EDITORIAL PILLARS
Our reader is a real woman. She may have been overweight all her life or she may want to be in the best possible shape for her wedding. She may be trying to lose the baby weight or tackling middle-aged spread. Whatever her situation, we provide her with inspiring features, practical and uplifting stories of success and achievable solutions.

MOTIVATION
Becoming – and maintaining – a healthy weight starts with a positive outlook. We offer a steady source of extensively researched motivational information.

We take an in-depth look at the many ways that the mind can work to help the body.

SUCCESS STORIES
Inspiration can come from many sources, but never more so than hearing the stories of real women who have achieved success. We reveal the stories behind these women – how they lost their weight, how they’ve kept it off, the new habits they’ve developed and how their lives have changed for good.

HEALTH AND NUTRITION
Our reader is extremely interested in nutritional health and the health of those around her. We examine the latest health and nutrition research and what it means for our reader and her family.

FOOD & RECIPE MAKE-OVER
Food sits at the heart of Weight Watchers. Eating, cooking and following the Weight Watchers plan is about celebration, not deprivation. Weight Watchers recipes have an enviable reputation for being both delicious and easy to fit into everyday life, whether cooking for one or feeding the family. We provide solutions for healthy weeknight meals, as well as for special occasion feasts.

EDITORIAL VISION
“Making the decision to lead a healthy life and lose weight is something to be proud of. But it’s not always easy, as many women discover.

“Today’s woman understands the importance of enjoying great health, not only for herself, but for her family too. And it’s not just about her weight, it’s also about feeling good on all levels.

“Whether she’s got five or 15 kilos to lose, she’s looking for practical solutions that work in the real world. She wants to learn everything she can about health and wellbeing.

Our philosophy is to deliver all the tools for a healthy life and successful weight loss in an inspirational way.” Jacqueline Mooney, Editor
Weight Watchers magazine is the healthy lifestyle guide for real women focused on transforming their lives

FASHION
Practical but beautiful, our fashion will help readers make the most of their new shape.
Our reader is undergoing a thrilling transformation, and clothing and accessories are an essential part of this process. We provide stylish fashion ideas, empowering her to present her best self to the world.

BEAUTY
We are excited to reveal that we have a brand new beauty section. This section will deliver beauty solutions and guidance on the latest products for both inner and outer beauty. Regular features will include New Products, Natural Beauty, Three of the Best... plus a special main beauty feature full of practical hints, expert research and advice.

FITNESS
No matter what their fitness level, we’ve got a plan to help readers learn to love exercise!
Our reader may be a fitness newbie, a lapsed athlete or somewhere in between. We aim to help her discover new ways of getting active and having fun.

FOR MEN
Losing weight can be different for men – we look at weight loss and health from a male point of view.

ASK THE EXPERTS
Interaction with our readers is key. This section offers them the opportunity to clear any doubts and rely on our experts to further their learning along the journey.
WHO ARE OUR READERS?

FAST FACTS*:
• They are women, 30-54 years old
• They have an average household income of $89,300
• They are full-time, white collar workers.
• 81% of readers are the main grocery buyer.
• They spend on average each week $204, this is the highest in the category and 17% more than the population average.

Our readers are stylish and fashionable, above average shoppers in spend on clothing and accessories. They are interested in beauty (collectively spending $1.7 million on cosmetics/perfume in a month). They are 31% more likely than the population to grocery shop once a week or more.

Our readers are concerned about the taste and nutritional values of food, as well as the POINTS values.

HOW ARE THEY DIFFERENT?

Our readers are different because they are at a transformative time in their lives. They are actively changing their lives and are looking for solutions and products to support their pursuits. They read the magazine for inspiration and actionable insights. Making changes and taking holistic action for a happier and healthier lifestyle is their mantra. They are on the journey – and we are there with them.
## Advertising Schedule for 2010/2011

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Advertising Booking Deadline</th>
<th>Booking Deadline</th>
<th>Artwork Deadline</th>
<th>Onsale Date</th>
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<tbody>
<tr>
<td>February 2010</td>
<td>16 November 2009</td>
<td>7 December 2009</td>
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<td>March 2010</td>
<td>29 November 2009</td>
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<td>April 2010</td>
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<tr>
<td>May 2010</td>
<td>1 February 2010</td>
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<td>12 April 2010</td>
<td>3 May 2010</td>
<td>10 May 2010</td>
<td>9 June 2010</td>
</tr>
<tr>
<td>August 2010</td>
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<td>31 May 2010</td>
<td>7 June 2010</td>
<td>14 July 2010</td>
</tr>
<tr>
<td>September 2010</td>
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<td>5 July 2010</td>
<td>12 July 2010</td>
<td>11 August 2010</td>
</tr>
<tr>
<td>October 2010</td>
<td>12 July 2010</td>
<td>2 August 2010</td>
<td>9 August 2010</td>
<td>8 September 2010</td>
</tr>
<tr>
<td>November 2010</td>
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<td>11 October 2010</td>
<td>1 November 2010</td>
<td>8 November 2010</td>
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</tr>
</tbody>
</table>

Broken space booking deadline is strictly one week prior to booking deadline.

## Rate Card

### Casual

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
<th>Level 7</th>
<th>Level 8</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$9,100</td>
<td>$8,880</td>
<td>$8,645</td>
<td>$8,420</td>
<td>$8,190</td>
<td>$7,965</td>
<td>$7,735</td>
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<td>DPS</td>
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<td>$17,745</td>
<td>$17,290</td>
<td>$16,835</td>
<td>$16,380</td>
<td>$15,925</td>
<td>$15,470</td>
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<td>Half Page</td>
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<td>$5,765</td>
<td>$5,615</td>
<td>$5,470</td>
<td>$5,320</td>
<td>$5,170</td>
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<td>$20,750</td>
<td>$20,200</td>
<td>$19,660</td>
<td>$19,110</td>
<td>$18,565</td>
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<td>Early RHP</td>
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<td>$9,510</td>
<td>$9,265</td>
<td>$9,910</td>
<td>$8,760</td>
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<td>IBC</td>
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<td>$9,830</td>
<td>$9,560</td>
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<td>$11,240</td>
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<td>$10,650</td>
<td>$10,355</td>
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<td>$9,750</td>
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</tbody>
</table>

### Insert Rate Card

**Loose/bound per ‘000**
- 2pp: $150
- 4pp: $200
- 8pp: $280
- 12pp: $350
- 16pp: $440

**Mechanical** $150 per ‘000
**(plus media &2pp insert rate)**

### Inserts

**Loose Inserts**
- Minimum stock weight (Single leaf): 100gsm
- Maximum size: 330mm (Spine) x 255mm
- Minimum Size: 148mm (Spine) x 105mm

**Bound Inserts**
- Minimum stock weight (Single leaf): 130gsm
- Maximum size: 350mm (Spine) x 275mm + trims
- Minimum Size: 148mm (Spine) x 135mm + trims

Deliver to: Offset Alpine Printing, 42 Boorea St, Lidcombe NSW 2141.
PAGE SPECIFICATIONS

<table>
<thead>
<tr>
<th></th>
<th>TYPE AREA (mm)</th>
<th>BLEED (mm)</th>
<th>TRIMSIZE (mm)</th>
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<tbody>
<tr>
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<td>285 x 216</td>
<td>275 x 206</td>
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<tr>
<td>½ Page Horizontal</td>
<td>118 x 168</td>
<td>140 x 216</td>
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</tr>
<tr>
<td>½ Page Vertical</td>
<td>245 x 77</td>
<td>285 x 111</td>
<td>275 x 101</td>
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<tr>
<td>¾ Page Horizontal</td>
<td>168 x 80</td>
<td>216 x 100</td>
<td>206 x 90</td>
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<tr>
<td>¾ Page Vertical</td>
<td>245 x 65</td>
<td>285 x 85</td>
<td>275 x 72</td>
</tr>
</tbody>
</table>

Display areas: measurements are depth (mm) x width (mm).

ADVERTISING DELIVERY

Pacific Magazines will only accept Advertising material via Quickcut or Websend (both are service providers for electronic delivery of digital files). Digital files will not be accepted via disc or email.

TECHNICAL INFORMATION

1. Any material that is to appear as a Double Page Spread needs to be supplied as two single page files. The file name should end in \_p1 for a left hand page or \_p2 for a right hand page. This applies for both full page material and broken space spreads.
2. Avoid type running across the gutter on a Double Page Spread. Type should clear the spine by a minimum of 5mm each side of the spine. We would suggest double imaging for all spreads running through the gutter.
3. Register and trim marks should appear on all artwork.
4. It is recommended that where coloured panels join, the dominant colour be enlarged (reverse choked) to create a slight overlap of the two colours that connect. This will help minimise registration problems.
5. All reverse type is to be no less than 10pt type and cannot be made up of more than two colours.
6. True Type fonts are not to be used.
7. All fonts need to be embedded into the PDF file.
8. Files must be saved in CMYK format. RGB or LAB colour formats will be rejected.
9. Images need to be a minimum of 300 dpi.
10. Solid Black panels or backgrounds should carry 40% cyan or magenta stipple to reinforce the black print.

COLOUR PROOFS

1. Colour proofs: 3DAP Colour proofs (at actual size) must accompany all ads.
2. Colour laser proofs are a rough guide only and not to be relied on for colour accuracy. Colour proofs are to be delivered to the following address:
   Text Pacific Publishing
   Attn: Production Department
   Level 4, 139 Murray Street,
   Pyrmont NSW 2009

COLOUR PROOFS

1. Total ink density should be between 280-310% with a black limit of 90% (light to medium GCR)
2. All 4 colour black should use UCR with a total ink weight of 290% with 90% black

DISCLAIMER

Whilst the internal production process may verify that material is within specification the onus is placed firmly on tradehouse/sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality control measures can take place. Late material may miss these checking procedures which could pick up possible problems/errors. Pacific Magazines reserves the right to refuse any material that does not meet the required Specifications.
IN-MEETING PRODUCTS

MY WEEK
In 2010, with a new 8 page design, these mini magazines have become even more valuable to our members, now featuring delicious recipes, inspirational ideas and tips from Emma Stirling, Weight Watchers consultant dietitian and Martha Lourey Bird, Weight Watchers exercise advisor. Also included are practical tips inspired by journeys of other Weight Watchers members.

Each of the year’s 52 issues is individually themed, addressing the needs of our members. Only 1 advertiser is allocated per week therefore space is limited.

COOK BOOKS
Weight Watchers cookbooks are full of healthy, delicious recipes that are contemporary and fresh using readily available ingredients. All Weight Watchers recipes are low in POINTS values and are suitable for the entire family to enjoy.

Availability is limited as only a small number of pages are allocated for advertising, thus ensuring premium placement for all clients.

POINTS GUIDES
The POINTS plan is based on a system whereby all foods are given a calculated POINTS value according to their kilojoules and saturated fat content, while members are given a total POINTS allocation per day. Weight Watchers produce two POINTS Guides to assist members in tracking their daily POINTS allowance.

Both guides consist of an alphabetical listing of foods and their corresponding POINTS value. The Shopping Guide provides members with a listing of over 17,000 supermarket foods allowing them to confidently navigate their way around supermarket aisles. The Eating Out Guide features a comprehensive listing of takeaway outlets and restaurants making eating out choices easier.