

EVERY DAY
WITH RACHAEL RAY PRESENTS

FEB'08 HERE'S TO YOUR HEART



Every Day with Rachael Ray encourages her audience to get the most, the best and the tastiest bits out of each and every day, and this Valentine's we celebrate the most, the best and the tastiest bits with the ones we love. Presenting a special advertising section celebrating a heart-healthy Valentine's Day, as part of American Heart Month — **"Here's to YourHeart"**

This unique advertorial offers romantic tips and service, with a focus on heart health. Custom content will feature your brand as part of a romantic heart healthy theme that may include:

HEART-HEALTHY RECIPES FOR ROMANCE

- Dress up your heart-healthy favorites to make them special enough for a **Valentine's Day** dinner for two.

GET AWAY THE HEALTHY WAY

- Lounging around on the beach might be good for your soul, but adding a little action and adventure to your vacation can make it beneficial for your **heart** as well.

SHARE THE LOVE

- **"Special Occasion"** doesn't have to be synonymous with a waistline "splurge." We'll share some inspired ideas for heart-healthy celebrations.

PLUS

- Plenty of *Every Day* ideas for incorporating **heart-healthy habits** into your daily life.

Advertiser creative will be positioned adjacent to the advertorial page. Custom advertorial content will be created to complement your product/service and feature your logo and product.

ONE CLICK AWAY FROM ROMANTIC HEALTH TIPS

Here's to your Heart micro-site

As a participating advertiser in the "Here's to Your Heart" special section, your brand message will be included on the **"Here's to Your Heart"** micro-site. This custom micro-site will expand upon the theme in-book, providing additional brand information and a link to our partner's web sites.

The micro-site will be promoted in:

- The **"Here's to Your Heart"** special section
- What's Cookin'— *Every Day with Rachael Ray* and Rachaelraymag.com promotional page and online listing

STRAIGHT TO THE HEART

150,000 highly responsive readers* will receive the **"Here's to your Heart"** eNewsletter

Advertiser's will be incorporated into the corresponding eNewsletter reaching *Every Day with Rachael Ray's* engaged audience.

The eNewsletter will feature:

- An exclusive heart healthy recipe
- Romantic Valentine's Day meal tips
- Prominent logo inclusion with live links

*The eNewsletter will be sent to 150,000 readers who have opted-into receive third party communication from the magazine and its advertisers.

Commitment: Participating advertisers must run one P4CB brand ad in the special section at earned rate, plus \$63,750 gross advertorial fee.

Program Value: \$150,000 net

Commitment Deadline: November 16, 2007

Celebrate with heart this Valentine's Day, contact your *Every Day with Rachael Ray* sales rep, and be a part of American Heart Month.