

# ABOUT US

**HEALTH** *motivates women* to feel happy and healthy every day.

Our *expert advice*, *delicious recipes*, *smart workouts* and the *latest beauty trends* inspire her to achieve emotional and physical well-being.

**Happy Begins Here.**

---

**Health**<sup>®</sup>  
*Happy Begins Here*



# CONTACTS

**Kevin White, Group Publisher**  
212.522.3735

## NEW YORK

**Lee Cordobés**, Associate Publisher  
225 Liberty Street, 6th Floor  
New York, NY 10281  
212-522-4639  
Lee\_Cordobes@timeinc.com

## CHICAGO

**Quinn Nelson**  
130 E. Randolph Street, Suite 700  
Chicago, IL 60601  
312-832-0856  
Quinn\_Nelson@timeinc.com

## DALLAS

**Mary Payne**  
4809 Cole Avenue, Suite 300  
Dallas, TX 75205  
214.523.4025  
Mary\_Payne@timeinc.com

## DETROIT

**Chris Schultz**  
39577 Woodward Avenue, Suite 200  
Bloomfield Hills, MI 48304  
248.988.7833  
Chris.Schultz@timeinc.com

## LOS ANGELES

**Monty McMurray**  
11766 Wilshire Blvd., 17th Floor  
Los Angeles, CA 90025-6538  
310.268.7561  
Monty\_McMurray@timeinc.com

## SAN FRANCISCO

**Alexandra Cowley**  
One Embarcadero Center, Suite 750  
San Francisco, CA 94111  
415.434.5245  
Alex\_Cowley@timeinc.com

## DIRECT RESPONSE

**Mary Smyth**  
marysmythmedia@gmail.com

## DIGITAL AD DIRECTOR

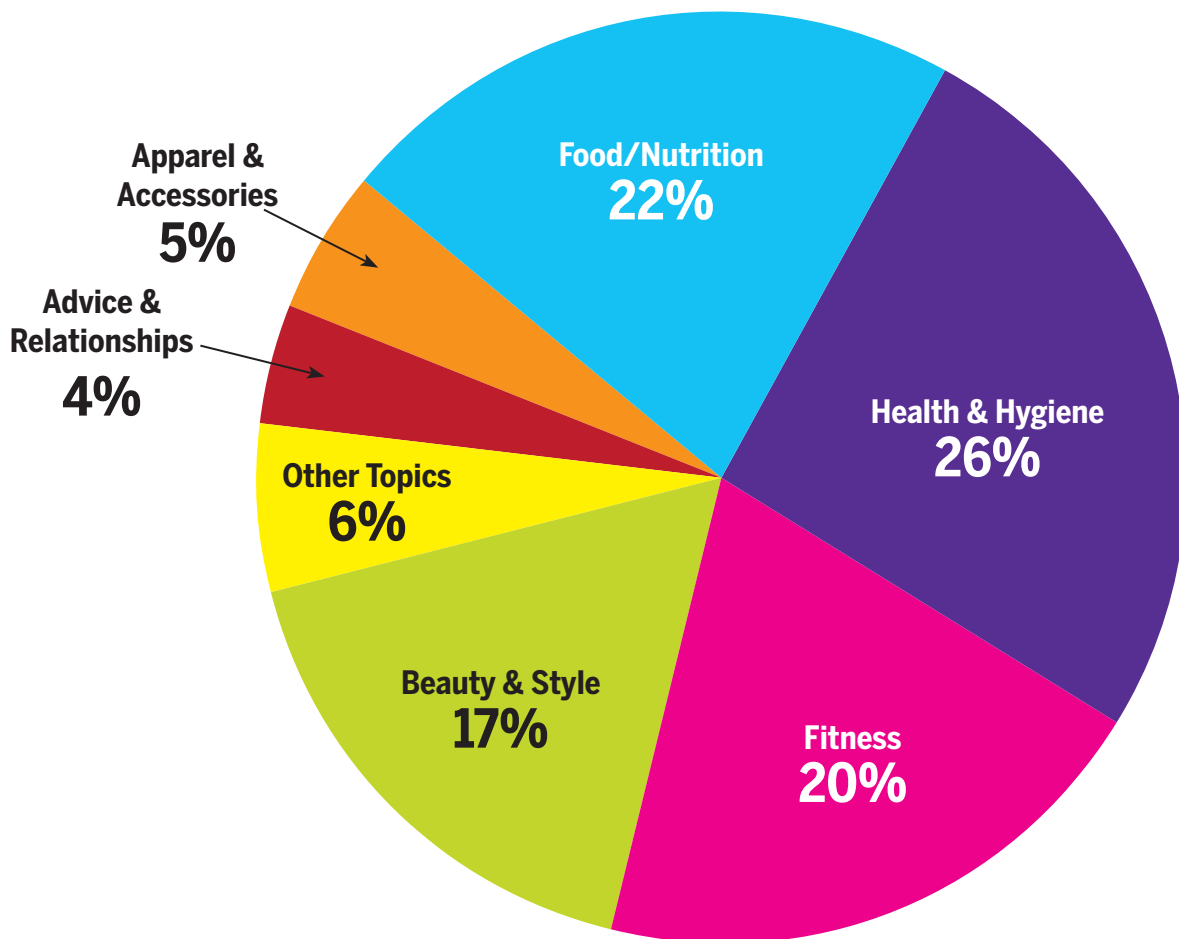
**Matthew White**  
212.522.1499  
Matt\_White@timeinc.com



## Editorial Mix

INSPIRATION TO MAKE LIVING HEALTHY A REALITY EVERY DAY

- ▶ *The Latest Health News, Expert Advice and Trends*
- ▶ *Actionable and Achievable Fitness Strategies*
- ▶ *Practical Beauty Solutions*
- ▶ *Smart Eating Made Easy*
- ▶ *Tactics for Managing Emotional Well-Being*





## Editorial Calendar 2016

---

### **JANUARY/FEBRUARY:** *Body Reboot*

**Close Date:** 10/30/15

**On-Sale Date:** 12/25/15

---

### **MARCH:** *Younger Inside and Out*

**Close Date:** 12/18/15

**On-Sale Date:** 2/12/16

---

### **APRIL:** *Naturally Gorgeous*

**Close Date:** 1/15/16

**On-Sale Date:** 3/11/16

---

### **MAY:** *Body Positivity*

**Close Date:** 2/19/16

**On-Sale Date:** 4/15/16

---

### **JUNE:** *Summer Fit*

**Close Date:** 3/18/16

**On-Sale Date:** 5/13/16

---

### **JULY/AUGUST:** *Outdoor Adventure*

**Close Date:** 4/22/16

**On-Sale Date:** 6/17/16

---

### **SEPTEMBER:** *Brilliant Beauty Buys*

**Close Date:** 6/17/16

**On-Sale Date:** 8/12/16

---

### **OCTOBER:** *The Food Issue*

**Close Date:** 7/22/16

**On-Sale Date:** 9/16/16

---

### **NOVEMBER:** *Win at Life*

**Close Date:** 8/19/16

**On-Sale Date:** 10/14/16

---

### **DECEMBER:** *Your Healthiest Holidays*

**Close Date:** 9/16/16

**On-Sale Date:** 11/11/16



# AUDIENCE

## Consumer Connections: Reaching Over 24MM Consumers

### DIGITAL + MOBILE ▶

*10 Pages Per Visitor*

*(#1 in the set)*

*7.0 MM+ Mobile Exclusive*



### PRINT + TABLET ▶

*36 Minutes Reading the Issue*

*63% of Noters Take Action*

*(#1 in the set)*



### COMMUNITY ▶

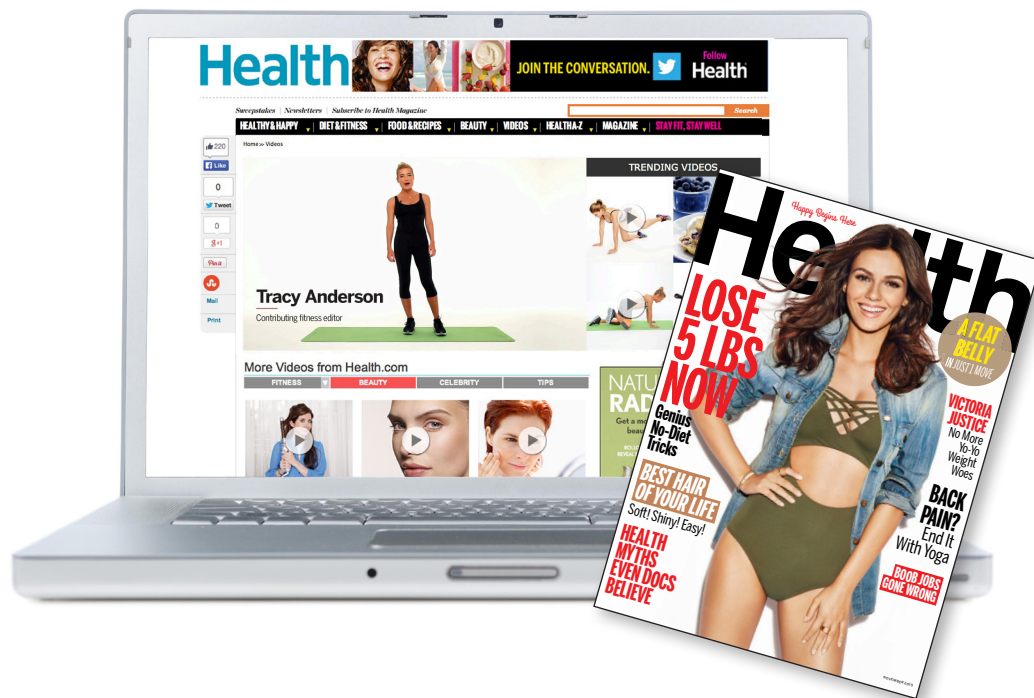
*7.0 MM+ Enthusiasts*



**Health**<sup>®</sup>  
*Happy Begins Here*

# AUDIENCE

A Personal Connection.  
A Trusted Resource.

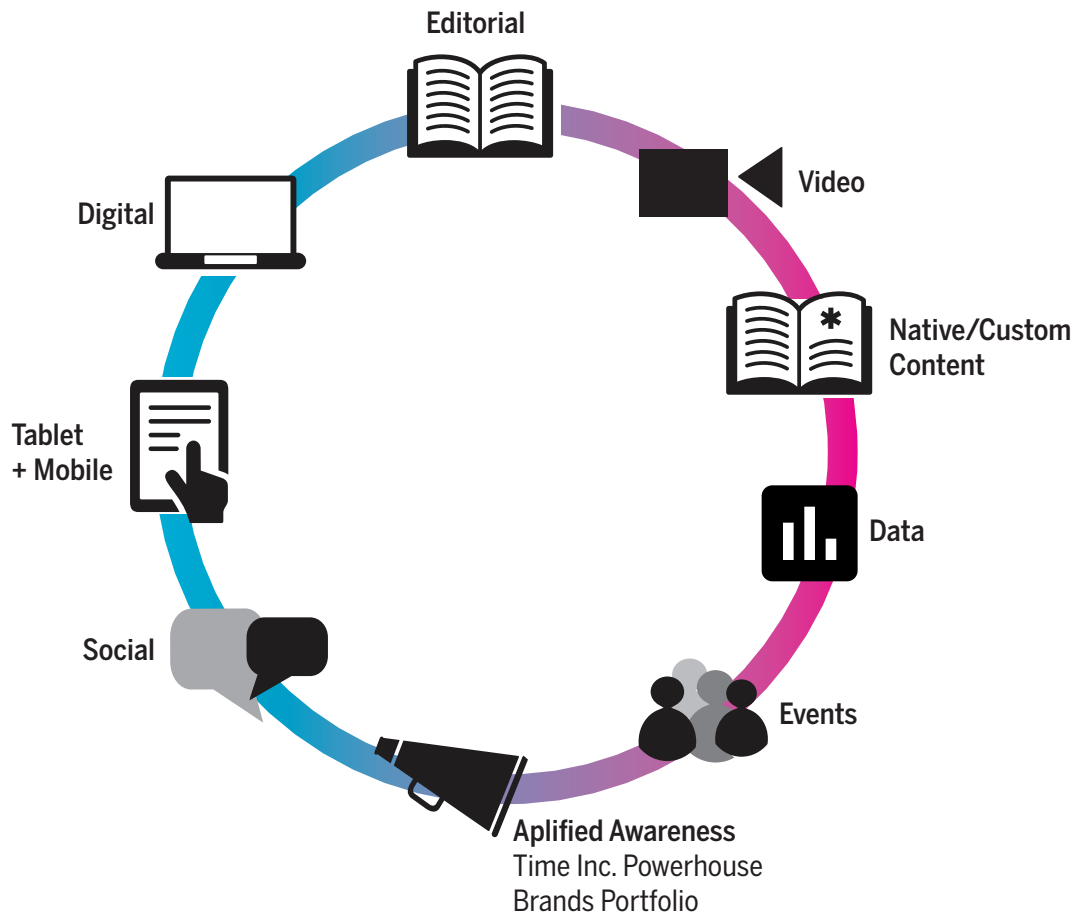


## COMMITMENT TO A HEALTHY LIFESTYLE

- ▶ **90%** participate in physical activity and want to improve their fitness level
- ▶ **56%** cook at home on a daily basis and spend 12 hours/week in the kitchen
- ▶ **84%** discovered a new product through HEALTH
- ▶ **76%** purchased a product they read about in HEALTH

# MARKETING

## Select Capabilities



### STRATEGY

Our integrated marketing campaigns are hand-tailored to meet the needs of clients who want to empower consumers to lead happier and healthier lives. HEALTH leverages our exclusive partnerships and our vast Time Inc. resources to develop unique, scalable solutions to meet our clients' business objectives.

- ▶ **Contextual Print & Digital Integration**
- ▶ **Organic Experiential Consumer Events**
- ▶ **Social Media Extensions**
- ▶ **Branded Solutions Across Time Inc. Brand Portfolio**



# ADVERTISING

## 2016 Rate Card

### GENERAL ADVERTISING RATES

#### Gross Open Rates

FOUR COLOR	1X
1 Page	\$142,200
Spread	\$284,400
1/2 Page Horizontal Spread	\$185,000
2/3 Page	\$113,800
1/2 Page	\$92,500
1/3 Page	\$64,000

#### BLACK & WHITE

1 Page	\$128,000
2/3 Page	\$102,400
1/2 Page	\$83,200
1/3 Page	\$57,600

#### COVERS

2ND	\$177,800
3RD	\$163,600
4TH	\$192,000

Rate Base: 1.35 million

Circulation includes the print and digital editions of the Magazine.  
Qualified full-run advertisements will run in both editions.  
See MAGAZINE ADVERTISING TERMS AND CONDITIONS for  
additional information including opt-out and upgrade options.

### CLOSING DATES

ISSUE	CLOSING DATE	ON-SALE DATE
Jan/Feb	10/30/15	12/25/15
March	12/18/15	2/12/16
April	1/15/16	3/11/16
May	2/19/16	4/15/16
June	3/18/16	5/13/16
July/Aug	4/22/16	6/17/16
September	6/17/16	8/12/16
October	7/22/16	9/16/16
November	8/19/16	10/14/16
December	9/16/16	11/11/16

Cover position commitment required four-weeks prior to Close Date and is subject to Publisher approval.

### 2016 PRINT SPECS

<http://direct2time.com/title/health/>

### 2016 DIGITAL SPECS

<http://direct2time.com/online/prop/health/>

### 2016 TABLET & SPECS

<http://direct2time.com/tablet/title/Health/>

**Health**<sup>®</sup>  
*Happy Begins Here*

# ADVERTISING

## 2016 Ad Specs

**TRIM SIZE:** 7.875 x 10.5

**BINDING:** Perfect Bound

AD SIZE	BLEED	TRIM
Page	8.125" X 10.75"	7.875" X 10.5"
Spread	16" X 10.75"	15.75" X 10.5"
1/3 Page Vertical (One Column)	2.875" X 10.75"	2.625" X 10.5"
1/2 Page Vertical	4.125" X 10.75"	3.875" X 10.5"
2/3 Page Vertical (Two Columns)	5.25" X 10.75"	5" X 10.5"
1/2 Page Horizontal	8.125" X 5.375"	7.875" X 5.125"
1/2 Spread Horizontal	16" X 5.375"	15.75" X 5.125"

**SAFETY:** .25" away from trim edges (.375" from bleed)

**GUTTER SAFETY:** .25" on each side (.5" in total)

### PRINTING PROCESS

Web offset – Time Inc. subscribes to SWOP industry standards.

### REQUIRED MATERIAL

**PDF/x-1a** file format required.

HEALTH Magazine now uses Virtual Proof technology and no longer requires color guidance proofs.

### DELIVERY OF MATERIAL

HEALTH Magazine's Ad Production department requires that advertisers send digital files through the Time Inc. Ad Portal. This is a free service that offers advertisers the ability to preflight and send files directly to Time Inc. magazines. To use this service, file preparers must register themselves at our <http://direct2time.sendmyad.com> website.

### QUESTIONS?

**HEALTH Ad Production** TI-PR-HEALTHADPROD@timeinc.com

# ADVERTISING

## Tablet Opportunities

HEALTH'S TABLET STRATEGY—FURTHERING ENGAGEMENT

**HEALTH continues to enhance our digital assets for both consumers and advertisers.**

Tablet editions offer our advertisers an ideal branding platform and fast-growing scale in a cutting-edge, dynamic environment.



**ALL IN-BOOK ADS WILL APPEAR WITHIN THE HEALTH TABLET APPS IN ONE OF THREE FORMATS\*:**

### **STRAIGHT FROM PRINT — SFP**

Tablet ad appears EXACTLY as in-book

- ▶ Includes tap and zoom feature
- ▶ Advertisers can activate one URL to trigger an in-app browser provided it exists in the print creative

### **DESIGNED FOR TABLET — DFT**

Ad has been designed for reading on the tablet

- ▶ Designed to be read at 100%
- ▶ Optimized creative
- ▶ Interactivity

### **ENHANCED FOR TABLET — EFT**

Ad can include enhancements and bonus content optimized for tablet and activated using up to 3 hotspots

- ▶ Slide shows
- ▶ Up to 2 minutes of video
- ▶ In-app browser

### **2016 TABLET & SPECS**

<http://direct2time.com/tablet/title/Health/>

\*Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.



# ADVERTISING

## HEALTH MAGAZINE

### 2016 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of HEALTH Magazine (the "Magazine") published by Health Media Ventures Inc. (the "Publisher").

1. Rates are based on average total audited circulation, effective with the issue dated January/February 2016. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.
2. The Magazine is a member of the Alliance for Audited Media (the "AAM"). Total audited circulation is reported on an issue-by-issue basis in publisher's statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.
3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, **unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email**, by no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser's ad placement will no longer be deemed a "full-run" buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). Certain advertisements that are not standard and/or full-page run-of-book advertisements may not qualify to run in the digital version, including but not limited to, scented units and business reply cards. Please consult the Publisher for details. If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may be viewed in one of three formats: (i) "straight from print advertising format" or "SFP" where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) "designed for tablet advertising format" or "DFT" where the same creative has been resupplied and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; and (iii) "enhanced for tablet advertising format" or "EFT" where an advertisement has added enhancements and bonus content to transform the print content to more fully utilize the digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).

Qualifying advertisements running in the digital edition of the Magazine will automatically run in a straight from print advertising format. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than straight from print (i.e., designed for tablet advertising format or enhanced for tablet advertising format), it must so indicate prominently on the insertion order by the ad close date. Designed for tablet advertising format or enhanced for tablet advertising format may not be available on all platforms or devices. Please consult the Publisher for details.

With respect to qualifying advertisements in a straight from print advertising format, if a URL exists in the print creative, such URL shall be automatically activated unless advertiser notifies the Publisher otherwise in writing; if the print creative has multiple URLs, the Publisher shall activate the brand's main URL unless notified otherwise in writing. With respect to qualifying advertisements in a "designed for tablet" advertising format, if such advertising creative contains one URL, the Publisher shall automatically activate that URL; if the advertisement contains more than one URL, the Publisher shall activate the brand's main URL.

4. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
5. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
6. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

**Health**<sup>®</sup>  
*Happy Begins Here*

# ADVERTISING

## HEALTH MAGAZINE

### 2016 MAGAZINE ADVERTISING TERMS AND CONDITIONS (CONT)

8. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
9. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.
10. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
11. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.
13. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
14. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.
15. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.
16. None of creative fees, special advertising print production premiums, digital edition upgrade fees or DFT or EFT production fees earn any discounts or agency commissions.
17. The Magazine is subject to Time Inc.'s standard 2016 issue-by-issue tally (IBIT) pricing system.
18. Publisher reserves the right to modify these terms and conditions.

These Advertising Terms and Conditions were issued October 13, 2015.

# ADVERTISING

## TIME INC.

### 2016 ISSUE-BY-ISSUE TALLY (IBIT) PRICING SYSTEM

1. Magazine circulation delivery of the U.S. and North American editions of magazines published by Time Inc. and its affiliates (collectively, referred to herein as the "Publisher") is measured on an issue-by-issue tally (IBIT) pricing system for full-run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of a magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue's total audited circulation as reported in the magazine's Publisher's Statement issued by the Alliance for Audited Media (AAM) or the Brand Report issued by BPA Worldwide (BPA) for the first or second half of the 2016 calendar year and the published total circulation rate base as set forth in the applicable magazine's rate card.
2. In order to permit advertisers to apply earned IBIT credit in a timely manner, AAM Publisher's Statements and BPA Brand Reports are used to calculate IBIT credit. The calculation may only be made following the issuance of the Publisher's Statements or Brand Reports for second half of the 2016 calendar year (July – December) and will be based on final billed earned advertising rates.
3. Total audited circulation for magazines audited by AAM is comprised of paid plus verified (plus analyzed non-paid for those magazines who count analyzed non-paid in their rate base as set forth in such magazine's Advertising Terms and Conditions). Total audited circulation for magazines audited by BPA is comprised of qualified paid and/or qualified non-paid as set forth in such magazine's Advertising Terms and Conditions.
4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.
5. If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser's IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) ("Net Cost") of the advertiser's insertion in that issue by the difference between two percent and the actual percentage by which the total audited circulation is less than its published circulation rate base. By way of example, if the "Net Cost" of the advertiser's insertion is \$100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows:  $\$100,000 \times (3\% - 2\%) = \$1,000$ .
6. IBIT credit must be used against future insertions, must be applied at the magazine at which it was earned and must be used within 12 months after the issuance of the Publisher's Statements or Brand Reports for the second half (July – December) AAM/BPA reporting period and calculation of the 2016 IBIT credit. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.
7. IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the magazine on IBIT credit.
8. IBIT credit may be applied to production charges.
9. The magazine will not refund IBIT credit as cash.
10. Only full-run circulation advertising in regular issues as reported in the Publisher's Statements issued by AAM and the Brand Reports issued by BPA are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of a magazine, whether or not reported in the AAM Publisher's Statements and BPA Brand Reports, and (b) any issues specifically excluded from being eligible for IBIT per the applicable magazine's rate card. Notwithstanding the foregoing, if the advertiser opts-out of running its advertisement in the digital edition of the magazine because of legal or regulatory considerations such advertisement shall remain eligible for IBIT credit.
11. No barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.
12. IBIT credit will only be issued against eligible insertions that have been paid in full at the final earned and billed (pre-IBIT) rate.
13. Publisher reserves the right to modify these terms.

Issued: October 13, 2015

**Health**<sup>®</sup>  
*Happy Begins Here*