

Prevention

INTERNATIONAL

MEDIA KIT

2014



11.....International Editions

10+.....Million Readers

3+.....Million Circulation

3.....Websites

3.....Million Uniques Online

With a stable of leading-edge thinkers and top minds in health, wellness, nutrition, fitness-performance

and spirituality, *Prevention* is leading the conversation and inspiring a movement. Health and wellness have never been more at the forefront of global conversation.

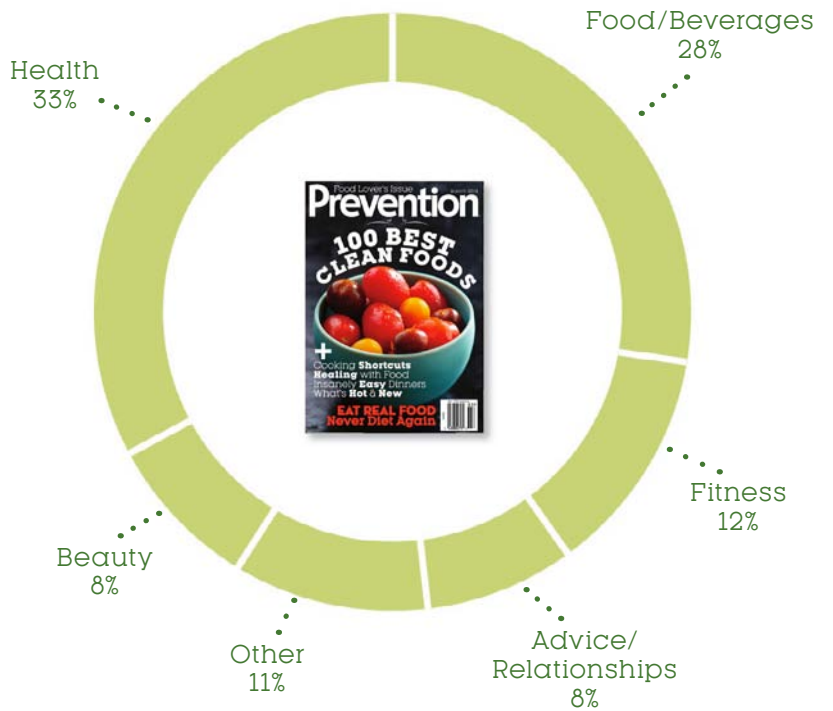
Millions of readers turn to *Prevention* each month to find fresh, bold, and breakthrough perspectives that push the boundaries and challenge the status quo. *Prevention* readers are influential, forward thinking and forward acting men and women who are knowledge seekers, optimistic, confident, hard working, and results oriented. The face of 40 and 50 has changed and these reinvented consumers are influencing our culture like never before.

PREVENTION is fresh, energetic and bold – setting a positive and empowering tone for users. Leading the conversation on health and wellness, *Prevention* is the go-to source for inspiration and interaction where today’s health elite seek to enhance their already vibrant lives.



CORE TOPICS

- HEALTH
- FOOD/BEVERAGES
- FITNESS
- BEAUTY
- ADVICE /RELATIONSHIPS



Health



Food/Beverages



Fitness



Beauty

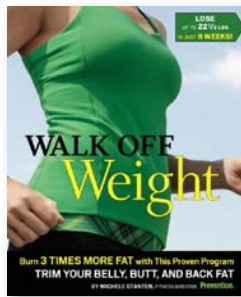


Advice/Relationships



Books/ Bookazines

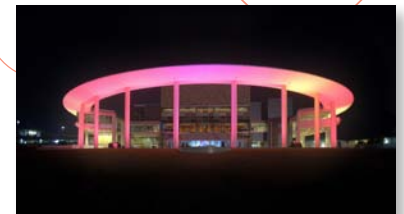
Prevention bookazines are a series of thematic newsstand specials offering in-depth coverage on a variety of health and wellness topics. From cutting edge health subjects to diet focused tent-pole brands, these custom publications are chock-full of easy to follow tips, solutions, information, and recipes custom-tailored for the *Prevention* health-influencer audience. Participating ad partners can align their brand with synergistic high-profile editorial through exposure in a bookazine of choice. These branded books and bookazines extend the *Prevention* brand's position as the authority on health through in-depth journalism aimed at loving your body and living your best life by focusing on preventive, natural care and support for the body you have.



EVENT R3 Summit

Prevention's R3 Summit is the ultimate health & wellness weekend that aims to refresh, revive, and reinvent readers and attendees. Since 2013, this signature event brings the reinvented *Prevention* brand to life through 2-days of interactive brand-building experiences that pull inspiration from editorial content, unique consumer experiences, and contextually relevant ad partner activations. The "big idea" is to create a national movement that promotes health and happiness amongst women through this high-profile experiential event.

The R3 Summit inspires attendees to live their whole life through immersive, thought leadership and by connecting *Prevention* ad partners with this unique health leadership class of readers who lead and shape the national health and wellness agenda. Summit attendees interact with the brand during cooking demonstrations with celebrity chefs, by relaxing in the lounge-like retreat atmosphere, are the first to learn about high-tech advances in beauty & wellness techniques, attend group meditation sessions led by top experts, and engage in activations that inspire interaction and a sense of community.



Australia



ISSUES PER YEAR
11
CIRCULATION
48,127
READERSHIP
149,194
URL
[HTTPS://AU.LIFESTYLE.YAHOO.COM/PREVENTION](https://au.lifestyle.yahoo.com/prevention)

Latin America*



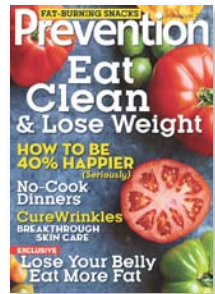
ISSUES PER YEAR
12
CIRCULATION
151,215
READERSHIP
468,767
URL
[WWW.FACEBOOK.COM/PREVENTIONESPANOL](http://www.facebook.com/preventionespanol)

India



ISSUES PER YEAR
12
CIRCULATION
85,000
READERSHIP
263,500
URL
[WWW.PREVENTIONINDIA.COM](http://www.preventionindia.com)

United States



ISSUES PER YEAR
12
CIRCULATION
2,800,000
READERSHIP
8,680,000
URL
[WWW.PREVENTION.COM](http://www.prevention.com)

*Central America, Chile, Colombia, Ecuador, Mexico, Peru, Puerto Rico, Venezuela

COUNTRY	PAGE RATE	CURRENCY
AUSTRALIA	9,500	AUS\$
INDIA	98,000	INR
LATIN AMERICA	6,125	USD
UNITED STATES	150,200	USD

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