Section: Breast Cancer Prevention

Ad Close: 5/26/11
On Counter: 8/17/11

Winter: Healthy Holidays

Wrinkle Prevention 101
 5 Ingredients/15 Minutes: Desserts
Feature: Healthy Living's Changemaker Awards - Making a healthy difference in the way Americans live
Special Section: Maximize Your Memory

Ad Close: 8/19/11
On Counter: 11/3/11

Editorial is tentative and subject to change

Every Issue:

- Seasonal Health Checklist
- Tips & Trends
- Doc Talk
- Relieve It
- Success Secrets
- Healthy Home
- Real Beauty with Leslie Baumann, MD
- Good Food
- Healthy Is...

• good food

Desserts you can Love!

The Biggest Loser's chef Devin Alexander whips up 3 decadent desserts packed with healthy fruits, whole grains and natural sweeteners

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tips&trends

BYPASS TYPE 2!
 Researchers at Columbia University found that gastric bypass surgery may be more effective than a diet in reversing type 2 symptoms. The surgery not only led to faster weight loss than a low-cal diet, but also improved insulin resistance and got some study subjects off their meds.

WILLIAMS MADE SWEET
 Vitamin D supplements may get you through the winter blues, a recent study suggests. The amount you should take is still open to debate, so ask your doctor what dosage is right for you.

FOIL THE FLU!
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Get more Wellness Media Easy Up tips from the experts behind the Wellness Letter at U.S.WellnessLetter.com

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Aspirin Update

If you've been taking a low-dose aspirin to prevent a heart attack, ask your doctor if that's still a good idea. The American Heart Association and the American Diabetes Association have both revised their aspirin-therapy guidelines for people with diabetes because new studies suggest that the protection is smaller and the benefit might be outweighed by an increased chance of side effects such as internal bleeding. The updated recommendations say that low-dose aspirin should be taken regularly by men with diabetes who are 50 and older and by women with diabetes who are 60 and older, but only if they have at least one other cardiovascular disease (CVD) risk factor (including obesity, hypertension, elevated cholesterol, low levels of HDL cholesterol for smoking) and are not at high risk for bleeding.

Tweet This:
 Vitamin D supplements abstract decreases fasting glucose in prediabetics, according to a recent USDA study.

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Leah McLaughlin
Executive Vice President Editorial

Leah oversees the editorial development of all print and digital assets at Remedy Health Media. Leah served as brand editor of *Prevention*, where she supervised the most successful online product launch in Rodale's history, *The Flat Belly Diet*. Over her 15 year career, Leah has held executive-and director-level editorial positions at *Natural Health*, *Fitness* and *First for Women* magazines, and is the recipient of the American Dietetic Association's Media Excellence Award.

● **Robert Firpo-Cappiello** – Executive Managing Editor
Robert manages the day-to-day editorial operations including planning and executing of all products. An experienced health and nutrition writer/editor, he has served as Executive Editor at *Natural Health*, Copy Chief at *Food & Wine* and Assistant Managing Editor at *Men's Journal*. Robert's writing on health, fitness and nutrition has appeared in *Prevention*, *Every Day with Rachael Ray*, *Budget Travel*, *Men's Journal* and *Natural Health*.

● **Diane Umansky** – Editorial Content Director
Diane brings almost 25 years experience as a professional journalist and has contributed numerous health and wellness articles to magazines such as *Harpers Bazaar*, *Self*, *Family Circle*, *American Health* and *Good Housekeeping*, among others. She is the recipient of the Golden Triangle Award from the American Academy of Dermatology as well as the Folio Editorial Excellence Award.

● **Tom Dickey** – Project Editor
Tom has over 20 years of experience as a senior project editor and writer in consumer health publishing. Currently, he is responsible for overseeing the creation of digital special reports in partnership with physician-specialists at Johns Hopkins Medicine. Tom has also written and edited reports with faculty at the UC Berkeley School of Public Health.

● **Michael Goldman** – Editor, UC Berkeley Wellness Letter
Michael is the Editor of the UC Berkeley *Wellness Letter*, *The Wellness Reports* and *Wellnessletter.com*. Michael has expertise in a wide range of health and wellness subjects from his nearly 30 years of writing and editorial work.



● **ELLEN MARMUR, MD** - contributing editor
Her column "Real Beauty" offers practical solutions to both common concerns and hard-to-treat conditions.

Ellen is the Chief of the Division of Dermatologic and Cosmetic Surgery at The Mount Sinai Medical Center in New York City. A board-certified dermatologist with advanced training in cosmetic laser surgery and Mohs skin cancer surgery, Dr. Marmur specializes in women's health dermatology, cosmetic surgery and skin cancer surgery. She is the coauthor of *Simple Skin Beauty: Every Woman's Guide to a Lifetime of Healthy, Gorgeous Skin* and was recently awarded the national Alpha Omega Alpha award for highest excellence in medicine.

Dates* 2011

Closing Dates	Special Section Close	Ad Close	Ad Material Close	On Counter
Spring	11/12/10	12/7/10	12/14/10	2/25/11
Summer	2/3/11	2/24/11	3/3/11	5/12/11
Fall	5/6/11	5/26/11	6/2/11	8/17/11
Winter	7/29/11	8/19/11	8/26/11	11/3/11

Material Specifications**

Ad Sizes:

Magazine Trim size is: 5-1/4" x 7-5/16"

Ad Unit	Size
Full Page	5-1/4" x 7-5/16"
1/2 Page Horizontal	5-1/4" x 3-1/2"
1/2 Page Vertical	2-5/8" x 7-5/16"
1/3 Page Vertical	1-3/4" x 7-5/16"

Spreads: Submit two (2) single pages

Keep registration marks outside trim dimensions

Safety: Keep all live matter 1/4" from trim and gutter edge

Bleed: Allow 1/8" bleed from trim

Binding Method: Saddle stitched on 7-5/16" side

Digital Ad Specifications

PDF/X1a format is the preferred file format for file submission

- PDF/X1a file saved with only one ad per file
- All high-resolution images and fonts must be embedded
- Images must be CMYK or Grayscale and at least 200 dpi
- Total area density should not exceed 280% TAC
- Standard trim and bleed marks, offset 1/8" outside trim (No marks included in the "live" or bleed image area)
- CMYK process only. No RGB or Spot (Pantone) colors
- Flatten all transparency

Color Proof Guidelines

- Digital, press, or off-press proofs which meet SWOP C5 (Coated #5) specifications

Acceptable Media

Mac Formatted:

- FTP site
- CD-ROM
- DVD

Media Labeling Requirements:

- Issue date
- Contact person
- Phone number
- Ad number/name
- File name/number

FTP File Posting Instructions

FTP site: ftp://ftp.mediftp.com

Username: medizine@mediftp.com

Password: 198Zt52 (case sensitive)

1. Open a browser window
2. In the address bar type "ftp.mediftp.com" and hit "enter." You will be told you do not have access. Click "OK," then click on "File-Login as..." Enter the user name and password above and click "Log On." Double click the "files" folder and begin copying.
3. Color proof is required
4. Once file has been successfully posted, please send an e-mail or call with the filename:

Estelle Selzer (run of book pages)

E-mail: estelle@remedyhealthmedia.com

Phone: 212-994-9336

Theresa Skrapits (BRCs and coverwrap files)

E-mail: theresa@remedyhealthmedia.com

Phone: 212-695-8597

Publisher will charge for any cost incurred in preparing material submitted by advertiser that does not meet mechanical requirements.

Contact Information

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*Dates are preliminary and are subject to change

**For BRC specs, please contact Remedy Health Media's Production Department.



Online Exposure Drives Deeper Brand Immersion

Enhance your brand's messaging with a digital experience through our online capabilities and drive deeper brand immersion — your brand will be top of mind at the exact moments when readers are searching for health solutions.

Receive Additional Metrics to Measure ROI

Drive readers from *Healthy Living*[™] print component to a customized online sponsorship or to your branded/unbranded website.

Maximize Your Print Campaign

Leverage content from print advertorials or custom publications — send brand-specific, targeted email messaging to consumers via eNewsletters, Doctor Discussion Guide series, or Custom emails tailored to extend the reader's online experience.

Online Sponsorships

Healthcommunities.com

- Condition Centers
- Learning Centers
- Tools
- Surveys

Acquisition Program RemedyLife.com

- Lead Acquisition
- Data Capture
- Product Offers

Targeted Emails (Opt-in)

- eNewsletters
- Doctor Discussion Guides
- Custom Emails