

advertising

advertising contacts

Publisher

Eileen G. Chiafair
One Park Avenue, 10th fl
New York, NY 10016
212.545.4802 T
212.686.9032 f
echiafair@amilink.com

New York Account Manager

Michelle Wagner
One Park Avenue, 10th fl
New York, NY 10016
212.545.4805 T
212.686.9032 f
mwagner@amilink.com

Midwest Account Manager

Kristin King
444 n. Michigan Avenue, #400
Chicago, IL 60611
312.396.8028 T
312.396.1898 f
kking@amilink.com

New York Advertising Manager

Kathleen Sharkey
One Park Avenue, 10th fl
New York, NY 10016
212.545.4831 T
212.686.9032 f
ksharkey@amilink.com

detroit Account Manager

Chris Schultz
1307 Allen Drive, Suite C
Troy, MI 48083
248.588.1720 Ext. 215 T
248.589.9363 f
cschultz@amilink.com

western Account Manager

Beth Kurup
21100 Erwin Street
Woodland Hills, CA 91367
818.595.0504 T
818.704.5613 f
bkurup@amilink.com

New York Account Manager

Lina Ravinova
One Park Avenue, 10th fl
New York, NY 10016
212.545.4847 T
212.686.9032 f
lravinova@amilink.com

direct response Account Manager

Cynthia Augustine
One Park Avenue, 3rd fl.
New York, NY 10016
212.743.6628 T
212.743.6699 f
caugustine@amilink.com

Northwest Account Director

Sue Todd
Prestige Publications West
461 2nd Street #132
San Francisco, CA 94107
415.543.5001 T
415.543.0569 f
st_ppw@pacbell.net

**NATURAL
HEALTH**

feel good | look good | do good

advertising

ad specification

Dimensions

BLEED SIZES		
	2 Page Spread	15.75" x 10.75"
	Full Page	8" x 10.75"
	1/2 Page Spread (horizontal)	15.75" x 5.375"
	2/3 Page (vertical)	5" x 10.75"
	1/2 Page (horizontal)	8" x 5.375"
	1/2 Page (digest)	4.875" x 7.25"
	1/3 Page (vertical)	2.875" x 10.75"
	1/3 page (square)	4.875" x 5.125"
NON-BLEED SIZES		
	2 Page Spread	14.5" x 9.5"
	Full Page	6.75" x 9.5"
	1/2 Page Spread (horizontal)	14.5" x 4.625"
	2/3 Page (vertical)	4.25" x 9.5"
	1/2 Page (horizontal)	6.75" x 4.625"
	1/2 Page (digest)	4.125" x 6.50"
	1/3 Page (vertical)	2.125" x 9.5"
	1/3 Page (square)	4.125" x 4.375"

Magazine trim size 7.75" x 10.5" Live matter not intended to bleed must be .375" from trim and binding edges

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. Files 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
 Telephone: 212-743-6657
 Email: Toconnor@amilink.com

Ad spec URL: <http://www.rtd-lpc.com/weider/index.html>

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.

**NATURAL
HEALTH**

feel good | look good | do good

advertising

marketplace ad specifications

Dimensions

NON-BLEED SIZES	2 Page Spread	14.75" x 9.50"
	Full Page	6.875" x 9.50"
	1/2 Page Spread (horizontal)	14.75" x 4.50"
	2/3 Page (vertical)	4.25" x 9.25"
	1/2 Page (horizontal)	6.50" x 4.50"
	1/2 Page (digest)	4.25" x 6.50"
	1/3 Page (vertical)	2.125" x 9.25"
	1/3 Page (square)	4.25" x 4.50"
Essential Mail Order		
	1/6 page (vert)	2.125" x 4.50"
	1/6 page (horiz)	4.50" x 2.125"
	1/9 page	2.125" x 3.00"
	1/12 page	2.125" x 2.125"

Magazine trim size 7.75" x 10.5" Live matter not intended to bleed must be .375" from trim and binding edges

Material Specifications

Digital Material PDF/X is the preferred file format for ad submission. Careful attention must be paid to the proper creation of PDF/Xa files to ensure that they will reproduce correctly. All high-resolution images and fonts must be included when the PDF/Xa file is saved. Use only Postscript fonts - no TrueType fonts or font substitutions. Images must be 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. Files 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.

Send materials regular mail/overning to:

American Media Inc.
Attn: Tom O'Connor,
Natural Health Production
One Park Ave., 3rd Floor T: 212-743-6657
New York, NY 10016 E: nhads@weiderpub.com

Ad spec URL: <http://www.rrd-lpc.com/weider/index.html>

Essential Shopper Section

- 10 standard size ads to a page. Designed by Natural Health.
- Advertiser must provide 4-color graphic, or photograph. Vertical orientation preferred.
- There are 1 or 2 line headlines, and typically 9 lines of text, or approximately 65 words
 - Numbers 1-10 will be spelled out (one, two...)
 - All phone numbers will be same: (888) 123-1234
 - Some text may be in CAPS, or underlined but not all of it.
 - Proper names and titles only, may be italicized.
 - No BOLD text allowed.

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 dosing dates on a "space available" basis, with the understanding that such advertisements will be positioned in the magazine solely at Publisher's discretion.

NATURAL HEALTH

feel good | look good | do good

advertising

Closing Dates - 2008

ISSUE	SPACE CLOSING	MATERIALS DUE	ON-SALE
December/January	9/18/07	9/27/07	11/12/07
February	11/20/07	11/29/07	1/14/08
March	12/18/07	12/27/07	2/11/08
April	1/15/08	1/24/08	3/10/08
May	2/15/08	2/22/08	4/9/08
June	3/21/08	3/28/08	5/14/08
July/August	4/25/08	5/2/08	6/18/08
September	6/13/08	6/20/08	8/6/08
October	7/18/08	7/25/08	9/10/08
November	8/15/08	8/22/08	10/8/08
December/January 2009	9/19/08	9/26/08	11/12/08

**NATURAL
HEALTH**

feel good | look good | do good

