



2007 Special Interest Publications

General Advertising Rates

Guaranteed Distribution: 530,000 per issue

Frequency: 18 issues

On Sale: 8 weeks per issue

Same Title Package:

Add an additional 10% discount, at the appropriate frequency level, if the advertiser buys one or more pages in both issues of Prevention Fitness Systems, Outsmart Diabetes, Slow Cooker, Weight Loss Planner or Abs Diet Guides

Prevention is offering advertisers the opportunity to "OWN" one of these Special Interest Publications through an exclusive advertiser sponsorship.

An advertiser interested in a single sponsorship may choose from the already scheduled SIP's with the best editorial fit for your product(s). Exclusive ownership blocks all opportunities for competitors to advertise in the same issues.

Four Color	IX	2-3x (10%)	4-6x (15%)
Full Page	\$18,000	\$16,200	\$15,300
1/2 Page	\$13,500	\$12,150	\$11,475
2/3 Page	\$11,000	\$9,900	\$9,350
1/3 Page	\$8,000	\$7,200	\$6,800
Cover 2	\$19,600	\$17,640	\$16,660
Cover 3	\$19,000	\$17,100	\$16,150
Cover 4	\$20,600	\$18,540	\$17,510

Black and White	IX	2-3x	4-6x
Full Page	\$13,700	\$12,600	\$11,600

Bookazine Rates

Full Page	\$9,000
Black & White	\$7,000

Single-Sponsorship: \$175,000:

- Up to 10 pages of advertising (or a mix of advertising, coupon pages, corporate messages, etc.)
- Sponsor mention and logo on SIP TOC and/or Editor's Letter
- Sponsor mention and logo on SIP promotional advertisement in *Prevention* magazine (10+ million readers every issue)
- Gatefolds and other special units offered at Rodale's production costs
- 5,000 free copies for sponsor use

Limited Sponsorship: \$59,500:

- Premium advertising positioning for 5 pages (Cover II, Cover III and Cover IV)
- Ability to assign positioning to the various brands of their choice
- 5 pages for advertising (note: there may be other advertising)

Prevention

www.prevention.com/guides

For more information contact **Stacy Hatz** at 212.573.0232 or Stacy.Hatz@Rodale.com