



healthybite

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MEDIA KIT

HEALTHY BITE

The National Health and Wellness Club's *Healthy Bite* e-newsletter delivers relevant and timely action items weekly through the e-mail inbox to our most avid health-minded individuals, 21,000 subscribers who have opted in to regularly receive the club's latest recommendations for healthy living, tips, and insights, content that they can check out further on the web and will forward to their friends.

The web editors of *Healthy Bite* sift daily through all the latest health chatter to develop exclusive, action-oriented content specifically for the members' inbox. *Healthy Bite* is the voice of authority when it comes to providing the latest in healthy living know-how and it shows: 69% of NHWC members go out of their way to purchase environmentally friendly products.

MEET THE *HEALTHY BITE* READER

The National Health & Wellness Club's *Healthy Bite* e-mail list of 67,000 opt-in subscriptions includes active and engaged adults who take pride in maintaining a physically and mentally healthy lifestyle. Readers look to *Healthy Bite*'s editorial covering the latest information on health and wellness to help them find and keep balance in their lives.

Healthy Bite Readers:

Female: 91%

Average Age: 53

Average HHI: \$56,854

College Educated: 76%

Homeowners: 73%

Employed: 57%

Professional/Managerial: 22%

Currently controlling diet for fitness or health reasons: 79%

SOURCE: Today's Health & Wellness Club Member Survey 2008

DEDICATED E-MAIL

Harness the power of contextual relevance, served up in an expected and anticipated voice. Trust our talented editorial team to craft a message for your brand that produces immediate, impactful results.

Benefits

- 100% Share of voice
- Implied endorsement
- Contextually targeted
- Encourages viral send-to-a-friend functionality
- Immediate and timeless, when archived
- Actionable

Mechanical specifications available upon request.

NATIONAL Health & Wellness CLUB **healthybite** Dedicated

August 4, 2008

150x150 image

Feed your mind
Lively, focused, creative, sharp-witted ... you want your mind to be all of these things, and more. Ideally, you'd do something every day to make sure your brain stays in tip-top shape (crosswords, Sudoku, book club). But realistically? Life gets in the way....

A solution: An all-natural supplement. (And, no, it's not ginkgo.) Researchers at Quincy Bioscience stumbled upon the ingredient while trying to unlock the mystery of why jellyfish aren't harmed by the chemicals that cause their sting. The discovery: a protein that protects brain cells.

"As you age, your body makes less of this protein and you can't replace it with any other food or product," says Mark Underwood of Quincy Bioscience, the makers of PreVagen. We're excited about it because it has shown tremendous benefits in a laboratory environment. To learn more about how it helps with a healthier brain, sharper mind and clearer thinking go to www.prevagen.com.

SHARE THIS HEALTHY BITE:
SHARE | FACEBOOK | TWITTER | PINTEREST

FORWARD MEMBER BENEFITS JOIN THE CLUB
LINK THIS

TRY PREVAGEN
Learn How To Receive A Free Sample

CUSTOMER REVIEWS
View Testimonials of Satisfied Customers

FOR A SHARPER MIND & 160 CLEARER X 600 THINKING

LEARN MORE

SEND TO A FRIEND | CONTACT US | CHANGE EMAIL ADDRESS | ADVERTISE
EDITORIAL POLICY | PRIVACY POLICY | UNSUBSCRIBE | CLUB VISA
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Be sure to visit healthybite@healthandwellnessclub.com in your address book or safe sender list so our email gets to your inbox. Please do not reply to this message, as the "reply to" function does not allow us to receive your email.

National Health & Wellness Club | 12901 Whitehawk Drive | Minneapolis, MN 55343

E-NEWSLETTER SPONSORSHIP

Exclusive sponsorship of *Healthy Bite* e-newsletter allows advertising partners the opportunity to maximize impact and the powerful ability to engage readers through multiple touch points. Advertising placements include: Skyscraper, Medium Rectangle and Micro-Bar.

Healthy Bite Skyscraper (160x600)

Adjacent editorial content this I.A.B. standard unit delivers substantial creative size for an advertising message.

Healthy Bite Medium Rectangle (300x250)

Display your creative within the largest available e-newsletter advertising unit. This I.A.B. standard format delivers impact post the editorial focus while members are deep in the passion mindset.

Healthy Bite Micro-Bar (88x31)

Directly associate your brand with e-newsletter content by sponsoring the Article Tools Micro-Bar. Include your logo within the social networking and personal filing module included in every e-newsletter.

Mechanical specifications available upon request.

The screenshot shows the layout of a Healthy Bite e-newsletter. At the top right is the logo for National Health & Wellness Club and Healthy Bite. The main article is titled "Energy vitamins" dated August 4, 2008. It features a photo of a woman playing a piano. Below the article is a social sharing bar with options to share on Facebook, Twitter, and LinkedIn, and a "FORWARD" button. A contest announcement "WIN A FREE MAKEOVER" is also present. A large advertisement for Prevacen is shown with a 300 x 250 size label. On the right side, there is a vertical advertisement for Mantis Tillers with a "160 x 600" size label and a "CLICK HERE" button. At the bottom, there is a footer with navigation links and contact information.

HEALTHANDWELLNESSCLUB.COM

The National Health & Wellness Club's website is the online destination for health enthusiasts. Filled with exclusive content, member interaction points and member deals, the site delivers a solid enthusiast touch point.

Standard I.A.B. Opportunities

Lead Generation

Leaderboard (728x90)

Large Rectangle (336x280)

Full Banner (468x60)

Flash Hero

Mechanical specifications available upon request.



DIGITAL OPPORTUNITIES

Dedicated E-Mail

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E-Newsletter Units

Skyscraper (160x600)

Medium Rectangle (300x250)

Article Tools Micro-Bar - Logo Only (88x31)

E-newsletter Takeover (3 display units)

Website Display Units - Home Page

Flash Hero

Leaderboard (728x90)

Large Rectangle (above the fold) (336x280)

Website Display Units - Run of Site

Large Rectangle (above the fold) (336x280)

Leaderboard (728x90)

Large Rectangle (below the fold) (336x280)

Full Banner (468x60)

Text links

Lead Generation Programs

Custom Lead Generation (CLG)

Standard Lead Generation (SLG)

Editorial

Content can be customized upon request. For a detailed overview of each month's editorial focus, please contact your digital sales representative.

CONTACTS

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