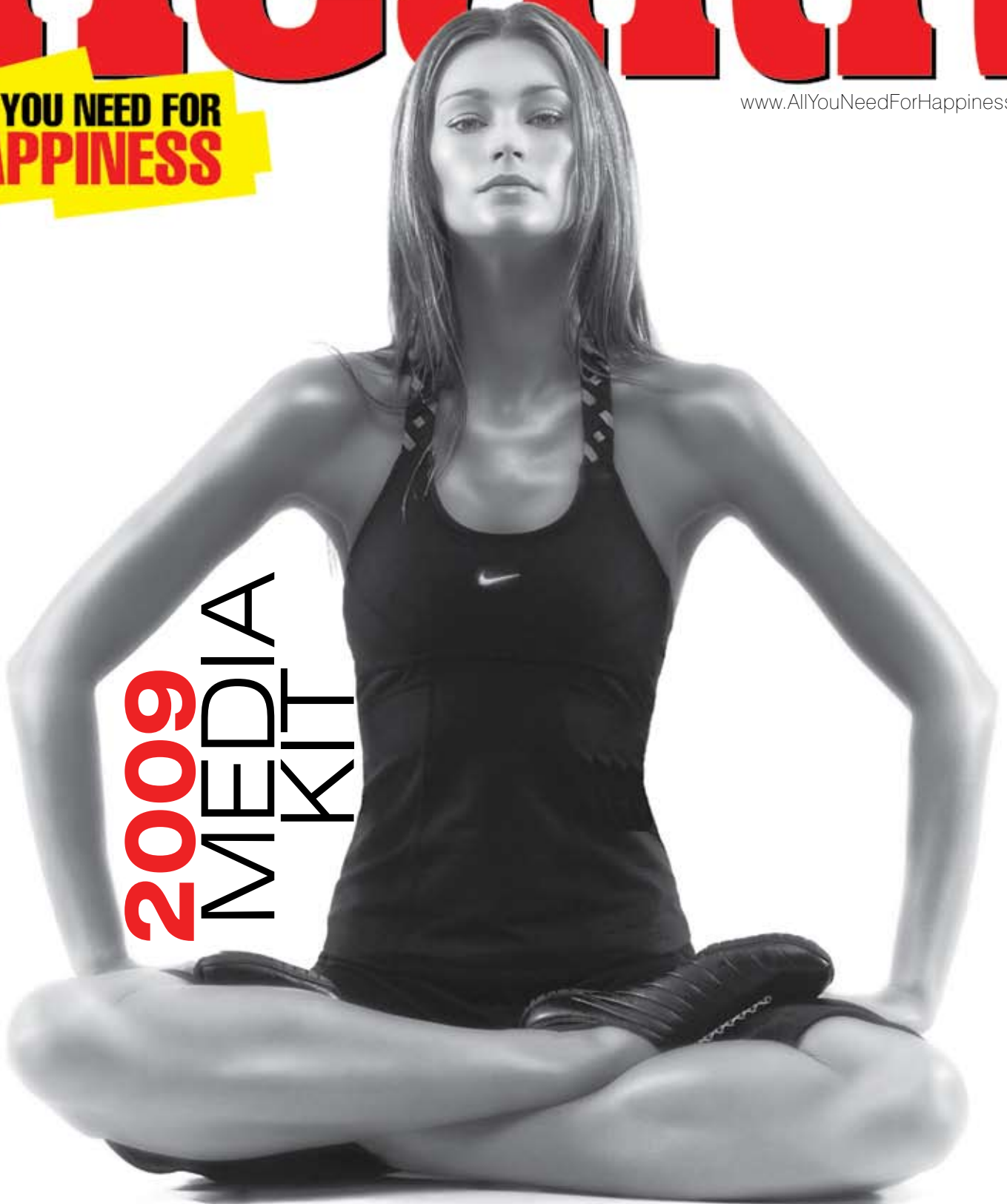


SCOTTSDALE Health

ALL YOU NEED FOR
HAPPINESS

www.AllYouNeedForHappiness.com

2009
MEDIA
KIT



ALL YOU NEED FOR HAPPINESS

mission STATEMENT

Being healthy is about more than just diet and exercise—it's your lifestyle. From relationships to having fun and everything in-between, total health is an all-around package. *Scottsdale Health* shows you how to live well in every area of your life. It's total happiness.

editorial PROFILE

COVER FEATURES

From in-depth interviews with local personalities to inspirational profiles, our cover features are engaging, entertaining and educating. We promise you'll get drawn in.

DEPARTMENTS

Health The latest news, insights and trends.

Muscle From flab to fab, what you need to get fit.

Nutrition Learn how to eat to be healthy for life.

Balance From ways to de-stress to learning to juggle your crazy schedule, everyone needs balance in their lives.

Beauty The tricks of the trade, from skincare to makeup to shaving.

Style All you need to know to look hip and up-to-date.

Relating From friendship to dating to marriage—and yes, even sex—here's how to do it right.

Solo Scottsdale Living the single life? Learn about places to go, things to do and meet other eligible singles.

Toys, Tech & Gear Everything you need to make your life more fun: The latest toys, gadgets and technology.

REGULARS

Crazy 8s We bet you didn't know everything on these Top 8 lists! We guarantee you'll check it out each month to see what we are talking about.

Fit and Fabulous Many people live the *Scottsdale Health* life. Each month, we'll let you get to know someone.

The Funnies Laughing is so serious that we've dedicated a page to making you laugh. Bet you can't keep a straight face.

Life Things to look forward to, from movies to books to music to events. We've got you covered.

Scottsdale Soul All the news, tidbits and happenings you need for a happy life!



circulation & DISTRIBUTION

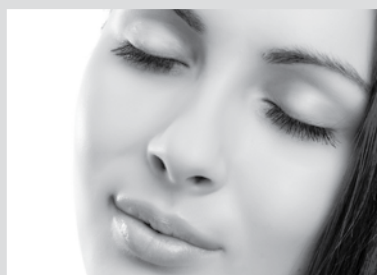
We deliver the people who not only want to live healthy, but live well!
...Smart, savvy and discerning readers.

Scottsdale Health is available at health-related business establishments, as well as the hippest locations and all the local hot spots—best reaching its target demographic, those striving to live a healthy and happy lifestyle.

To ensure this, each month **30,000** copies of *Scottsdale Health* are distributed to strategic sites, such as:

- Health Clubs
- Select Doctor Lounges
- Elite Salons & Spas
- Fine Boutiques
- Art Galleries
- Nightclubs
- Resorts
- Restaurants
- Gourmet Grocery Stores
- Luxury Car Dealerships
- Condos
- & More

TOTAL DISTRIBUTION OF 30,000



SCOTTSDALE Health

ALL YOU NEED FOR HAPPINESS

www.AllYouNeedForHappiness.com

2009 ADVERTISING RATES AND SPECS

8300 N. HAYDEN RD. SUITE 207 • SCOTTSDALE, AZ 85258 • P: 480.922.6582 • F: 480.922.6583 • www.AllYouNeedForHappiness.com

FOUR COLOR	12x	6x	1x
FULL PAGE	\$1980	\$2250	\$2650
2/3 PAGE VERTICAL	\$1750	\$2050	\$2450
1/2 PAGE HORIZONTAL	\$1550	\$1750	\$2150
1/2 PAGE ISLAND	\$1350	\$1550	\$1850
1/3 PAGE VERTICAL	\$1200	\$1350	\$1650
1/3 PAGE SQUARE	\$1050	\$1250	\$1550
1/6 PAGE V/H	\$550	\$650	\$800
1/12 PAGE SQUARE	\$300	\$350	\$450

PREMIUM POSITIONS	
BACK COVER	\$2950
INSIDE FRONT COVER	\$2750
INSIDE BACK COVER	\$2550
PAGES 3,5,7	\$2350
TOC	\$2150

SCOTTSDALE HEALTH ZONE			
1/2 PAGE V/H	\$1100	\$1250	\$1500
1/4 PAGE Vertical	\$600	\$650	\$800

• Rates are per insertion and all ads must run within a 12 month period

PRODUCTION MATERIAL & DEADLINES

All production material (artwork, photos, copy) as well as camera-ready ads are due by the 10th of each month prior to month of publication. It is the responsibility of the advertiser to notify of any ad changes or intent to provide a new camera ready ad prior to the publication deadline. If production materials or camera-ready ads do not arrive on time, Scottsdale Health will automatically use the prior month's ad for publication. Advertisers will receive a proof regardless of whether it is a new build, changes to an existing ad or a camera-ready ad. Advertiser will be required to sign off on the proof and fax back to Scottsdale Health. Scottsdale Health will not be responsible for any errors whatsoever if a signed proof is not received.

PRINT SPECIFICATIONS / ADS ON DISC

Digital files must be submitted along with a high quality color proof or black and white laser proof and comply with our production specifications. We will not be responsible for improperly prepared files.

MEDIA: Mac-formatted: Zip or CD

FILE FORMAT: Adobe InDesign, Quark Xpress, Adobe Illustrator, Adobe Photoshop. Adobe InDesign is the preferred format. Please note it is not recommended to send a full page ad that has been built in Illustrator.

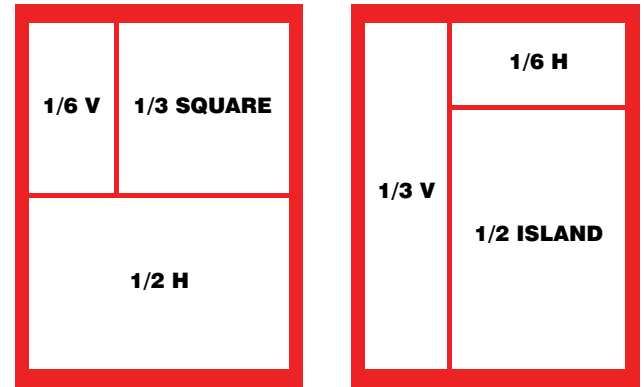
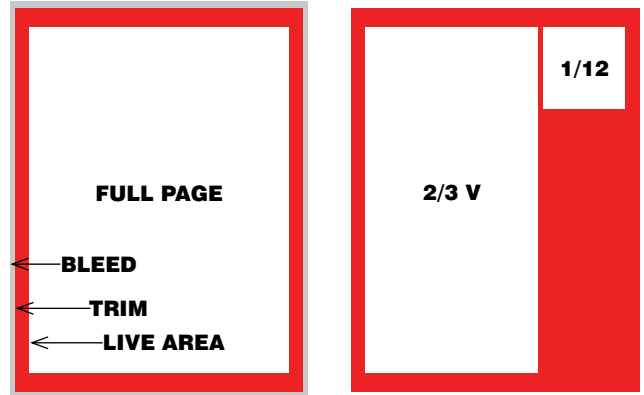
PDF FILES: PDF files are accepted and must be high resolution, CMYK with fonts embedded. A color proof should accompany all PDF files.

ELEMENT FORMATS: EPS or TIFF files (images/scans). We do not recommend compressed files such as JPEG, due to unpredictable quality. All images, colors, and scans must be CMYK mode (not RGB) at 300 dpi. Include all image links and fonts. All fonts must be supplied, including screen and printer fonts. Do not apply style attributes to basic fonts (menu fonts), such as manually applying bold or italic to a font instead of using the actual bold or italic font. Supply Quark Collect for Output or equivalent report.

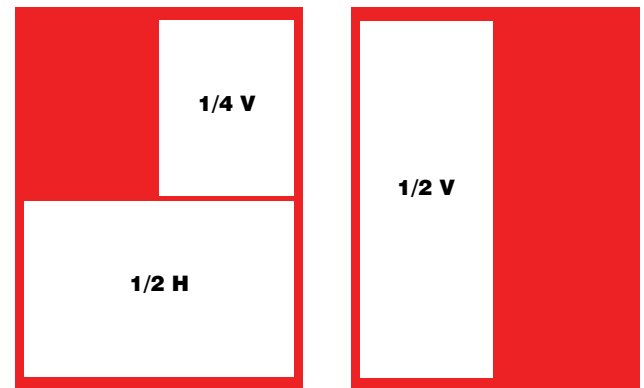
CONTENT AND POSITION PROOFS: Supply 100% to size contract color proof such as Imation Digital Match Print or Kodak Approval for all 4/C ads.

DOCUMENT SIZE: Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly. All full page bleed ads must include 1/8" bleed on head, face, and foot dimensions. Final trim size is 8.375" x 10.875" so your document size should be 8.625" x 11.125" for a full page, bleed ad. Double page spreads should be built as two separate pages following production specifications for a full page.

PC files & Microsoft Publisher documents are not accepted.



SCOTTSDALE HEALTH ZONE



AD SIZES

MAGAZINE TRIM SIZE: 8.375 (W) X 10.875 (H)

FULL PAGE BLEED: 8.625 X 11.125

LIVE AREA: 7.063 X 9.441

2/3 PAGE (VERTICAL): 4.625 (W) X 9.437 (H)

1/2 PAGE (HORIZONTAL): 7.063 (W) X 4.625 (H)

1/2 PAGE (ISLAND): 4.625 (W) X 7 (H)

1/3 PAGE (SQUARE): 4.625 (W) X 4.625 (H)

1/3 PAGE (VERTICAL): 2.25 (W) X 9.437 (H)

1/6 PAGE (HORIZONTAL): 4.625 (W) X 2.25 (H)

1/6 PAGE (VERTICAL): 2.25 (W) X 4.625 (H)

1/12 PAGE (SQUARE): 2.25 (W) X 2.25 (H)

SCOTTSDALE HEALTH ZONE

FULL PAGE BLEED: 8.625 X 11.125

LIVE AREA: 7.314 X 9.71

1/2 PAGE (HORIZONTAL): 7.314 (W) X 4.806 (H)

1/2 PAGE (VERTICAL): 3.611 (W) X 9.71 (H)

1/4 PAGE (VERTICAL): 3.611 (W) X 4.806 (H)