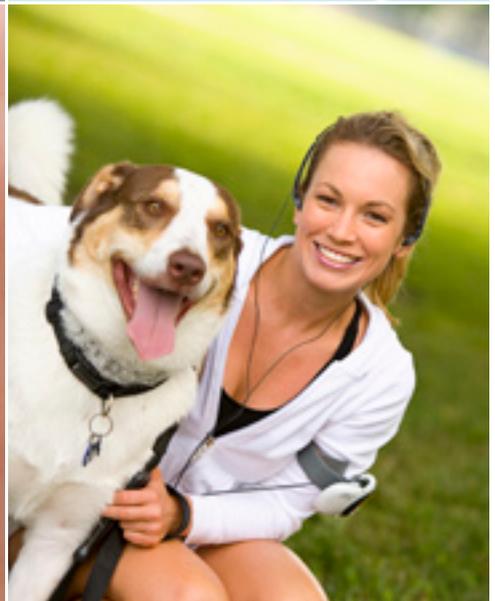


NEW JERSEY LIFE

Health Beauty

2010 Media Planner



Live Your Ultimate Life.



2010 EDITORIAL CALENDAR

FEBRUARY/MARCH

Featured: What women need to know about preventing and surviving a heart attack. Children's dental and oral health, stage by stage. Selecting an integrative physician. Coping with sleep disorders. An optometric physician addresses readers' concerns about eye health. Winter hair care and products. Most popular cosmetic breast surgeries. Advice on vaccinating your pet.

Guide: Top Cosmetic Dentists

Space reservation deadline: December 7, 2009

Camera-ready material deadline: December 11, 2009

APRIL/MAY

Featured: The latest treatments for allergies and asthma. Expert stress-management techniques. Osteoporosis prevention. Arthritis: Therapies for men, women, and children. Latest cosmetic laser procedures. Autism awareness. Skin-care advice from top estheticians. Spa treatments and luxury products for pets.

Guide: Complementary and Alternative Medicine Practitioners

Space reservation deadline: February 11, 2010

Camera-ready material deadline: February 19, 2010

JUNE/JULY

Featured: Preventing and treating skin cancer. Cosmetic dentistry trends. Understanding food sensitivities. Simple solutions for living a greener life. A top podiatrist advises on foot health. Fibromyalgia: Latest techniques for improving your quality of life. Expert advice on traveling with pets.

Guide: Cosmetic Surgeons

Space reservation deadline: April 12, 2010

Camera-ready material deadline: April 16, 2010

SEPTEMBER/OCTOBER

Featured: Breast cancer awareness. Advances in reproductive medicine and infertility treatments. Vaccinations: What you should — or should not — get and when. Advice from a professional organizer. Managing menopause: Bone health, mental health, hormone replacement therapy, weight management, and the latest research.

Guide: Chiropractors

Space reservation deadline: July 12, 2010

Camera-ready material deadline: July 16, 2010

NOVEMBER/DECEMBER

Featured: The latest in diabetes research and development. Prevention and treatment of lung cancer. Managing gastrointestinal disorders. Tummy tightening: Invasive and noninvasive procedures.

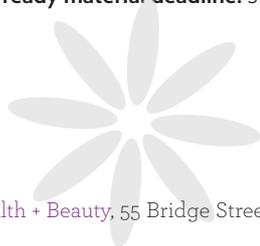
Guide: Top Psychologists and Psychiatrists

Space reservation deadline: September 13, 2010

Camera-ready material deadline: September 17, 2010

IN EVERY ISSUE

Healthy Life: Resources, breakthroughs, and expert advice for living well. **Green Living:** Eco-friendly solutions for your home and your lifestyle. **Nutrition:** Registered dietitians discuss the benefits of healthy eating. Pat Tanner, *NJL's* Restaurant Critic and a founding member of the Central New Jersey Chapter of Slow Food, scours the state for the best in local eating. Plus: Easy, nutritious recipes. **Exercise:** Personal trainers and sports medicine doctors design safe exercise programs for various goals. **Heart Health:** Controlling cholesterol levels, blood pressure, and stress. Plus: Advice on staying well after a heart attack or stroke. **Weight Management:** Workouts, diets, and clinical solutions to return to and maintain your optimum weight. **Cosmetic and Plastic Surgery:** Latest procedures, healing products, and advice from top surgeons. **Sexual Health:** Experts address women's physical and mental well-being as it relates to sexuality and reproductive health. **Family:** The latest in pediatrics and issues concerning family life. **Mind:** Psychiatrists and psychologists examine the connection between mental health and well-being. **Beauty:** The state's top estheticians and beauty specialists highlight trends and the latest cosmetics. **Calendar:** Events that promote health and well-being. **Guide to the state's top hospitals.**





EDITORIAL MISSION

For the past 12 years, *New Jersey Life* has been the authoritative source for the urbane tastes of our state's most affluent readers. The popularity and continued success of our Mind, Body, Spirit column has now evolved into its own publication — *Health + Beauty*.

With the expertise of our Editorial Board of Advisors, which comprises the state's top medical experts and holistic health practitioners, this service-oriented publication addresses many of the tough health issues women face today and gives the reader concise and practical tips on how to improve her

overall well-being. Our editorial covers women's lifestyle topics that include fitness, meditation, nutrition, beauty, alternative practices, and greener and holistic living as well as hard-hitting subjects like cardiac health and breast cancer.

Targeting the state's billion-dollar health care industry, *Health + Beauty* is a unique regional publication that is distributed to 40,000 *NJL* subscribers as well as to Barnes & Noble, Borders, and major spas, salons, fitness centers, and doctors' offices throughout the state.

2010 AD RATES

FREQUENCY 5 x: Feb./March, April/May, June/July, Sept./Oct., Nov./Dec.

DISTRIBUTION: Newsstand (Barnes & Noble, Borders). Subscription. Controlled circ to include: doctors' offices, hospitals, spas, gyms, salons, select shops, restaurants. For advertising information, contact Andy Shane, Advertising Sales Director. 718.549.5910

4/C	1x	3x	5x
Spread	\$7,030	\$6,640	\$6,250
Full-page	\$4,080	\$3,690	\$3,300
Two-thirds	\$3,480	\$3,090	\$2,700
Half-page	\$2,880	\$2,490	\$2,100
One-third	\$2,180	\$1,790	\$1,400
Marketplace (One-sixth)	\$795	\$695	\$595

	1x	3x	5x
Cover 4	\$4,530	\$4,140	\$3,750
Cover 3	\$4,280	\$3,890	\$3,500
Cover 2	\$4,380	\$3,990	\$3,600
TOC	\$4,280	\$3,890	\$3,500

*Rates are gross

BLEED: No additional charge

INSERTS: Sample required to price out

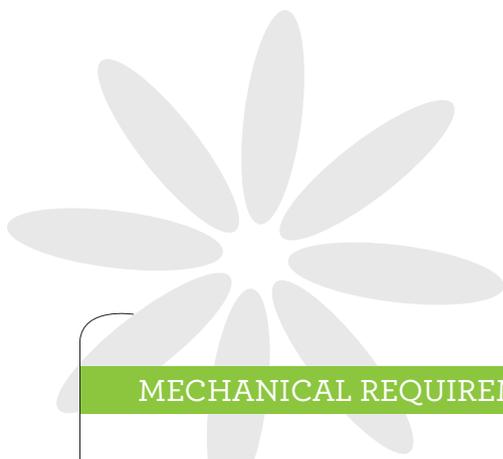
TYPESETTING & DESIGN OF AD: Varies on project

PAYMENT TERMS: Terms of sales are net 30 days from date of invoice. All billing is subject to short-rate or rebate to earned rates, depending on frequency used during the 12-month contract year. Invoices are due upon receipt with approved credit. Interest is assessed at 1.5% per month more than 30 days past due. Billing date is the first of the month of cover issue. First-time advertisers must provide prepayment with first insertion order. Advertiser and agency are responsible for all charges. Any cancellation of, or change in, space contracted for *New Jersey Life Health + Beauty* must be submitted prior to the 15th day of the month prior to the issue's close date. Premium or cover positions are non-refundable without written notice 30 days before the issue's close date.

CONTACT: Send insertion orders and materials to: NJL, Attn: Lauren Johnson, 55 Bridge Street, Lambertville, NJ

08530. Phone: 609.397.6340; fax: 609.397.6347. E-mail high-res PDFs or live files to production@newjerseylife.com. FTP information available upon request.

PUBLISHER'S PROTECTIVE CLAUSE: Publisher, Olsten Publishing LLC, of *New Jersey Life Health + Beauty* magazine reserves the right to reject any advertisement and to terminate this contract immediately by notice at any time (without charging the short rate) upon determining that the advertisement covered by this contract is published without due authorization, is libelous, constitutes the unauthorized use of a name, portrait, or picture, violates a right of privacy, constitutes plagiarism, infringes or disparages a trademark or copyright, or is otherwise contrary to law, public policy, or the magazine's standards. Advertiser agrees to indemnify and hold harmless publisher from any and all claims, actions, litigation, or any other cost or expense, including publisher's reasonable attorney's fee and costs, and any judgments, settlements, or awards that publisher expends in connection with any such claim, action, or litigation arising out of or relating to the publication of advertiser's advertisement.



MECHANICAL REQUIREMENTS & MATERIAL SPECS

Ad Sizes	Bleed	Non-Bleed
Spread	16.75" x 10.5"	15.5" x 9"
Full-page	8.5" x 10.5"	7.125" x 9"
Half-page	8.5" x 5.125"	7.125" x 4.375"
One-third page	N/A	4.625" x 4.375"

All live matter must be 3/8" from trim; live matter across gutter should be 3/8" from trim; 1/2" safety from bleed.

MAGAZINE TRIM SIZE: 8.25" x 10.25"

PRINTING PROCESS: Offset

BINDING METHOD: Perfect

DIGITAL FILE FORMATS: QuarkXPress, Adobe Photoshop, Adobe Illustrator, Adobe InDesign. Preferred file format is PDF (EPS, TIFF, and Application files are also accepted).

LINE SCREEN: 150

PROOFS: Only proofs on built ads will be provided.

PREPARING SCANS AND IMAGE FILES:

Inks follow SWOP specifications. Resolution for scans should be 300dpi, CMYK, or grayscale.

FONTS: Create all black type (16pts and smaller) with 100% black. Call for "rich black" CMYK percentages for large black areas.

PREPARING PDFs: If supplying PDFs, no additional files are necessary. If supplying application files, package should include all support files and fonts.

PRODUCTION CHARGES: NJL can design ads for an advertiser for a production fee. However, ads that are being built must meet specified deadlines for the magazine and must be approved by the client in writing before the advertisement can run. The advertiser will be responsible for any shipping charges.

CONTACT INFORMATION: Send materials to: NJL, Attn: Advertising Production, 55 Bridge Street, Lambertville, NJ 08530. Phone: 609.397.6340; fax: 609.397.6347. E-mail high-resolution PDF or live files to: production@newjerseylife.com. Please call for FTP information.



njlhealthandbeauty.com

Large Rectangle

Size: 200 x 350
Price: \$517.50

Small Rectangle

Size: 120 x 250
Price: \$405

Skyscraper

Size: 160 x 600
Price: \$585

Leaderboard

Size: 940 x 185
Price: \$1,080

Small Square

Size: 100 x 100
Price: \$315

Single Sponsor Package

All other ads are blocked from the section, and the advertiser will run a leaderboard on every page in the *Health + Beauty* section, as well as a skyscraper or large rectangle on the *Health + Beauty* landing page.
Cost: \$5,000

NJL CONNECTED

NJL Connected, *New Jersey Life's* newsletter, mails every other week to a list of more than 11,000 subscribers. Ads are available for placement in the newsletter.

SKYSCRAPER

Cost: \$650 per newsletter

SMALL RECTANGLE

Cost: \$450 per newsletter

SPONSORSHIP

Includes a small rectangle ad and the exclusion of all other ads from the newsletter
Cost: \$550 per newsletter

All prices are gross, per month.

