

This Herald-Tribune Media Group publication is targeted to appeal to the young, active and health conscious consumer.

**HEALTH + FITNESS Readers:**

- Lead active lifestyles that include visiting fitness centers, snorkeling, biking, hiking, golfing & gardening
- Enjoy spending time with pets
- Make routine visits to their doctor and healthcare specialists

**Features in Every Issue:**

- Health in Short** - Fast facts keep you up-to-speed
- Health Tips** - For better health & fitness
- Personal Health** - Prevention & lifestyle health management features
- Fitness** - Learn how to be fit for life
- Nutrition** - What's in, What's out, What's new

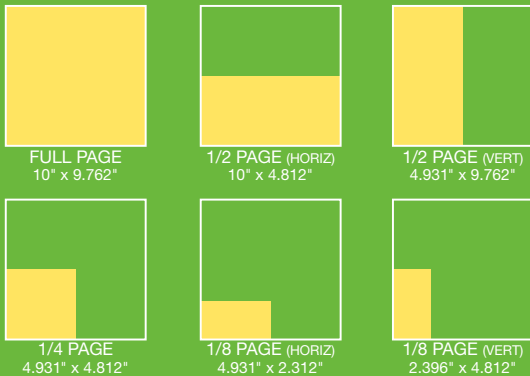
**Market-wide Coverage:**

Reach over 218,000 readers each week in Sarasota and Manatee counties.

**Advertising Space Deadline:**

Noon, Friday prior to publication

**Ad Sizes:**



To advertise, contact your Herald-Tribune marketing consultant or call (941) 361-4000.



# HEALTH + FITNESS

Get a new Tuesday routine.

AD SIZE	MECHANICAL SIZE	OPEN RATE
1/16 PAGE	2.396" x 2.312"	\$62.50
1/8 VERT	2.396" x 4.812"	\$125.00
1/8 HORIZ	4.931" x 2.312"	\$125.00
1/4 PAGE	4.931" x 4.812"	\$225.00
1/2 VERT	4.931" x 9.762"	\$400.00
1/2 HORIZ	10" x 4.812"	\$400.00
Full PAGE	10" x 9.762"	\$750.00

Full Color: \$150

**ANNUAL CONTRACT DISCOUNTS**

COMMITMENT	DISCOUNT
\$1,000	10.00%
\$1,200	10.75%
\$1,500	11.50%
\$1,750	12.25%
\$2,100	13.00%
\$2,500	13.75%
\$3,000	14.50%
\$3,600	15.25%
\$4,500	16.00%
\$5,500	16.75%
\$6,500	17.50%
\$7,500	18.25%
\$9,000	19.00%
\$11,000	19.75%
\$13,000	20.50%
\$15,500	21.25%
\$18,500	22.00%
\$22,500	22.75%

