mission statement

We are a place for women to get critical information and great advice about how to live healthy and fulfilling lives.

We recognize that “healthy” looks different on everyone.

We know that health is not about having rock hard abs but about nourishing your body with real food, finding time for close relationships, managing stress and anxiety and having skin you feel great in.

FOR MORE INFORMATION, CONTACT VICE PRESIDENT, GROUP DIRECTOR, LIFESTYLE ANN GOBEL AT ANN.GOBEL@MEREDITH.COM
editorial

CONTENT MIX THAT FUELS HER PASSIONS

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>23%</td>
</tr>
<tr>
<td>Health &amp; Hygiene</td>
<td>21%</td>
</tr>
<tr>
<td>Fitness</td>
<td>18%</td>
</tr>
<tr>
<td>Beauty</td>
<td>15%</td>
</tr>
<tr>
<td>Apparel &amp; Accessories</td>
<td>7%</td>
</tr>
<tr>
<td>Celebrity</td>
<td>6%</td>
</tr>
<tr>
<td>Beverages</td>
<td>2%</td>
</tr>
<tr>
<td>Advice / Relationships</td>
<td>2%</td>
</tr>
<tr>
<td>Other Topics</td>
<td>6%</td>
</tr>
</tbody>
</table>

Health

SOURCE: MEDIARADAR (DECEMBER 1, 2016 - DECEMBER 31, 2017)

FOR MORE INFORMATION, CONTACT VICE PRESIDENT, GROUP DIRECTOR, LIFESTYLE ANN GOBEL AT ANN.GOBEL@MEREDITH.COM
editorial calendar 2018

JAN/FEB
- RESOLUTION REBOOT
  On-Sale 12.22.17
  Ad Close 10.27.17

MARCH
- THE STRONG ISSUE
  On-Sale 2.9.18
  Ad Close 12.15.17

APRIL
- DETOX YOUR LIFE
  On-Sale 3.9.2018
  Ad Close 1.12.18

MAY
- SUMMER SHAPE-UP
  On-Sale 4.13.18
  Ad Close 2.16.18

JUNE
- THE JOY ISSUE
  On-Sale 5.11.18
  Ad Close 3.16.18

JULY/AUG
- THE IRL ISSUE
  On-Sale 6.15.18
  Ad Close 4.20.18

SEPTEMBER
- GOALS
  On-Sale 8.10.18
  Ad Close 6.15.18

OCTOBER
- THE FOOD ISSUE
  On-Sale 9.14.18
  Ad Close 7.20.18

NOVEMBER
- THE SELF CARE ISSUE
  On-Sale 10.12.18
  Ad Close 8.17.18

DECEMBER
- HEALTHY HOLIDAY
  On-Sale 11.9.18
  Ad Close 9.14.18

FOR MORE INFORMATION, CONTACT VICE PRESIDENT, GROUP DIRECTOR, LIFESTYLE ANN GOBEL AT ANN.GOBEL@MEREDITH.COM
# 2018 Advertising Rates

**Rate Base:** 1,350,000

<table>
<thead>
<tr>
<th>Four Color</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>$153,900</td>
</tr>
<tr>
<td>$\frac{2}{3}$ Page</td>
<td>$123,200</td>
</tr>
<tr>
<td>$\frac{1}{2}$ Page</td>
<td>$100,100</td>
</tr>
<tr>
<td>$\frac{1}{3}$ Page</td>
<td>$69,300</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black &amp; White</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>$138,600</td>
</tr>
<tr>
<td>$\frac{2}{3}$ Page</td>
<td>$110,900</td>
</tr>
<tr>
<td>$\frac{1}{2}$ Page</td>
<td>$90,100</td>
</tr>
<tr>
<td>$\frac{1}{3}$ Page</td>
<td>$62,400</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cover 2</strong></td>
<td>$192,400</td>
</tr>
<tr>
<td><strong>Cover 3</strong></td>
<td>$177,000</td>
</tr>
<tr>
<td><strong>Cover 4</strong></td>
<td>$207,800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRC Insert Cards</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regular Supplied</strong></td>
<td>$123,200</td>
</tr>
<tr>
<td><strong>Regular We Print</strong></td>
<td>$153,900</td>
</tr>
<tr>
<td><strong>Oversize Supplied</strong></td>
<td>$138,600</td>
</tr>
<tr>
<td><strong>Oversize We Print</strong></td>
<td>$177,000</td>
</tr>
</tbody>
</table>

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. Premium positions must run four-color.

For more information, contact Vice President, Group Director, Lifestyle Ann Gobel at ann.gobel@meredith.com.
print specs

TRIM SIZE  7.875 x 10.5
BINDING  Perfect Bound

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED</th>
<th>TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>8.125” X 10.75”</td>
<td>7.875” X 10.5”</td>
</tr>
<tr>
<td>Spread</td>
<td>16” X 10.75”</td>
<td>15.75” X 10.5”</td>
</tr>
<tr>
<td>1/3 Page Vertical (One Column)</td>
<td>2.875” X 10.75”</td>
<td>2.625” X 10.5”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.125” X 10.75”</td>
<td>3.875” X 10.5”</td>
</tr>
<tr>
<td>2/3 Page Vertical (Two Columns)</td>
<td>5.25” X 10.75”</td>
<td>5” X 10.5”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>8.125” X 5.375”</td>
<td>7.875” X 5.125”</td>
</tr>
<tr>
<td>1/2 Spread Horizontal</td>
<td>16” X 5.375”</td>
<td>15.75” X 5.125”</td>
</tr>
</tbody>
</table>

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 website http://direct2time.sendmyad.com.

QUESTIONS?
Health Ad Production
TI-PR-Healthadprod@timeinc.com

FOR MORE INFORMATION, CONTACT VICE PRESIDENT, GROUP DIRECTOR, LIFESTYLE ANN GOBEL AT ANN.GOBEL@MEREDITH.COM
digital

ENGAGING WITH MILLIONS OF CONSUMERS

AUDIENCE

9.2MM
Unique Visitors

34/66
M/F

$57,207
Mean HHI

50
Mean Age

Health

FOR MORE INFORMATION, CONTACT VICE PRESIDENT, GROUP DIRECTOR, LIFESTYLE ANN GOBEL AT ANN.GOBEL@MEREDITH.COM
# online ad specs

<table>
<thead>
<tr>
<th>AD PRODUCT + DIMENSIONS</th>
<th>AD EXPAND DIRECTION + AREA</th>
<th>FILE SIZE</th>
<th>FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>300X250 (MEDIUM RECTANGLE)</td>
<td>Dynamic 500x500</td>
<td>HTML5: Initial-200k, Polite-2mb; Other: Initial-40k, Polite-100k</td>
<td>HTML5 (Third Party Only), GIF, JPG, PNG, SWF (not recommended), Third Party; Rich Media: Third Party Only</td>
</tr>
<tr>
<td>728X90 (LEADERBOARD)</td>
<td>Down 728x270</td>
<td></td>
<td></td>
</tr>
<tr>
<td>300X600</td>
<td>Dynamic 500x600</td>
<td>HTML5: Initial-200k, Polite-2mb; Other: Initial-60k, Polite-110k</td>
<td></td>
</tr>
<tr>
<td>970X250 (BILLBOARD)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>970X90</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>970X66</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>320X50</td>
<td></td>
<td>Initial-50k, Polite-200k</td>
<td></td>
</tr>
<tr>
<td>480X100 (NATIVE)</td>
<td></td>
<td>8.375” x 3”</td>
<td>Built InHouse</td>
</tr>
</tbody>
</table>

## Secure
As of January 1st, 2017 all assets are required to be Secure.

## Tracking
All Standard/Rich Media ad products listed above support:
- 3rd Party 1x1 impression tracking (Not including Newsletter Ad Placements)
- 3rd Party click tracking via click command URLs

## For Complete Online Specs
direct2time.timeinc.com/online
RAPID GROWTH ACROSS MULTIPLE PLATFORMS

6.7MM Facebook
3.5MM Twitter
299K Instagram
509K Pinterest
22K YouTube

SOURCE: 2017 FALL GFK MRI; 2017 COMSCORE MULTI-PLATFORM/GFK MRI MEDIA + FUSION (07-17/517); AS OF 12.11.17
video

UNPRECEDENTED GROWTH IN VIDEO VIEWS

▷ Unique Views 245,000
▷ Total video streams 1,223,900
▷ 45% YOY increase on our O&O sites
▷ 11% YOY increase on Facebook
▷ 425% YOY increase on Instagram
▷ 1,511% increase on Twitter

2018 VIDEO FRANCHISES

▷ Beauty Beauty Scoop
▷ Fitness Hot Moves
  Challenges
  Live: 10 Minute Anywhere Work-Out
▷ Food Trending Food with a Twist
▷ Health My Story – Mini Docu-Style Profiles
  Men Answer
  Dr. Raj: Your Secret Health Questions, Answered by
  Live: Ask a Doc

FOR MORE INFORMATION, CONTACT VICE PRESIDENT, GROUP DIRECTOR, LIFESTYLE ANN GOBEL AT ANN.GOBEL@MEREDITH.COM
HEALTH OFFERS MULTI-PLATFORM MARKETING SOLUTIONS THAT UNIQUELY SHOWCASE ADVERTISERS AND CREATE ENGAGING EXPERIENCES TO BENEFIT OUR CONSUMERS.

- Custom multi-platform programs
- Turnkey native and branded content solutions
- High-impact in-book and cover units
- Contextually relevant editorial content
- Social, video and e-mail marketing programs
- Events/Experiential
- Retail solutions/activations
- Custom research/insights