

WEIL™
Andrew Weil, M.D.

Your Trusted Health Advisor™



DrWeil.com

*Top 100 Health Website**

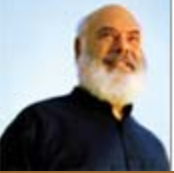
Online Marketing Overview



The **WEIL** Foundation

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.

* Source: comScore Media Metrix



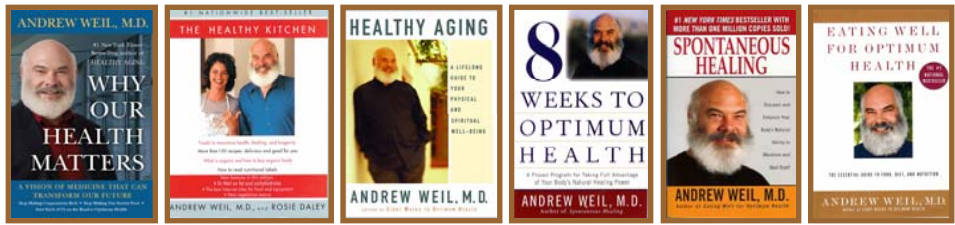
About Dr. Weil

Andrew Weil, M.D.

- World renowned leader and pioneer in the field of integrative medicine.
- Regularly featured on a number of media outlets, including TIME Magazine, Larry King Live, CNN, The Huffington Post and much more.
- National bestselling author.



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.



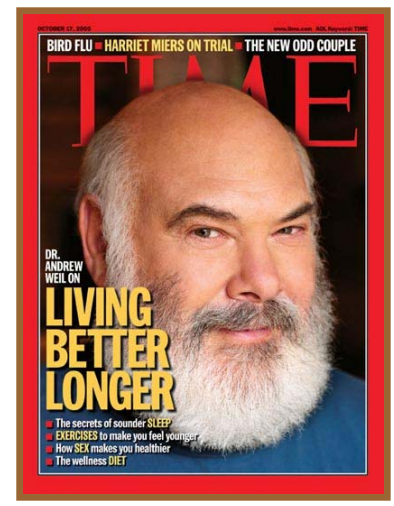


DrWeil.com is the official website of Andrew Weil, M.D. and the premier resource for timely, trustworthy information on natural health and wellness.

Visit: www.DrWeil.com

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

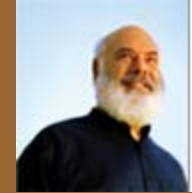
- Over 8,000 pages of content
- 3.0 million average monthly page views
- 750,000 average monthly unique visitors

E-Newsletters

- 575,000 E-Newsletter Subscribers
- 15 million opt-in emails delivered monthly
 - 12% Average Open Rate



DAILY TIP E-NEWSLETTER

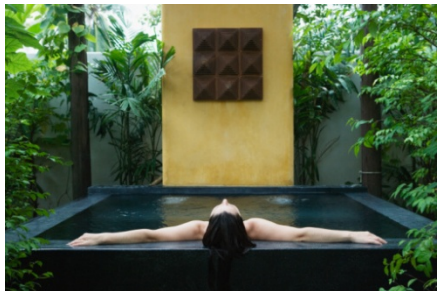


Audience



Demographics

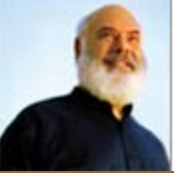
- Women (70%)
- Primarily 35-54 years old (35%)
- Average age 47
- Highly educated: 93% Degreed, 33% Advanced Degrees
- \$100,000+ household income (44%)



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





Advertising Opportunities

Banners - Online Ad Units

- 16 million Monthly Ad Impressions
 - Includes DrWeil.com / eNewsletters
 - IAB Standard Ad Units:
 - 728x90, 300x250, 160x600 (40K max)
 - 0.35% Average Click Through Rate (CTR)



Sponsor Text Blurbs (E-Newsletters)

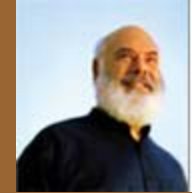
- Fixed Placement Text Blurbs
 - On Daily Tips & Weekly Bulletin Emails
 - Only one advertiser per e-newsletter
 - 15+ million emails monthly
 - Average Open Rate = 12%



Email Marketing

- Advertiser-Specific Dedicated Email Blasts
 - 400,000 Subscribers





Thank You...

For More Information Visit: www.drweil.com/advertising

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