

2020
MEDIA KIT

Health

REAL
WELLNESS



MISSION STATEMENT

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

“Being truly healthy is about anything but size. We vow to bring you advice to help you live well and feel good in every way. We promise to be inclusive and empowering. We are all on a journey toward wellness and self-acceptance, and Health is with you every step of the way.”

—AMY CONWAY, Editor in Chief



EDIT CALENDAR

JAN/FEB: START OFF RIGHT

The Fresh Start Issue: How to get—and stay—motivated to accomplish what matters and make 2020 a great year. Want a better night's sleep, a great workout, or delicious recipes that you can feel good about? Check, check and check. Bonus: How to crush your beauty goals!

AD CLOSE: 10/25/19, ON-SALE: 12/20/19

MARCH: SMILE!

The Happiness Issue: Laughter may really be the best medicine—cultivating a joyful attitude leads to deep satisfaction and a well-lived life. We'll show you how to bring more happiness into your life every day (and why it matters). Special section on age-proofing your hair!

AD CLOSE: 12/20/19, ON-SALE: 2/14/20

APRIL: BE CLEAN AND GREEN

The Healthy Home Issue: Our annual Healthy Home Awards shine this month, with our editors' and experts' top picks of products to help you breathe easier, sleep better, and make every room in the house feel fresh. How to reduce your carbon footprint foodwise, clean beauty, and more.

AD CLOSE: 1/17/20, ON-SALE: 3/13/20

MAY: MIND YOUR MIND

The Mental Health Issue: Taking care of yourself emotionally is just as important as physically—which is why, in honor of Mental Health Month—we are covering important topics like dealing with stress, self-care, and decluttering your mind. How fitness and nutrition play roles in your overall well-being. With innovations in sunscreen in honor of Skin Cancer Awareness Month.

AD CLOSE: 2/14/20, ON-SALE: 4/10/20

JUNE: GET OUT THERE!

The Outdoors Issue: This issue has a bold, playful spirit. Enjoy travel adventures, food with big flavors, and fun in the (safe) sun as we help readers plan their perfect summer. Learn why being outdoors has big health benefits, too.

AD CLOSE: 3/20/20, ON-SALE: 5/15/20

JULY/AUGUST: WORK IT OUT

The Fitness Issue: A head-to-toe handbook for taking care of yourself. Workouts that work, foods that fuel you, and gear that will really get you moving. With our annual Sneaker Awards!

AD CLOSE: 4/17/20, ON-SALE: 6/12/20

SEPTEMBER: GET REAL

The Strong Issue: This issue celebrates women who are Real Life Strong—our editorial franchise that features remarkable women overcoming challenges or otherwise leading the way. With beauty tips on strong hair and nails, and the foods that fortify us.

AD CLOSE: 6/19/20, ON-SALE: 8/14/20

OCTOBER: TIME TO SHINE!

The Beauty Issue: Our editors pick the best new products for our annual Beauty Awards special section and give lots of advice on looking and feeling your best. The latest news on honors Breast Cancer Awareness Month. Gorgeous, nutritious fall foods round out the issue.

AD CLOSE: 7/17/20, ON-SALE: 9/11/20

NOVEMBER: SAVOR THE FLAVOR

The Food Issue: This issue will inspire people to make eating well the new normal. Our enticing recipes, smart strategies for time-starved cooks, and the latest news and nutrition from experts make food the pleasure it should be—and our annual Snack Awards ensure that it's easy to have healthy choices anytime, anywhere.

AD CLOSE: 8/21/20, ON-SALE: 10/16/20

DECEMBER: GIVE—AND RECEIVE

The Holiday Issue: Enjoy the season with science-backed stress relievers and recipes that make entertaining a joy. Find out why giving back will get you so much in return. Celebrate with our annual gift guide packed with wellness-themed gifts for everyone on your list.

AD CLOSE: 9/18/20, ON-SALE: 11/13/20



For more information, please contact **BRENDAN SMYTH, PUBLISHER**, at 212-499-2185 or Brendan.Smyth2@meredith.com, or your Health sales representative.

Editorial content and dates subject to change.

EDITORIAL

Content mix that speaks to her.

TOP 3 AREAS OF FOCUS

FOOD + BEVERAGES	29%
HEALTH + FITNESS	27%
BEAUTY + FASHION	19%

ADVICE + RELATIONSHIPS	6%
CELEBRITY	4%
OTHER TOPICS	15%

Source: MediaRadar (August 1, 2018 – August 31, 2019)

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HEALTH READERS

REACH: **8.9 million**
MEDIAN AGE: **50**
MEDIAN HHI: **\$63,915**
MALE/FEMALE: **31/69%**

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

	% NOTED	% ANY ACTION TAKEN	% NET PURCHASED ACTIONS**
OTC	#1	#1	#1
DTC	#2	#1	#1
Food & Beverage	#1	#1	#2
Apparel / Accessories	#1	#1	#2

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

**CONSIDERED PURCHASE, PURCHASED

Sources: MRI Doublebase 2019;
Starch Category Report 1/1/2018 - 6/1/2019

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PRODUCTION SCHEDULE

ISSUE	AD CLOSE	ON-SALE
January/February '20	October 25	December 20
March	December 20	February 14
April	January 17	March 13
May	February 14	April 10
June	March 20	May 15
July/August	April 17	June 12
September	June 19	August 14
October	July 17	September 11
November	August 21	October 16
December	September 18	November 13

FOR SPECS VISIT
[MEREDITH.COM/AD-SPECS](https://www.meredith.com/ad-specs)

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2020 RATES

RATE BASE **1,350,000**

FOUR COLOR

FULL PAGE	\$167,300
2/3 PAGE	\$133,900
1/2 PAGE	\$108,800
1/3 PAGE	\$75,400

BLACK & WHITE

FULL PAGE	\$150,600
2/3 PAGE	\$120,500
1/2 PAGE	\$98,000
1/3 PAGE	\$67,900

PREMIUM POSITIONS

COVER 2	\$209,200
COVER 3	\$192,400
COVER 4	\$225,900

FOR SPECS VISIT
MEREDITH.COM/AD-SPECS

Source: June 30, 2019, AAM Statement



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HEALTH.COM

TOTAL UNIQUE VISITORS: **10.1 million**

MEDIAN AGE: **45**

MEDIAN HHI: **\$98,420**

VIDEOS ON HEALTH.COM


VIDEOS PER VIEWER: **3.4**

MINUTES PER VIEWER: **4.7**

SOCIAL

 **6.7MM**

 **477K**

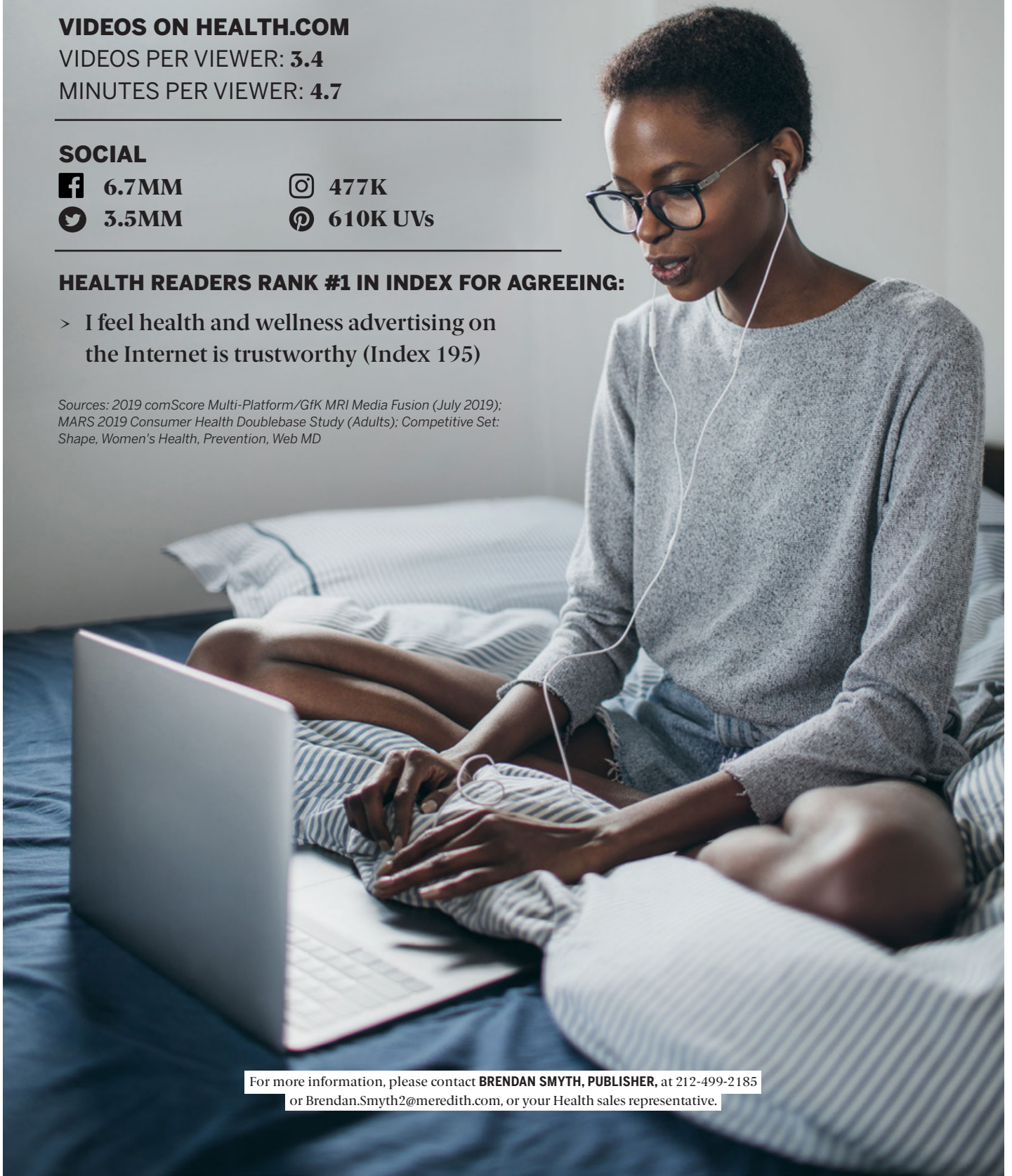
 **3.5MM**

 **610K UVs**

HEALTH READERS RANK #1 IN INDEX FOR AGREEING:

- > I feel health and wellness advertising on the Internet is trustworthy (Index 195)

Sources: 2019 comScore Multi-Platform/GfK MRI Media Fusion (July 2019); MARS 2019 Consumer Health Doublebase Study (Adults); Competitive Set: Shape, Women's Health, Prevention, Web MD



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HEALTH.COM EVERGREEN PACKAGES

REAL LIFE STRONG

Health's Real Life Strong series celebrates women who represent strength, resilience, and grace.

Related Video Series: Real Life Strong Profiles

LIVING WITH...

Health's 90+ condition centers offer condition-specific editorial programs to a wide range of pharmaceutical clients. Each combines expert-backed information on causes, prevention, symptoms, and treatment with first-person accounts of people living with various health conditions.

*Related Video Series: Living With...**

MISDIAGNOSED

Women are all too familiar with the struggle to get their symptoms taken seriously by doctors. These are their stories, plus pro tips for how you can take charge of that gut feeling that something's wrong.

LIFE INTERRUPTED, LIVING WITH AN INVISIBLE ILLNESS

Millions of women who look perfectly healthy on the outside are grappling with chronic conditions that make "normal" life anything but. They have what's been dubbed an invisible illness, because their struggles go unseen. These are their stories.

**Built if Sold*

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HEALTH REPORTS

Custom content at the point-of-care.

The condition-specific Health Reports, from the editors of Health, offer 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 condition-specific physician's offices, the 16-page Health Reports include 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
- > **87%** of Health's audience value reading health education materials in the doctor's office

Sources: 2017 ZS Associates Research Study on Point of Care; 2019 Mars Consumer Health Doublebase Study



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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. For Publisher’s Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmmedia.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. Prepayment 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 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.

TERMS & CONDITIONS

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 achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

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