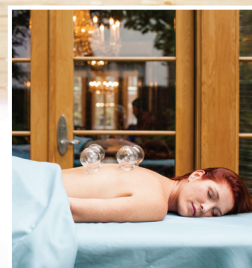


# Prevention

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## 2014 Media Kit





2014

## Prevention

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**Bold and Breakthrough Ideas for the Nation's Most Influential Health/Wellness Consumers**

**Thought Leadership in Health/Wellness:** Leading the conversation and inspiring a movement.

**Fresh and Breakthrough Perspectives:** Pushing the boundaries and challenging the status quo.

**Exceptional Talent:** Leading-edge thinkers and top minds in health, wellness, fitness-performance and spirituality.

**Authoritative and Authentic:** Delivered with a heightened sense of authority, authenticity and through the lens of the most influential health/wellness consumers – the new health leadership class.



2014

## The Prevention Brand

Expressed Across Every Consumer Channel

### PRINT

- Prevention Magazine
- Custom SIPs
- Bookazines
- Books
- Custom Publishing
- International Editions
- Cover Wraps



### BROADCAST

- "Love Your..." TV Specials



### RETAIL & POINT-OF-SALE/SERVICE

- Doctors' Offices
- Media
- Pharmacy Collateral
- Amazon.com Partnership



## Prevention



### DIGITAL

- Prevention.com
- iPad, Nook & Kindle Editions
- Prevention Custom Apps
- Prevention TV— Digital Video
- Editorial Digital Video



### PREVENTION INSIGHTS

- Custom Research Capabilities
- Rodale Institute
- Rodale Library

### SOCIAL MEDIA

- Facebook
- Twitter
- Pinterest
- Instagram
- Google+



### PREVENTION LIVE

- R3 Summit
- Healthy Epicurean Chef Series
- Custom Event Marketing Capabilities



### PUBLIC RELATIONS

- Over 2.8 billion media impressions in 2013

For more information on advertising, contact your account manager  
or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)



2014

# Editorial Profile

With a stable of leading-edge thinkers and top minds in health, wellness, nutrition, fitness-performance and spirituality, *Prevention* is leading the conversation and inspiring a movement.



\*Other includes: Hobbies/Athletics, Travel, Apparel and Accessories, Culture, Home Furnishings, Family, Celebrity, Science and Technology, Business and Finance, U.S. Affairs, Consumer Electronics, Automotive, Building/Construction, International Dealings, Misc.

Source: Media Radar, Jan-Dec 2013

For more information on advertising, contact your account manager  
or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)



2014

# Circulation

Health & wellness have never been more at the forefront of the American conversation. This is one reason why millions of readers turn to *Prevention* each month.



Rate Base

**2.0 MILLION**

Readers pay one of the **highest sub rates** in the industry

Average Print & Digital Newsstand Sales

**220,739**

A loyal subscriber base & solid newsstand performance make Prevention the

— **9th largest monthly consumer magazine in the U.S.\***

(out of 300+ measured magazines)

— **14th largest consumer magazine in the U.S.\***

Source: AAM Snapshot; December 2013

\*Excludes Association-member magazines

For more information on advertising, contact your account manager or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)



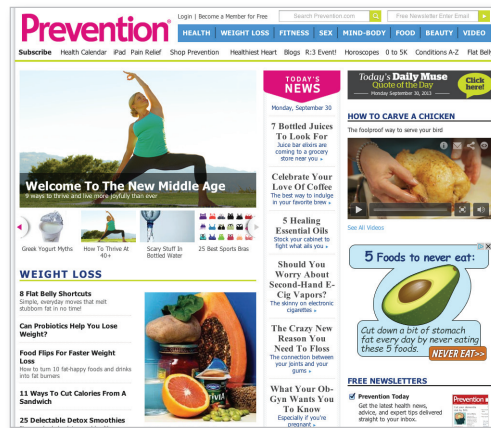
2014

# Prevention.com

Prevention.com is fresh, energetic and bold – setting a positive and empowering tone for users. Leading the national conversation on health and wellness and continuously breaking news, Prevention.com is the daily source with the inspiration and interaction today's health elite seek to enhance their already vibrant lives.

## Demographic Profile

Women:	76%
Age 18-34:	24%
Age 45-64:	42%
Age 35-54:	37%
Age 65+:	16%
Median Age:	49 yrs
Median HHI:	\$70,576
Employed:	65%
Any College:	81%



## Traffic

Page Views:	51 million
Unique Users:	6.3 million

Source: Demographics - @Plan, Q3 2013;  
Traffic – Coremetrics Jan. 2014

For more information on advertising,  
contact your account manager or

**Lori Burgess**, Publisher @ 212.573.0363  
or Lori.Burgess@rodale.com





2014

## Full Circulation

## Demographic Profile

<b>Total Audience:</b>	<b>8,456,000</b>
------------------------	------------------

Female	81%
Male	19%

<b>Median Age:</b>	<b>57 years</b>
--------------------	-----------------

Age 18-49	33%
Age 25-54	44%
Age 35-54	37%
Age 35-64	62%
Age 35+	91%

<b>Median HHI:</b>	<b>\$63,747</b>
--------------------	-----------------

\$40,000+	71%
\$50,000+	61%
\$60,000+	53%

## Education

Attended College	67%
Graduated College+	36%

## Employment

Employed	49%
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## Marital/Household Status

Married	62%
Children in HH	28%
— Under Age 12	18%
— Age 6-17	22%
— Age 12-17	16%

## Home Ownership

Household Size: 2	40%
Household Size: 3+	41%
Own Home	79%

Source: GfK MRI Fall 2013

For more information on advertising,  
contact your account manager or

**Lori Burgess**, Publisher @ 212.573.0363  
or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)



2014

## Press

Prevention is making big headlines, resulting in more than 2.2 billion media impressions in 2012 and **more than 2.8 BILLION in 2013**. Coverage on top television programs, such as *Live! With Kelly and Michael*, *Today* and *The Talk*; and in leading publications, like the *New York Times*, prove that women want the proactive lifestyle beauty, fitness and nutrition tips and tools that *Prevention* has to offer.

### Television



### Consumer Print



### Trade Print



### Online



For more information on advertising, contact your account manager or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)



2014

## Open Rates

Rate Base	2,000,000	
	Gross Open	Net Open
Page	\$116,200	\$98,770
1/2 Page	\$67,000	\$56,950
2nd Cover	\$139,500	\$118,575
3rd Cover	\$127,800	\$108,630
4th Cover	\$151,000	\$128,350

EFFECTIVE JULY 2014 ISSUE  
REVISED 4.18.14



For more information on advertising, contact your account manager  
or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)

2014

## Production Schedule

ISSUE	FRACTIONAL & REGIONAL SPACE CLOSE	SPACE & MATERIAL CLOSE	SUPPLIED INSERTS DUE AT PRINTER	ON-SALE
<b>JAN 14</b>	10.25.13	11.01.13	11.28.13	12.17.13
<b>FEB 14</b>	11.27.13	12.04.13	12.23.13	01.21.14
<b>MAR 14</b>	01.03.14	01.10.14	01.28.14	02.25.14
<b>APR 14</b>	01.31.14	02.07.14	02.25.14	03.25.14
<b>MAY 14</b>	02.28.14	03.07.14	03.25.14	04.22.14
<b>JUN 14</b>	03.28.14	04.04.14	04.22.14	05.20.14
<b>JUL 14</b>	04.25.14	05.02.14	05.20.14	06.17.14
<b>AUG 14</b>	05.30.14	06.06.14	06.24.14	07.22.14
<b>SEP 14</b>	06.26.14	07.03.14	07.22.14	08.19.14
<b>OCT 14</b>	08.01.14	08.08.14	08.26.14	09.23.14
<b>NOV 14</b>	08.29.14	09.05.14	09.23.14	10.21.14
<b>DEC 14</b>	09.26.14	10.03.14	10.21.14	11.18.14
<b>JAN 15</b>	10.24.14	10.31.14	11.18.14	12.16.14

SUBJECT TO CHANGE

For more information on advertising,  
contact your account manager or

**Lori Burgess**, Publisher @ 212.573.0363  
or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)





2014

# Digital File Requirements

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## Digital File Formats

Accepted file format: PDF/X-1a:2001

## General File Requirements

- File to contain only 1 page or 1 spread.
- The page size must be consistent from page to page.
- Pages must be created to include bleed when required.
- All required trapping should be done prior to creating the file.
- Include quality control patch (color bars) outside maximum dimension of bleed ad file.

## PDF/X-1a:2001 File Requirements

- File must be PDF/X-1a:2001, compliant version 1.3.
- Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB or ICC color profiles) and saved in Tiff or EPS format.
- All fonts must be included and be Type 1 or 3 (no TrueType).

## Electronic File Delivery

[www.adshuttle.com](http://www.adshuttle.com)

- One-time setup required; follow sign-up instructions.
- Adshuttle support available at 1-866-774-5784.

## Hard Copy Proofs

- All proofs must be made to (current G7) SWOP specifications.
- SWOP color proof **MUST** be made from supplied file.
- All proofs must contain a color control bar in order to be considered an acceptable SWOP proof and be clearly marked with available job information and proofing system identification.
- All color proofs should be in exact register.
- All proofs must be at 100% of final size.

The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date. If the supplied proof is not SWOP-compliant and/or is unacceptable for press-side color guidance, the customer will be notified and a new proof will be requested.

## Production Costs

The 15% commission will be forfeited if Prevention produces your ad or re-creates your digital file to ensure press compliance.

For more information on advertising, contact your account manager  

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or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)

2014

# Digital File Requirements

## Standard-Size Advertisements

Magazine printed by offset process. Perfect binding. Trim size is 5¼" x 7<sup>7</sup>/<sub>16</sub>". Type and important subject matter should be kept at least ¼" from trim. Allow ½" gutter type crossover space. Allow ⅛" for bleed. Set color bars and crop marks so that they are outside page bleed.

	LIVE AREA	TRIM	BLEED
<b>Bleed Ads</b>			<b>Decimal</b>
Full Page (and covers)	4.75" x 6.9375"	5.25" x 7.4375"	5.5" x 7.6875"
½-Page Horizontal	4.75" x 3.125"	5.25" x 3.625"	5.5" x 3.875"
½-Page Vertical	2" x 6.9375"	2.5" x 7.4375"	2.75" x 7.6875"
2-Page Spread	10" x 6.9375"	10.5" x 7.4375"	10.75" x 7.6875"
½-Page Spread	10" x 3.125"	10.5" x 3.625"	10.75" x 3.875"

			Inches
Full Page (and covers)	4 <sup>3</sup> / <sub>4</sub> " x 6 <sup>15</sup> / <sub>16</sub> "	5 <sup>1</sup> / <sub>4</sub> " x 7 <sup>7</sup> / <sub>16</sub> "	5 <sup>1</sup> / <sub>2</sub> " x 7 <sup>11</sup> / <sub>16</sub> "
½-Page Horizontal	4 <sup>3</sup> / <sub>4</sub> " x 3 <sup>1</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>4</sub> " x 3 <sup>5</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>2</sub> " x 3 <sup>7</sup> / <sub>8</sub> "
½-Page Vertical	2" x 6 <sup>15</sup> / <sub>16</sub> "	2 <sup>1</sup> / <sub>2</sub> " x 7 <sup>7</sup> / <sub>16</sub> "	2 <sup>3</sup> / <sub>4</sub> " x 7 <sup>11</sup> / <sub>16</sub> "
2-Page Spread	10" x 6 <sup>15</sup> / <sub>16</sub> "	10 <sup>1</sup> / <sub>2</sub> " x 7 <sup>7</sup> / <sub>16</sub> "	10 <sup>3</sup> / <sub>4</sub> " x 7 <sup>11</sup> / <sub>16</sub> "
½-Page Spread	10" x 3 <sup>1</sup> / <sub>8</sub> "	10 <sup>1</sup> / <sub>2</sub> " x 3 <sup>5</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> " x 3 <sup>7</sup> / <sub>8</sub> "

	LIVE AREA	LIVE AREA
Non-Bleed Ads	Decimal	Inches
Full Page	4.75" x 6.9375"	4 <sup>3</sup> / <sub>4</sub> " x 6 <sup>15</sup> / <sub>16</sub> "
½-Page Horizontal	4.75" x 3.125"	4 <sup>3</sup> / <sub>4</sub> " x 3 <sup>1</sup> / <sub>8</sub> "
½-Page Vertical	2.125" x 6.9375"	2 <sup>1</sup> / <sub>8</sub> " x 6 <sup>15</sup> / <sub>16</sub> "

## Advertising File Delivery

Advertising production materials for Prevention, Prevention Special Interest Publications and Prevention Bookazines should be sent directly to:

Electronic advertising file delivery available at [www.adshuttle.com](http://www.adshuttle.com).

Send SWOP Color Proofs to:

### Cindy Wenrich

Prevention Advertising Production Specialist  
400 S. 10th Street, Emmaus, PA 18098  
P 610-967-8214 F 610-967-9391  
E [cindy.wenrich@rodale.com](mailto:cindy.wenrich@rodale.com)

## Advertising Production Contact

General production questions/concerns, supplied insert spec/shipping information:

### Jen Graber

Prevention Production Manager  
400 S. 10th Street, Emmaus, PA 18098  
P 610-967-7886 F 610-967-9534  
E [jennifer.graber@rodale.com](mailto:jennifer.graber@rodale.com)

Advertising page production spec information, materials extension dates:

### Cindy Wenrich

Prevention Advertising Production Specialist  
400 S. 10th Street, Emmaus, PA 18098  
P 610-967-8214 F 610-967-9391  
E [cindy.wenrich@rodale.com](mailto:cindy.wenrich@rodale.com)

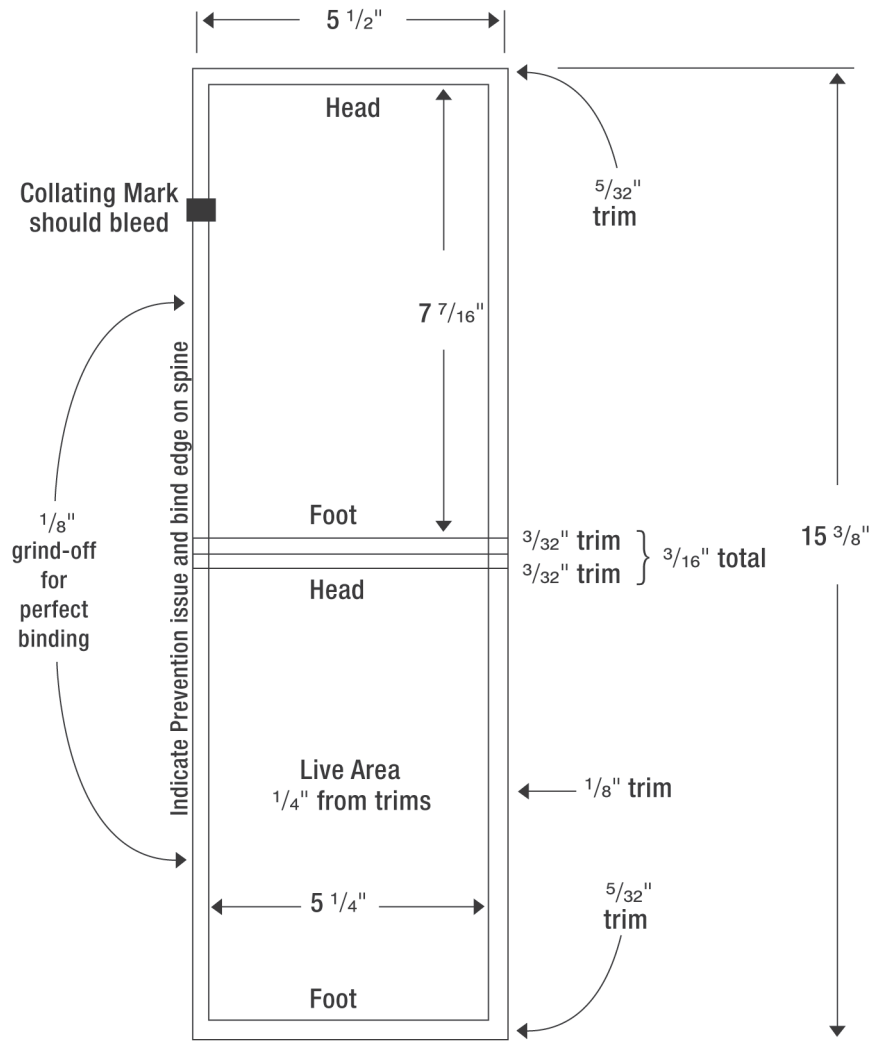
For more information on advertising, contact your account manager or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)

2014

## 2-Page Insert

Production

## Specifications: Full Size Card

Flat size two up:  $5\frac{1}{2}'' \times 15\frac{3}{8}''$ 

## Mechanical Specifications

- > Magazine binds perfect bound
- > Magazine trim size is  $5\frac{1}{4}'' \times 7\frac{7}{16}''$
- > Allow for  $\frac{1}{8}''$  grind-off binding edge of inserts and cards
- > Horizontal and/or vertical perforations where desired

For more information on advertising, contact your account manager  
 or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)



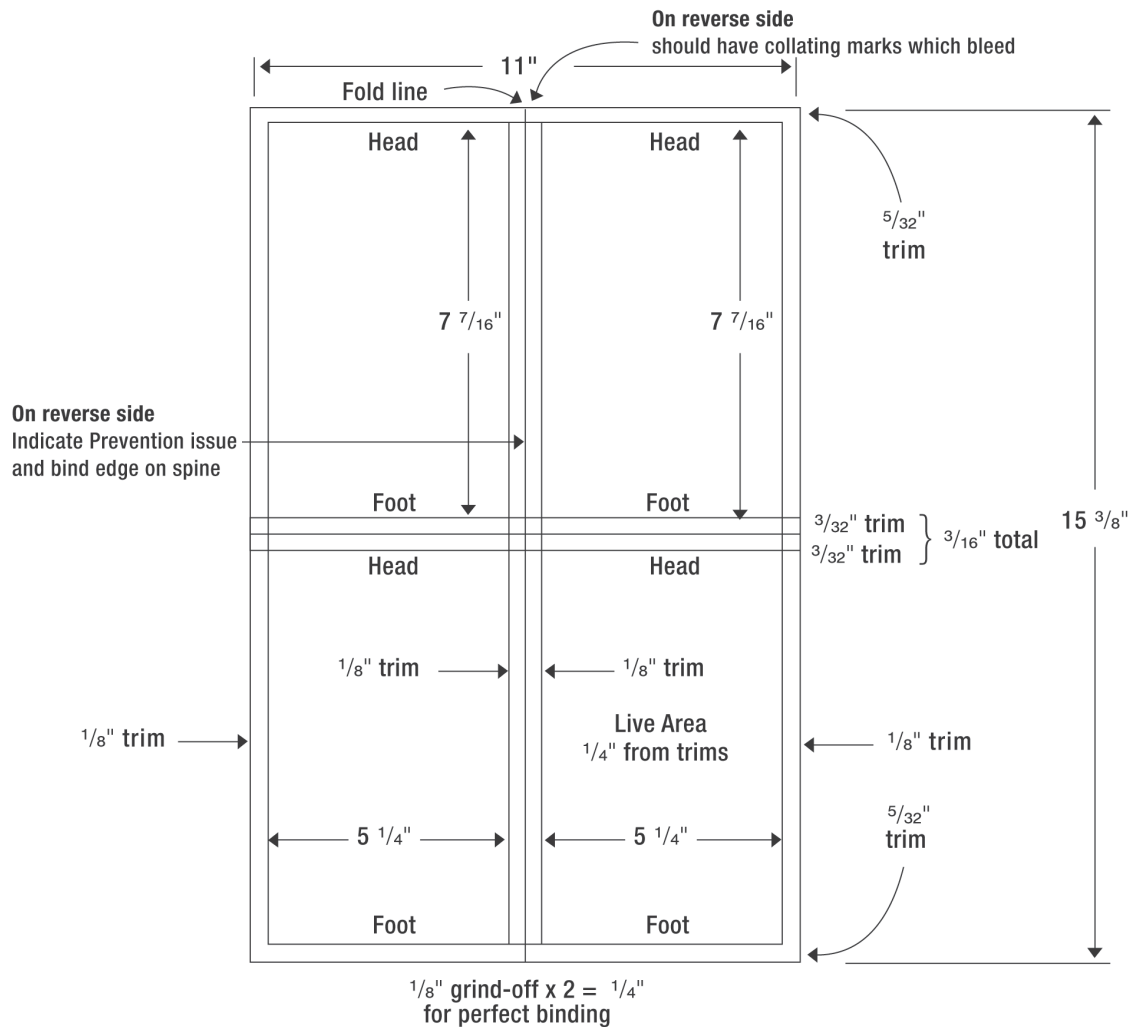
2014

## 4-Page Insert

Production

## Specifications

Flat size two up: 11" x 15 3/8"



## Mechanical Specifications

- > Magazine binds perfect bound
- > Magazine trim size is 5 1/4" x 7 7/16"
- > Allow for 1/8" grind-off binding edge of inserts and cards
- > Horizontal and/or vertical perforations where desired

For more information on advertising, contact your account manager  
 or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)

2014

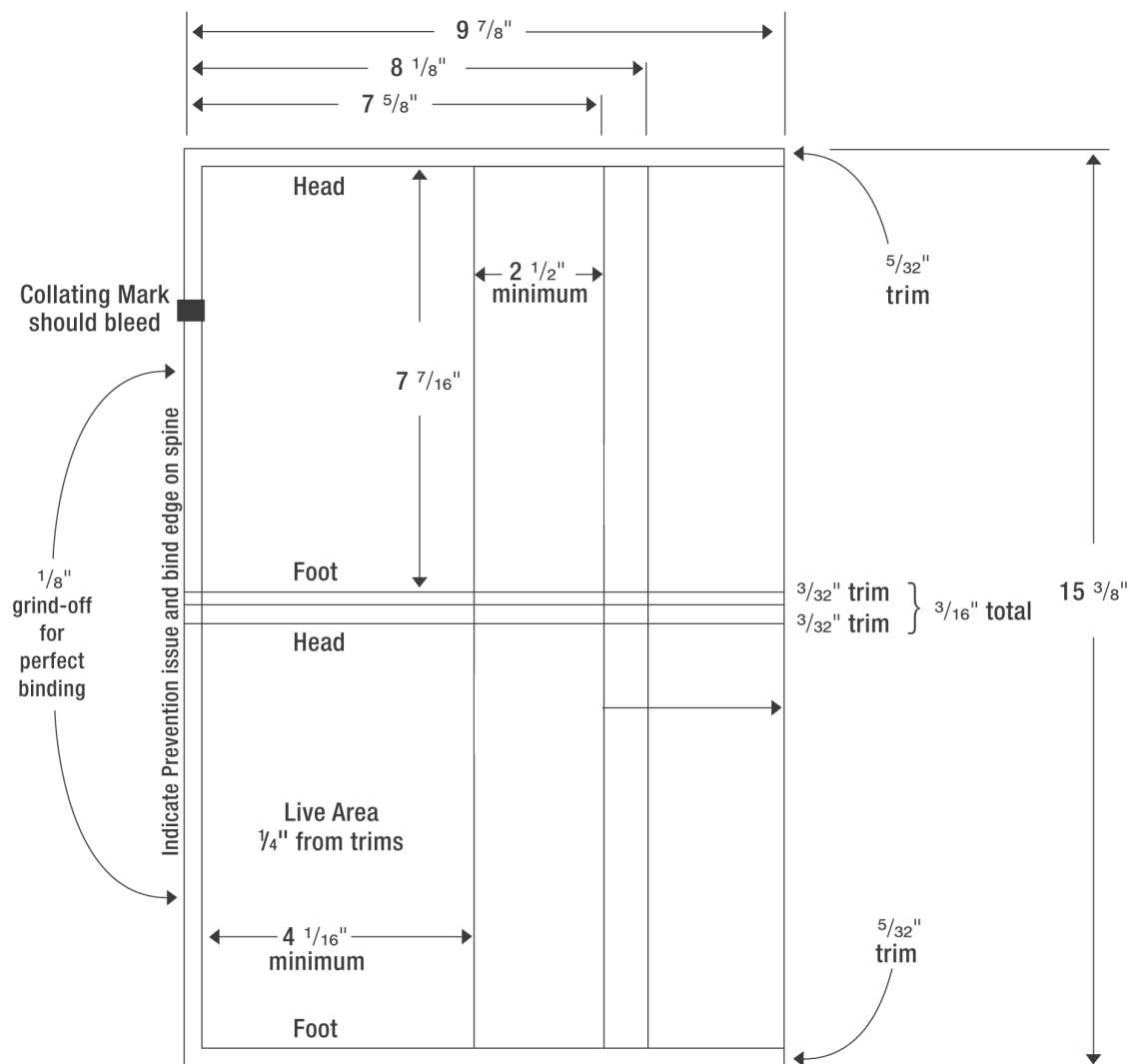
## Gatefold

Production

## Specifications

Minimum Folded Size: 4 1/4" x 15 3/8"

Maximum Folded Size: 5 1/4" x 15 3/8"



## Mechanical Specifications

- > Magazine binds perfect bound
- > Magazine trim size is 5 1/4" x 7 7/16"
- > Allow for 1/8" grind-off binding edge of inserts and cards
- > Horizontal and/or vertical perforations where desired

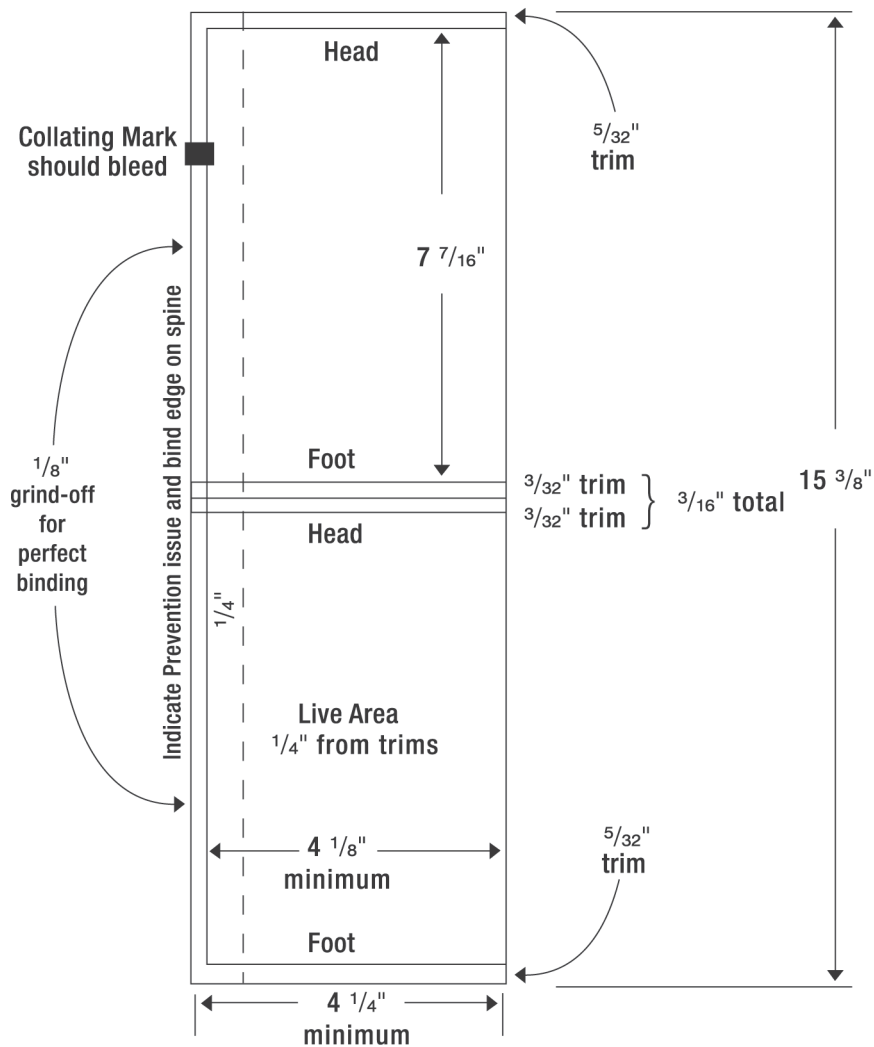
For more information on advertising, contact your account manager  
 or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)

2014

## Narrow Bind-In Card

Production

## Specifications

Flat size two up:  $4 \frac{1}{4}'' \times 15 \frac{3}{8}''$ 

## Mechanical Specifications

- > Magazine binds perfect bound
- > Magazine trim size is  $5 \frac{1}{4}'' \times 7 \frac{7}{16}''$
- > Allow for  $\frac{1}{8}''$  grind-off binding edge of inserts and cards
- > Horizontal and/or vertical perforations where desired

For more information on advertising, contact your account manager  
 or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)

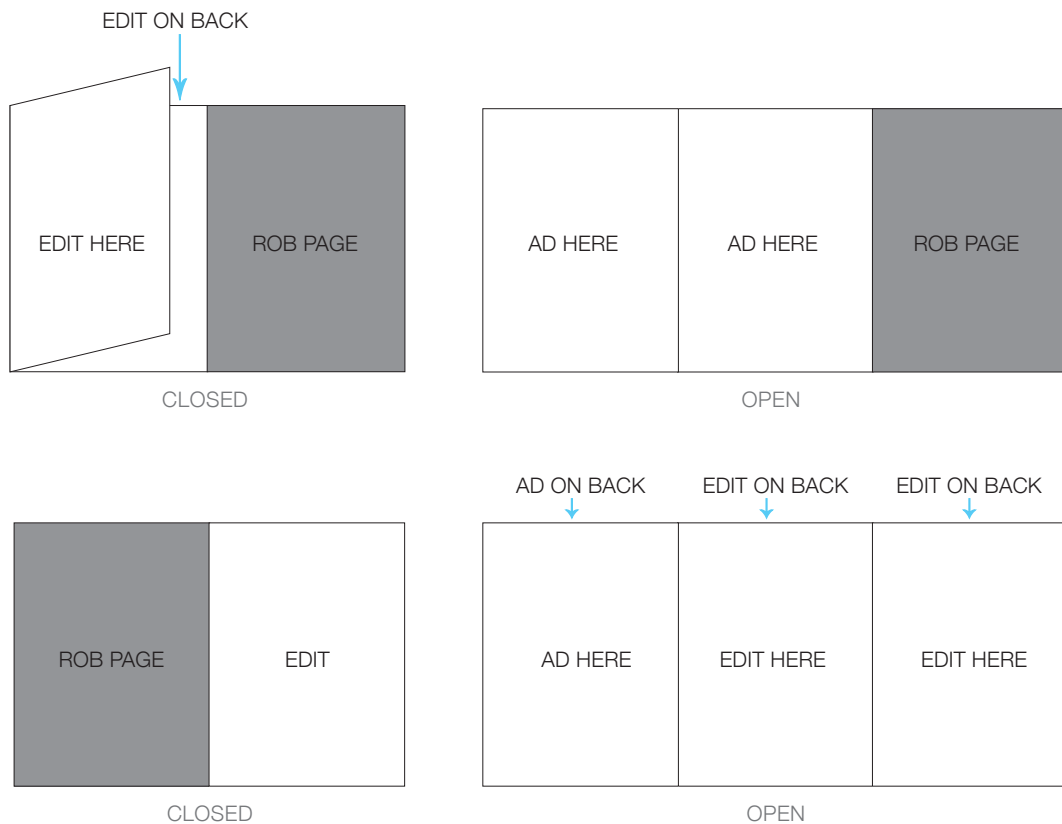


2014

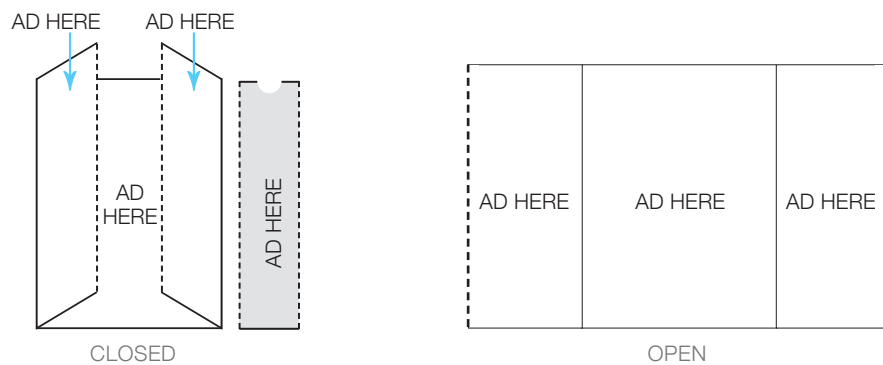
# 4-Page Gatefold

Production

## 2 Ad Pages + 2 Edit Pages



### > 6 Page Z Gatefold/Calendar Pullout



### > 4 Page French Door Zipper Gatefold

For more information on advertising, contact your account manager  
or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)

2014

## Insert Units

Production

### Interior

- > Inserts - SSI  
(2 Page), 4, 6, 8, 12, 16 pages
- > Press Pasted & Perforated Insert  
4, 6, 8, 12, 16 pages
- > Interior Sleeve -  
2, 4, 6, 8 pages
- > Gatefolds
- > French Door Gatefolds
- > Zipper French Door Gatefolds
- > Double/Butterfly Gatefold
- > Lift & Reveal Inserts
- > Inserts with removable Bookmark

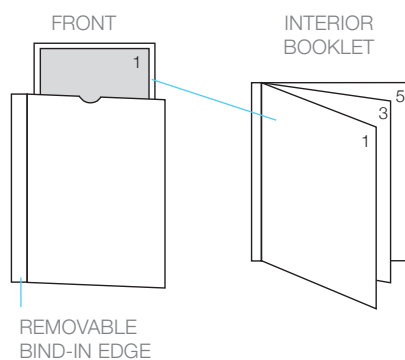
### Cover Placements

(NEED BUSINESS DEPT APPROVAL)

- > Coversleeve - 2, 4, 6 8 pages
- > Zipper Gate Cover  
(off of 3rd or 4th cover)
- > Cover Single Gatefold  
(off of 2nd OR 3rd cover)
- > Cover Double Gatefold  
(off of 2nd OR 3rd cover)

### Onserts

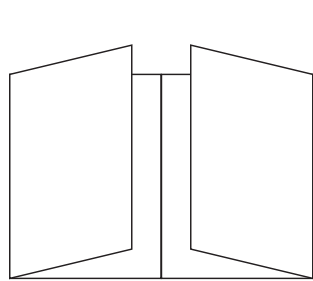
- > Prevention offers the option to polybag various units within any given issue, pending publisher approval, and when meeting printer and postal specifications



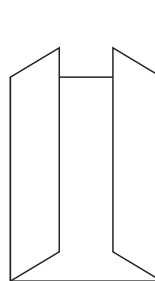
- > **Cover sleeve**  
(2,4,6,8 page booklet options)



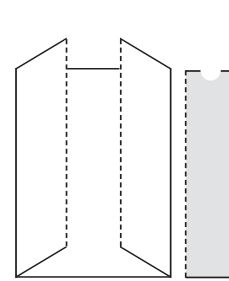
- > **Interior sleeve**  
(2,4,6,8 page booklet options)



- > **Double/Butterfly Gatefold**



- > **French Door Gatefolds**



- > **Zipper Gate**

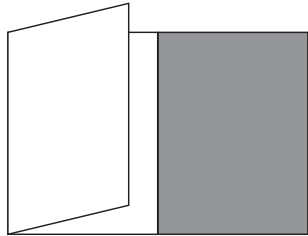
continued...

2014

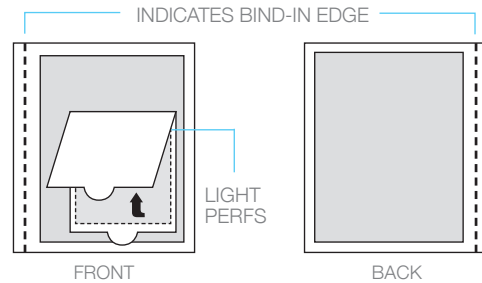
# Inserts Units

Production

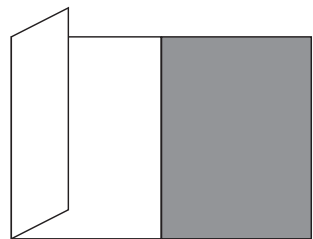
> Double/Butterfly Gatefold



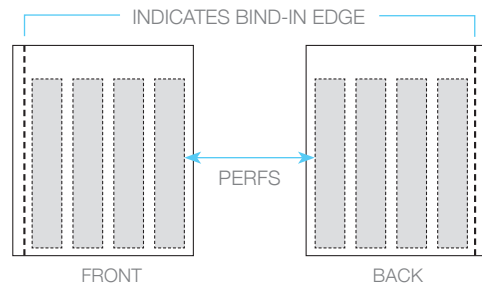
> Gatefold  
(Left or Right Hand)



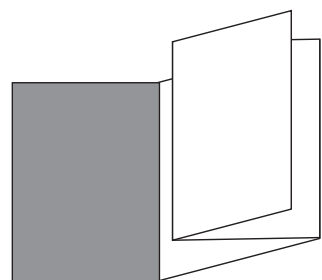
> Lift and Reveal



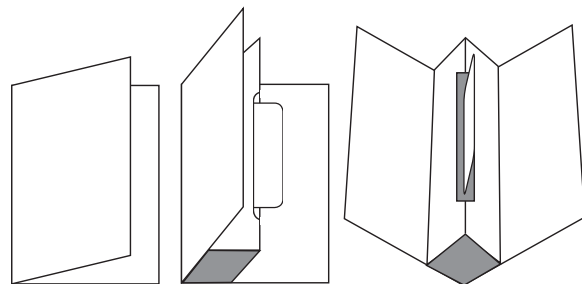
> Insert with  
Removable Bookmark  
(Left or Right Hand)



> Removable Bookmark Unit



> Z-Gatefold  
(Left or Right Hand)



> Pop-Up

**Additional units available on request**

For more information on advertising, contact your account manager  
or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)



2014

# Inserts & Special Units

Production

- > A variety of special units are available, including multi-page sections, gatefolds, cards, etc. Charges will vary depending on the specific insert and current production charges. Production charges are non-commissionable. Contact your Prevention account manager for further information and rates.
- > Consult Prevention magazine production manager for insert specifications prior to preparation of materials.

## Shipping Info

RR Donnelley  
216 Greenfield Rd, Lancaster, PA 17601

## Appointments

To ensure timely delivery, the following MUST be printed on BOL: "All deliveries by Appointment or Risk Refusal"

## Hours for Making Appointments

Call 717-293-2432 between the hours of 7 a.m. and 3 p.m. (Eastern) Monday through Friday to make an appointment.

## Receiving Hours

Monday through Friday by appointment. Times will be made by RR Donnelley personnel that best suit RR Donnelley's production, warehouse capabilities and the customer's due date. Special exceptions may be made for weekend deliveries depending on productivity requirements.

## For Directions

Call 717-390-4444 or 717-293-2071

## BOL Requirements

Each bill of lading must contain the following information:

- > Shippers Company Name, Address and Telephone Number
- > Shipped to address (216 Greenfield Rd)
- > "All deliveries by Appointment or Risk Refusal"
- > Receiver's Phone Number for Appointments (717-293-2432)
- > RR Donnelley Customer Service Representative's name
- > Publisher's Name
- > Magazine or Catalog title
- > Issue Date or Month
- > Code or lap I.D.
- > 2 up count for 2 up jobs
- > Copy count for NON 2 up counts
- > Number pallets
- > Gross weight

## Packing Slips

R.R. Donnelley requests packing slips or BOL's be faxed to R.R. Donnelley prior to or when shipment is dispatched to 717-293-2496.

## Packaging Specifications

The purpose of these specifications is to ensure reduced damage to inserts, accurate load identification, optimization of production efficiencies and reduced costs to suppliers and publishers. All shipments must arrive between 3 to 5 days prior to production dates.

## Load Identification

Each pallet must be flagged with job information on 2 adjacent sides and each pallet flag must contain the following information:

- > Shipped to address (216 Greenfield Rd)
- > RR Donnelley Customer Service Representative's name
- > Publisher's Name
- > Magazine or Catalog title
- > Issue Date or Month
- > Code or lap I.D.
- > 2 up count per skid
- > Number of inserts in a carton
- > Carton number (1 of \_\_\_)
- > Pallet number
- > Total weight of pallet

## Logging

- > All 2-up bind-ins must be supplied as logs.
- > Make each log using end-boards and plastic straps.
- > Log length minimum 24", maximum 42".
- > Make end-boards the same length and width as the insert being logged. End-boards must be strong enough to prevent damage to the product.
- > Log and stack inserts with the binding edge up.
- > Compress logs tightly enough to lift with a clamp style crane. Logs may not twist, buckle or fall apart.
- > Stack all logs facing the same direction on a pallet.
- > Put corrugated cardboard between layers.

continued...

2014

# Inserts & Special Units

Production

...continued

## Pallets

- All pallets should be 4-way entry
- Pallets may be wood or plastic. Costs to return plastic pallets are the responsibility of the sender.
- Product must not extend beyond the pallet deck
- Standard size pallets include:  
42" X 42" 44" X 44" 48" X 42"
- Pallet height must not exceed 56" including the pallet
- Maximum weight per pallet cannot exceed 2,500 lbs.
- All pallets must have a minimum of 3-1/2" fork opening for lift entry
- A protective cover (slipsheet) must be placed on the pallet deck to prevent sagging of inserts between boards.
- A plastic moisture barrier should also be used to prevent migration of moisture to the product. This can lead to sticking inserts and damaged inserts.
- A copy of the insert should be attached to 2 sides of each pallet.

## Pallet Wrapping/Strapping

- All loads must be protected with either stretch or shrink wrap
- If the load is stretch wrapped, it must be banded 2 X 2 first unless it is compressed and wrapped vertically and horizontally.
- Machine stretch wrap is preferred over hand wrap as it can better grip the load.
- The stretch wrap must always enclose the skid as well as the contents to securely fasten the load
- Pre-formed corner protectors are suggested to help prevent damage to inserts when wrapping
- If the load is to be strapped, a rigid wooden top must be provided. The top must not exceed the pallet dimensions, not less than the dimensions of the load on the pallet
- If the load is wrapped, a flexible top must be used. A flexible top may be multi-cut or scored corrugated.
- Polyester strapping is recommended, poly-propylene is allowed, but not recommended. Steel is not allowed.
- Straps must be at least 2 in each direction

## Piling Patterns

- Product or slip sheets must not extend beyond the pallet deck
- All inserts or product must be well jogged
- Lifts should be between 4" and 8" in height unless previously agreed due to unbalanced issues.
- Lifts may be compensated, but not in less than 4" increments.
- All layers should be separated by a slipsheet and be brick stacked with interlocking patterns.
- All lifts must not be strapped or banded or tied in any way.

## Cartoning

- Small and unstable shipments may require cartons.
- Product should not be tied, strapped or banded inside a carton
- All cartons must contain the same quantity
- Maximum weight of a single carton must not exceed 40 lbs.
- All cartoned loads must be flagged on 2 adjacent sides with job information
- All cartons must have a label with the following information:
  - Shipped to address (216 Greenfield Rd)
  - RR Donnelley Customer Service Representative's name
  - Publisher's Name
  - Magazine or Catalog title
  - Issue Date
  - Code or Lap I.D.
  - Number of inserts in a carton
  - Carton number (1 of \_\_)
  - Total weight of pallet
  - Pallet number

## Truck Loading

- Pallets should be placed to avoid minimum pallet movement.
- Loads must not be double stacked

For more information on advertising, contact your account manager  
or **Lori Burgess**, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)

2014

# Copy & Contract Regulations

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1. All products and services must be approved by the publisher before acceptance of insertion order. All copy subject to approval. Prevention reserves the right to reject or cancel any advertising for any reason at any time.
2. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with the publisher's policies will be binding on the publisher. Orders specifying positions other than covers are accepted only on a request basis.
3. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication will be made and charged for according to terms of schedule in force without further notice.
4. The advertiser and its agency, if there be one, each represents that it is fully authorized and licensed to use (1) the names and likenesses of all persons appearing in advertisement, (2) all copyrighted or trademarked material and (3) all testimonials contained in all advertisements submitted by or on behalf of the advertiser and published in Prevention, and that such advertisements are neither libelous, an invasion of privacy, or otherwise unlawful or infringe on the rights of any third party. The advertiser and its agency each agree to indemnify and save harmless Rodale, publisher of Prevention, against all loss, liability, damage and expense arising out of the copying, printing, or publication and distribution of such advertisement.
5. The agency and advertiser agree not to make promotional or merchandising reference to Prevention in any way except with the express written permission of the publisher for each use. Publisher's acceptance of an advertisement for publication in Prevention does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Prevention name or logo without publisher's prior written permission for each such use.
6. Advertisements simulating Prevention editorial matter in appearance or style must be clearly defined and labeled "Advertisement" and are subject to publisher's approval.
7. When change of copy is not received by closing date, copy run in previous issue will be inserted.
8. Advertiser and agency agree that the publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher.
9. The publisher's liability for any error will not exceed the cost of the space.
10. The publisher assumes no liability for errors in key numbers or, if for any reason, it becomes necessary to omit an advertisement.
11. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to publisher for advertising which advertiser or its agency ordered and which advertising was published. "Disclaimers" and "sequential liability" are not acceptable by Rodale Inc.
12. Announcement of any rate change will be made at least 60 days in advance of the closing date of the first issue affected. Orders for issues thereafter will be accepted at equal rate prevailing.
13. Orders for cover pages are noncancelable. Other pages are noncancelable after rate card issue closing date.
14. For advertising units less than full-page size, insertion orders must specify if advertisement is vertical or horizontal configuration. Insertion orders for all advertising units must state whether advertisement carries a coupon.
15. A copy of any proposed insert must be submitted to publisher prior to printing of the insert. In no event shall publisher be responsible for any errors or omissions in, or the production quality of, any furnished insert.
16. Credit Policies
  - Terms: net 30 days.
  - Finance charge of 1 ½% per month for invoices outstanding beyond 30 days.
  - Invoices rendered on or about on-sale date.
  - New advertisers must supply acceptable credit references and cash with order.
17. Prevention's ABC-compliant digital replica contributes toward rate base. Advertisers can choose to opt out at time of print space close but rate/rate base will not be adjusted.

For more information on advertising, contact your account manager  

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**or Lori Burgess, Publisher at 212.573.0363 or [Lori.Burgess@rodale.com](mailto:Lori.Burgess@rodale.com)**

2014

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