





Mission Statement

WEBMD MAGAZINE IS AMERICA'S HEALTHY LIVING AUTHORITY.

WebMD Magazine harnesses the power and trust of the WebMD brand, delivering insights to readers when they are the hungriest for information: at the doctor's office. Packed with expert-backed medical news and savvy advice on parenting, food, beauty, and fitness, our timely content is informed by the 78 million strong WebMD online community. *WebMD Magazine* helps readers make smart decisions for themselves and their families, at a time when good health is top-of-mind.

Editorial Composition



2016 Editorial Calendar

JANUARY/FEBRUARY

FRESH START

- New Year Healthy Habits By The Numbers
- A Closer Look at Cold & Flu: Tracking Trends & Facts
- Heart Health: How to Love Your Heart
- The Skinny on Obesity and Weight Loss
- Healthy Routines for the Whole Family

MARCH/APRIL

FOOD: AN INSIDER'S GUIDE

- Best Foods for Every Age & Health Condition
- Top Chef Interviews, Recipes, and Personal Stories
- Fast, Healthy & Fresh Weeknight Meals
- Think-Outside-the-Box Breakfast Ideas
- A Look at Multiple Sclerosis
- Get Allergy Relief Fast
- Sleep More, Stress Less
- Living With Deep Vein Thrombosis
- Autism Update

MAY

THE SKIN ISSUE: HEALTHY BEAUTY INSIDE & OUT

- Advanced Anti-Aging Beauty Solutions
- A Head-to-Toe Guide to Protect Your Skin
- Caregiving for You and Your Loved Ones
- Pet Health Tips: Training, Behavior & More
- Rheumatoid Arthritis Q&A
- Know the Facts on Hepatitis C
- What You Need to Know About Skin Cancer

JUNE

THE BETTER BODY ISSUE

- Build a Stronger, Healthier, Happier Body
- Head-to-Toe Look at Chronic Pain
- Smart Workouts for Building Better Joints & Muscles
- A Look Into the Biggest Health Issues Men Face
- Know Your Headache & How to Fight the Pain
- Connect the Dots: Acne Solutions Revealed

Editorial subject to change

JULY/AUGUST

THE KICK-BACK-FOR-SUMMER ISSUE

- Family Summer Survival Guide
- Sun Day School: The Best Summer Beauty Products
- Sizzling Hot Summer Recipes
- Calm the Itch: Psoriasis Fast Facts & Remedies
- Protect Your Health: Immunizations for Every Age

SEPTEMBER

BACK TO SCHOOL

- Lunch Box Menus From the Pros
- Fall Wellness Guide: Checkups Every Family Member Needs
- Tips for a Better Sleep Schedule
- The 411 on Childhood Obesity
- Lower Your Cholesterol
- Prostate Cancer: The Latest Tests & Treatments
- Allergy Season Relief
- Menopause: New Perspectives

OCTOBER

THE NEW FACE OF CANCER

- A Step Ahead: The Importance of Self-Checks & Screenings
- How Cancer Diagnosis & Treatment Are Evolving
- 10 Cancer Symptoms Women Shouldn't Ignore
- In-depth Look at Women's Cancers: Breast, Ovarian & Cervical
- Coping With Depression
- How to Recognize if You Have Adult ADHD

NOVEMBER/DECEMBER

HEALTH HEROES

- Health Heroes: Honoring People Doing Extraordinary Things in Health & Wellness
- 'Tis the Season: Recipe Makeovers for a Healthier Holiday
- Cold & Flu Survival Tips
- How to Beat the Winter Blues
- Take Control of Your Diabetes
- Alzheimer's Breakthroughs
- The Right Time to Quit: Smoking Cessation Starts Now
- Celebrating Caregivers Across America

WebMD Contents

HEALTHY
START

LIVING
HEALTHY

HEALTHY
BEAUTY

FAMILY &
PARENTING

FOOD &
FITNESS

WEBMD
CHECKUP

Healthy Dose of Information From the Stars

When *WebMD Magazine* profiles top celebrities like Michael Strahan, Michael J. Fox, and *Frozen*'s Kristen Bell, the interview goes deeper than asking about their last red carpet outfit. These stars 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

Family & Parenting: Q&A focus on celebrities' healthy parenting strategies

Take 10: Ten rapid-fire questions to celebs on their best and worst health habits, guilty pleasures, and more

STAR POWER



KRISTEN BELL



MICHAEL STRAHAN



HEIDI KLUM



JOE MANGANIELLO



ROBIN ROBERTS

The Reader

Audience:	10 million
Rate Base:	1,400,000
Median Age:	46
Female/Male:	69% / 31%
Median HHI:	\$66,574
Married:	54%
Employed:	60%
Any Kids in HH:	45%



The Power of Point of Care

#1 MOST READ
MAGAZINE IN
DOCTORS'
OFFICES*

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. Reach motivated, lean-forward consumers at a key teachable moment, just before doctor discussions and retail purchases.

They engage with WebMD online content **before, during, and after** they go for a doctor visit.

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

80% of consumers go straight to a retailer after a doctor visit

TARGETED AUDIENCE OPPORTUNITIES

WebMD Magazine is available at **115 SPECIALTIES** (including primary care, dentists, vets, libraries, etc.)



The Leader in Health Information

PRINT

10 MM

WebMD Magazine/
Tablet Readers

DIGITAL

78 MM

Monthly
Unique Visitors

MOBILE

53+ MM

Mobile Monthly
Unique Visitors



WebMD MAGAZINE



WebMD AUDIENCE EXTENSIONS

- WebMD Diabetes
- WebMD Campus
- WebMD Exam Room Posters



SOLUTIONS ON THE GO

- WebMD Magazine Tablet Edition
- WebMD Apps

WebMD
MAKING
CONNECTIONS



Medscape

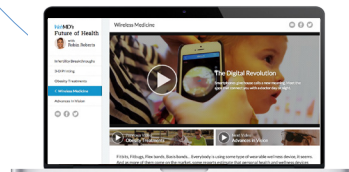
PROFESSIONAL SOLUTIONS

- 30+ Specialties
- Clinical Decision Support
- Advanced Audience Targeting



WebMD.com

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



CUSTOM VIDEO



EXPERIENTIAL & RETAIL

- Health Heroes
- Sampling/Coupons
- Shelf Talkers

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 & MOBILE)

- Unique Visitors
- Page Views
- Time Spent
- Performer in organic health search
- WebMD's audience is **40%** larger than our closest competitor

AWARD-WINNING APPS

- **WEBMD MAGAZINE APP**
A top 5 health app in the Apple Newsstand
- **WEBMD BABY APP**
Awarded Best Mobile App for Consumers

A GROWING SOCIAL & VIRAL COMMUNITY

- **2 MILLION+** Social Media Fans & Followers
- **40+** Experts in Blogs & Communities
- **38.6 MILLION** E-Newsletter Subscriptions



PEOPLE'S CHOICE
WINNER

THE
WEBBY
AWARDS

WebMD
MAGAZINE

WebMD Tablet Edition

REACH READERS WHEREVER THEY GO!

Engage readers with *WebMD Magazine* content outside of point of care via immediate access on tablet devices. The WebMD tablet edition includes live links and share capabilities to allow readers to interact with your brand.

Available on Apple iPad and Google Android



#1 app iTunes Health & Fitness at 2011 launch
"Best Health & Wellness Digital Initiative for Consumers"

567k+ downloads since launch

(iPad and Android)

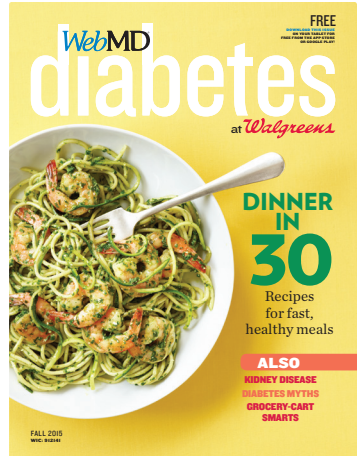


WebMD Diabetes at Walgreens (Special Edition)

REACH 1.5
MILLION
HIGHLY ENGAGED
READERS

MAKING HEALTHY LIVING A REALITY

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.



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

DATES

2016	CLOSE	MATERIALS DUE	IN-OFFICE/IN-STORE
SPRING	1/5/16	1/20/16	3/8/16
SUMMER	4/8/16	4/25/16	6/10/16
FALL	7/8/16	7/25/16	9/9/16
WINTER	9/16/16	10/3/16	11/18/16

RATES

FULL-COLOR GROSS

PAGE		COVER 2	
PAGE	\$79,600	COVER 2	\$94,600
2/3 PAGE	\$62,000	COVER 3	\$88,800
1/2 PAGE	\$51,800	COVER 3	\$88,800
1/3 PAGE	\$39,400	COVER 4	\$102,600
SPREAD	\$159,300	—	—

RATES

B/W GROSS

PAGE	
PAGE	\$69,300
2/3 PAGE	\$54,000
1/2 PAGE	\$45,100
1/3 PAGE	\$34,400
SPREAD	\$138,600

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"

Dates subject to change.

WebMD Campus

(Special Edition)

REACH
2 MILLION
HIGHLY ENGAGED
READERS

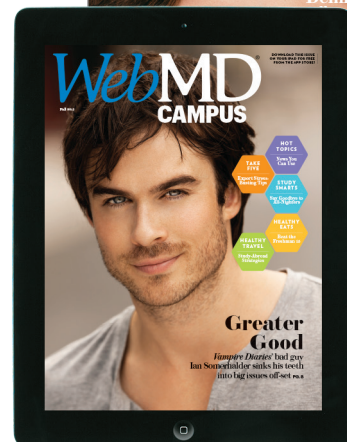
LIVING WELL STARTS NOW

Habits formed at college last a lifetime—and with healthy-living news and strategies powered by the WebMD brand, college students can find personalized wellness info in our special 16-page, digest-size mini-magazine, *WebMD Campus*. Backed by expert authority, *WebMD Campus* delivers info they crave on beauty, food, fitness, health, and more. Plus, WebMD's incredible access to A-list celebrities promises relatable strategies from stars they know and trust.

Align with key back-to-school timing and reach an audience with the power to spend. In 2014 the total estimated spend for college shoppers was \$48.4 billion (up 6% YOY). Don't miss the opportunity to **connect with this influential audience** and get your brands into their hands with *WebMD Campus*.

Reach 2 MILLION highly engaged readers via:

- **1.4 MILLION COPIES** within *WebMD Magazine* nationwide
- **600,000 COPIES** distributed on college campuses nationwide
- **TIMING:** July/August 2016
Ad Close: 4/27/16
Materials Due: 5/4/16



Also available on tablet

Advertiser Opportunities

CUSTOM CAUSE MARKETING PROGRAM

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

EXCLUSIVE EDIT ALIGNMENT

- WebMD Expert Choice
- The Healthy Dish
- America's Healthy Lunch Box
- Hispanic American Health
- Raising Fit Kids

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 Stickers/Dog Ears
- Cover Wrap (consumers/doctor offices)
- Tear-Out Cards (with mobile activation)
- And more!

EXAM ROOM POSTERS/iBEACON

Align with WebMD content and promote your brand at doctor offices during key seasons. Based on a first-come, first-served basis, these category exclusive posters can also include an iBeacon extension.

COLD & FLU

- January/February
- October/November

HEART HEALTH

- February

DIABETES

- November

ALLERGY & ASTHMA

- March
- September

SPECIAL EVENTS

WEBMD HEALTH HEROES (NOVEMBER 2015)

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

WEBMD ON THE STREET

Partner with WebMD to create a custom activation series that brings real people expert health and wellness advice across key markets.

SAMPLING PROGRAMS

SAMPLING WITH SOCIAL MEDIA EXTENSION

Promote your brand via a custom sampling opportunity with social media amplification.

DOCTOR OFFICE SAMPLING/COUPON DISTRIBUTION

Targeting by specialty is available.

SPECIAL EDITIONS

- WebMD Magazine Tablet Edition
- WebMD Campus
- WebMD Diabetes at Walgreens

MOBILE

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

- WebMD App
- WebMD Pregnancy
- WebMD Baby
- WebMD Pain Coach
- WebMD Allergy

RETAIL

- 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

Please note: posters, high-impact units, advertorials, and promotional pages also available on a regional basis.

Point of Care Guidelines

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*).

2016 Closing Dates

	SPECIAL ISSUE CLOSE	SPECIAL EDIT CLOSE	CLOSE	MATERIALS DUE	IN-OFFICE END	TABLET LAUNCH
JANUARY/ FEBRUARY	10/7/15	10/15/15	11/11/15	11/17/15	1/7/16	1/7/16
MARCH/APRIL	12/10/15	12/17/15	1/15/16	1/22/16	3/9/16	3/8/16
MAY	2/10/16	2/18/16	3/15/16	3/21/16	5/4/16	5/3/16
JUNE	3/17/16	3/24/16	4/19/16	4/25/16	6/9/16	6/8/16
JULY/AUGUST	4/14/16	4/21/16	5/17/16	5/23/16	7/8/16	7/7/16
SEPTEMBER	6/16/16	6/23/16	7/20/16	7/26/16	9/9/16	9/8/16
OCTOBER	7/14/16	7/21/16	8/16/16	8/22/16	10/6/16	10/5/16
NOVEMBER/ DECEMBER	8/12/16	8/19/16	9/15/16	9/21/16	11/7/16	11/4/16

Dates subject to change.

2016 Print Rates & Specs



UNIT	FULL-COLOR GROSS RATES	BLACK & WHITE GROSS RATES
FULL PAGE	\$118,600	\$103,400
2/3 PAGE	\$92,700	\$77,500
1/2 PAGE	\$76,400	\$67,300
1/3 PAGE	\$58,700	\$51,800
SPREAD	\$237,300	\$206,800
COVER 2	\$140,900	—
COVER 3	\$132,200	—
COVER 4	\$152,700	—
SUPPLIED BRC*	\$75,700 (net)	—
WE-PRINT BRC*	\$102,800 (net)	—

Regional rates available on request.

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 10.375" (.25" inside trim/all sides)

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

WebMD Diabetes and WebMD Campus have different specs.
 Please request these from your sales representative.

Depending on left- or right-hand page placement, .125 inch will be cropped from left or right side.

* Reflects net rates for 4" x 6" units.

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