

general advertising rates

2009



General Advertising Rates:

Guaranteed Distribution

- 507,000 Food titles
- 525,000 all other titles

Frequency

- 16 issues

On sale Period

- 8 Weeks per issue

Cover price

- \$3.99-\$4.99
- depending on title

Bookazine Rates:

Guaranteed Distribution

- 310,000 per issue

On sale Period

- 12 weeks per book

Book cover price

- \$9.99

Same Title Package:

Add an additional 10% discount, at the appropriate frequency level, if advertiser buys one or more, Food SIPS pages in both issues of Fit & 50, Outsmart Diabetes, Walking Fit, Slow Cooker, or Abs Diet.

Four color	1x	2-3x	4-6x
Full page	\$19,800	\$17,800	\$16,800
Cover 2	\$23,800	\$21,400	\$20,200
Cover 3	\$21,800	\$19,600	\$18,500
Cover 4	\$25,800	\$23,200	\$21,900
1/2 page	\$11,400	\$10,300	\$9,700

Black & white	1x	2x	4x
Full page	\$15,100	\$13,600	\$12,800

Bookazines:

These books offer advertisers a unique way to reach consumers by expanding upon the most popular features in Prevention! 176 pages of what every woman is looking for. These books deliver what readers want and need. On sale for 12 weeks and in homes forever!

Four color	1x
Full page	\$10,000

Black & white	1x
Full page	\$7,800

For more information, please contact your sales representative or Stacy Hatz at 212.573.0232 or Stacy.Hatz@rodale.com.

West/Midwest: Kelly Phillips 312.696.4129 or Kelly.Phillips@rodale.com

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Single Sponsorship:

- 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)
- 5,000 free copies for sponsor use

1 Issue Includes all inventory in one SIP, plus
 \$175,000 net 1 page in one Prevention bookazine

Limited Sponsorship: \$59,500 net

In magazine

- 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)

Bookazine Single Sponsorship: \$50,000 net

- Includes (Cover II, III, IV) and 5 additional ads in bookazine
- You would own bookazine and would be the only advertiser in the book!
- 100 copies for sponsor use

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