

Truly suited for a new era of computing and media consumption, **Today's Diet & Nutrition** is a dynamic and interactive digital publication created monthly for health-conscious, active, and connected consumers.

Our award-winning digital magazine provides readers with delicious and healthful recipes, fitness and weight-loss strategies, ideas for green living and cooking tips that are practical, healthy, and creative.

The top-quality content we present each month is delivered in a dynamic interactive format that engages the reader in ways only a digital magazine can. Our issues are available for free online and in a mobile format for Apple® iPhones and iPads and Google® Android-based devices. Every issue is posted on our website—www.TDN-digital.com—for easy reference.

So whether it's on a laptop at the kitchen table, on the office PC, using the Wi-Fi connection in a local coffee shop or at the airport, or even on a mobile phone while shopping at the market, **Today's Diet & Nutrition**—and all the ads inside—can be viewed at any time.



Today's Diet & Nutrition was selected by a panel of international publishing experts as the Digital Magazine Award winner for Health & Beauty Magazine of the Year in 2010 and 2011.



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.



JANUARY

Weight-Loss Month

Probiotics
Fiber
Video Games/Active Health
Cold Weather Comfort Food
Weight-Loss Strategies

Space Deadline: 11/28/11
Material Deadline: 12/15/11

FEBRUARY

American Heart Month

Heart Health
Chocolate
Breakfast
Slow Cooking
A Mardi Gras Party

Space Deadline: 1/3/12
Material Deadline: 1/18/12

MARCH

National Nutrition Month

Functional Foods
Antioxidants
Children's Health
The Semi-Vegetarian Diet
A St. Patrick's Day Dinner

Space Deadline: 1/30/12
Material Deadline: 2/16/12

APRIL

Sports Nutrition
Healthy Beverages
Chia
Easter and Passover Entertaining
Soy: Miso

Space Deadline: 3/5/12
Material Deadline: 3/20/12

MAY

Celiac Disease Awareness Month

Women's Health
Oils
Snacks
What's New in Celiac Disease
Mother's Day Entertaining

Space Deadline: 4/2/12
Material Deadline: 4/18/12

JUNE

Men's Health Month

Men's Health
Gluten Free
Omegas
Father's Day: Cooking With Beer
Grains

Space Deadline: 4/30/12
Material Deadline: 5/17/12

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JULY

Organics
Digestive Health
Heart Health
Picnics and BBQs
Cool Treats for Hot Days

Space Deadline: 6/4/12
Material Deadline: 6/19/12

AUGUST

Sweeteners
Back to School
Flax
Better-for-You Burgers
Thirst Quenchers

Space Deadline: 7/2/12
Material Deadline: 7/18/12

SEPTEMBER

National Cholesterol Education Month

Infant/Toddler Health
Whole Grains: Rice
Gluten Free
Lowering Cholesterol
Autumn Harvest Foods

Space Deadline: 7/30/12
Material Deadline: 8/16/12

OCTOBER

Nuts
Spices
Dairy
Halloween Treats
Oktoberfest Meals

Space Deadline: 8/27/12
Material Deadline: 9/13/12

NOVEMBER

Diabetes Awareness Month

Diabetes Health
Sugar Free
Turkey 5 Ways
Daily Needs: Vitamin D
Mediterranean Foods

Space Deadline: 10/1/12
Material Deadline: 10/18/12

DECEMBER

Fighting Obesity
Pasta
Sports Bars and Drinks
Healthy Holiday Foods
Children's Health

Space Deadline: 9/29/12
Material Deadline: 11/15/12

The interactive digital magazine format genuinely lends itself to advertising in 2012. Every ad in *Today's Diet & Nutrition* provides a direct link to the website or page of your choice—at no additional cost.

Digital ads include **basic enhancements** certain to draw the eyes of our readers, such as:

- ▶ Placing a strategic twinkle or glimmer on your product photo.
- ▶ Turning your logo into a pulsating image on the page that screams “CLICK ME!” to the reader.
- ▶ “Frame” your product image or your whole ad so it jumps off the page when readers put their cursor on it.
- ▶ Advertisers can place items directly on our viewer for all readers to see, such as an RSS feed or a simple button with a company name on it.



Our **multimedia capabilities** provide advertisers with creative options to deliver product and company messages, such as:

- ▶ Integrating rich media such as audio, video, or Flash animation into digital ads, illustrating your message or product in a way no print ad ever could.
- ▶ A campaign where you place a coupon or special offer within your ad that is a direct link to a page on your website where the customer can redeem the discount online.



The wave of new portable devices, such as tablet computers, e-readers, and high-performance smartphones, has already begun! Owners of these mobile devices are looking for rich, exciting content to experience and interact with on these new platforms.

Our combination of interesting and useful content that appeals to everyone, the artistic integration of movement and animation throughout each issue, and the host of interactive advertising options available to companies targeting this affluent consumer group, *Today's Diet & Nutrition* is an emerging force in this new era of publishing.

Call our sales team at 800-278-4400 or e-mail sales@gvpub.com for more information and pricing and package options.

Frequency rates are based on total insertions placed within 12 months of first ad. Frequency level can be combined with ads placed in *Today's Dietitian*. See editorial calendar for space and art deadlines.

**2012 DIGITAL MAGAZINE RATES
 (COLOR, DIGITAL ENHANCEMENT PACKAGE, AND RICH MEDIA INTEGRATION* INCLUDED IN PRICING)**

SIZE	OPEN	3X	6X	9X	12X	18X
2-Page Spread	\$6,995	\$6,470	\$5,950	\$5,595	\$5,250	\$4,895
Full Page	\$3,750	\$3,465	\$3,185	\$2,995	\$2,810	\$2,625
1/2 Page Vertical or Horizontal	\$1,975	\$1,825	\$1,675	\$1,580	\$1,475	\$1,380
1/3 Page	\$1,485	\$1,375	\$1,265	\$1,180	\$1,100	\$1,040
1/4 Page	\$995	\$920	\$845	\$795	\$750	\$695

*Ask account executive for details.

RICH MEDIA INTEGRATION

Contact your account executive about multimedia enhancements to ads, including audio, video, and Flash options.

Video Overlay – An integrated video that can include audio and plays automatically with an option to click “play” when on the page.

Flash – Make your ad come alive with Flash media, which can include audio.

Slide Show – Enables the reader to view an interactive slide show of photos and images.

News (RSS) Feed – Static feed that scrolls on the top viewer.

Small button on viewer with company name on it (with link to company website).

PREMIUM PLACEMENT

- Back cover: +15%
 - Inside front cover: +25%
 - Page 3: +25%
 - Inside back cover: +20%
 - Opposite table of contents: +20%
 - Opposite masthead: +20%
 - Franchise or other preferred positions: +10% to 15%
- (No cancellations permitted with premium positions.)

For advertising rates combined with *Today's Dietitian* print magazine, please contact your account executive or e-mail sales@gvpub.com. www.TodaysDietitian.com



DIGITAL ENHANCEMENT PACKAGE INCLUDES

- **Direct link to company website**
- **Animation of logo or product**
- **Framing products and coupons**
- **Info tags**
- **Rich media integration (see details at left)**

ADVERTISING AGENCY DISCOUNT RATES

Discounts available for display advertising.

Recognized advertising agencies receive a discount of 15% gross billing with written documentation and when paid within 30 days. Great Valley Publishing Company shall have the right to hold the advertiser and/or agency jointly and separately liable for such monies as are due and payable to Great Valley Publishing Company for advertising that the advertiser and/or agent ordered.

CONTACT YOUR ACCOUNT EXECUTIVE

Phone: 800-278-4400 • 610-948-9500
 Fax: 610-948-4202 • E-mail: sales@gvpub.com

2012 banner Ad Rates	1x	3x	6x	9x	12x
Homepage - Run of Site					
Leaderboard (728 x 90 pixels)	\$1,720	\$1,685	\$1,655	\$1,615	\$1,575
Large Square Banner (240 x 240 pixels)	\$1,465	\$1,440	\$1,415	\$1,375	\$1,340
Half Banner - Top Position (240 x 60 pixels)	\$785	\$765	\$740	\$725	\$695
Half Banner - Middle Position (240 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
Half Banner - Bottom Position (240 x 60 pixels)	\$395	\$385	\$375	\$365	\$355
Horizontal Button - Middle (240 x 120 pixels)	\$1,015	\$995	\$980	\$950	\$920
Horizontal Button - Bottom (240 x 120 pixels)	\$675	\$660	\$650	\$635	\$615
Skyscraper (120 x 480 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Vertical Banners (120 x 240 pixels)	\$990	\$970	\$950	\$930	\$905
Square Button (128 x 128 pixels)	\$680	\$665	\$650	\$635	\$620
Home Page Only					
Full Banner - Top Position (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Full Banner - Middle Position (468 x 60 pixels)	\$825	\$810	\$795	\$775	\$750
Full Banner - Bottom Position (468 x 60 pixels)	\$595	\$580	\$570	\$560	\$540
Topic Index					
Top Sponsor Only (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Article Page					
Top Sponsor Only (468 x 60 pixels)	\$560	\$545	\$535	\$525	\$505

DIGITAL MEDIA SPECIFICATIONS

E-Mail Marketing Specifications

- Images in .jpeg, .gif, .tif, .eps, .ai, or .psd formats ONLY.
- Text sent in a Microsoft Word Document.
- Embed all graphics or include with HTML document.
- HTML file size should not exceed 150 kb and be within 650 to 750 pixels wide.

- No "image-only designs." Use HTML to create design, 40/60 image to text ratio.
- No CSS (Cascading Style Sheets).
- No MS Word HTML. Flash, JavaScript, or any other action script will not render.

Website Banners

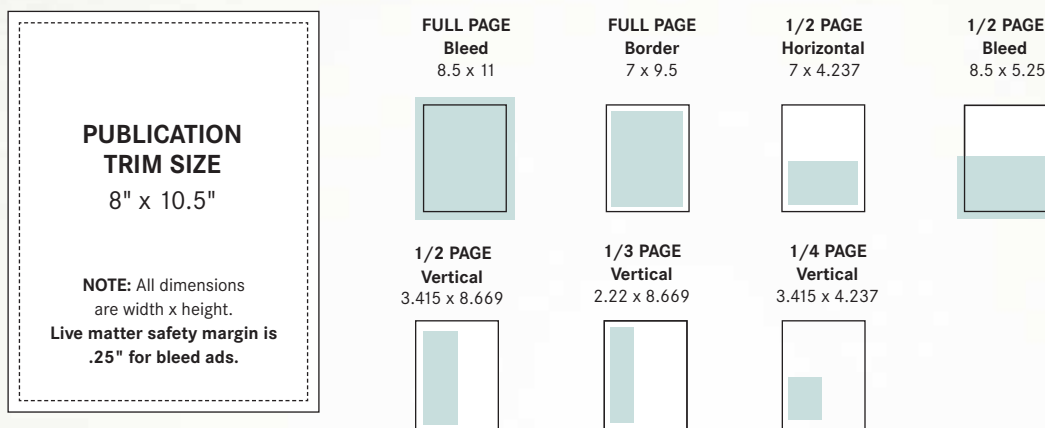
Accepted formats: .jpg, .gif (animated or not),
 Flash .swf, custom script adds.
 (Note: Files without extensions will not be accepted.)

All rates are based on a 30-day posting.

DEADLINES

Space and material deadlines for each issue can be found on the editorial calendar page. For more information, please call your account executive.

*Please note our new ad sizes and specifications



MATERIAL SPECIFICATIONS

- **PDF/X-1a** file is preferred. Send to TDNads@gvpub.com and specify in which issue the ad is to be placed.
- Display pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.
- Supplied artwork should be accompanied by a SWOP Certified proof. Details available at www.swop.org.

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

- Ads should be created in Apple Macintosh-compatible software: InDesign CS5, QuarkXpress 8, Illustrator CS5, Photoshop CS5 (other application files are not accepted). If created in another program, save ad as a EPS, TIFF, or 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 RGB (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.

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

PRODUCTION SERVICES

Original ad creation or revisions to artwork needed to make

ads print ready will be charged at a rate of \$75 per hour.

TERMS

Net Cash 30 days. A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc. reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

INSTRUCTIONS TO ADVERTISERS

Artwork can be submitted via e-mail or sent on a CD to: Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd., Spring City, PA 19475. To place an ad, call 800-278-4400/610-948-9500, send a fax to 610-948-4202, or send an e-mail to sales@gvpub.com.

FOR ALTERATIONS, CALL YOUR ACCOUNT EXECUTIVE.

Contract advertisers: If the advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "Closing Date" will be billed at the full contract rate.
NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.

ERRORS

Great Valley Publishing Company is not responsible for errors when ad copy is accepted by phone. Advertisers sending artwork are responsible for the accuracy of the content and also for supplying the artwork in accordance with the above material specifications. Credit will be granted to advertisers for errors only when error would prevent contacting the advertiser and at the fault of the publisher.

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: InDesign CS5, QuarkXpress 8, Illustrator CS5, Photoshop CS5. (Other application files are not accepted.) If created in another program, save ad as a RGB 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 RGB (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 Multiple Master 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.

Our custom e-mail campaigns and biweekly issue alerts provide you with outstanding marketing opportunities, allowing your brand to reach thousands of consumers in simple and effective formats. We will send your message in a highly targeted, double opt-in e-mail that will generate both sales opportunities and extensive brand awareness. Call for rates.

Sample E-mail Blast

Sample Issue Alert

QUAKER OATMEAL

Quaker Can Help Clients Become "Living Proof" That Oatmeal Helps Lower Cholesterol

With National Cholesterol Education Month underway, now is a great time to share your expertise with millions of Americans who have - or who are at risk of developing - high blood cholesterol.

More than 22 years of research confirms that getting 3 grams of soluble fiber from Quaker Oats daily, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. In fact, eating a good-sized bowl of oatmeal each day can be an effective way to help your clients lower their cholesterol and become living proof that oatmeal works.

Taking America's Heart Health to Heart

Quaker Oatmeal can help Americans meet the National Cholesterol Education Program (NCEP) Therapeutic Lifestyle Changes dietary guidelines to significantly reduce their risk for heart disease.¹

Diet Modification	Percent LDL Reduction
Add 3-10 grams/day of soluble fiber from fruits, vegetables and whole grains such as Quaker Oatmeal (3 grams oat beta-glucan is recommended)	3-5%
Reduce dietary cholesterol to less than 200 mg/day	3-5%
Lose 10 pounds (if overweight)	5-8%
Add 2 grams plant sterol/day	5-15%
Reduce saturated fat to less than 7% of calories	8-10%

Heart Disease Touches All Our Hearts: Consider the Facts

The devastating impact of heart disease affects all Americans, but a majority of these cases can be avoided through diet and lifestyle changes, such as exercising regularly, eating foods low in saturated fat and cholesterol, and maintaining a healthy weight.²

- One person dies every 34 seconds from heart disease
- Every 24 seconds someone suffers a heart attack
- One in five deaths is attributed to heart disease
- A 12% reduction in LDL cholesterol may result in a 63% reduction in risk for heart disease
- The healthcare costs to treat heart disease are more than \$430 billion

All forms of Quaker Oatmeal - whether instant, steel cut, quick-cooking or old-fashioned - are whole grain products and grain for grain provide cholesterol-lowering heart health benefits. Instant and quick-cooking are cut smaller and rolled thinner compared to other varieties. Use this guide below to see how easy Quaker makes it to add soluble fiber to your diet.

- 1 cup cooked Quaker Old Fashioned Oats, Quaker Quick Oats = 2 grams soluble fiber, 2 whole grain servings
- 1 packet Quaker Instant Oatmeal = 1 gram soluble fiber, 1 whole grain serving
- 1 Quaker Oatmeal to Go Bar = 1 gram soluble fiber, 1 whole grain serving
- 1 cup Quaker Oatmeal Squares Cereal = 1 gram soluble fiber, 1 whole grain serving

¹ 3 grams of soluble fiber daily from oatmeal, in a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Quaker Old Fashioned Oats provide 3g per serving, Quaker Instant Oatmeal, Quaker Oatmeal to Go, and Quaker Oatmeal Squares provide 1g per serving. Your results may vary.

For articles, brochures and other informative resources for you to share with your patients and clients, visit QuakerOatmeal.com/HCEP.

Quaker's new High Fiber Instant Oatmeal and Oatmeal to Go provide 40 percent of the Daily Value for Fiber and deliver heart and digestive health benefits. **Click [here](#) for your downloadable coupon.**

² National Institutes of Health and National Heart, Lung and Blood Institute. Your Guide to Lowering Cholesterol with TLC. Accessed on August 21, 2008 at www.nhlbi.nih.gov/health/health-topics/topics/tlc.pdf

³ US Department of Health and Human Services, Food and Drug Administration. Health Claims: oats and coronary heart disease - fiber role. Fed Regist. 1997;62:3965-3969.

⁴ Rosmond, B; Flegal, K; Flegal, K, et al. Heart Disease and Stroke Statistics - 2008 Update. Circulation. 2008;117:e25-e148.

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Today's Diet & Nutrition Issue Alert is brought to you by... **SMART BALANCE**

Warm up to our January issue.

With much of the nation experiencing winter in a big way already this year, there are few things that hit the spot like a warm cup of tea and some great reading material.

In the **January** issue of *Today's Diet & Nutrition*, a 2010 **Digital Magazine Award** winner, we talk about tea in our feature "**Beyond Black & Green**", as well as other tasty subjects like **garlic** and cooking with **healthy fats** that are sure to heat up your imagination... as well as your stomach.

The current issue also offers some great fitness tips from celebrity trainer **Jackie Warner**, advice on how to keep your digestive track healthy and **7 ways to prevent diabetes**.

To enjoy this issue with your favorite beverage, visit us at www.TDN-digital.com/digital.

If you haven't already taken advantage of our **FREE SUBSCRIPTION**, do so [here](#) today.

View January issue

Today's **Diet & Nutrition**
 Health and Beauty Magazine of the Year



The **Today's Diet & Nutrition Product Showcase** is a dedicated sponsored page featuring any product, program, or service created to keep people healthy, fit, and feeling good.

Whether the product is food, fitness equipment, cooking apparel, or even a special event or class designed for health-conscious people, if it's related to the health and well-being of our readers, it fits right into the Product Showcase.

The Product Showcase is equally effective for large companies to promote their targeted brands to our healthy, active audience or for smaller companies to introduce their products to target our unique specialty markets and drive Web traffic toward their sites.

Special Promotional Section

Product Showcase

 <p style="text-align: center;">Title Title</p> <p>Copy www.website.com</p>	 <p style="text-align: center;">Title Title</p> <p>Copy www.website.com</p>	 <p style="text-align: center;">Title Title</p> <p>Copy www.website.com</p>
 <p style="text-align: center;">Title Title</p> <p>Copy www.website.com</p>	 <p style="text-align: center;">Title Title</p> <p>Copy www.website.com</p>	 <p style="text-align: center;">Title Title</p> <p>Copy www.website.com</p>
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For just **\$299**, showcase partners get a photo of their product, a 25-word (max) description and their website URL, which is a live link to their homepage or any specific product page they choose.