



NATURAL HEALTH

NaturalHealthMag.com compliments its publication name sake that highlights the premise that our bodies are naturally designed to be healthy—and the understanding that our lifestyle choices can lead us to our best health. Our uniquely integrative approach to wellness celebrates choice—offering both conventional and alternative solutions. Natural Health helps readers meaningfully achieve more energy, vitality and purpose in their everyday lives.

feel good / look good / do good

Contact: Bobbie Halfin, VP/Director of Interactive Operations
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NATURAL HEALTH

NaturalHealthMag.com Categories

- Home Page
- Health & Wellness
- Healing Foods
- Mind & Body
- Forums
- Fit for Life
- Natural Beauty
- Doing Good
- Polls
- Promotions
- Recipes/Recipe Search
- Ask the Experts
- Remedy Finder
- Herb/Supplement Guide

Integrated Opportunities

- Category Targeting
- Banner Campaigns
- Custom Creatives/Programs
- E-Blast/E-Newsletter
- Contests/Sweepstakes
- Survey/Quiz
- Section Sponsorships
- Micro Sites
- Interstitials/Intermercials
- Video Sponsorships/Pre-Roll Advertisements

Reach

- Average page views per month: 168,056
- Average unique visitors per month: 37,760
- Average page views per visit: 4
- Average time spent on site: 2:17
- E-Newsletter subscribers: 17,000+
- Co-Branded e-blast: 4,000+

Source: Google Analytics, June 2008

Demographic Profile

- Gender: 72% Female, 28% Male
- Age: 16% are 25-34
27% are 35-44
27% are 45-54
- Marital Status: 61% married, 21% single
- Education: 77% have attended college
- HHI: Median HHI is \$57,114
\$50,000 or more: 43.3%
\$75,000 or more: 25%
- Presence of Children:
40% no kids/ 38% 1-2 kids/
18% 3-4 kids

Source: Reader Survey 2007

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Advertising Specifications

UNIT	DIMENSIONS	MAX FILE SIZE
Leaderboard	728x90	40K
Wide Skyscraper	160x600	40K
Large Rectangle	300x250	40K
Floating DHTML	400x400	40K
Pop Ups	Various	40K
Pop Unders	Various	40K
Sponsored By Logo	120x90	40K
Interstitial	500x400	40K

GUIDELINES

- All creative is due 5 business days prior to launch date
- NaturalHealthMag.com accepts Standard Banner, Flash®, iFrame, iLayer, HTML/DHTML, java, 3rd Party Redirect, Popup/Popunder and Text Link ad formats
- Third party ad tags are accepted. Please send internal redirects/redirects and iframe/javascript
- No looping restrictions
- All ads should be coded so that click-throughs launch a new browser window using target="_blank"
- Subject to IAB Terms & Conditions: www.iab.net/standards/termsandcond2.pdf

FLASH GUIDELINES FOR DISPLAY

- A default GIF/JPEG is required
- All ads should be coded so that click-throughs launch a new browser window using target="_blank"
- Flash ads need to have a clicktag encoded rather than a hard-coded click-thru command. The following code needs to be added manually to the .swf file:

```
On (release) {  
  getURL(clickTAG,"_blank");  
}
```
- For more information, consult Macromedia Flash:
http://www.macromedia.com/resources/richmedia/tracking/adserving_guide/

RICH MEDIA GUIDELINES

- Flash 8 is preferred

EXPANDABLES GUIDELINES

- 728x90 – expands down to 728x390
- 160x600 – expands right to 460x600
- 300x250 – expands right to 460x250

INTERSTITIAL GUIDELINES

- 500x400, We will convert video, 15 Second Max

WALLPAPER GUIDELINES

- 500x400
- Repeating pattern
- .eps or .ai file

Email Specifications for Advertiser Provided Email Creative

- All email creative is due 8 business days prior to email deployment date and should be submitted to etavarez@amilink.com
- All images must be hosted by client. All image calls must be absolute
- All creative must be accompanied by a seed/proof list. (If client cannot host images, AMI can host for a fee)

HTML FORMAT GUIDELINES

Deliverables - we will need from you:

- Subject line
- HTML file
- Formatted no larger than 800w x 1000h pixels, total page weight not to exceed 100k
- Images must be hosted by client. All image calls should be absolute URLs
- Maximum of 4 unique links
- Text version of email (see below for specs)
- A list of all email addresses that need to receive the email proof and deployed/final email

Coding Restrictions:

- CSS (cascading style sheets), Image maps, Javascript, and flash/rich media are not permitted in HTML emails.
- No formatting should be included in the header of the HTML

Recommendations:

- We do not recommend the use of Microsoft FrontPage or Microsoft Word for the creation of HTML emails: doing so results in the creation of extraneous code that doesn't render properly in email client software.

TEXT FORMAT GUIDELINES

Deliverables - we will need from you:

- Subject line
- Text version of email
- URLs must be on their own line, preceded by http://
- Copy limited to 750 characters, including spaces.
- Maximum of 2 unique links.
- A list of all email addresses that need to receive the email proof and deployed/final email

Coding Restrictions:

- All text files should be delivered in plain text (.txt) format.
- Hyperlinks /'a href's' not permitted.

Recommendations

- We recommend creating the text version in Notepad (on Windows' based machines), SimpleText (on Mac OS9), or TextEdit (on Mac OS10+).