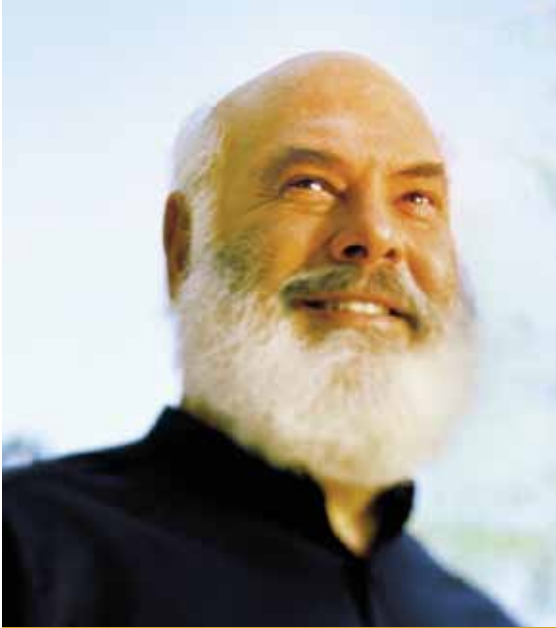


DRWEIL.COM – ONLINE ADVERTISING



DRWEIL.COM



DAILY TIP E-NEWSLETTER



Top 100 Health Website.*

DrWeil.com is the official website of Andrew Weil, M.D. and the premier resource for timely, trustworthy information on natural health and wellness. It features more than 8,000 pages of free, searchable content all based on the principles of integrative medicine which uses the best, scientifically validated therapies from both conventional and alternative medical models.

Topics include:

- Health Centers
- Healthy Foods & Recipes
- Vitamins & Supplements
- Herbal Medicines & Remedies
- Condition Care Guide
- Exercise & Fitness
- Pets & Pet Care
- Home & Gardening
- And Much More...

Through both the website and emailed Daily Tips and Weekly Bulletins, DrWeil.com has helped millions of consumers and health professionals stay abreast of the latest in health.

DrWeil.com

- Over 8,000 pages of content
- 3 million average monthly page views
- 750,000 average monthly unique visitors

E-Newsletters

- 575,000 E-Newsletter Subscribers
- 17.5 million opt-in emails delivered monthly (12% Avg. Open Rate)

For more information visit:
drweil.com/advertising

WEIL™
Andrew Weil, M.D.

ONLINE ADVERTISING OPPORTUNITIES

DRWEIL.COM



Banners (DrWeil.com & E-Newsletters)

- 16+ Million Monthly Ad Impressions
- 0.35% Average Click Through Rate

Sponsor Text Blurbs (E-Newsletters)

- Daily Tips and Weekly Bulletin Emails

Email Marketing

- Advertiser-Specific Dedicated Email Blasts
- 400,000+ Marketing Opt-In List
- 8 to 10% Average Open Rate

DAILY TIP E-NEWSLETTER



Demographics

- Women (69%)
- Primarily 34 – 57 years old (51%)
- Primarily married (75%)
- Highly Educated: 75% Degreed, 33% Advanced Degrees
- \$100,000+ household income (41%)

For more information visit:
drweil.com/advertising

ABOUT ANDREW WEIL, M.D.



Andrew Weil, M.D., is a world-renowned leader and pioneer in the field of integrative medicine, a healing oriented approach to health care which encompasses body, mind and spirit.

Combining a Harvard education and a lifetime of practicing natural and preventive medicine, Dr. Weil is the founder and director of the Arizona Center for Integrative Medicine (AzCIM) at the University of Arizona Health Sciences Center. His books include the national bestsellers: *8 Weeks to Optimum Health*, *The Healthy Kitchen*, *Healthy Aging* and more!

WEIL™
 Andrew Weil, M.D.