

Chicago Wellness magazine



Vision

Our mission is to produce information and inspiration for creating healthier and happier lifestyles that work in our lives. Serving the consumer in an honest, easy to comprehend and entertaining voice is the driving force behind our magazine. Our ultimate goal is to develop a multi-media concern duplicated on a national level which speaks “to” readers, listeners and viewers in a positive press forum.

Staffing

The CWM staff is composed solely of *active* professionals: authors, therapists, trainers, dieticians, and other relative business and industry pros with corporate, coaching, teaching, print, radio, television and public speaking experience. This objective has proven to be one of our most valuable assets with regard to content, notoriety and outreach, unmatched by any other area publication in kind.

Content

Cover stories are dedicated to notable professionals and industry which affect well lifestyles with presence in or attachment to the Chicago area. Past covers include Runner’s World Columnist, John, “The Penguin” Bingham, Prevention Company, Life Line Screening, and Des Plaines native and 7-Eleven CEO, Joe DePinto, to name a few. CWM Columns, *Mind-Body-Connection* and *Vitamin Jay*, are penned by fitness expert, Andrea Metcalf and certified sports nutritionist, Jason Kroner, respectively, and breaking away from the traditional pub’s hub, JJ Rusch writes on a wide variety of self-discovery and inspired living topics in every issue under *Find your Fit*. Sectional focus is made in *Consuming News*, a four page spread earmarked for consumer education and reviews on a variety of consumable products, services and trends. Single page coverage is dedicated under the working titles of *Motivational Moves* and *Financial Fitness*. Additional themes are currently being developed for organics, alternative choices and other wellness inspired living issues.

Outreach

CWM speaks to consumers seeking work/home/health life balance. We like to think our readership runs the gamut between age and sex, composed of working parents, business owners, fast track singles and boomers fast approaching retirement. Demographically, women, between the ages of 25-49+ with a combined household income of \$75,000 or more profile our most typical audience.

We publish as a “free paper” because we believe it provides us with an edge in battling the ever growing challenges facing media today. Between sky high production costs, news stand pricing and internet readerships, freely giving something back to the consuming reader is the purposeful direction we choose to hang our hats upon.

CWM is currently distributed on a bi-monthly basis to high traffic public access sites such as: Barnes & Noble, Border’s, Dick’s Sporting Goods, Fruitful Yield, Sports Authority, Starbuck’s, Sunset Foods, Tower Records, Wild Oats and suburban Whole Foods locations, in addition to a myriad of health clubs, libraries, restaurants, park districts and community centers. Distributed throughout the city, north, northwest, and western suburbs, additional distribution sites in the south suburbs are in the works. Current print runs vary according to promotional activities. We are fast approaching our 50,000 target goal with plans to double this figure by the end of 2009. Reading rates are currently estimated at a 2.5 share.

Reader outreach is further embellished by the multi-media activities of our staff. 80,000+ viewers see Publisher, JJ Rusch’s monthly “Food Cop” segments on NBC5 in Chicago, Columnist, Andrea Metcalf reaches the same television viewing audience weekly as part of the NBC5 “Fitness Team” in addition to podcasts, blogs, and guest appearances on national broadcasts such as the Today Show and I Village Live, and Columnist, Jayson Kroner is a nationally published print and internet health journalist and book author.

Beginning in February 2008, Rusch will also be seen weekly as one of the co-hosts of, FIT TODAY, a new show created and produced by Metcalf which will air to a weekend audience of 45,000+ on CLTV, a Tribune Company cable station.

Partnerships

How can we help you? We want our business relationships to be as beneficial for our sponsors as they are for our magazine and work “beyond the ad” with food, fitness, health and wealth based businesses. To do so, we personally tailor working plans to fit our partners’ business objectives in as many ways as we possibly can.

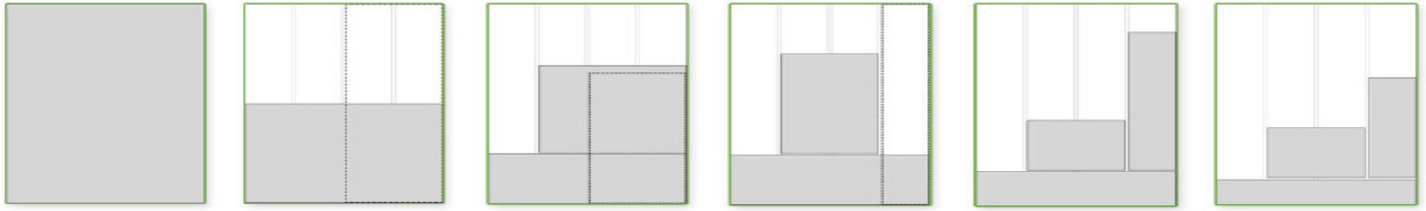
Current working strategies may include: byline appearance, website promotions, strategic ad placement, free listing in the “Reader Discount” program and inclusion in “On the Shelves” reviews. Second tier presence in broadcast media, co-marketable projects, Wellness in the Works™ programs and participation in public and promotional event opportunities are further evaluated.

Rate Card

Effective February 1, 2008

► Column Width

1 COL: 2.375" 2 COL: 4.917" 3 COL: 7.458" 4 COL: 10"



► Ad Sizes

Column Width x Height in Inches _____

Full Page
64 Inches
10" x 16"

Half Page
32 Inches
► 2 x 16
► 4 x 8

Third Page
21 Inches
► 2 x 10.5
► 3x7
► 4x5.25

Quarter Page
16 Inches
► 1x16
► 2x8
► 4x4

Sixth Page
11 Inches
► 1x11
► 2x5.5
► 4x2.75

Eighth Page
8 Inches
► 1x8
► 2x4
► 4x2

► Color Pricing

	<u>Open</u>	<u>3 Issues</u>	<u>6 Issues</u>
Back Cover (7 1/2 x 10)	\$2875	\$2575	\$2275
Last Page (10x16)	\$2675	\$2375	\$2075
Full Page	\$2475	\$2175	\$1875
Half Page	\$1875	\$1675	\$1475
Third Page	\$1475	\$1275	\$1075
Fourth Page	\$1075	\$ 875	\$ 675
Sixth Page	\$ 675	\$ 575	\$ 475
Eighth Page	\$ 475	\$ 375	\$ 275

► Black & White Pricing

Subtract \$275 color charge / ad price above

► Back Cover & Back Page - Color Only

► Website Pricing / Issue

Vertical 150x300 ► Home Page/\$1,375 Other/\$950

Horizontal Banner 300x50 ► Home Page/\$1,175

Square 150x150 ► Home Page/\$875 Other/\$650

Reader's Discount Listing ► Logo, Offer & Link/\$500

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