



WELLNESS.COM

2015 Media Kit



Display

15,000,000+ Banner Imps. / Month



Email

20,000,000+ Newsletters / Month



Podcast

Top 25 iTunes Health Shows



Directory

2,000,000+ Unique Visitors / Month



Search

500,000+ First Page Rankings

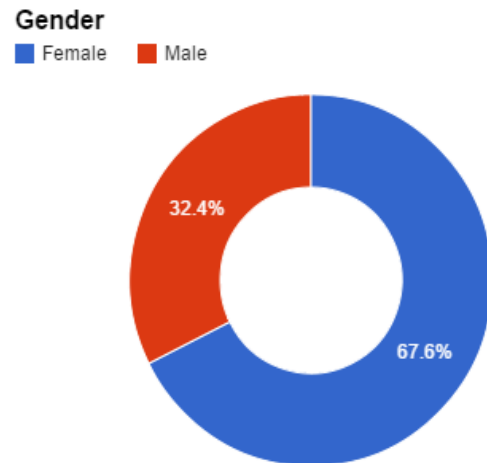
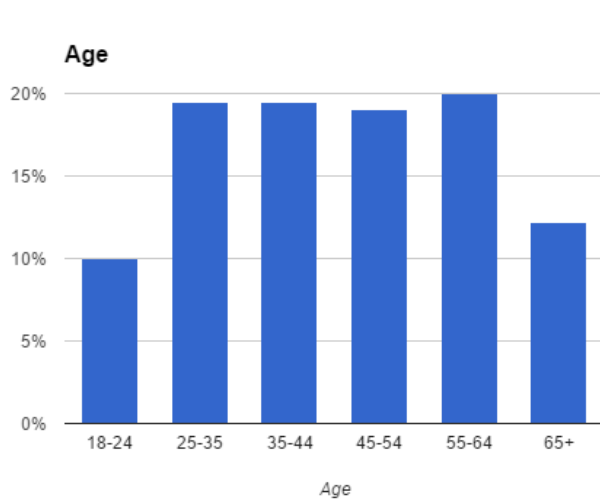


Social

100,000+ Engaging & Sharing

Advertising Contact: media@wellness.com (760) 522-1221

DEMOGRAPHICS



Affinity	Index	Location & Access	Index
Food & Drink	12.6x	United States	97.20%
Education & Employment	5.6x	India	00.46%
Home & Garden	5.4x	Canada	00.44%
News	5.2x		
Beauty & Fitness	4.1x	Desktop Access	48.88%
Shopping	3.7x	Mobile Access	40.98%
Arts & Entertainment	3.7x		
Travel	3.6x	Tablet	10.13%
Sports	3.1x	Safari	33.03%
Science	3.0x	Chrome	29.47%
Leisure & Hobbies	3.0	Internet Explorer	23.65%

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EMAIL NEWSLETTERS

Wellness News

The leading daily Wellness Newsletter in the United States with a circulation of more than 20,000,000 per month. Current formats are sponsor friendly and can generate highly targeted impressions and clicks to the advertisers offer page.



Wellness Spotlight

Wellness Spotlight is for dedicated sponsored email drops, it is brand-friendly and very sales letter savvy. Spotlight advertisers follow a standard arms-length introduction; "A message from our advertising sponsor: Acme Health"



Wellness Insider

Wellness Insider is for products and services that Wellness.com management may personally hand-pick and recommend under the strength of their following in addition to carrying the full weight of the Wellness.com brand.



Benchmarks

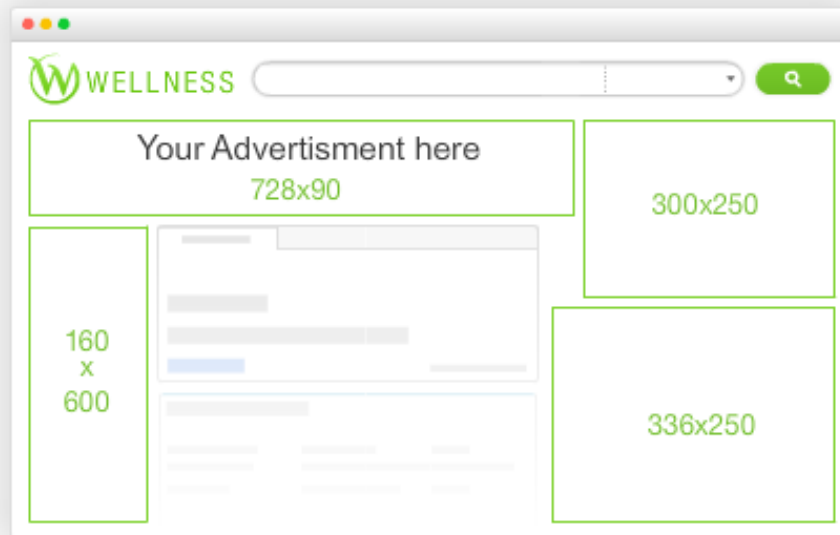
Min Size	Benchmarks	Detail	Support
500,000+	Inbox Rate	98%	ESP Analytics, MD5 hash files
500,000+	Open Rate	10% - 20%	ESP Analytics, MD5 hash files
500,000+	Click Through Rate	10% - 30%	ESP Analytics, MD5 hash files

Insertion Order Details

Min Size	Type	Freq.	Detail	Rate
500,000+	Native Ad Featured	Daily	Subject Line + Top Placement	\$5 CPM
500,000+	Native Ad Leader	Daily	ATF + Primary Sponsor	\$3 CPM
500,000+	Native Ad Multi.	Daily	BTF + Multi Sponsor	\$1 CPM
500,000+	Dedicated Drop	2 / week	Wellness Spotlight (AM)	\$15 CPM
500,000+	Dedicated Drop	2 / week	Wellness Spotlight (PM)	\$12 CPM

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WEBSITE DISPLAY MEDIA



Size	Impressions	Support	Location	Rate
300 x 600	500K / month	DFP / Rich media	Home, Articles, ATF, ROS	\$10 CPM
728 x 90	500K / month	DFP / Rich media	Articles, Directory, ATF, ROS	\$10 CPM
300 x 250 M	500K / month	DFP / Rich media	Articles, Directory, ATF, ROS	\$10 CPM
300 x 250 M	500K / month	DFP / Rich media	Articles, Directory, BTF, ROS	\$ 5 CPM
336 x 280	2MM / month	DFP / Rich media	Local Directory, ATF, Targeted	\$40 CPM
336 x 280	2MM / month	DFP / Rich media	Local Directory, ATF, ROS	\$10 CPM
336 x 280	2MM / month	DFP / Rich media	Local Directory, BTF, ROS	\$ 5 CPM
320 x 50 M	2MM / month	DFP / Rich media	Local Directory, Multi, ROS	\$10 CPM
Remnant	Not Available			

(ATF) Above the Fold. (BTF) Below the fold. (ROS) Run of Site

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SPONSORED STORIES

Package Pricing	Home	Social	Multimedia
	Web Only	Web + Social	+Blog +Email
Wellness.com Homepage Sponsored Story Ad 498 x 106 BTF with 400x400 thumbnail image, up to 10 words in title and 20 words in intro text	✓	✓	✓
Link from Homepage Ad to Article Page Track and monitor all review activity in real-time	✓	✓	✓
Sponsored Story + Dedicated Landing Page Dedicated custom landing page inside Wellness.com	✓	✓	✓
Text, Link & Video Formats Supported Per client instructions	✓	✓	✓
(2) Promotions on Wellness.com Facebook Page Facebook article promotion linked back to landing page		✓	✓
Presence Across All Blogs Native Ads published on across 1000s of existing Wellness.com blogs.		✓	✓
Email Newsletter Promotion Inclusion of native ad and sponsor link in Wellness newsletters includes 1,000,000 subscriber mailing.			✓
Multi Sponsor Placement (Below the Fold)	\$500	\$1,500	\$2,500
Primary Sponsor Placement (Above the Fold)	\$2,500	\$7,500	\$12,500

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WELLNESS PODCAST - RADIO SHOW



Min Size	Type	Detail	Rate
10-Episode	:30 endorsement / commercial	30 Sec. ad, per insertion	\$ 125 / Show
10-Episode	Show Sponsor	60 Sec. ad, per insertion	\$ 250 / Show
1 Episode	Show Guest, 10 minute, +offer	10 min advertorial, CTA, offer	\$ 497 / Show
1 Episode	Show guest, 20 minute, +offer	20 min advertorial, CTA, offer	\$ 797 / Show
1 Episode	Dedicated Show, +offer	Full run of show (30 min) , CTA, offer	\$1,200 / Show

Podcast Contact: yourbestlife@wellness.com / 760-688-8224

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