

Today's
Diet & Nutrition

www.TodaysDietandNutrition.com

Media Kit 2010



Today's Diet & Nutrition

www.TDN-digital.com

For five years, **Today's Diet & Nutrition** has been the "go-to" publication for health-conscious consumers in search of creative and wholesome ideas to help nourish themselves and their families.

Now, in 2010, **Today's Diet & Nutrition** is going green, moving from a print publication to an all-digital magazine format. The same delicious recipes, weight loss strategies, health and fitness advice, and cooking tips our readers have come to love and rely on will remain integral to the new digital version.

In addition to the environmental benefits, producing **Today's Diet & Nutrition** as a digital publication allows us to expand the magazine's frequency to monthly after the January/February 2010 issue (our last printed issue).

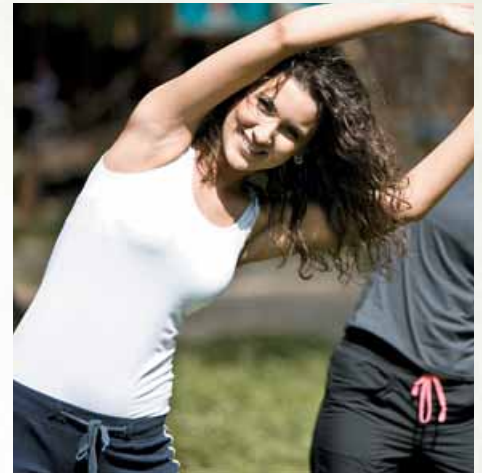
Advertisers will be excited and intrigued by the possibilities and options that a digital magazine offers, including enhancing advertisements with rich media integration such as video, Flash, audio, and more.

In conjunction with the launch of the digital format, a new, redesigned website for **Today's Diet & Nutrition** will also be introduced in 2010. In addition to featuring some of the editorial highlights of the digital magazine, the site will also offer special content and recipes, making it an online destination our readers will visit over and over again.



NOW IN AN
ALL-DIGITAL
FORMAT

Today's Diet & Nutrition digital magazine offers the opportunity to target your audience with authoritative content on today's hottest and most timely topics for living a healthy lifestyle.



MARCH

National Nutrition Month

Better Breakfasts
Easter/Passover Entertaining
Infant Nutrition
Cooking for Health: Diabetes
Recipes: Horseradish

Space Deadline: 2/1/10
Material Deadline: 2/22/10

APRIL

Spring Into Action

Exercise for Bone Health
Antioxidants
Weight Loss Strategies: Weight Loss Camps
Organic Beer, Wine & Spirits
Natural Remedies for Diabetes

Space Deadline: 3/1/10
Material Deadline: 3/22/10

MAY

Women's Health Awareness

Getting More Fiber
Women's Health: Eating to Beat PMS
Yogurt and Probiotics
Weight Watching With a Gluten-Free Lifestyle
A Mother's Day Waffle Brunch

Space Deadline: 4/5/10
Material Deadline: 4/26/10

JUNE

The Great Outdoors

Social Networks and Weight Loss
Nutrition to Go
Vegetarian Lunches
Fathers's Day Entertaining: Foods Dads Love Made Healthy
Great Grains: Side Dishes for Picnics and BBQs

Space Deadline: 5/3/10
Material Deadline: 5/24/10

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JULY

Summer Grilling

Hydration: The Latest in Healthy Beverages

Cool Treats (sorbets, frozen yogurt, ice cream)

Boost Your Health With Lycopene (with recipes for tomatoes and watermelon)

Vegetarian Grilling

Space Deadline: 6/7/10
Material Deadline: 6/28/10

OCTOBER

Celiac Awareness

Nuts for Health

Gluten-Free Nutrition: Eating Healthfully With Celiac Disease

Heart Health: A Recipe for Lowering Blood Pressure

Cooking With Grains

Fortified and Enhanced Foods

Space Deadline: 9/3/10
Material Deadline: 9/27/10

AUGUST

Allergy Awareness

Milk Substitutes

The Best Veggie Burgers

Grilling: Healthy Recipes

The Healthy Gluten-Free Lunchbox

Digestive Health

Space Deadline: 7/5/10
Material Deadline: 7/26/10

NOVEMBER

Diabetes Awareness

Thanksgiving Entertaining

Heart-Health Holiday Food

A Cook's Holiday Gift Guide

Natural Remedies for Allergies

Soy

Space Deadline: 10/4/10
Material Deadline: 10/25/10

SEPTEMBER

Back to School

Heart-Healthy Omega-3s

Kitchen Arts: Cookware and Gadgets

Back to School: Snacks for kids with allergies

The Healthiest Spice

Vegan Nutrition

Space Deadline: 8/2/10
Material Deadline: 8/23/10

DECEMBER

Healthy Holidays

Gluten Free Goes Gourmet

Cooking With Healthy Fats

12 Ways to Beat Stress

Holiday Entertaining

Weight Control

Space Deadline: 11/1/10
Material Deadline: 11/22/10

PDF SPECIFICATIONS

- **PDF/X-1a** file is preferred. Send to **TDNads@gvpub.com** and specify in which issue the ad is to be placed.

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: QuarkXpress 7, Indesign CS3, Illustrator CS3, Photoshop CS3. (Other application files are not accepted.) If created in another program, save ad as a CMYK PDF file at a minimum of 300 dpi with all fonts and images embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. **JPEG file formats are not accepted.**
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc MUST be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or MultiMaster fonts. Black text should not be RGB or 4-color black.

VIDEO AND AUDIO SPECIFICATIONS

- Your video or audio file should not exceed **25 MB**. The media link system is made to show small formats such as commercials and spots.
- The media link system can handle most common media file types. We recommend that you create the video as a FLV file. If that is not possible, the media system also supports common formats such as AVI, MPG, WMV, and MOV.

FLASH REQUIREMENTS

- All programming must be Actionscript 3 (AS3) compatible.
- Simple animations can use AS2, but any complex events such as button events must be AS3. **(In general, Zmags doesn't support AS2.)**
- All AS3 movies should target Flash Player version 9.
- Use a frame rate of **30 fps** as this is what the viewer uses.
- Animations should be kept in individual movie clips and placed on the root timeline.
- Consider having only one frame on the root timeline, as this makes controlling the movie clips much easier.
- For more Flash details, visit <http://community.zmags.com/university/best-practice/zmags-best-practices-technical-guide>.

SYSTEM REQUIREMENTS

- Zmags is cross-browser compatible and works on both Mac OS and Windows. The Zmags platform requires Flash for reading, and a minimum flash version required is version 9.0.115.
- If the reader does not have Flash installed or runs an older version, the reader is redirected to a page where Flash Player can be installed or the Zmags can be viewed in HTML.
- The Zmags digital magazine platform scales to fit the screen resolution of the reader. It is optimized for 1280 x 1024 and 1024 x 768. Readers with higher screen resolutions will still see the Zmags, although it may not utilize the entire screen. For readers with lower screen resolutions, the content will scale to fit the actual screen size.

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.