

HAPPY HEART

- Heart-Opening Anusara Yoga
- Healing Health Properties of Spices
- Vitamins in Skincare
- Getting Protein in the Morning
- 6 Supplements Every Woman Should Take
- Chocolate with Benefits



Feb

SPRING REJUVENATION

- 10 Power Foods for All-Day Energy
- Aromatherapy Beauty Guide
- Easy All-Natural Home Decorating Tips
- Our Foolproof Plan for Flawless Skin



Mar

40TH EARTH DAY CELEBRATION

- Ease Your Allergies
- Bone Health
- How to Go Gluten-Free (recipes included)
- Outdoor Skin Care Guide
- Allergy-Proof Your Home
- Non-toxic Spring Cleaning



Apr/May

AGE PROOF YOUR SKIN, BODY, MIND

- Family Health
- Take Your Workout Outside
- At-Home Spa Treatments
- Green Your Bedroom
- Natural Ways to Keep Family Safe and Healthy this Summer.



Jun

Edit subject to change

THE BEST OF SUMMER

- The Ultimate Whole Body Cleanse
- Super Simple, No-Cook Healing Meals
- All-Natural Cures for Summer Skin Woes
- Your Guide to Green Outdoor Entertaining



Jul/Aug

BEST IN BEAUTY

- 6TH Annual Beauty Awards
- Kids School Lunches
- Breast Cancer Awareness
- Cooking with Healthy Packaged Foods
- Best Stretches for Lifelong Fitness
- Your Guide to All- Natural Fragrances



Sep/Oct

GRATITUDE

- Family
- Work Out to Boost Your Immunity
- Natural Ways to Ease Depression
- Your Best Diabetes Defense
- De-Stress with Strength Training
- Brighten Your Smile, Naturally



Nov

HOLIDAY

- 5 Ways to Detox Body, Mind, & Home
- Healthy Holiday Fare
- Lift Weights to Lose Weight
- 6 Steps to Younger Skin
- Gift Guide



Dec/Jan

Edit subject to change

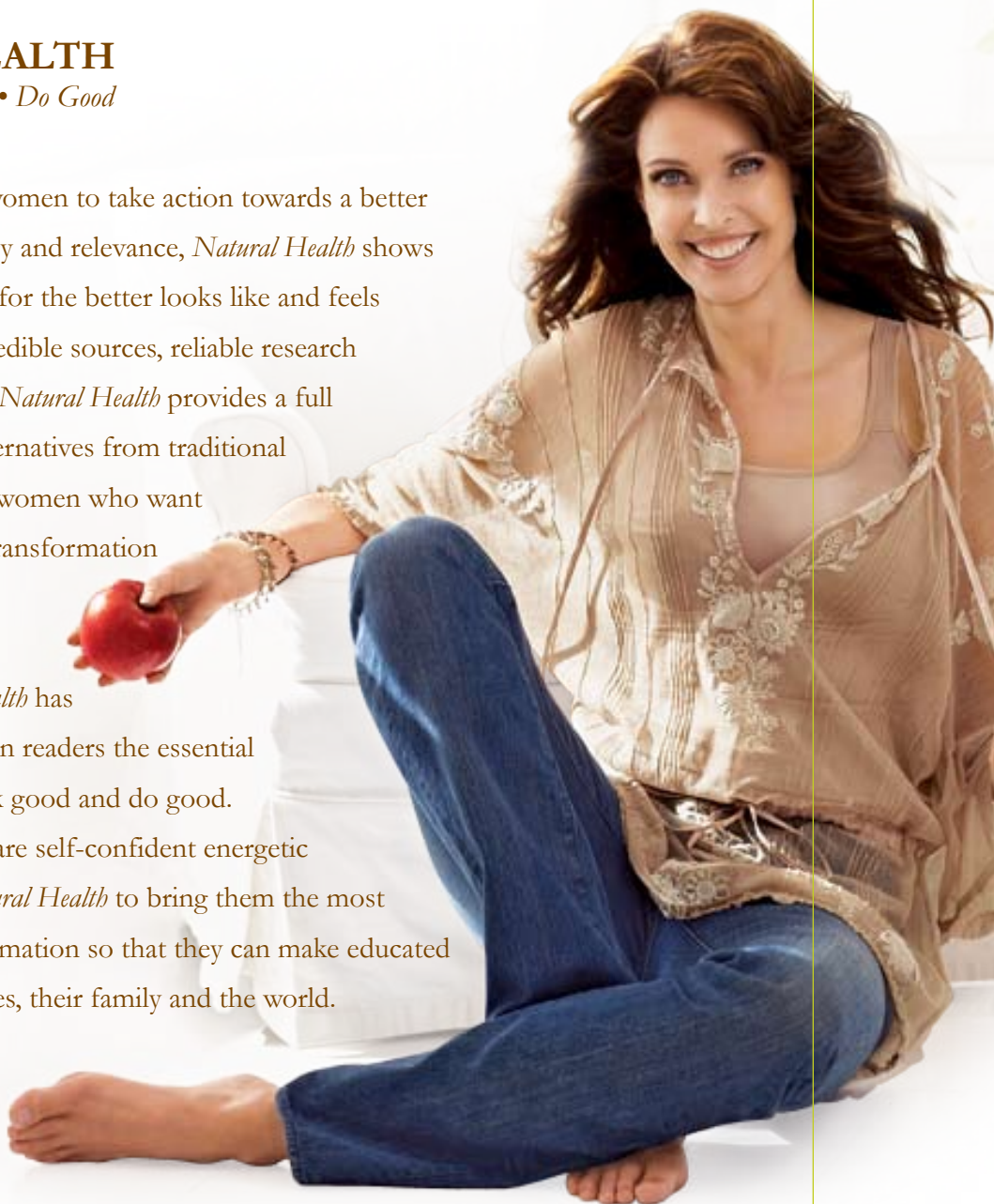
editorial

NATURAL HEALTH

Look Good • Feel Good • Do Good

Natural Health guides women to take action towards a better life. With vitality, energy and relevance, *Natural Health* shows women what a change for the better looks like and feels like. Using the most credible sources, reliable research and indisputable facts, *Natural Health* provides a full spectrum of health alternatives from traditional to complementary for women who want to take charge of the transformation of their lives.

Since 1971 *Natural Health* has provided our 1.5 million readers the essential tools to feel good, look good and do good. *Natural Health* readers are self-confident energetic women who trust *Natural Health* to bring them the most up-to-date health information so that they can make educated decisions for themselves, their family and the world.



NATURAL
FEEL GOOD • LOOK GOOD • DO GOOD
HEALTH

editorial

PEG MOLINE, EDITOR IN CHIEF NATURAL HEALTH MAGAZINE

Peg Moline, editor in chief of *Natural Health* magazine, has been involved in health & fitness journalism for more than 26 years. Holding a dual role at AMI/Weider | Publications for eight years, she also served as editorial director of SHAPE magazine from 1993 to April 2001.

Since 1994, Peg has been editor in chief of *Fit Pregnancy*, which began as a spin-off of SHAPE in 1993, and has grown to be one of the most widely respected, and award-winning, magazines for new and expectant mothers on the newsstand today.

Prior to joining Weider Publications, Ms. Moline was the fitness editor of Conde Nast's *Self*, based in New York.

She started her career as an editor at *City Sports* magazine, based in San Francisco, Los Angeles and Boston.

She is the co-author (with Sam Dworkis) of *Extension: The 20-Minute-A-Day Yoga-Based Program to Relax and Rejuvenate the Average Stressed-Out Over-35 Body* (Poseidon Press, 1994).

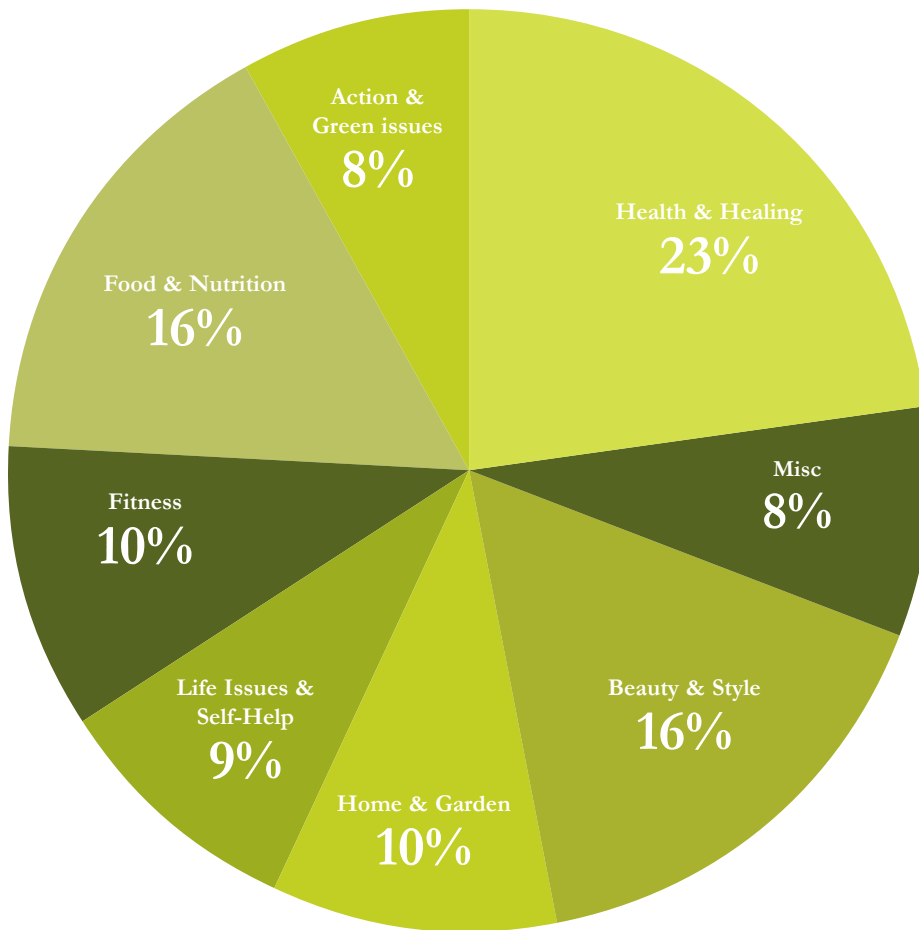
A competitive rower and outrigger canoe paddler, Ms. Moline lives with her family (two daughters) in Mar Vista, a Westside community in Los Angeles.



NATURAL
FEEL GOOD • LOOK GOOD • DO GOOD
HEALTH

BALANCED AND INTEGRATIVE EDITORIAL

Dedicated to helping readers *feel good, look good and do good*. Every article in *Natural Health* supports our readers' healthy lifestyle.



Source: Editor Defined Breakout

INSIDE NATURAL HEALTH

Vital Signs – *Where Health and Lifestyle Intersect:* This vibrant, newsy section features the latest on health and wellness; great ideas for living better; and short items on living your best life.

Natural Beauty – *Where Science Meets Beauty:* Our intelligent reporting (citing the latest studies, quoting trusted sources), our lush and sensuous photography, and our helpful advice on aging gracefully, prolonging the benefits of youth, and living with confidence makes this one of our most popular departments.

Healthy Appetites – *Savvy Strategies for Eating Well:* We've recruited some of the best food writers, recipe developers, and chefs to provide solid nutritional advice for cooking light, eating for energy, losing or maintaining weight, and using foods to heal.

Mind Body Fitness – *Exercise Prescriptions for a Stronger, Healthier Body:* We work with fitness experts to provide safe, simple exercise routines that can help prevent or ease common aches and pains.

Good Medicine – *Integrative Treatments for Optimum Health:* This department represents our signature approach to health care: a responsible balance of alternative therapies and conventional modalities. We explore the best of eastern and western traditions to educate our readers about all the available options.

Health and Healing – *Tapping into Alternative Wellness:* In this section, we deliver definitive, up-to-the minute information on the world of alternative medicine and therapies.

Make One Change – *One Easy Step to a Better Future:* This unique column, which appears on the closing page of each issue, epitomizes the Natural Health approach to wellness: positive changes happen one simple step at a time.

NATURAL
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HEALTH

research

SOPHISTICATED AND INFLUENTIAL AUDIENCE

Natural Health's readers are innovative and educated women willing to invest in their healthy lifestyle.

Audience: **1.5 million**

Median Age: **44.7**

Median HHI: **\$69,251**

Professional/Managerial: **29%**

College Educated: **69%**

Employed **69%**

Married: **59%**

Children in Household: **41%**

Source: MRI Spring 2009 Prototype >\$100 30% Shape/70% Cooking Light



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HEALTH

research

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**NATURAL HEALTH READERS
ARE CONVENTIONAL
SHOPPERS**, in the past three
months they have shopped at:

90% Supermarkets

83% Mass Merchandisers
i.e. Wal-Mart

80% Drug Stores

75% Natural or Health Stores
i.e. Whole Foods

64% Department Stores

60% Online

Source: *Natural Health* February 2008 In-book Survey



NATURAL
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HEALTH

research

**NATURAL HEALTH READERS
ARE LIVING A HEALTHY,
ACTIVE LIFESTYLE.**

96% Of our readers take vitamin
or mineral supplements

96% Are constantly seeking out
up-to-date health information

92% Always check ingredient/
nutritional content before
they buy

97% Try to eat healthy these
days and pay attention to
my nutrition

Source: *Natural Health* February 2008 In-book Survey



NATURAL
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HEALTH

circulation

Rate Base: **300,000**

2009 Circulation: **326,534**

87.8% Subscribers

12.2% Newsstand

NATURAL HEALTH READERS ARE LOYAL!

60% of subscribers have been
with *Natural Health* for three years

NATURAL HEALTH READERS ARE ENGAGED!

On average spending **2.2 HOURS**
with each issue.

31% spend 2 to 3 hours

14% spend over 3 hours
with each issue

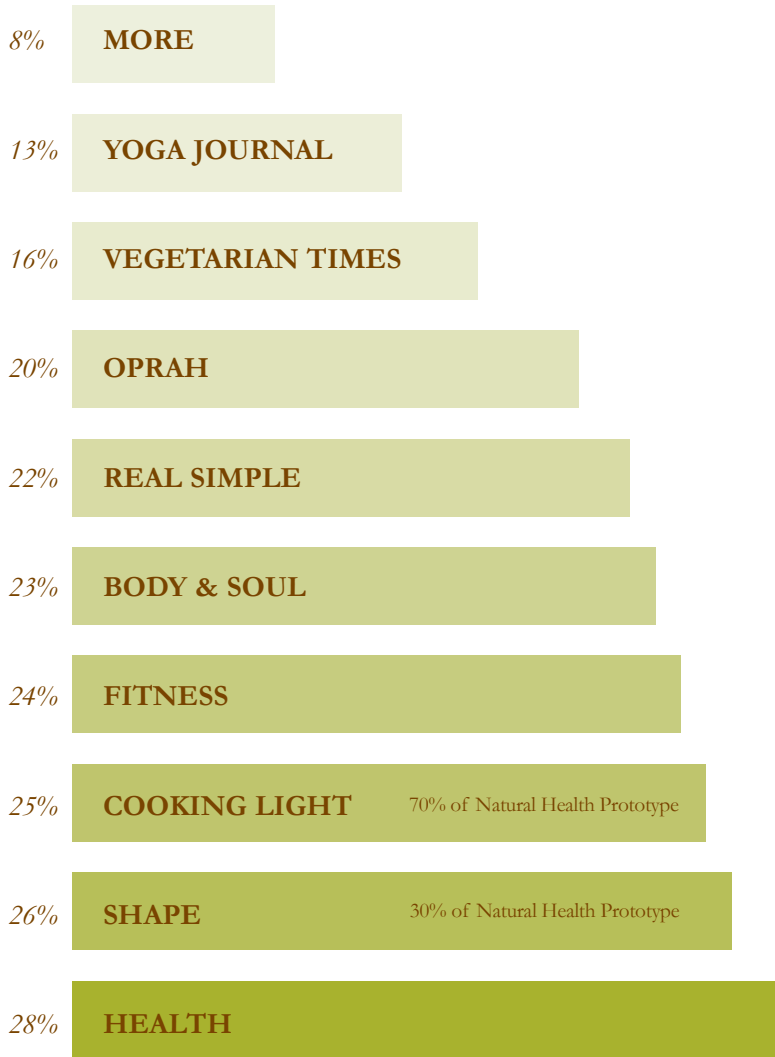
Source: ABC December 2009 Statement and Rapid Report,
DSI *Natural Health* February 2008 In-Book Survey



NATURAL
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HEALTH

circulation

AN UNDUPLICATED AUDIENCE NATURAL HEALTH READERS ALSO READ:



Source: Natural Health In-book Reader Survey February 2008

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advertising

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APPAREL & FOOTWEAR

Aravon
Asics
Cold Water Creek
Earth Footwear
Marika Apparel
ProFoot

AUTOMOTIVE

Chrysler Town and Country
Chrysler Pacifica
Ford Edge
Ford Fusion
Ford Escape Hybrid
Ford Warrior in Pink
Mercury Mariner Hybrid

BEAUTY & PERSONAL CARE

Adidas Deodorant
Advanced Skin & Hair
American BioScience
Andrea Naturals
Aubrey Organics
Aura Cacia
Aussie Hair Care
Avalon Natural Products
Aveda
Aveeno
Barmensen
Burt's Bees
Clairol
Crest
DERMAdoctor
derma e
DHC Skincare
Facial Concepts
Healing Garden
Health Logics
Invisalign
Jason Natural Skincare
J.R. Watkins Apothecary
Kiss My Face
LaBella: Real Solutions

MiraCell
Natracare
Nature's Gate
Onesta Hair Care
Olay
Origins
Physicians Formula
Poise
Pro Active Solutions
Quantum Health
Radius Toothbrush
Sheer Cover
ShiKai – Borage, Color Reflect
St. Ives
Te Tao
Younger You
Zia Natural Skincare

FITNESS

Gaiam
Natural Fitness
Nautilus

FOOD & BEVERAGE

Al Fresco
Amerfit- Culturelle
Annie's Naturals
Back to Nature
Barbara's Bakery
Barilla PLUS, Whole Grain
Blue Sky
Bob's Red Mill
Cabot Cheese
Campbell's Soup
Carpe Diem
Celestial Seasonings
Coca Cola- Odwalla
ConAgra- Hunt's
Earthbound Farms
Eden Foods
Endangered Species
Chocolate
General Mills- Cascadian

Farm
Golden Temple- Yogi Tea
Green & Black's
Healthy Request Soups
Horizon Organic
Hormel – Natural Choice
Kagome Juice
Kellogg's- FruitaBu, Kashi
Kikkoman Pearl Soy milk
Kraft- Live Active Cheese, 2% Naturals
McCormick – Simply Asia
Mori-Nu Tofu
Lipton Pure Tea
Nature's Path
NOW Foods
Numi Tea
Old London Devonsheer
Organic Valley
Pacific Bakery
Pacific Natural
PepsiCo/Quaker-On the Go Bars, Rice Snacks, Oatmeal, Heart Health, Simple Harvest
PowerBar- Pria Bars
Promax
Publix
Roman Meal
Ronzoni
Silk Soy
Smucker's- Natural Peanut Butter
SoyJoy
Stonyfield Farm
Sun Crystals
Thomas' English Muffins
To Go Brands
Uncle Ben's
Uncle Sam
US Highbush Blueberry Council
Vitalicious
Volvic

ADVERTISERS 2007-2008

NATURAL
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HEALTH

Wallably Yogurt
Wasa
Wyman's Blueberries

PHARMACEUTICAL

Prilosec
Sucrets
Wisconsin Pharmacal
Zicam

MEDIA

Bantam Books
Bookspan
Crown Publishing
Hay House Publishing
Inner Traditions
Natural Journeys
New Earth Records
Putnam Publishing
Random House
Simon and Schuster
Spiritual Cinema Circle
20th Century Fox Home
Entertainment

HEALING & WELLNESS CENTERS AND RESOURCES

Academy of Chinese Culture
Bastyr University
Chopra Center
Clayton College
EMC2
Fenix Rehab Center
Institute of Transpersonal
Psychology
Institute for Integrative
Nutrition
International Institute of
Reflexology
JFK University
Natural Gourmet Cookery
School
Omega Institute
Oregon College of Oriental
Medicine
Pacific College of Oriental
Medicine
School of Natural Health
Southwest Acupuncture
College
Southwest College of
Naturopathic Medicine
Stratford

The Wolfe Clinic
US Career
Yellow Courtyard

HOME

Arm & Hammer Essentials
BOSE
Clorox
Crystal Clear-John Ellis
Water
Cuisinart
Purification
Dawn Liquid Detergent
Ion & Light Alkaline Water
Lifekind Products, Inc.
Select Comfort
Sunlight Saunas
Tempurpedic
Vita-Mix
Waterwise-Sunshine Pure
Drinking Water
Woodstock Soapstone

LUXURY GOODS

Philip Stein Watches

NON-PROFIT FOUNDATIONS

American Cancer Society
Green Festival
Partnership for a Drug-Free
America
Susan G. Komen Foundation

PET CARE

Arm & Hammer - Cat Litter
Blue Buffalo
Feline Pine
Iams Pet Foods
Pet Naturals of Vermont
Swheat Scoop
The Honest Kitchen
Thriving Paws

SUPPLEMENTS & REMEDIES

American Biosciences
American Health
Arkopharma
Bayho Supplements
Berkeley Premium
Nutraceuticals
Boiron

Cerburg Products
Clear Products
Douglas Laboratories
Earthrise Nutritionals
Enzymatic Therapy
EsterC
Ganeden Biotech
Garden of Life
GNC
Green Willow Tree
Heel Inc. - Traumeel
Himalaya Herbal
Kangavites Multivitamin
Lifeline Therapeutics/
Protandim
LycorRed
Martek Neuromins
Molecular Health
Commerce, Inc.- PrimaVu
Multibionta
North American Herb &
Spice
Natrol- Laci Le Beau, Shen
Min, Promensil
Nature's Bounty
Nature's Plus
Nature's Way
Nelson Bach
Nordic Naturals
Northwest Natural Products
Nutrition NOW
NutriSystem
Pomegranate Health
Pomology
Pure Fruit Technologies
PureGels
Quality of Life
Rainbow Light
Sedona Labs
Solgar Vitamins
Twinlab
Wakunaga of America
Wellesse
Windmill
Wysong
Zila-Ester-E
Zirb Enterprises

TRAVEL, RESORTS & SPAS

Kripalu Center for Yoga &
Health
Sagamore Resorts

advertising

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MAGAZINE TRIM SIZE 7.75" X 10.5"

Live matter not intended to bleed must be .375" from trim and binding edges.

DIMENSIONS

	BLEED SIZES	NON-BLEED SIZES
2 Page Spread	15.75" x 10.75"	14.5" x 9.5"
Full Page	8" x 10.75"	6.75" x 9.5"
1/2 Page Spread (horizontal)	15.75" x 5.375"	14.5" x 4.625"
2/3 Page (vertical)	5" x 10.75"	4.25" x 9.5"
1/2 Page (vertical)	4" x 10.75"	6.875" x 4.75"
1/2 Page (horizontal)	8" x 5.375"	4.125" x 6.50"
1/2 Page (digest)	4.875" x 7.25"	2.25" x 10"
1/3 Page (vertical)	2.875" x 10.75"	4.25" X 4.5"
1/3 page (square)	4.875" x 5.125"	

MATERIAL SPECIFICATIONS

Digital Material PDF/X1a is the preferred file format for ad submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly. All high-resolution images and fonts must be included when the PDF/X1a file is saved. Use only Postscript fonts – no TrueType fonts or font substitutions. Images must be a high resolution TIFF or EPS files at 300 dpi. Total area density should not exceed SWOP 300% TAC. Images should be CMYK or grayscale only. Do not nest EPS file into other EPS files. Do not embed ICC profiles within images. All required image trapping must be included in the file. File should be right reading, portrait mode, 100% size, and no rotations. PDFs must include standard trim, bleed and center marks in all separations. Crop marks should offset from trim by 1/2" (No marks included in the "live" image area). Ads should be supplied on a Mac formatted CD-ROM. It is the policy of Weider Publications not to accept any native application files such as Quark, Photoshop or Illustrator. Ads created in Microsoft Word, Microsoft Publisher, PowerPoint or any other word processing program will NOT be accepted. PROOFS: All color ads must be accompanied by a SWOP certified digital color proof, such as Kodak Approval, Epson, Iris or Fuji.

MATERIALS SHOULD BE SENT TO:

American Media Inc.
 Attn: Tom O'Connor,
Natural Health Production
 One Park Ave., 3RD Floor
 New York, NY 10016
 T 212.743.6657
Toconnor@amilink.com

leuxftp.rrd-lpc.com
 username: naturalhads
 password: ads4nath

MECHANICAL REQUIREMENTS

Printing Process: Web Offset. Binding: Perfect. Regionals, Full A/B Splits and Half Run A/B Splits: Available. Please speak to your *Natural Health* sales representative. Inserts smaller than a full-page are acceptable only with a full page backup ad. Specifications, quantities, shipping information, etc., for all inserts will be supplied by Production Coordinator after space is scheduled. All supplied inserts must be reviewed by the Production Department to determine bindery charges and whether the inserts meet our manufacturing specifications.

GENERAL ADVERTISING POLICY

Rates are subject to change without notice and are based on receipt by Publisher of complete offset film and proofs in conformance with *Natural Health* mechanical specifications. Materials are to be supplied by due dates shown on this rate card, or by extended dates officially granted by Production Coordinator. Additional work required to convert artwork to film will be billed at cost plus service charges, but Publisher retains the right to reject such artwork if there is insufficient time to submit proof for advertiser's approval before materials are required. Beer and wine advertising is acceptable, but *Natural Health* does not accept advertising for hard or specialty liquors, or for tobacco products. Commission to recognized agencies: 15%. Pre-payment required on all orders not approved for credit. Payment terms: Net 30. Past due accounts are subject to 1.5% monthly service charge. Publisher reserves right to reject advertisements that do not comply with *Natural Health* editorial policy. Publisher may be able to accept full-page or spread advertisements after closing dates on a "space available" basis, with the understanding that such advertisements will be positioned in the magazine solely at Publisher's discretion. We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard.

AD SPECIFICATION



advertising

RATE BASE: 300,000

4-COLOR OPEN RATE

Full Page	\$42,260
2/3 Page	\$33,815
1/2 Page	\$27,475
1/3 Page	\$19,025

B & W

Full Page	\$36,755
2/3 Page	\$29,420
1/2 Page	\$23,905
1/3 Page	\$16,545

COVERS

Cover 2	\$52,830
Cover 3	\$48,605
Cover 4	\$54,950
Bleed:	No Charge

Updated September 2009
We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard.

RATES 2010

NATURAL
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HEALTH

a. Terms and Conditions. Insertion orders are offers to purchase space from Publisher and shall not constitute binding contracts until accepted by Publisher. Upon such acceptance by Publisher (in its sole and absolute discretion) there shall exist an advertising contract between the advertiser (or its agency, if the insertion order was submitted by an agency) and Publisher which advertising contract shall be subject to the terms and conditions of this rate card. Neither advertiser nor its agency may withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. Only those terms and conditions set forth in this rate card are binding upon Publisher. No terms or conditions that conflict with the provisions of this rate card (including but not limited to the terms and conditions contained in any insertion order) shall be binding upon Publisher, unless agreed to in a writing signed by an authorized representative of Publisher.

b. Acceleration. Contracts must be completed within one year from date of first insertion. If advertiser or its agency breach or are in default of any contract, Publisher shall have the right, upon written notice to advertiser or its agency, to accelerate payment of all obligations payable to Publisher under all contracts, so that the entire amount for the remaining term of the contract(s) shall become immediately due and payable, without any obligation on the part of Publisher to mitigate damages. The foregoing is in addition to, and not exclusive of, any other rights or remedies available to Publisher.

c. Rate Adjustments. Rates are subject to change without notice. Insertion orders and contracts may be canceled when a change in rate becomes effective without a short rate penalty charge, if the space used up to the date of cancellation has been in accordance with applicable frequency discount rates. Short rate will apply if advertiser or its agency has not earned the billed rate at the end of the applicable period. Rebate will be made at the end of the applicable period if advertiser has used sufficient additional insertions to earn lower rates.

d. Representations and Warranties. Each of advertiser and its agency (if any) represent and warrant to Publisher that: (i) the agency is the duly authorized agent of advertiser; (ii) advertiser and its agency shall be jointly and severally liable for all charges of and other obligations to Publisher arising hereunder; (iii) the content or subject matter of any advertisement does not, and if published shall not, violate or infringe the rights of any third party, including not limited to trademark, service mark, trade dress, copyright, moral rights and any other personal or proprietary right; (iv) the content or subject matter of any advertisement does not, and if published shall not, contain any material that is obscene, defamatory, libelous, violative of any third party's right of privacy or publicity or otherwise in contravention of the law or the rights of any person or entity; (v) in connection with each advertisement, advertiser and its agency have obtained all necessary rights, permissions, consents and authorizations, including but not limited to the right use the names, images and/or likenesses of living persons, all copyrighted or trademarked material, and any testimonials submitted by or on behalf of the advertiser; (vi) each of advertiser and its agency are duly organized and validly existing entities and have taken all necessary action to authorize the execution and delivery of the insertion order; (vii) the insertion order has been duly executed and delivered and constitutes a legal, valid and binding obligation of advertiser or its agency, enforceable against each of advertiser and its agency in accordance with its terms; and (viii) all of the foregoing representations and warranties shall be true and correct each time advertiser or its agency submits an insertion order and each time Publisher publishes an advertisement for

advertiser or its agency.

e. Limitation of Liability. Publisher shall have no liability for errors in key numbers, pubset type, free information numbers or advertisers index. Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date. Publisher shall have no liability for reproduction quality of advertising print materials which fail to meet the mechanical requirements stipulated in this rate card. Mechanical requirements not specifically stipulated in this rate card must conform to the Recommended Specifications for Web Offset Publications (SWOP). Positioning of advertisements is at the sole discretion of Publisher, except where specific positions are agreed upon separately and in a writing signed by an authorized representative of Publisher. Publisher shall have no liability to advertiser or its agency as a result of any failure to publish or circulate all or any part of an issue or otherwise fulfill an insertion order as a result of any event beyond Publisher's control, except to publish the advertisement in a subsequent issue or refund any amount previously paid in respect of such advertisement. Publisher's liability, if any, for any act, error or omission shall not exceed the cost of space ordered or occupied by Publisher's error, which shall be the sole remedy available to advertiser and its agency, and Publisher shall not, in any event, be liable for any consequential or other damages including, but not limited to, lost income or profits.

f. Advertising Materials. All advertising materials will be destroyed after one year unless Publisher receives from advertiser or its agency a written request that such materials be returned or shipped to a third party, at the requesting party's sole liability, expense and risk. Publisher does not guarantee the condition of returned materials and advertiser or its agency should take all precautions they deem necessary in order to protect or insure the materials provided to Publisher.

g. Rejection of Advertisement. Publisher reserves the unrestricted right, in Publisher's sole discretion, to reject any advertisement at any time after receipt of advertising materials, regardless of whether such advertisement has already been accepted for publication and/or previously published. Rejection of an advertisement by Publisher shall not constitute a breach of contract between Publisher and advertiser or its agency.

h. Cancellation of Advertisement. Publisher reserves the unrestricted right, in Publisher's sole discretion, to cancel any insertion order or advertisement at any time, for any reason, regardless of whether such insertion order or advertisement has already been accepted for publication and/or previously published. If Publisher elects to cancel any insertion order or advertisement, Publisher may, in its sole discretion, elect to (i) publish such advertisement in a subsequent issue or (ii) refund any amount previously paid by advertiser or its agency to Publisher in respect of the canceled advertisement.

i. Indemnification. The advertiser and its agency hereby jointly and severally indemnify, defend, release and hold Publisher and its officers, directors, employees, agents and affiliates harmless from and against any and all losses, liabilities, damages, expenses and costs (including but not limited to attorney fees), arising from or in connection with any allegation that (i) any representation or warranty made herein shall prove to have been incorrect, incomplete or misleading in any respect on or as of the date made or deemed made; (ii) the content or subject matter of any advertisement violates or infringes the rights of any third party, including not limited to trademark, service mark, trade dress, copyright, moral rights and any other personal or proprietary right; and (iii) the content or subject matter of any

advertisement is obscene, defamatory, libelous, violative of any third party's right of privacy or publicity or otherwise in contravention of the law or the rights of any person or entity.

j. Insurance. Upon request, Advertiser shall provide to Publisher evidence of adequate liability insurance supporting Advertiser's obligations hereunder and shall, upon Publisher's request, name Publisher as an additional named insured. Said insurance shall remain in effect, with all premiums paid in a timely manner by advertiser, from the date that the particular advertisement is published to the date that any suit or claim against Publisher or its affiliates shall have been barred by an applicable statute of limitations.

k. Jurisdiction. All contracts, insertion orders and advertisements placed by advertiser or its agent with Publisher shall be governed by and construed in accordance with the laws of the State of California, without regard to conflict of law principles. Any controversy arising under this Agreement shall be adjudicated before a state or federal court of competent jurisdiction located in Los Angeles County, California, and each of Publisher and advertiser and its agency (i) accepts, generally and unconditionally, the exclusive jurisdiction of such court and any related appellate court, and irrevocably agrees to be bound by any judgment rendered thereby in connection herewith, and (ii) irrevocably waives any objection it may now or hereafter have as to the venue of any such suit, action or proceeding brought in such a court or that such court is an inconvenient forum.

l. Assignment. Neither advertiser nor its agency shall resell, assign or transfer any insertion order, in whole or in part, without the prior written consent of Publisher. Any assignment in violation hereof shall be null and void ab initio.

m. Waiver, Cumulative Remedies. No failure or delay in the exercise of any right, remedy, power or privilege hereunder shall operate as a waiver thereof; and no single or partial exercise of any right, remedy, power or privilege hereunder shall preclude any other or further exercise thereof or the exercise of any other right, remedy, power or privilege. The rights, remedies, powers and privileges herein provided are cumulative and not exclusive of any rights, remedies, powers and privileges provided by law or in equity.

n. Enforceability. If any term or condition herein is found to be invalid, unlawful or unenforceable to any extent, such term or condition shall be excluded herefrom, and such term or condition shall continue to be valid and enforceable in all other respects to the fullest extent permitted by law.

o. Force Majeure. Publisher shall be excused from any delay or failure in its performance hereunder caused by any act of God, fire, flood, war, civil disturbance, sabotage, terrorism, national disaster, disputes with organized labor or other acts of third parties beyond Publisher's control.

p. Entire Agreement. The terms and conditions set forth herein constitute the sole and entire agreement between Publisher, advertiser and its agency with respect to the subject matter hereof and supersedes all prior agreements, promises, proposals, representations, understandings and negotiations, whether written or oral, between the such parties with respect to such subject matter.

q. Modification. No modification, amendment or supplement to any provision of these terms and conditions shall be binding upon Publisher unless made in writing and duly signed by Publisher.

Published by Weider Publications, LLC
21100 Erwin Street; Woodland Hills, CA 91367



Member:
Audit Bureau of
Circulations

One Park Avenue • New York, New York, 10016 • 212.545.4800

advertising

RATE BASE: 300,000

ISSUE	SPACE CLOSING	MATERIALS DUE	ON-SALE
February	11/24/09	12/03/09	1/18/10
March	12/22/09	12/31/09	2/14/10
April/May	1/19/10	1/28/10	3/15/10
June	3/16/10	3/25/10	5/10/10
July/August	4/20/10	4/29/10	6/14/10
September/ October	6/15/10	6/24/10	8/9/10
November	8/24/10	9/2/10	10/18/10
December/January	9/21/10	9/30/10	11/15/10

Updated March 23, 2010

CLOSING DATES 2010

NATURAL
FEEL GOOD • LOOK GOOD • DO GOOD
HEALTH

advertising

JEFF A. CHRISTIAN

**Publisher/
Brand Ambassador**

One Park Avenue, 10TH Fl
New York, NY 10016
T 212.545.4890
F 212.696.5358
jchristian@amilink.com

KAREN S. FISCH

**Eastern
Advertising Director**

One Park Avenue, 10TH Fl
New York, NY 10016
T 212.545.4884
F 212.679.2091
kfisch@amilink.com

LIZ HORAN JENKS

**Northwest
Advertising Manager**

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