

HealthBeat

MAGAZINE



A glossy,
four-color
magazine
devoted
to health
and fitness.

PASADENA STAR-NEWS

SAN
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VALLEY **TRIBUNE**

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Advertising Information
January-December 2007

HealthBeat is an informative and exciting supplement devoted to health and fitness.

This glossy, four-color magazine supplement focuses on the latest innovations and trends in medicine, nutrition and fitness including...

- ✓ Timely Features
- ✓ Guest Columns
- ✓ Wellness and Alternative Medicine
- ✓ Monthly Health Events Calendar
- ✓ “Healthy Eating” Recipes

Your HealthBeat ad will reach

- 377,316 adults
- 103,805 households
- 39 cities and communities

Also...

Each HealthBeat will appear on our Los Angeles Newspaper Group Web sites, providing visibility and access on eight separate newspaper Web sites with more than 9 million page views per month.

2007 Dates, Deadlines and Featured Articles

Publication Date: **Sunday, January 21**
Space Deadline: Wednesday, January 3
Chronic Back Pain Relief
Allergies
Pets and Elderly Health
2006 Medical Breakthroughs

Publication Date: **Sunday, February 25**
Space Deadline: Wednesday, February 5
Drinking Water Health
Eye Exams for Overall Health
Kidney Disease
Expert(s) Outlines Approach to Optimal Heart Health

Publication Date: **Sunday, March 25**
Space Deadline: Wednesday, March 7
Dieting Secrets
Vitamin Overload
The Best Home Exercising Equipment
Update on Recent Diseases - E. coli, SARS, Bird Flu, etc.

Publication Date: **Sunday, May 20**
Space Deadline: Wednesday, May 2
Types of Headaches
Men's Health
Cancer Research Update
Snack Healthy at Work
HIV Testing

Publication Date: **Sunday, July 30**
Space Deadline: Wednesday, July 11
Baby Safety
Alzheimer's
Children's Health and Fitness
Colorectal Cancer

Publication Date: **Sunday, September 23**
Space Deadline: Wednesday, September 5
Breast Cancer Awareness Month (October)
Restless Legs Syndrome
Halloween Safety
Prostate Cancer Update

Publication Date: **Sunday, October 28**
Space Deadline: Wednesday, October 10
Surviving the Holidays
Insomnia
Great American Smokeout – A Darker Cloud Over Smokers
Holiday Eating

Publication Date: **Sunday, December 23**
Space Deadline: Tuesday, December 5
Depression
Exercising on the Go
Diabetes
Heart Transplants – Then & Now

The articles listed are possible selections for a given month and may be changed at the editor's discretion.

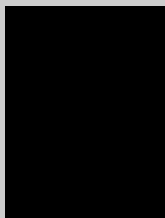
AVAILABLE AD SIZES AND RATES



All rates include full color

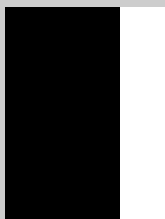
FULL PAGE - 9.5" x 10.75"

	1X	4X	8X
Premium Glossy Covers (Back, Inside Front, Inside Back)	\$3,969	\$3,771	\$3,150
Non-Glossy	\$3,737	\$3,551	\$2,989



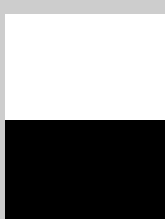
3/4 PAGE - 7.125" x 10.75"

	1X	4X	8X
	\$2,967	\$2,818	\$2,373



1/2 PAGE HORIZONTAL - 9.5" x 5.25"

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	\$1,978	\$1,880	\$1,582



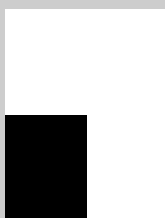
1/2 PAGE VERTICAL - 4.69" x 10.75"

	1X	4X	8X
	\$1,978	\$1,880	\$1,582



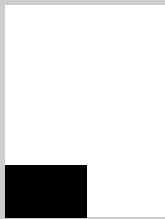
1/4 PAGE - 4.69" x 5.25"

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	\$989	\$940	\$792



1/8 PAGE - 4.69" x 2.50"

	1X	4X	8X
	\$494	\$469	\$395



FTP CONNECTION

- Via "Fetch" or similar software:
Host Site: **209.77.243.7**
User ID: **wc** (lower case)
Password: **1234**
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account name, run date and proper file extension. example:
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Must have internet connection to get to our FTP site. To log on, you can use either "ViCom" or "Fetch" for MacIntosh, or "WS_FTP" for PC.

These programs can be downloaded free at:
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Click on "internet" then "FTP" to get to the download screen.

Production questions can be directed to the Creative Services Department at (626) 962-8811 ext. 2286

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Our Markets



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Reach a Powerful Consumer Market

Total Consumer Expenditures	\$21.1 billion
Total Buying Power	\$36.2 billion
Average Household Buying Power	\$56,756
Percent of Household Buying Power \$50,000+	44%

Source: Claritas 2006