

2019  
MEDIA KIT

# Health

REAL  
WELLNESS





# MISSION STATEMENT

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Whole-life advice and inspiration for the woman who knows who she is and wants to live well in every way – today and beyond.



# EDIT CALENDAR

## **JAN/FEB: GOALS ISSUE**

Whether your 2019 goals are big or small – we're here to help. Includes veg-forward recipes, new ways to work out, healthy habit motivation tips, and an expanded skincare section.

**ON SALE: 12/21/2018, AD CLOSE: 10/26/2018**

## **MARCH: HAPPY ISSUE**

Happiness is more than a mood; it's a mindset. We'll cover how to cultivate it in everything you do from foods that boost mental health to endorphin-generating exercises.

**ON SALE: 2/15/2019, AD CLOSE: 12/21/2018**

## **APRIL: SPRING CLEAN YOUR LIFE**

Healthy Home Awards featuring editors' and experts' top picks as well as science-backed advice on what can help you breathe easier, sleep better, and make every room feel fresh.

**ON SALE: 3/15/2019, AD CLOSE: 1/18/2019**

## **MAY: STRONG ISSUE**

Women are strong – both physically and emotionally. We'll celebrate and motivate with inspiring content, endurance workouts, personal challenges, and stories of overcoming adversity.

**ON SALE: 4/12/2019, AD CLOSE: 2/15/2019**

## **JUNE: ADVENTURE ISSUE**

Get out there and try something new! We provide adventure travel ideas as well as science-backed advice on the health benefits of stepping outside your comfort zone.

**ON SALE: 5/10/2019, AD CLOSE: 3/15/2019**

## **JUL/AUG: SIMPLICITY ISSUE**

We'll help you pare down to what really matters, including advice on finding more time in our busy lives, mindfulness, easy recipes, minimalist beauty looks, and how to take a digital detox.

**ON SALE: 6/14/2019, AD CLOSE: 4/19/2019**

## **SEPTEMBER: HOW-TO ISSUE**

With a 101 approach, we'll cover need-to-know-topics like how to stall the effects of aging, avoid injury while exercising, eat right for gut health, do a push up, and grill veggies.

**ON SALE: 8/16/2019, AD CLOSE: 6/21/2019**

## **OCTOBER: BEAUTY AWARDS**

Our editors pick the best new products for our annual Beauty Awards and give advice on looking and feeling your best. Plus fall foods, body positivity content, and the latest news on breast cancer.

**ON SALE: 9/13/2019, AD CLOSE: 7/19/2019**

## **NOVEMBER: DELICIOUS ISSUE**

We will inspire people to make eating well the new normal with enticing recipes, strategies for time-starved cooks, and the latest nutrition news. Plus, our annual Snack Awards.

**ON SALE: 10/11/2019, AD CLOSE: 8/16/2019**

## **DECEMBER: HOLIDAY ISSUE**

Have your healthiest holiday season yet with our take on de-stressing, enjoying family time, and savoring food you can feel good about. Includes our annual health-oriented gift guide.

**ON SALE: 11/15/2019, AD CLOSE: 9/20/2019**

EDITORIAL CONTENT AND DATES SUBJECT TO CHANGE.

FOR MORE INFORMATION, PLEASE CONTACT BRENDAN SMYTH, PUBLISHER,  
AT 212-499-2185 OR BRENDAN.SMYTH2@MEREDITH.COM, OR YOUR HEALTH SALES REPRESENTATIVE.





# EDITORIAL

Content mix that speaks to her.

## TOP 3 AREAS OF FOCUS

<b>HEALTH + FITNESS</b>	<b>35%</b>
<b>FOOD + BEVERAGES</b>	<b>24%</b>
<b>BEAUTY + FASHION</b>	<b>23%</b>

<b>CELEBRITY</b>	<b>9%</b>
<b>ADVICE + RELATIONSHIPS</b>	<b>2%</b>
<b>OTHER TOPICS</b>	<b>7%</b>

SOURCE: MediaRadar (October 1, 2017- October 31, 2018)



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# HEALTH READERS

REACH: **9 million (up 2.3% vs. MRI Doublebase 2017)**

MEDIAN AGE: **50**

MEDIAN HHI: **\$58,860**

MALE/FEMALE: **32/68%**

## RANKING #1 FOR NOTED & ACTIONS TAKEN IN THE HEALTH + WELLNESS CATEGORY\*

	% NOTED	% ANY ACTION TAKEN	% NET PURCHASED ACTIONS**
Food & Beverage	#1	#1	#1
Toiletries/Cosmetics	#1	#1	#2
DTC	#1	#1	#1
Non-DTC	#1	#1	#1
Apparel / Accessories	#1	#1	#2
Auto	#1	#1	#1
Retail	#1	#1	#2
Home	#1	#1	#2
Pet	#1	#1	#1

\*SET INCLUDES: HEALTH, WOMEN'S HEALTH + SHAPE

\*\*CONSIDERED PURCHASE, PURCHASED

SOURCES: MRI Doublebase 2018;

Starch Category Report 1/1/2017 - 9/1/2018

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# PRODUCTION SCHEDULE

ISSUE	AD CLOSE	ON-SALE
January/February '19	October 26	December 21
March	December 21	February 15
April	January 18	March 15
May	February 15	April 12
June	March 15	May 10
July/August	April 19	June 14
September	June 21	August 16
October	July 19	September 13
November	August 16	October 10
December	September 20	November 15

FOR SPECS VISIT  
[MEREDITH.COM/AD-SPECS](http://MEREDITH.COM/AD-SPECS)

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# 2019 RATES

**RATE BASE** 1,350,000

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**FOUR COLOR**

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FULL PAGE	\$160,500
2/3 PAGE	\$128,400
1/2 PAGE	\$104,400
1/3 PAGE	\$72,300

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**BLACK & WHITE**

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FULL PAGE	\$144,500
2/3 PAGE	\$115,600
1/2 PAGE	\$94,000
1/3 PAGE	\$65,100

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**PREMIUM POSITIONS**

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COVER 2	\$200,700
COVER 3	\$184,600
COVER 4	\$216,700

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# HEALTH.COM

TOTAL UNIQUE VISITORS/ VIEWS: **7.8 million**

MEDIAN AGE: **40**

MEDIAN HHI: **\$71,431**

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## VIDEOS ON HEALTH.COM

VIEWS: **1.7 million**

MINUTES PER VIEWER: **3.9**

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## SOCIAL

 **6.7MM**

 **299K**

 **3.5MM**

 **556K**

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## HEALTH READERS RANK #1 FOR AGREEING:

- > Healthcare advertising on the internet is credible (index 201)
- > I feel health and wellness advertising on the Internet is trustworthy (index 198)

SOURCES: 2018 comScore Multi-Platform/GfK MRI Media Fusion (04-18/F17); comScore Multi-Platform April 2018 / MARS 2018 Consumer Health Doublebase Study (Adults); Competitive Set: Shape, Women's Health, Prevention, Web MD



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# HEALTH.COM EVERGREEN PACKAGES

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## REAL LIFE STRONG

Celebrating real women who represent resilience, strength and grace. From shattering stigmas to standing up to fight for justice, Health's #RealLifeStrong series shares their inspiring stories of overcoming the impossible.

*Related video series: Real-Life Strong*

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## LIVING WITH...

Health's 80+ condition centers offer opportunities for condition-specific editorial programs. Each center provides expert-backed information and first-person accounts.

*Related video series: Real-Life Strong*

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## BALANCED BITES

Health celebrates food with yummy recipes and nutritionist-approved packaged food recommendations. Get the latest on food trends and expert advice on simple steps towards a more nutritious, balanced diet.

*Related video series: Trending Food With a Twist; 3 Dinners with Special Ingredient*

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## LOVE YOUR LOOKS

Head-to-toe editorial recommendations for helpful style & beauty products, makeup tutorials and tips, real-life transformation stories, and everything related to body positivity.

*Related video series: Beauty Scoop; BeautyIRL*

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## BEST LIFE NOW

Service-oriented advice on themes of wellness, lifestyle, relationships, stress, and self-care. Learn the small changes and simple daily habits that can help anyone put their best foot forward.

*Related video series: Trending Food with A Twist; Hot Moves; Follow-Along Fitness; My Mantra Is; We Asked*



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# TERMS & CONDITIONS

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of Health magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to [www.health.com](http://www.health.com). For Publisher's Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmedia.com/sfp/terms-conditions.php>. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

## AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Pre payment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

## CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising

published as of the cancellation date shall become immediately due and payable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

## CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported print circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees print circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average print circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee print circulation to regional advertisers, and regional print circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

## PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON



# TERMS & CONDITIONS

INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

## MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims", or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.
3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.

4. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resembles editorial matter.

5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher's prior written consent.

6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

## ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

## REBATES AND SHORTRATES

Publisher shall rebate advertiser if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.



# HEALTH REPORTS

Custom content at the point-of-care.

The condition-specific Health Report, from the editors of Health, offers brands the targeted opportunity to educate patients and facilitate dialogue with their physician at a crucial time - right before they see their doctor.

Distributed exclusively in 2,000 physicians' offices, the 16-page Health Report includes 4 advertising positions, giving brands the opportunity to "own" the publication with guaranteed exclusivity.

## POINT-OF-CARE ADVERTISING WORKS:

- > **67%** of patients say waiting-room materials are among their most credible sources for health and wellness information
- > The average patient spends 20 minutes in the waiting room
- > **84%** more likely to talk to a doctor about an ad they saw while in the waiting room
- > **64%** switched brands after seeing or hearing patient messages at the POC
- > **69%** of caregivers read magazines and/or pamphlets in the doctor's office

SOURCES: 2017 ZS Associates Research Study on Point of Care; 2017 Mars OTC/DTC Pharmaceutical Study



FOR MORE INFORMATION, PLEASE CONTACT JOHN KENYON, VICE PRESIDENT MANAGING DIRECTOR POINT-OF CARE, AT 212-522-2002 OR JOHN.KENYON@MEREDITH.COM, OR YOUR HEALTH SALES REPRESENTATIVE.



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