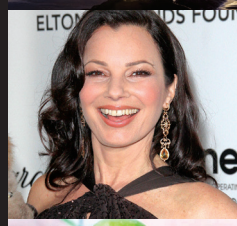
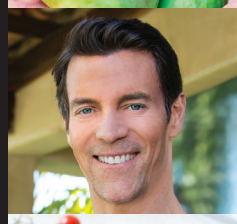
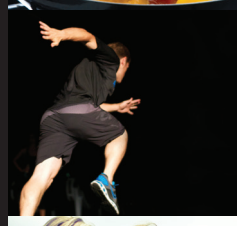
Health Beauty Life







CELEBRITY FOOD BEAUTY & FASHION TRAVEL HEALTH & FITNESS LIFESTYLE

Health Beauty Life

Health Beauty Life MEDIA 1818 Ord Way Oceanside, CA 92056-1502 | **760-842-7700 ext.142**

©2014 HEALTH BEAUTY LIFE MAGAZINE. Health Beauty Life Media & Magazine are divisions of USP, Inc., Ultimate Salon Professionals.

MISSION STATEMENT

Health Beauty Life was created to explore trends in celebrity, food, beauty & fashion, health & fitness, travel and lifestyle. Each quarterly issue includes a signature mix of exclusive interviews, noteworthy lifestyle explorations, healthy cuisine, beauty tips and getaway destinations.

Network Television:
Health Beauty Life with Patrick Dockry is our 13 episode, 30 minute variety series airing Saturdays at 9:30am PST/EST 8:30am CST on WEtv. **WEtv** is available in 92 million HH's.

National Print:
***8,000,000 - 10,000,000**

Health Beauty Life WITH PATRICK DOCKRY

We tv

Circulation: 80,000 issues
Audience: Nationally distributed to Super Market checkout areas nationwide, as well as Direct Mailed to the reception areas of Cosmetic Surgeons, Cosmetic Dentists, Fertility Doctors and OB GYN Doctors, as well as leading beauty salons nationwide.

WHOLE FOODS MARKET

BARNES&NOBLE BN.com

BAM! BOOKS • TOYS • TECH • MORE

Digital interaction:
As one of very few mainstream, QR coded multimedia publications, Health Beauty Life magazine is fully integrated, with a national reach that incorporates network television, national print and **Online**.
See it all at **HealthBeautyLife.com**
*Based on pass around of 100-125

DIGITAL ACCESS and VIDEO ARTCLES

HealthBeautyLife.com, the interactive version of Health Beauty Life Magazine, is accessible through browser, smartphone or tablet. Take our media with you, QR Codes point to live HD video for all articles.

Health Beauty Life **Health Beauty Life MEDIA** 1818 Ord Way Oceanside, CA 92056-1502 | **760-842-7700 ext.142**

©2014 HEALTH BEAUTY LIFE MAGAZINE. Health Beauty Life Media & Magazine are divisions of USP, Inc., Ultimate Salon Professionals.

ADVERTISING with a CAUSE

Welco

At the Gates Foundation we believe every person deserves the chance to live a healthy, productive life.

We support organizations that work on poverty, health, and education.

Cancer Schmancer Movement 6·21

American Heart Association Learn and Live

NATIONAL AUTISM ASSOCIATION

DRIVE4COPD

St. Jude Children's Research Hospital
ALSAC • Danny Thomas, Founder
Finding cures. Saving children.

CAUSE MARKETING

In recognition of Non Profit Organizations who bring enormous value to our world, and because our core demographic so often closely reflects theirs, we proudly feature national non-profits in each issue of Health Beauty Life Magazine.

Past and current featured organizations include Bill & Melinda Gates Foundation, Susan G. Komen for the Cure, The American Heart Association/GoRed for Women, United Breast Cancer Foundation, National Autism Association, Celiac Disease Foundation and The Painted Turtle/Hole In The Wall Gang and Cancer Schmancer Movement.

LEARN MORE

Please contact **Greg Root** at **groot@HealthBeautyLife.com** or **760-505-7407** to discuss.

Health Beauty Life

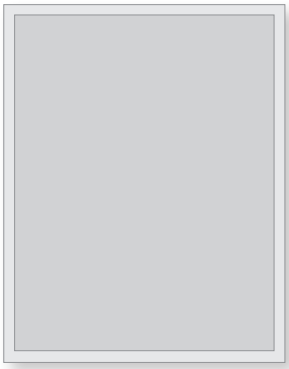
Health Beauty Life MEDIA 1818 Ord Way Oceanside, CA 92056-1502 | **760-842-7700 ext.142**

©2014 HEALTH BEAUTY LIFE MAGAZINE. Health Beauty Life Media & Magazine are divisions of USP, Inc., Ultimate Salon Professionals.

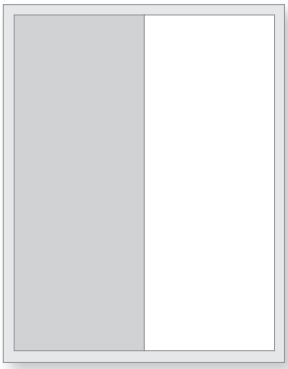
ADVERTISING SPECIFICATIONS for print

FULL PAGE SPREAD (2-PAGES)

AD SIZE	BLEED	LIVE/SAFETY	NON-BLEED	TRIM
FULL PAGE SPREAD	8.75" x 11.125"	15.75" x 10"	-	16.75" x 10.75"
FULL PAGE	8.75" x 11.125"	7.375" x 10"	-	8.375" x 10.75"
HALF PAGE VERTICAL	-	3.125" x 9.75"	3.375" x 10"	8.375" x 10.75"
HALF PAGE HORIZONTAL	-	7.125" x 4.375"	7.375" x 4.625"	8.375"" x 10.75"
QUARTER PAGE	-	3.125" x 4.125"	3.375" x 4.375"	8.375" x 10.75"

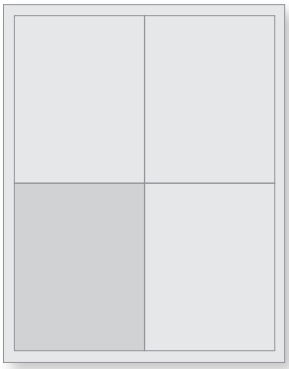


FULL PAGE (1-PAGE)



HALF PAGE **VERTICAL** (½-PAGE)

HALF PAGE **HORIZONTAL** (½-PAGE)



QUARTER PAGE (¼-PAGE)

FILE FORMAT and SUBMISSIONS

In order to best serve our clients, we only accept files in PDF format. This allows us to save on production costs, which keeps our ad rates below the industry standard.

IMAGES

- All high-resolution images must be included.
- CMYK or grayscale only. Convert any spot colors not intended to print into CMYK.
- Minimum resolution of 300 dpi.

FONTS

- Include fonts, convert fonts to outlines if not supplied.
- Text containing thin lines, serifs, or small lettering should be restricted to one color.

QUESTIONS OR SUBMISSIONS

Please email to **George Henderson**, Art Director, at **ghenderson@HealthBeautyLife.com.**

Health Beauty Life

Health Beauty Life MEDIA 1818 Ord Way Oceanside, CA 92056-1502 | **760-842-7700 ext.142**

©2014 HEALTH BEAUTY LIFE MAGAZINE. Health Beauty Life Media & Magazine are divisions of USP, Inc., Ultimate Salon Professionals.

ADVERTISING SPECIFICATIONS for web

WIDE SKYSCRAPER*

SKYSCRAPER*

MEDIUM RECTANGLE*

*These diagrams are not to actual size. They are an example of the shape of the advertisment.

AD SIZE	PIXEL SIZE
LARGE RECTANGLE	300 x 520 px
MEDIUM RECTANGLE	300 x 250 px
SMALL RECTANGLE	300 x 50 px

Health Beauty Life

HealthBeautyLife.com

FILE FORMAT and SUBMISSIONS

FILE FORMAT

.JPG (.JPEG), .GIF, .GIF89a

MAXIMUM FILE SIZE

250k

GENERAL ONLINE REQUIREMENTS

- All landing pages must open in a new browser window.
- All creative must be surrounded by a minimum color border of 1 pixel.
- All submitted ads, must be approved by production before the ads go live online.

QUESTIONS OR SUBMISSIONS

Please email to **George Henderson**, Art Director, at **ghenderson@HealthBeautyLife.com.**

Health Beauty Life **Health Beauty Life MEDIA** 1818 Ord Way Oceanside, CA 92056-1502 | **760-842-7700 ext.142**

©2014 HEALTH BEAUTY LIFE MAGAZINE. Health Beauty Life Media & Magazine are divisions of USP, Inc., Ultimate Salon Professionals.

ADVERTISING PRICE LIST for print+web

PRINT

AD SIZE	BLEED	LIVE/SAFETY	NON-BLEED	TRIM	PRICING
FULL PAGE SPREAD	8.75" x 11.125"	15.75" x 10"		16.75" x 10.75"	**$12,950.00**
FULL PAGE	8.75" x 11.125"	7.375" x 10"		8.375" x 10.75"	**$7,000.00**
HALF PAGE VERTICAL			3.375" x 10"	8.375" x 10.75"	**$4,620.00**
HALF PAGE HORIZONTAL			7.375" x 4.625"	8.375"" x 10.75"	**$4,620.00**
QUARTER PAGE			3.375" x 4.375"	8.375" x 10.75"	**$3,050.00**
INSIDE BACK COVER (FULL PAGE)	8.75" x 11.125"	7.375" x 10"		8.375" x 10.75"	**$7,780.00**
BACK COVER (FULL PAGE)	8.75" x 11.125"	7.375" x 10"		8.375" x 10.75"	**$9,332.00**

Discounted rates are available for all ad units for full year commitment (4 Issues).

WEB

AD SIZE	PIXEL SIZE	PRICING
LARGE RECTANGLE	300 x 520 px	$375
MEDIUM RECTANGLE	300 x 250 px	$300
SMALL RECTANGLE	300 x 50 px	$175

*Price represents rotating advertisement (1 of 3 active ADs).

**Price reflect exclusive placement.

All web ADs run for 3 months.

Health Beauty Life

HealthBeautyLife.com

- All rates are for full color Ads.
- Order and material deadline is 72 hours before publication.

QUESTIONS, ORDERS and SUBMISSIONS.

MEDIA QUESTIONS and ORDERS

Please contact **Greg Root**, Advertising and Media Manager, at **groot@HealthBeautyLife.com** or **760-505-7407**.

ARTWORK QUESTIONS OR SUBMISSIONS

Please email to **George Henderson**, Art Director, at **ghenderson@HealthBeautyLife.com.**

©2014 HEALTH BEAUTY LIFE MAGAZINE. Health Beauty Life Media & Magazine are divisions of USP, Inc., Ultimate Salon Professionals.