

total body

HOUSTON'S HEALTH & BEAUTY MAGAZINE



Total Body Magazine
PO BOX 41737, HOUSTON, TX 77241
INFO@TOTALBODYMAG.COM
(281) 955-6143

READERS

Total Body is published for Houston men and women, ages 30 to 50, who take an active role in achieving total wellness in body, mind and spirit. This bi-monthly magazine is packed with medical news, trends and technology, prevention, fitness, nutrition and beauty, empowering our readers to live life on their terms.

Total Body Readers...

Are Young, Smart Women

68% of our readers are female; 55% are between the ages of 25 to 40 years
72% have a bachelor's or post-graduate degree

Have Money to Spend

56% have a household income of between \$50K and \$99K
19% have a household income of over \$100K

Are Physically Fit

69% exercise three or more times per week
77% are members of a gym or other fitness facility
81% own fitness equipment
72% take vitamins and nutritional supplements.

Value Their Health

82% say it is "very important" to them to maintain/improve their physical health
76% say maintaining/improving their mental wellness is "very important"

Care About How They Look

71% say maintaining/improving their personal appearance is very important.
81% say it is very important to maintain their current weight or lose weight.
61% say they are very concerned about the effects of aging.
63% have had or would consider having cosmetic surgery.
71% have had or are considering cosmetic dentistry.
52% have used a tanning booth or sunless tanning in the last six months.

Spend Money On Health, Wellness and Beauty

In the last six months, the average *Total Body* reader has spent:

- Over \$300 on hair care and hair products
- Over \$500 cosmetics and skin care (with 26% spending over \$1,000!)
- Over \$500 on maintaining and improving physical health and wellness
- Over \$200 on fitness memberships, equipment and training

Are Exclusive

It's hard to reach the *Total Body* audience through any other medium. The vast majority of our readers (87%) say that *Total Body* is the only local health and wellness publication they read.

* *These results are based on a reader review conducted in Fall of 2006, and a attendee survey at the 2008 Total Body Expo (85% of these attendees were Total Body magazine readers).*

DISTRIBUTION

We distribute *Total Body* magazine to more than 600 highly targeted distribution points in the Houston Metro area. **This is a condensed list.**

Citywide

Bally Total Fitness
Smoothie King
Ladies Workout Express
Whole Foods
Berryhill Baja Grill

Galleria

Bally Total Fitness
Berryhill Baja Grill
Fitness Unlimited
Glo Sun Spa
Houstonian Club
Nutrition Depot
Smoothie King

Inside Loop

Avante Laser & Medispa
Bally Total Fitness
Berryhill Baja Grill
Crew Health & Fitness Gym
FIT Athletic Club
Houstonian Club
Luke's Locker
Memorial Park
My Fit Foods
Smoothie King
Taco Milagro
Whole Foods
Yoga Institute
Ziggy's Healthy Grill

Downtown/Med Center

Bally Total Fitness
Hermann Park
Houston Community Hospital
Last Concert Cafe
MD Anderson
Midtown Bagel
Smoothie King
Treebeard's

Northwest

Smoothie King
Costa's Gym
Play it Again Sports

Premier Pilates
Cypress Women's Center
The Self Defense Co.
In-Line Chiropractic Wellness Center
Pilates of Champions
Super Tan

Southwest

Memorial Hermann Wellness Center
Bally Total Fitness
Smoothie King
Ladies Workout Express

West

Advanced Dermatology
Amaya Center for Healthy Living
Bally Total Fitness
Berryhill Baja Grill
Nutrition Depo
Smoothie King
Aerobifit
Spa at Cinco Ranch
Ladies Workout Express
Memorial Athletic Club
Memorial Athletic Club for Women
Sandy's Produce Market

Sugarland

Advanced Dermatology
Berryhill Baja Grill
Bally Total Fitness
Smoothie King
Your Health Lab

Woodlands

Access Rehab & Clinic
Bally Total Fitness
Berryhill Baja Grill
LA Boxing
Lady of America
Lifestyle Fitness
Nutrition Depot
Smoothie King
The Vitamin Shoppe
Texas Center for Cosmetic Dentistry
Woodlands Resort & Conf. Center

2010 ADVERTISING RATES

GROSS RATES	1X	3X	6X
OUTSIDE BACK COVER	\$4350	\$4075	\$3700
INSIDE FRONT COVER	\$4125	\$3875	\$3500
INSIDE BACK COVER	\$3410	\$3160	\$2785
FULL PAGE	\$3375	\$3125	\$2750
HALF PAGE	\$2135	\$1905	\$1750
THIRD PAGE	\$1750	\$1520	\$1175
QUARTER PAGE	\$925	\$775	\$650
SIXTH PAGE	\$750	\$500	\$350

EDITORIAL ENDORSEMENT

\$1,000

Includes a product or service review in the editor's letter. Limit one advertiser per issue. Limited to advertisers with a one-year advertising contract, minimum half page.

RADIO SEGMENT (FULL ONE-HOUR)

\$2,800

Includes a one-hour radio show on 700 AM, six 60-second commercials and a full-page article in *Total Body* magazine. Homework Houston is a talk-radio show done in an interview format with you as the expert.

MONTHLY NEWSLETTER AD

\$250, \$200 OR \$120/mo.

Inclusion in the once-monthly e-newsletter "Total Body Presents...". Pricing is based on tier-level. Sent to 5,000 *Total Body* subscribers.

NEW! TOTAL BODY MOBILE

\$199/mo.

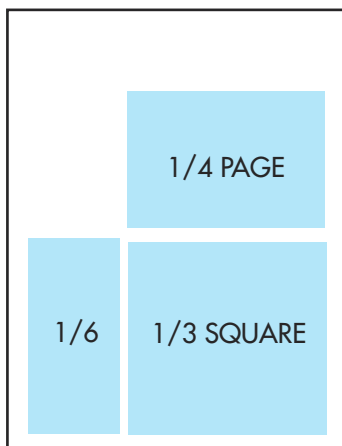
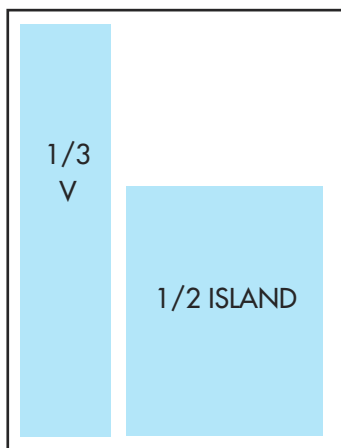
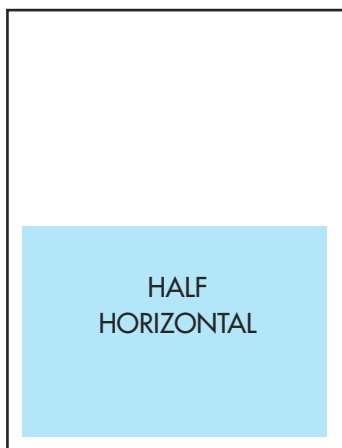
Take your advertising message to our readers' cell phones. Text them with special offers, coupons and a link to your mobile site, created by us! Price includes your mobile sitehosting plus 200 text messages. After the first month, you buy text messages as needed and pay a flat rate of \$129/mo. for hosting.

TOTAL BODY EXPO

Our 2010 Total Body Expo will be held in conjunction with the Pink Door 5K Legacy Walk (benefiting women recovering from cancer) on March 19 & 20, 2010, at the Stafford Convention Center. Reserve your booth now for this two-day, family-friendly event.

AD SPECIFICATIONS

DISPLAY	INCHES (W X H)
FULL (live area)	7.5" X 9.875"
FULL BLEED	8.75" X 11.25"
SPREAD	16" X 9.937"
HALF HORIZONTAL	7.5" X 5"
HALF ISLAND	4.85" X 6.8"
THIRD SQUARE	4.85" X 4.8"
THIRD VERTICAL	2.45" X 9.54"
QUARTER PAGE	4.85" X 3.3"
SIXTH PAGE	2.45" X 4.66"



DESIGN

Your ad will process more efficiently if you supply us with a high-resolution PDF file (at least 300 dpi). We also accept files created in Quark XPress, Adobe Photoshop and Illustrator EPS or TIFF files. Ads created in Page-maker or other applications not mentioned above may not be usable.

All images must be at least 300 dpi. Use process CMYK colors (not RGB, spot or index colors).

THE TOTAL MARKETING PACKAGE

We are always looking for ways to help you expand your marketing dollar. Now, *Total Body* magazine offers you a marketing package like no other in Houston. Buy one, two or even all three of the following (we will customize a package for you) and watch your ad dollars work for you like never before.

TOTAL BODY MAGAZINE

Total Body magazine is a 5-year-old Houston magazine that has a proven track record of reaching new customers for our advertisers. You can market your business through a display ad or our all-new **“Editorial Endorsement”** program. Have your product or service reviewed by our editor-in-chief, then featured in our editor’s letter on page 4 of the magazine. One advertiser featured per issue. Limited to advertisers with a one-year contract, minimum half page ad.

TOTAL BODY ON THE RADIO

Includes a one-hour radio show on 700 AM, six 60-second commercials and a full-page article in *Total Body* magazine. “Homework Houston” is a talk-radio show that educates consumers about a product or service BEFORE they buy. The show is done in an interview format with you as the expert. After the interview portion of the show, the show is opened up to callers.

TOTAL BODY NEWSLETTER

“Total Body Presents...” is our once-monthly newsletter that goes out to our 5,000 e-mail subscribers. Place your monthly sales, specials, coupons, or just information about your company in this newsletter each month.

TOTAL BODY MOBILE

Take your advertising dollars to the next level with a mobile web site that our readers can view on their cell phones. Put a simple message in your print ad (ie “Text TOTAL BODY to 41411 to receive our special offer”) and drive our readers to your mobile site, where they can view your contact info, information about your company, and special offers from you.

TOTAL BODY EXPO

Our 2010 Total Body Expo will be held in conjunction with the Pink Door 5K Legacy Walk (benefiting women recovering from cancer) on March 19 & 20, 2010, at the Stafford Convention Center. Reserve your booth now for this two-day, family-friendly event.