MISSION STATEMENT

Whole-life advice and inspiration for the woman who knows who she is and wants to live well in every way—today and beyond.

“Being truly healthy is about anything but size. We vow to bring you advice to help you live well and feel good in every way. We promise to be inclusive and empowering. We are all on a journey toward wellness and self-acceptance, and Health is with you every step of the way.”

—AMY CONWAY, Editor in Chief
# Edit Calendar

## January/February
**The Change Issue:** With the New Year comes the opportunity for a fresh start—who do you want to be this year?
- **AD CLOSE:** 10/23/20
- **ON-SALE:** 12/18/20

## March
**The Self-Care Issue:** Health's first-ever issue dedicated to self-care and how to improve every aspect of your life.
- **AD CLOSE:** 12/18/20
- **ON-SALE:** 2/12/21

## April
**The Home Issue** *(Clean + Green)*: This issue takes a deep dive on sustainability and green initiatives, clean products and more.
- **AD CLOSE:** 1/15/21
- **ON-SALE:** 3/12/21

## May
**The Beauty Issue:** New in 2021, Health will feature the annual Beauty Awards. Plus, seasonal spring recipes, Mother-Daughter beauty and sun safety.
- **AD CLOSE:** 2/19/21
- **ON-SALE:** 4/16/21

## June
**Summer Food & Fun Issue:** Your guide to summer with a food takeover, how to hike and gearing up for summer.
- **AD CLOSE:** 3/19/21
- **ON-SALE:** 5/14/21

## July/August
**The Fitness Issue:** The Fitness Issue covers the latest and greatest in workouts, equipment, clothing and more. Health also discusses inclusivity in the fitness industry.
- **AD CLOSE:** 4/16/21
- **ON-SALE:** 6/11/21

## September
**Healthy at Every Age Issue:** Health is celebrating women at every age. Your wrinkles, your way and how women choose to deal with aging.
- **AD CLOSE:** 6/18/21
- **ON-SALE:** 8/13/21

## October
**The Expert Issue:** We tap into our network of health, beauty and nutrition experts for advice and trends in each field.
- **AD CLOSE:** 7/16/21
- **ON-SALE:** 9/10/21

## November
**The Gratitude Issue:** With the holiday season around the corner, November is a moment to look ahead, give back and embrace community, friends and family.
- **AD CLOSE:** 8/20/21
- **ON-SALE:** 10/15/21

## December
**The Holiday Spirit Issue:** Staying healthy during the holidays, avoiding winter mishaps and tackling the cold + flu season.
- **AD CLOSE:** 9/17/21
- **ON-SALE:** 11/12/21

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For more information, please contact BRENDAN SMYTH, PUBLISHER, at 212-499-2185 or Brendan.Smyth2@meredith.com, or your Health sales representative.
REAL WELLNESS

REACH: 9.3 MILLION
MEDIAN AGE: 51
MEDIAN HHI: $59,242
MALE/FEMALE: 31/69%

RANKING #1 FOR ACTIONS TAKEN & PURCHASED ACTIONS IN THE HEALTH + WELLNESS CATEGORY*

<table>
<thead>
<tr>
<th>Category</th>
<th>% NOTED</th>
<th>% ANY ACTION TAKEN</th>
<th>% NET PURCHASED ACTIONS**</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTC</td>
<td>#1</td>
<td>#1</td>
<td>#1</td>
</tr>
<tr>
<td>DTC</td>
<td>#2</td>
<td>#1</td>
<td>#1</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>#1</td>
<td>#1</td>
<td>#2</td>
</tr>
<tr>
<td>Apparel / Accessories</td>
<td>#1</td>
<td>#1</td>
<td>#2</td>
</tr>
</tbody>
</table>

*SET INCLUDES: HEALTH, WOMEN’S HEALTH, SHAPE
**CONSIDERED PURCHASE, PURCHASED

Sources: MRI Doublebase 2019;
Starch Category Report 1/1/2018 - 6/1/2019

For more information, please contact BRENDAN SMYTH, PUBLISHER, at 212-499-2185 or Brendan.Smyth2@meredith.com, or your Health sales representative.
EDITORIAL
Content mix that speaks to her.

<table>
<thead>
<tr>
<th>TOP 3 AREAS OF FOCUS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FOOD + BEVERAGES</td>
<td>29%</td>
</tr>
<tr>
<td>HEALTH + FITNESS</td>
<td>27%</td>
</tr>
<tr>
<td>BEAUTY + FASHION</td>
<td>19%</td>
</tr>
<tr>
<td>ADVICE + RELATIONSHIPS</td>
<td>6%</td>
</tr>
<tr>
<td>CELEBRITY</td>
<td>4%</td>
</tr>
<tr>
<td>OTHER TOPICS</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: MediaRadar (August 1, 2018 - August 31, 2019)

For more information, please contact BRENDAN SMYTH, PUBLISHER, at 212-499-2185 or Brendan.Smyth2@meredith.com, or your Health sales representative.
HEALTH.COM

TOTAL UNIQUE VISITORS: 11 Million
MEDIAN AGE: 45
MEDIAN HHI: $98,420

VIDEOS ON HEALTH.COM
VIDEOS PER VIEWER: 3.4
MINUTES PER VIEWER: 4.7

SOCIAL

 facebook 6.7MM 754K
instagram 3.5MM 610K UVs

HEALTH READERS RANK #1 IN INDEX FOR AGREEING:
> I feel health and wellness advertising on the Internet is trustworthy (Index 195)

Sources: 2019 comScore Multi-Platform/GfK MRI Media Fusion (July 2019); MARS 2019 Consumer Health Doublebase Study (Adults); Competitive Set: Shape, Women’s Health, Prevention, Web MD

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REAL LIFE STRONG
Health’s Real Life Strong series celebrates women who represent strength, resilience, and grace.
Related Video Series: Real Life Strong Profiles

MISDIAGNOSED
Women are all too familiar with the struggle to get their symptoms taken seriously by doctors. These are their stories, plus pro tips for how you can take charge of that gut feeling that something’s wrong.

BEST LIFE NOW
Your health is more than meets the eye. Get the best of Health’s expert-backed tips for living your best life. Our holistic approach to wellness includes reasonable and science-backed ways to reduce stress, manage anxiety, and practice self-care. We’re not woo-woo, we’re real.

RESOLUTION REBOOT
The start of a new year is a great excuse to make the changes you know you need to make but keep pushing off. Health is by your side as you try new things and adopt new habits, while remembering to love yourself in the process.

LIFE INTERRUPTED, LIVING WITH AN INVISIBLE ILLNESS
Millions of women who look perfectly healthy on the outside are grappling with chronic conditions that make normal life anything but. They have what’s been dubbed an invisible illness, because their struggles go unseen.
*Conditions change monthly based on the personal story.
*Built if Sold

HEALTH.COM CONDITION CENTERS
For consumers looking to learn more about their conditions in-depth with comprehensive coverage.
90+ conditions represented, each including: Overview/ Facts, Risk factors, Symptoms, Diagnosis and more
Condition centers include, but not limited to:
· Allergies
· Digestive Health
· Sexual Health
· Diabetes (Type 2)
· Heart Disease
· Cold, Flu, and Sinus

For more information, please contact BRENDAN SMYTH, PUBLISHER, at 212-499-2185 or Brendan.Smyth2@meredith.com, or your Health sales representative.
## 2021 RATES

### RATE BASE
1,350,000

### FOUR COLOR

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$172,300</td>
</tr>
<tr>
<td>⅔ Page</td>
<td>$137,900</td>
</tr>
<tr>
<td>⅔ Page</td>
<td>$112,100</td>
</tr>
<tr>
<td>⅓ Page</td>
<td>$77,700</td>
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</tbody>
</table>

### BLACK & WHITE

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>⅔ Page</td>
<td>$124,100</td>
</tr>
<tr>
<td>⅔ Page</td>
<td>$100,900</td>
</tr>
<tr>
<td>⅓ Page</td>
<td>$69,900</td>
</tr>
</tbody>
</table>

### COVERS - NON CANCELABLE

<table>
<thead>
<tr>
<th>Cover</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$215,500</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$198,200</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$232,700</td>
</tr>
</tbody>
</table>

For specs visit [MEREDITH.COM/AD-SPECS](http://MEREDITH.COM/AD-SPECS)

Source: June 30, 2019, AAM Statement

For more information, please contact BRENDAN SMYTH, PUBLISHER, at 212-499-2185 or Brendan.Smyth2@meredith.com, or your Health sales representative.
ADVERTISEMENT DIMENSIONS

MAGAZINE TRIM SIZE: 8" X 10 7/8"
Binding: Perfect Bound

FILE TYPES AND DELIVERY:
• Submit PDF-X.1a FILES via Ad Shuttle:
  https://www.adshuttle.com/Meredith
• For instructions on how to create a PDF-X.1a go to:
• Prepare files to Meredith’s specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

FILE SPECIFICATIONS/GENERAL GUIDELINES:
• Include/embed all fonts and artwork.
• Max density (total area coverage) is 300%
• Image resolution is 300 dpi, Line illustration is 2400 dpi.
• Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK.
• 5/c ads: Use the Pantone Library.
• Files must be properly trapped.
• 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.
• Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167” so not to touch live image or bleed areas. See PDF Guide link above.
• Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter.
• Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

FILE TYPES AND DELIVERY:
• 4-color type should not exceed 300% density.
• To create rich black use 100% K and 60% C.
• Free fonts or system fonts should not be used. If used, they must be outlined.
• Do not apply styles to basic fonts, use the actual font.
• 4-color type should not exceed 300% density.
• To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
• Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
• Color or reverse type with colored background, and line art should not be less than .5 pts (.007”) at the thinnest area. Single color type and line art should not be less than .3 pts (.004”) at the thinnest area.

FONTS:
• Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167” so not to touch live image or bleed areas. See PDF Guide link above.
• Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter.
• Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

PROOFS:
• Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

NOTES:
• Meredith does not make any changes to ads or files.
• Retention of materials is 13 months.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>TRIM SIZE</th>
<th>NON-BLEED</th>
<th>BLEED SIZE</th>
<th>BLEED SAFETY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8” x 10 7/8”</td>
<td>7 1/2” x 10 3/8”</td>
<td>8 1/4” x 11 1/8”</td>
<td>7 1/2” x 10 3/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>16” x 10 7/8”</td>
<td>15 1/2” x 10 3/8”</td>
<td>16 1/4” x 11 1/8”</td>
<td>15 1/2” x 10 3/8”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3 7/8” x 10 7/8”</td>
<td>3 3/8” x 10 3/8”</td>
<td>4 1/8” x 11 1/8”</td>
<td>3 3/8” x 10 3/8”</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2 3/4” x 10 7/8”</td>
<td>2 1/4” x 10 3/8”</td>
<td>3 1/4” x 11 1/8”</td>
<td>2 1/4” x 10 3/8”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5” x 10 7/8”</td>
<td>4 1/2” x 10 3/8”</td>
<td>5 1/4” x 11 1/8”</td>
<td>4 1/2” x 10 3/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8” x 5 1/4”</td>
<td>7 1/2” x 4 3/4”</td>
<td>8 1/4” x 5 1/2”</td>
<td>7 1/2” x 4 3/4”</td>
</tr>
<tr>
<td>1/2 Sprd Horizontal</td>
<td>16” x 5 1/4”</td>
<td>15 1/2” x 4 3/4”</td>
<td>16 1/4” x 5 1/2”</td>
<td>15 1/2” x 4 3/4”</td>
</tr>
</tbody>
</table>

Effective Jan/Feb 2021 issue, upload files to Quad Ad Shuttle: https://www.adshuttle.com/Meredith
Material extensions, file specs and ad portal contact: Erik Reinecke | edreinecke@quad.com | 630.750.8051
For more information, please contact BRENDAN SMYTH, PUBLISHER, at 212-499-2185 or Brendan.Smyth@meredith.com, or your Health sales representative.
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WEST COAST
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HEALTH REPORTS
Custom content at the point-of-care.

The condition-specific Health Reports, from the editors of Health, offer brands the targeted opportunity to educate patients and facilitate dialogue with their physician at a crucial time—right before they see their doctor.

Distributed exclusively in 2,000 condition-specific physician’s offices, the 16-page Health Reports include 4 advertising positions, giving brands the opportunity to “own” the publication with guaranteed exclusivity.

POINT-OF-CARE ADVERTISING WORKS:
> 67% of patients say waiting-room materials are among their most credible sources for health and wellness information

> The average patient spends 20 minutes in the waiting room

> 84% more likely to talk to a doctor about an ad they saw while in the waiting room

> 64% switched brands after seeing or hearing patient messages at the POC

> 87% of Health’s audience value reading health education materials in the doctor’s office

Sources: 2017 ZS Associates Research Study on Point of Care; 2019 Mars Consumer Health Doublebase Study

For more information, please contact BRENDAN SMYTH, PUBLISHER, at 212-499-2185 or Brendan.Smyth2@meredith.com, or your Health sales representative.
2021 HEALTH RATE CARD | MEREDITH CORPORATION

PRINT ADVERTISING TERMS AND CONDITIONS

The following are certain terms and conditions governing advertising published by Meredith Corporation (“Publisher”) in the U.S. print edition of Health magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to www.Health.com. For Publisher’s Digital Editions Advertising Terms and Conditions, go to http://meredithtabletmedia.com/sfp/terms-conditions.php. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT
1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.

2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.

4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.

5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.

6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES
1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher’s discretion.

3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE
The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM’s reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine’s advertising rates.

PUBLISHER’S LIABILITY
1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher’s control.

2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL
POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS
1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, “Losses”) arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, “Claims”, or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.

2. In the event that the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.

4. The word “advertisement” will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.

5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher's prior written consent.

6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS
1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.

2. Advertising units of less than ½ page size are accepted based on issue availability as determined by Publisher.

3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.

4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.

5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

REBATES AND SHORTRATES
Publisher shall rebate advertiser if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

For more information, please contact BRENDAN SMYTH, PUBLISHER, at 212-499-2185 or Brendan.Smyth2@meredith.com, or your Health sales representative.