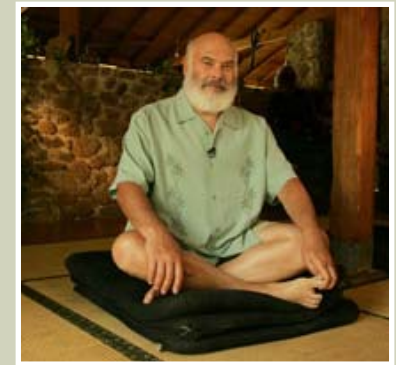




## Advertisers Information Guide to DrWeil.com



**WEIL**<sup>TM</sup>  
Andrew Weil, M.D.



BRAND VISION/MISSION

WEIL LIFESTYLE, LLC

**WEIL**<sup>TM</sup>

Andrew Weil, M.D.

# Vision & Mission

To inform and educate consumers about integrative medicine and the healing power of nature and empower them to live healthier lifestyles that include mind, body and spirit

To influence a paradigm shift in our culture, where patients and physicians all over the world embrace the power of integrative medicine and apply it to their practices

Andrew Weil, M.D., donates all of his after-tax profits from royalties from the sale of Weil Lifestyle, LLC products directly to the Weil Foundation.



# Weil Lifestyle, LLC Goals

*“I couldn’t find many of the products I recommended so, I decided to create them myself. I founded Weil Lifestyle to do just that but, also with the complimentary and primary goal of creating a sustainable funding mechanism for the Weil Foundation.”*

  
Andrew Weil, M.D.

**To be the leading resource for health care education, information, products, services, and philanthropic contributions based on the principles of integrative medicine**

To provide consumers with a range of best-in-class products and services to enhance their health and well-being and help them live a lifestyle guided by the philosophy of integrative medicine.

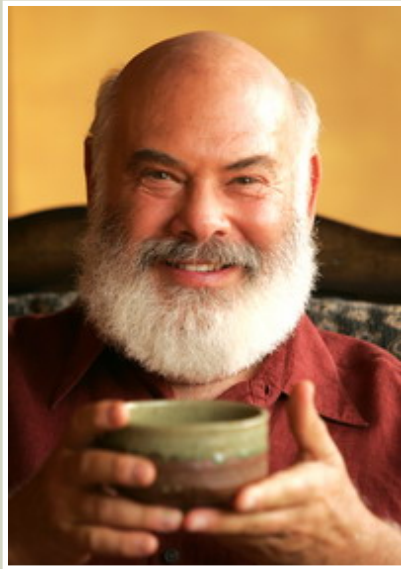
To support integrative medicine by funding the training of physicians and other practitioners, public education, research, innovations in patient care, and policy reform through the Weil Foundation, a not-for-profit, independent 501(c)(3) organization, founded by Andrew Weil, M.D.



BRAND CREDIBILITY/EXPERTISE

**WEIL**<sup>TM</sup>

Andrew Weil, M.D.



# Built around the Trusted Weil Brand

## Andrew Weil, M.D.

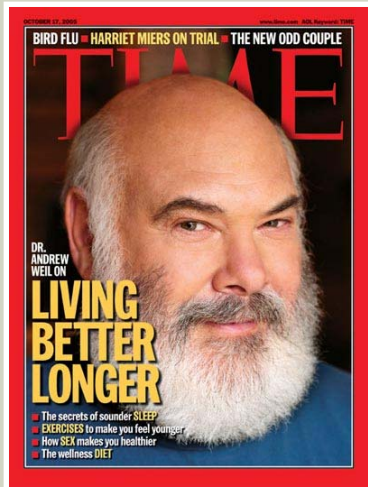
- Founder and director of the Arizona Center for Integrative Medicine at the College of Medicine, University of Arizona, where he is also Clinical Professor of Medicine and Professor of Public Health
- Lovell-Jones Professor of Integrative Rheumatology
- Graduated with a medical degree and an undergraduate degree in biology (botany) from Harvard University
- World-renowned leader and pioneer in the field of integrative medicine
- Internationally recognized expert on integrative medicine, medicinal plants, mind-body interactions, and the future of medicine and health care



## The Trusted Weil Brand (continued)

Andrew Weil, M.D., is known and respected by national media and is seen as the expert resource for health and well-being

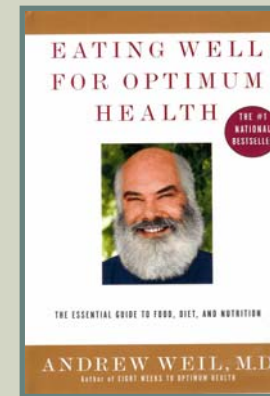
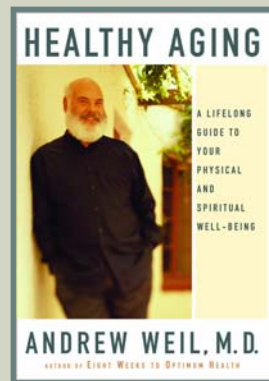
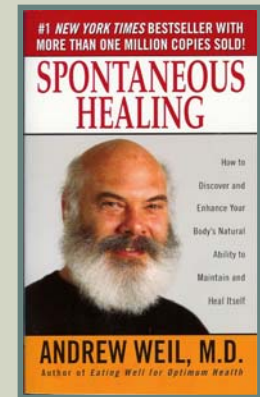
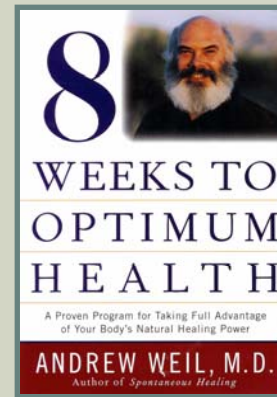
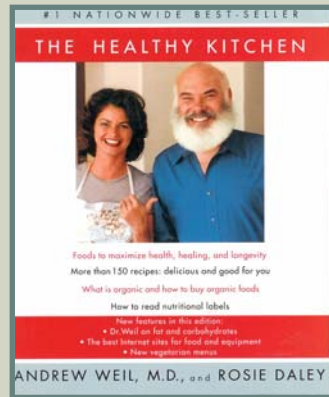
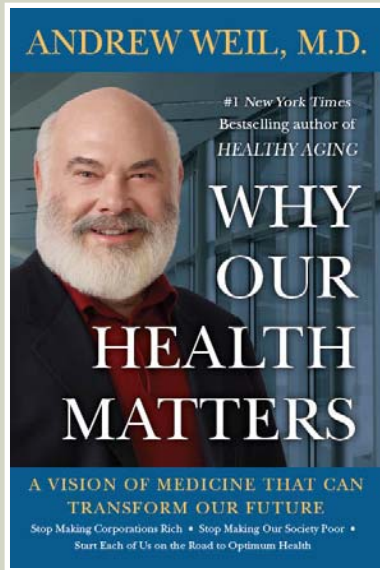
- Columnist for *TIME* magazine
- Frequent guest on *Larry King Live*, *The Today Show*, *CNN*, and *Oprah* – called “America’s Doctor”
- Named one of the 100 Most Influential People in the World by *TIME* magazine in April 2005
- Consistently featured in *USA Today*, *New York Times*, and other leading news publications
- Featured on cover of *TIME* magazine twice - October 2005 and May 1997
- Keynote speaker for prestigious seminars throughout the world
- Author of the *Self Healing* monthly newsletter
- Editorial Director of [DrWeil.com](http://DrWeil.com)



# New York Times Bestselling Author

## National Bestselling Books

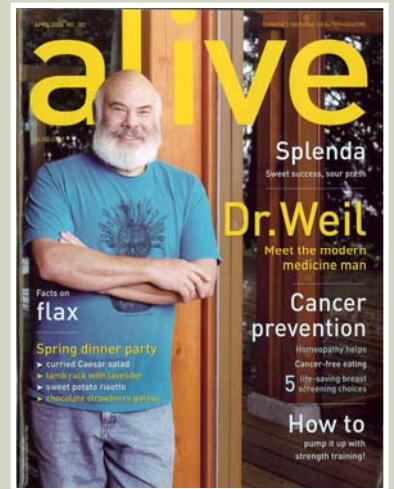
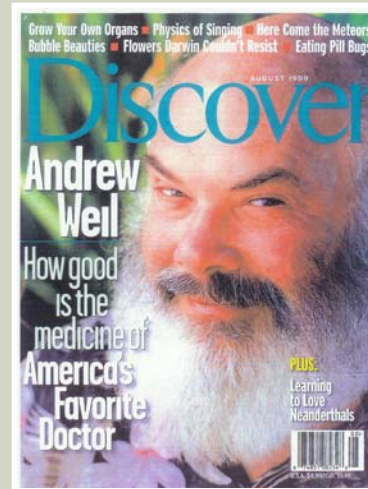
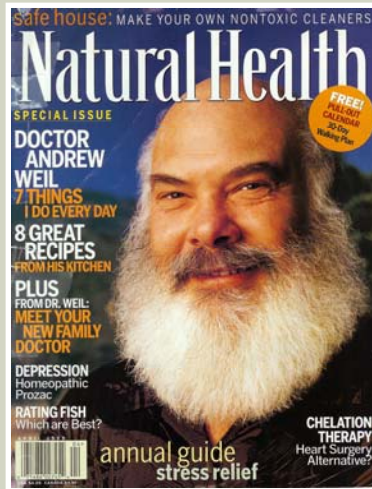
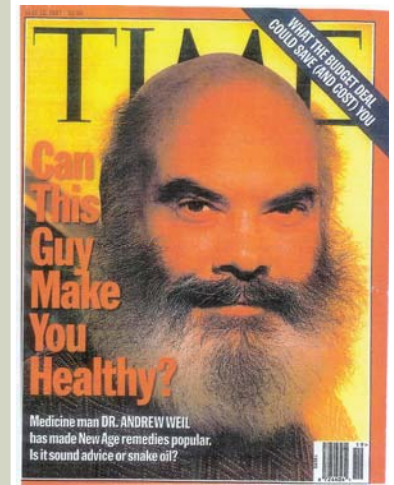
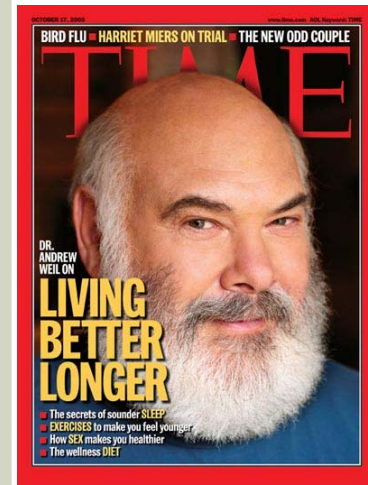
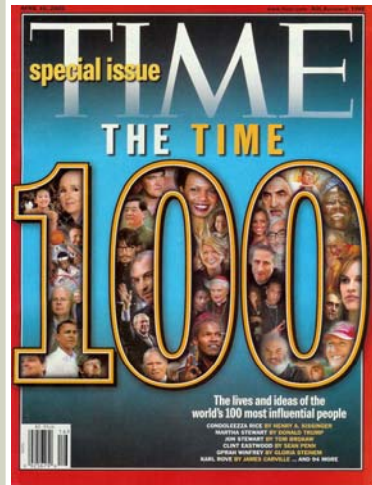
- Five consecutive *New York Times* #1 bestsellers with over five million copies sold



Dr. Weil's new book,  
*Why Our Health Matters: A Vision of Medicine that can Transform Our Future*  
Available September 2009



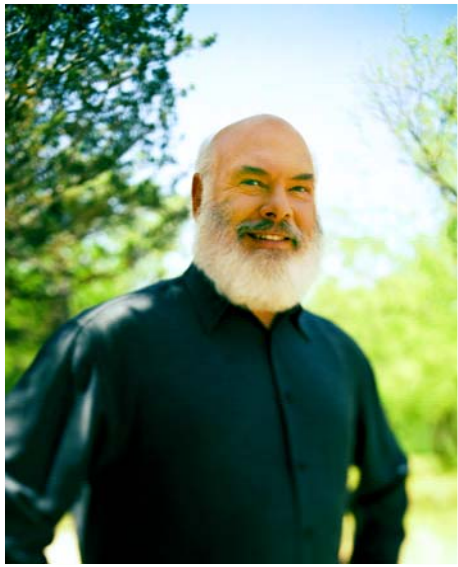
# Andrew Weil, M.D. - In the News



Visionaries  
TIME  
August 2007

# The Weil Foundation

The **WEIL** Foundation



The Weil Foundation, a not-for-profit, independent 501(c)(3) organization founded by Andrew Weil, M.D., is dedicated to supporting integrative medicine through training, education, and research.

The Weil Foundation will work to:

- Improve the training of physicians, nurses, pharmacists, and allied health professionals

- Educate the public about health, healing, and lifestyle

- Reform public policies governing health care and the practice of medicine

- Create more and better research opportunities to build the evidence base for integrative medicine

**Andrew Weil, M.D., donates all of his after-tax profits from royalties from the sale of Weil Lifestyle, LLC products directly to the Weil Foundation.**

**For more information on the Weil Foundation, visit: [www.weilfoundation.org](http://www.weilfoundation.org)**



# GROWTH OF DrWeil.com

**WEIL**<sup>TM</sup>  
Andrew Weil, M.D.



# Market

## \$2.4 Trillion Health Industry

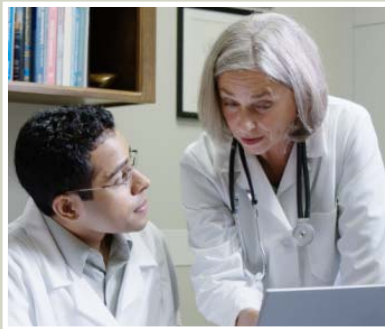
- US spent 17% of GDP on health care in 2008 (NCHC)
- \$1.5 Billion per year in online advertising by pharmaceutical companies alone

## “Health and Medicine” Booming on the Web

- Consumers want to be involved in their own health care
- 80% of US internet users have sought online health information (Pew Internet Project)
- 32% of all web users buy health-related products
- Health & Medicine is the #1 online search category (Hitwise)

## Huge Growth in Integrative Medicine

- Dissatisfaction with traditional medicine
- Substantial growth in Americans seeking alternative medicine (JAMA)
- 42% of Americans have used alternative therapies (JAMA)
- Spending (alternative services and remedies) exceeded \$54 billion in 2006





# Audience

## Demographics

- Women (70%)
- Primarily 35-54 years old (35%)
- Average age 47
- Highly educated: 93% Degreed, 33% Advanced Degrees
- \$100,000+ household income (44%)
- Primarily live in large metro areas on the West and East coasts

## Psychographics

- Primary health decision maker for herself and loved ones
- She buys with her heart as well as her head
- She thrives on information
- She's well networked and will proselytize her beliefs
- She is willing to pay a premium price for a product she can feel good about buying
- She sees our product through a larger world perspective – it's important for her to understand our mission

# DrWeil.com



Award-winning Web site and the leading online resource for healthy living based on the philosophy of integrative medicine

- Dr. Weil's philosophies and recommendations on a variety of health, healing, and lifestyle topics
- Latest news and information in the field of integrative medicine
- Popular "Ask Dr. Weil" Q&A feature
- Dr. Weil's Healthy Living Podcasts on weilpod.com



# DrWeil.com



## DrWeil.com statistics

- 6,500+ page Web site
- 3.2 million page views per month
- 15 million opt-in e-bulletins delivered each month
  - Daily Tips, Weekly Bulletins, Weekend Editions
- Over 1.6 million site visits per month
- 500,000 new visitors to the site each month





DrWeil.com

SPONSORSHIP OPPORTUNITY

**WEIL**<sup>TM</sup>  
Andrew Weil, M.D.



# Advertiser Requirements and Process

All potential advertisers/sponsors for the DrWeil.com Web site need to be preapproved to display content on the site.

All advertisers and all advertising materials should demonstrate clear support and understanding of, and philosophical alignment with, the principals and practices of integrative medicine, as well the mission statement of Andrew Weil, M.D.



- All advertising materials and linked landing pages must be reviewed and approved by the compliance officer.
- Content containing health claims must be accompanied by an appropriate evidence base for review and approval by the science advisory board of DrWeil.com prior to placement on the site.
- The underlying approval criteria for advertising on this site is: *Are these products we would use, provide to our families, recommend, or endorse as physicians and practitioners of integrative medicine?*

If you are interested in starting this process, please submit the product/service offer, a sample of the banner ad and full description of the product for review via email to **Eric Benjamin** at [ebenjamin@drweil.com](mailto:ebenjamin@drweil.com).

The approval process normally takes 10 working days from the submission of the letter of interest.

# Advertiser Requirements and Process

## General Guidelines for Submittal for Approval

### Ideal advertisers are:

- Companies, groups, or organizations interested in the promotion of a specific commodity with evidence-based nutritional benefit  
Examples: California Walnut Commission, Alaska Seafood Marketing Commission, Michigan Blueberry Commission.
- Groups or organizations interested in the promotion of a specific commercial product with evidence-based efficacy  
Examples: New Chapter Zyflamend, Lucini Extra Virgin Olive Oil, Lactobacillus GG (Culturelle).
- Groups or organizations interested in the promotion of brand names (and products carrying such a brand) with a clearly demonstrated commitment to quality ingredients and environmental concerns  
Examples: Stonyfield Farm, Vital Choice, Dagoba, Ito En, Nordic Naturals.
- Product manufacturers interested in the promotion of brand names (and a range of products carrying such brand) with a proven commitment to improve the quality standards of the American diet  
Examples: Spectrum Organics, Nature's Path.



# Advertiser Requirements and Process

## Advertisers and products that will not be considered for approval:

- Groups or organizations interested in the promotion of a brand (and products carrying such a brand) that have not demonstrated a philosophical alignment with or understanding of the precepts of good nutrition or integrative medicine
- Drug advertising, non-compliant supplements, diet products, weight loss products, "anti-aging" products, body-building products, male enhancement products, glandulars, and wheat grass
- Products that contain: artificial colors/dyes, artificial sweeteners, hydrogenated oils, trans-fats, high fructose corn syrup, soy protein isolates
- Products that represent potential conflicts with existing affiliate contracts and/or recommendation of record
- Groups or organizations promoting a commodity where no evidence of nutritional benefit or efficacy exists, or where the possibility of safety is in question  
Examples: coral calcium, blue green algae, noni juice.

**DrWeil.com reserves the right to decline the request of any advertiser at its discretion for any reason.**



# Homepage and Run-of-Site (ROS) Programs



DrWeil.com offers banner advertising placement displayed in various locations throughout the DrWeil.com site.

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Home Page	300 x 250	30k max.
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Run-of-Site	728 x 90	30k max.
	160 x 600	
	300 x 250	

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Daily Tip	728 x 90	30k max.
	300 x 250	
	Sponsor Text Blurb	

---

Weekly e-Bulletin	728 x 90	30k max.
	300 x 250	

---



# Sponsorship Opportunities

# Home Page



300 x 250  
Right Banner

# Sponsorship Opportunities

## Run-of-Site



728 x 90  
Top

160 x 600

300 x 250

# Sponsorship Opportunities

Daily Tip Sponsorship

We offer sponsorship of our very popular Daily Tip from Dr. Weil.

This is a daily e-mail in tip format about health and wellness topics.

The screenshot shows an email layout with several key sections:

- Top Banner:** Includes the RESP@RATE logo, a headline "Click here to learn how you can LOWER YOUR BLOOD PRESSURE", and a product image with bullet points: "not a drug", "no side effects", and "100% natural".
- Header:** Features a photo of Dr. Weil, the text "Daily Tip from DrWeil.com", and the WEIL logo.
- Navigation:** A row of links: "Dr.Weil.com", "Vitamin Advisor", "Dr. Weil On Healthy Aging", "Weil Juvenon", and "My Optimum Health Plan".
- Body Content:**
  - Today's Tip:** "6 Reasons to Eat Blueberries" with a sub-headline and a "Start popping these blue gems" link.
  - Need Blueberry Ideas?** A paragraph about recipes and a link to "start your 14-day free trial!".
  - Today's Q&A:** "Fighting Fatigue?" and "Aging Gracefully" Q&As.
  - More Healthy Living Resources:** Links to "Vitamin Library", "Condition Care Guide", and "Community".
  - Sponsor Section:** Promotes "Dr. Weil's Daily Vitamin Packs" with a list of benefits: "Antioxidant & Multivitamin", "Heart Health Support", "Joint Support", "Memory Support", and "And More...".
  - Product Ad:** A box for "Weil Juvenon" with the text "Can Weil Juvenon Give You MORE Energy?" and a "CLICK HERE" button.
  - Footer Ad:** "HEALTHY AGING" section with "The Anti-Inflammatory Diet for Body, Mind and Spirit" and a "14-day FREE TRIAL!" offer.
- Bottom Section:** Includes "Terms of Use | Privacy Policy | About Us", "Add us to your Address book!", "To UNSUBSCRIBE" information, "MANAGE YOUR PROFILE" link, and a "Disclaimer" at the very bottom.

728 x 90 Top

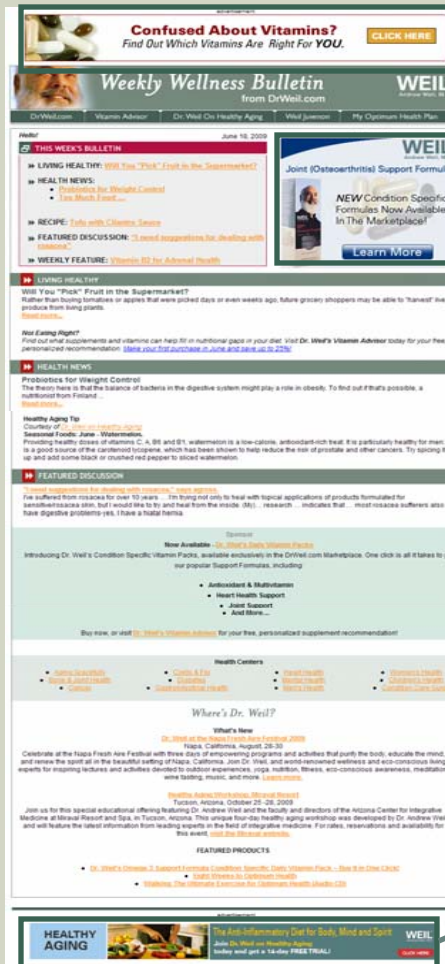
300 x 250

Sponsor Text Blurb

728 x 90 Bottom

# Sponsorship Opportunities

## Weekly Bulletin Sponsorship



728 x 90  
Top

300 x 250

728 x 90  
Bottom

We offer sponsorship of our Weekly Wellness Bulletin from Dr. Weil.





WEIL LIFESTYLE, LLC

5141 N. 40<sup>th</sup> STREET

SUITE 300

PHOENIX, AZ 85018

602-952-0100

[www.DrWeil.com](http://www.DrWeil.com)

**WEIL**<sup>TM</sup>  
Andrew Weil, M.D.