



Newsweek's Health Issue

Featuring "Focus on Infertility Solutions"

The June 22nd issue of Newsweek is the third installment in the 2009 HEALTH SERIES, produced quarterly in conjunction with Harvard Medical School. The Health Series franchise has confirmed repeatedly that Newsweek is the editorial leader in the world of health and medicine. As always, it will offer a wealth of ground-breaking information and typically has a cover presence.

Focus on Infertility Solutions"

This issue will also feature our annual section addressing the issue of infertility: both the problems and solutions. "Focus on: Infertility Solutions" offers a unique opportunity to advertise in one of the most respected publications in the world, align yourself with award winning editorial and deliver your message to a powerful audience.

American Fertility Association in Newsweek

The AFA will open this section with advertorial focusing not only on the fertility obstacles that so many women face but also the solutions. To complete this showcase we need those that provide these solutions and guidance to participate.

Targetted Audience

Newsweek offers two unique options to target a desirable and specific group of readers—the right group for your message!

Metro Edition

Newsweek offers the unique ability to target readers in your local metro market, or Defined Market Area. This allows you to align yourself with a world-famous brand, while targeting your message to readers who may easily access your service. Please see the rate card on the following page for the circulation and rates for your area.

Women's Edition

Newsweek Women goes out to our 825,000 female subscribers. This edition's advertising seeks to directly target our female subscribers' needs and the important issues in their lives. Because of their age, infertility is exactly that for this group of women.

The median age of the Women's Edition subscriber is 46...

- 20% of women in the United States now have their first child after age 35
- A woman in her 40s faces a 50% risk of miscarriage
- The probability of having a baby decreases 3-5 % per year after the age of 30, and at an even faster rate after 40.

**Please inquire about discount for AFA members.*



Examples



Newsweek Showcase's Metro & Women's Editions

METRO MARKETS

Please find your metro of interest and its circulation. The rates for that metro can be found within the column that corresponds with that circulation number. For example, Albany has a circulation of 13(000), therefore, the Alabama rates are in the 0-39 column.

METRO	CIRCULATION(000s)	METRO	CIRCULATION(000s)
Albany	13	Milwaukee	22
Atlanta	43*	Minn./St. Paul	50
Baltimore	25	New Orleans	15
Boston	87*	New York	178*
Buffalo	11	Norfolk	10
Charlotte	16	Philadelphia	110*
Chicago	122*	Phoenix	42
Cincinnati	19	Pittsburgh	37
Cleveland	40	Portland, Or.	36
Columbus	19	Providence	10
Dallas/Ft. Worth	43	Richmond	12
Denver	39	Rochester	12
Detroit	57*	St. Louis	33
Hartford/New Haven	24	San Antonio	17
Houston	36*	San Diego	30
Indianapolis	19	San Francisco	129*
Kansas City	19	Seattle	52
Los Angeles	153*	Syracuse	15
Memphis	8	Tampa/St. Pete.	34
Miami	43	Washington D.C.	96*

* Includes newsstand circulation

RATES- ALL 4-COLOR. ALL RATES NET.

CIRCULATION (000s)	0-39	40-99	100-150	151-200	201-399	400 PLUS
1/3 PAGE	\$3,280	\$3,845	\$4,435	\$4,675	\$5,025	\$8,870
1/2 PAGE	\$4,675	\$5,325	\$6,205	\$6,705	\$8,225	\$14,195
2/3 PAGE	\$5,860	\$6,205	\$7,690	\$8,600	\$9,765	\$17,745
FULL PAGE	\$8,870	\$9,410	\$11,775	\$13,305	\$14,785	\$23,430

WOMEN'S EDITION

SIZE	NET RATES
1/6 PAGE	\$6,320
1/3 PAGE	\$12,295
1/2 PAGE	\$18,656
2/3 PAGE	\$22,535
FULL PAGE	\$33,390