



GET HEALTHY

magazine

Northwest Indiana has some of the best healthcare in the nation. The Times Media Company celebrates that fact with **Get Healthy** magazine, the area's one and only health publication that provides the latest in local health news.

With access to the leading health experts right here in the Region, **Get Healthy** offers readers a local perspective on what's best for your health. Readers and advertisers can't get enough of **Get Healthy's** take on health maintenance, nutrition, fitness, mental health and environmental health, plus specially themed features in every issue. Along with a new and improved, reader-friendly design, **Get Healthy** offers content that is both relevant and proactive.

Advertiser Benefits

INCREASED DISTRIBUTION

Get Healthy is now direct mailed to 2,500 doctor's, dentist's and healthcare practitioner's offices

VISIBILITY

Get Healthy distributes more than 82,500 copies and reaches more than 264,000 readers per issue

FREQUENCY

Get Healthy is published 6X a year – reaching your customers more often

SHELF LIFE

Get Healthy provides 60 days of shelf life, extending your advertising visibility

RELEVANCE

Positions your brand within a highly targeted editorial environment

COST EFFICIENCY

Reaches current and potential customers for less than a penny per reader

In Every Issue...

WHAT'S NEW:

Local news and new products

WELL-BEING EVENTS:

Our area's upcoming health-promoting events

THE BODY SHOP:

Maintenance checks (teeth, skin, vision, hearing)

SURVIVOR SPOTLIGHT:

Local case histories

FOOD & FITNESS:

Exercise tips, healthy eating, what's in your food

ON YOUR MIND:

Mental health, stress, happiness

THE GREEN LIFE:

How today's environmental issues are affecting our health

ASK THE EXPERT:

Q&A with local healthcare experts

Distribution

TOTAL DISTRIBUTION: 82,500 +

IN-PAPER: 78,000 +

Each issue is inserted full run in **The Times** newspaper on a Wednesday

DIRECT MAIL: 2,500

Each issue is direct mailed to 2,500 doctor's, dentist's and healthcare practitioner's offices

BONUS RACK DISTRIBUTION: 2,000

Located at advertiser, healthcare, and healthy lifestyle locations across Northwest Indiana

Advertorials

Custom content pages enable advertisers to tell their story in their own words and shown in their own photos. Special Consecutive Rate \$1,695 per page (minimum 2 Pages)

CALENDAR

March/April `10 Issue

Space Deadline Jan 27
 EPS/Ads Due Feb 3
 Print Date Feb 10
 Publication/Delivery Feb 17

May/June `10 Issue

Space Deadline March 31
 EPS/Ads Due April 7
 Print Date April 14
 Publication/Delivery April 21

July/August `10 Issue

Space Deadline May 26
 EPS/Ads Due June 2
 Print Date June 9
 Publication/Delivery June 16

Sept/Oct `10 Issue

Space Deadline July 28
 EPS/Ads Due Aug 4
 Print Date Aug 11
 Publication/Delivery Aug 18

Nov/Dec `10 Issue

Space Deadline Sept 29
 EPS/Ads Due Oct 6
 Print Date Oct 13
 Publication/Delivery Oct 20

Jan/Feb `11 Issue

Space Deadline Nov 24
 EPS/Ads Due Dec 8
 Print Date Dec 15
 Publication/Delivery Dec 22

PRODUCTION

Matt Huss
 Graphic Designer,
 Niche Publications Magazines
 office: 219-933-3294
 mhuss@nwitimes.com

DIGITAL AD SPECS

All ads must be Macintosh-compatible and accompanied by a contact proof. *The Times* is not responsible for ads sent without proofs or ads not meeting our submission requirements. A fee will be incurred for any work *The Times* does on behalf of the advertiser. Advertising materials delivered beyond deadline are subject to additional charges. We can not accept ads created in Microsoft Word or word processing programs. Please include all fonts and have graphics in 300 dpi, CMYK format.

Ad submission via mail:

The Times
 Attn: Get Healthy magazine
 601 W. 45th Ave
 Munster, IN 46321

Ad submission via email or ftp:

Email to shoremagazine@gmail.com

GET HEALTHY

rates and publication calendar

Ad Size/Position ... 1X..... 3X..... 6X

Back Cover	\$4916 ... 4422	3438
Inside Front.....	\$4719 ... 4246	3300
Inside Back.....	\$4120 ... 3717	2889
Page 1 (Full).....	\$3570 ... 2844	2460
Full Page	\$2558 ... 2195	1695
Half Page	\$1480 ... 1254	995
Quarter Page.....	\$913 836	664
Eighth Page	\$710 644	510

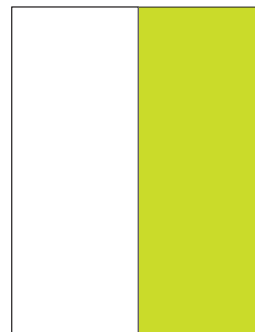
All rates are quoted per issue. All ads include 4 Color at no additional charge. Includes 1X ad design at no additional charge.

GET HEALTHY MAGAZINE

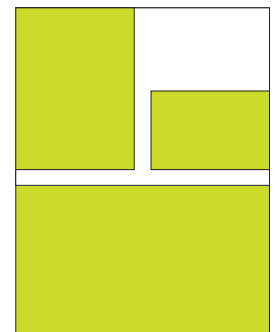
Ad Sizes



FULL PAGE
 (with bleed)
 10.9" wide x 11" tall
 (trim area)
 10.4" wide x 10.5" tall
 (live area)
 9.9" wide x 10" tall



HALF PAGE
 (vertical)
 4.89" wide x 10" tall



HALF PAGE
 (horizontal)
 9.89" wide x 4.95" tall

QUARTER PAGE
 4.89" wide x 4.95" tall

EIGHTH PAGE
 4.89" wide x 2.42" tall

FOR ADVERTISING OPPORTUNITIES, CONTACT:

Munster Sales: 219.933.3200
Crown Point Sales: 219.662.5300
Valparaiso Sales: 219.462.5151