

Total Body is published for Houston men and women 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 caters to health-conscious male and female readers ages 30 to 50.

Some of Houston's top physicians are members of *Total Body's* editorial board. As experts in their field, they help shape the editorial focus of the magazine. Each doctor contributes ideas to the annual editorial calendar, revealing the latest trends in medicine and suggesting topics they feel might be of interest to the reader.

in every issue

The Body: The latest news on how to be healthy from the inside out.

The Soul: Tips on how to achieve a higher level of healthy living.

The Look: Beauty news, fashion trends and tips.

The Workout: Featuring a pictorial workout; a Houston trainer targets a different part of the body each issue. Also, trends, news and products.

The Kitchen: Recipes, cooking tips and spotlight on Houston restaurants.

The Guide: A comprehensive guide of health- and beauty-related businesses throughout Houston.

Total Body Readers...

Are Young, Smart Women

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

Have Money to Spend

- 56 percent of *Total Body* readers have a household income of between \$50,000 and \$99,999
- 19 percent have a household income of over \$100,000

Are Physically Fit

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

Value Their Health

- 82 percent say it is "very important" to them to maintain or improve their physical health and wellness
- 76 percent say maintaining or improving their mental wellness is "very important" to them

Care About How They Look

- 71 percent say maintaining or improving their personal appearance is very important to them.
- 81 percent say it is very important for them to maintain their current weight or lose weight.
- 61 percent say they are very concerned about the effects of aging.
- 63 percent have had or would consider having cosmetic surgery.
- 71 percent have had or are considering cosmetic dentistry.
- 52 percent 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 percent 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.*

We distribute *Total Body* magazine to more than 600 highly targeted distribution points in the Houston Metro area. Our 30,000 readers can find the latest in health information in Houston doctors' offices, all major hospitals, gyms, salons/day spas. Don't forget to check out our CORPORATE DISTRIBUTION below. **This is a condensed list.**

Citywide

Bally Total Fitness
Smoothie King
Ladies Workout Express
Harris County Public Libraries
Whole Foods
Cafe Express
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
Bike Barn
Crew Health & Fitness Gym
FIT Athletic Club
Finish Strong Sports
Houston Gym
Ladies Workout Express
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
Chase Tower
Hermann Park
Houston Community Hospital
Last Concert Cafe
MD Anderson
Memorial Hermann
Midtown Bagel

Orthopedic Care Center
Park Plaza Hospital
Smoothie King
St. Luke's Hospital
Texas Children's Hospital
Treebeard's

Northwest

Smoothie King
Costa's Gym
Play it Again Sports

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 Depot
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
Fluor Daniel
Smoothie King
Ladies Workout Express
Your Health Lab

Woodlands

AAA Travel
Access Rehab & Clinic
Bally Total Fitness
Berryhill Baja Grill

LA Boxing
Lady of America
Lifestyle Fitness
Memorial Hermann
Nutrition Depot
Smoothie King
The Vitamin Shoppe
Texas Center for Cosmetic Dentistry
Woodlands Resort & Conf. Center

CORPORATE DISTRIBUTION

AAA Travel – All Houston Locations
Harris County Libraries – All Houston
Chevron Companies
Demontrond
The Estates at Memorial Heights
Find it Apartment Locators
Texas Apartment Locators
Hewlett Packard
Houston Professional Firefighters
Knowledge Development Center
St. Luke's
MD Anderson
Space Center Houston
Reliant Energy
Texas Children's
Texaco Employees Federal
Credit Union
VA Medical Center
Federal Reserve Bank of Dallas

OUTLYING AREAS

Gulf Coast Educators Credit Union in
League City and Pasadena
Gulf Coast Educators Credit Union
Associated Credit Union in Pearland
and Deer Park
Harris County Public Libraries in
Seabrook, Cypress, Spring,
Galena Park, Kingwood and Katy
Fluor Daniel
AAA Travel
City Homes Real Estate Company

Please ask your account manager for a current distribution list. Our list grows daily!

2009 advertising rates

GROSS RATES

OUTSIDE BACK COVER

INSIDE FRONT COVER

INSIDE BACK COVER

FULL PAGE

HALF PAGE

THIRD PAGE

QUARTER PAGE

SIXTH PAGE

Print advertising rates vary issue to issue, based on monthly specials. Please email regina@totalbodymag.com for more information.

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 950 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.

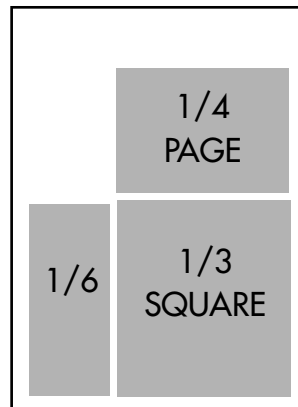
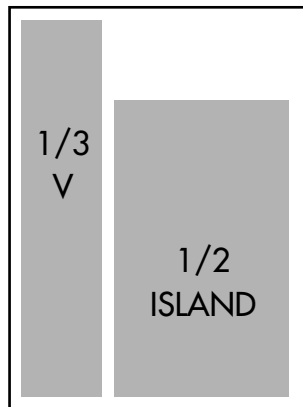
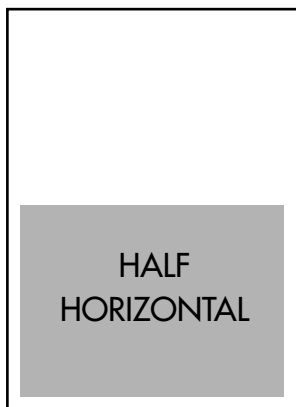
Inclusion in the once-monthly e-newsletter "Total Body Presents...". Pricing is based on tier-level. Sent to 5,000 Total Body subscribers.

NEW! TOTAL BODY MOBILE

\$TBD

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!

Total Body • PO BOX 41737, Houston, TX 77241 • (281) 955-6143 • Fax (281) 955-6148



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"