



Smart Ideas for Healthy, Balanced Living

People today are more focused than ever on health and wellness – and the services and practitioners that make it all possible. Now, *reFresh reCharge reNew™* enables consumers in your area to get the best and newest information and ideas for living healthier and being happier. It helps them connect with the best doctors, experts, health and fitness-related resources and services. It provides quick, smart, reader-friendly information on fitness, nutrition, weight loss, disease prevention, mental and spiritual health, and beauty and body care.

reFresh reCharge reNew™ is published by Idearc Media™, a multi-platform media company that connects buyers and sellers, in connection with Rodale, the preeminent active, healthy lifestyle publisher of magazines such as *Prevention*. This publishing relationship gives advertisers an engaging, direct-to-the-right-consumer publication that drives action and results.



More than a Magazine, a Targeted Direct Mail Piece

With authoritative editorial developed to speak to your target consumers, *reFresh reCharge reNew™* offers performance equal to or surpassing your best direct mail programs. Engaging feature stories with inspiring images – and practical quick tips – enhance your business message. Rich and informative articles insure your most valuable customers keep their copies for future reference.



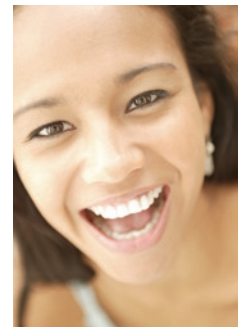
reFresh reCharge reNew™ is a powerful direct advertising tool that extends the value of your current marketing program – and compels consumer reaction to your messages.

A Really Remarkable Consumer Audience

Four times a year, *reFresh reCharge reNew*[™] goes straight to the heart of your target market – to all the right targeted consumer households in your area. The right age. The right household size. The right income. The right propensity to spend on medical and health/wellness related services.

Effective, Affordable Exposure

reFresh reCharge reNew[™] gives you an effective and efficient local marketing medium – with the consumer appeal of a national magazine. Actionable content provides your best prospects with the “shopping” information they need. Our turnkey marketing and design services mean your all-inclusive advertising rate covers everything – creating your ad, targeting, magazine mailing and postage.¹



Renew your marketing results with Idearc Media[™] and Rodale



Together with Idearc Media[™], Rodale provides a publishing and marketing platform designed to drive your business results. For decades, Rodale has built a special bond with American consumers by providing the information and inspiration that enables them to improve their lives and the world around them.

Rodale's media brands are household names for millions of Americans who aspire to live a healthier, more active lifestyle. *Prevention*, *Men's Health*, *Women's Health*, *Runner's World*, *Bicycling*, *Backpacker* and *Organic Gardening* are all market leaders, known especially for actionable and empowering content.

reFresh reCharge reNew[™] gives consumers a fresh, fast-paced magazine focused on health and wellness. Find more online at www.refreshrechargerenew.com

1. Terms and conditions are subject to change without notice. See your sales representative for details.