

WH**ADVERTISING RATES****2012****RATE BASE: 1,500,000**

PAGES	4C
FULL PAGE	\$177,605
2/3 PAGE	\$138,535
1/2 PAGE	\$115,445
1/3 PAGE	\$76,965
COVERS	
2ND COVER	\$213,130
3RD COVER	\$195,370
4TH COVER	\$230,890

*All rates are gross.***COPY AND CONTRACT REGULATIONS**

- All products and services must be approved by the publisher before acceptance of insertion order. All copy subject to approval. Women's Health reserves the right to reject or cancel any advertising for any reason at any time.
- No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with the publisher's policies will be binding on the publisher. Orders specifying positions other than covers, accepted only on request basis.
- Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon terms of schedule in force without further notice.
- The advertiser and its agency, if there be one, each represents that it is fully authorized and licensed to use (1) the names and likenesses of all persons appearing in our advertisement. (2) all copyrighted or trademarked material and (3) all testimonials contained in all advertisements submitted by or on behalf of the advertiser and published in Women's Health, and that such advertisement is neither libelous, an invasion of privacy, or otherwise unlawful or infringes on the rights of any third party. The advertiser and its agency each agree to indemnify and save harmless Rodale, publisher of Women's Health, against all loss, liability, damage and expense arising out of the copying, printing or publication and distribution of such advertisement.
- The agency and advertiser agree not to make promotional or merchandising reference to Women's Health in any way except with the express written permission of the publisher for each use. Publisher's acceptance of an advertisement for publication in Women's Health does not constitute an endorsement of the product or service advertised. No advertiser or agency may use Women's Health name or logo without publisher's prior written permission for each such use.
- Advertisements simulating Women's Health editorial matter in appearance or style must be clearly defined and labeled "Advertisement" and are subject to publisher's approval.
- When change of copy is not received by closing date, copy run in previous issue will be inserted.
- Advertiser and agency agree that the publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher.
- The publisher's liability for any error will not exceed the cost of the space.
- The publisher assumes no liability for errors in key numbers, nor, if for any reason, it becomes necessary to omit an advertisement.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to publisher for advertising which advertiser or its agency ordered and which advertising was published. "Disclaimers" and "sequential liability" are not acceptable by Rodale Inc.
- Announcement of any rate change will be made at least 60 days in advance of the closing date of the first issue affected.
- Orders for cover pages are non cancelable. Other pages are non cancelable after rate card issue closing date.
- For advertising units less than full-page size, insertion orders must specify if advertisement is vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
- A copy of any proposed insert must be submitted to publisher prior to printing of the insert. In no event shall publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.

Effective with the Jan/Feb 2012 Issue

Contact your Women's Health Sales Representative or Laura Frerer-Schmidt, Publisher, at 212.808.1707 or Laura.Frerer-Schmidt@rodale.com

Women'sHealth