

CURE magazine

WHY READERS CHOOSE CURE >

CURE magazine, the flagship product of CURE Media Group, celebrates its 10-year anniversary in 2012. Launched in 2002 to educate and empower cancer patients and survivors with the latest scientific and psychosocial information, the award-winning magazine has become the largest consumer magazine in the United States focused entirely on cancer. With a quarterly circulation of 325,000, total readership per issue reaches 1 million.

Through CURE's understandable content, readers are informed and inspired, resulting in empowered decision-makers who more fully comprehend their treatment options as well as the medical, practical, and emotional issues that arise from the moment of diagnosis. Not only for the cancer patient and survivor, CURE also guides caregivers who travel alongside the patient and play a critical role in the patient's care.

CURE publishes four regular issues, plus polybagged supplements and patient guides that delve into critical topics in oncology. Additionally, CURE Media Group offers an annual *Cancer Resource Guide* in association with the American Cancer Society. Through all of these print products, CURE reaches a total of 5 million readers each year.

CURE Media Group, publisher of CURE magazine and its associated website, curetoday.com, is affiliated with McKesson Specialty Health, a division of McKesson Corporation. CURE and curetoday.com are editorially independent from McKesson.

"Having this magazine allowed me to feel as if I had an extended staff of caregivers and supporters walking with me and my husband. Thank you for such an excellent vehicle of knowledge."

—CURE READER



CURE Media Group is completing a BPA Worldwide circulation audit for CURE in 2011.

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In print, in person & online, CURE makes cancer understandable.



Requested copies of CURE go to various nonprofits, including:

- American Cancer Society [Call Center and Reach to Recovery]
- The Cancer Support Community
- The Leukemia & Lymphoma Society
- Susan G. Komen for the Cure

Other targeted outreach includes:

- Major Academic Hospitals
- US Oncology Community Practices
- Cancer Centers
- Mammography Centers
- Oncology Departments
- Patient Education Departments
- PET Scan Centers
- Radiation Therapy Departments

readership profile

OUR READERS >

- 44% of *CURE* readers are patients currently in treatment and/or professionals who work with patients currently receiving treatment

Gender Ratio ▾			
female	74%	male	26%
Age ▾		Cancer Diagnosis ▾	
Under 20	0%	Other	33%
20-30	.6%	Breast	36%
31-40	2%	Lung	5%
41-50	6%	Prostate	8%
51-60	19%	Colorectal	6%
61-70	35%	Ovarian	4%
Over 70	36%	Melanoma	4%
		Professionals	3%

- 30% of readers were diagnosed with an early stage of cancer
- 27% of readers were diagnosed with chronic or metastatic cancer
- 12% of readers have participated in a clinical trial

These topics were identified by the majority of readers as areas they would like to see continued coverage of in *CURE*:

- Newest treatment options
- Side effects
- Prevention and early detection
- Fitness and Nutrition
- Clinical trial information

HOW THEY ARE TREATED >

- 46% have referenced a specific article in *CURE* when talking with their doctor
- 43% of readers were encouraged to look into new treatment options after reading *CURE*
- 38% of readers were encouraged to look into clinical trials and genetic counseling and/or testing after reading *CURE*

HOW THEY USE THE MAGAZINE:

Readers' e-mails, letters, and survey data suggest most patients find *CURE* very helpful in their cancer journey.

When readers were asked how helpful they found *CURE*:

- 63% of readers say *CURE* is the only cancer publication they read

On how long they read *CURE*:

- 90% of readers say they spend at least one hour reading *CURE*

On sharing or saving *CURE*:

- 53% of readers say at least 1 to 2 people other than themselves read their copy of *CURE*
- 11% of readers say at least 3 to 4 people other than themselves read their copy of *CURE*
- 59% of readers save *CURE* for future reference
- 36% give *CURE* to a friend
- Less than 6% "throw it away"

This translates into increased readership for each issue of *CURE*

Retention of the magazine by patients increases the frequency and visibility of the advertisements placed in *CURE*

SOURCE: CURE READER SURVEY, SUMMER 2011

awards

EVERY PRODUCT produced by CURE Media Group has been recognized for national awards within its field, 37 total, making *CURE* the most recognized direct-to-patient magazine in the country.

CURE >

min Magazine 2011 Editorial and Design Awards Winner
Best E-newsletter

min Magazine 2011 Editorial and Design Awards Nominee
Best Cover Design

Bronze FOLIO Eddie Award Winner 2011
Best Full Issue in Consumer Health/Fitness

Bronze FOLIO Eddie Award Winner 2011
Best Single Article in Consumer Health/Fitness

Bronze FOLIO Ozzie Award Winner 2011
Best Overall Design (consumer magazine over 250,000 circulation)

Excellence in Health Care Journalism Award 2010
First place, Trade Publications/Newsletters

Gold Eddie Award Winner 2010
Best Full Issue in Consumer Health/Fitness

Gold Eddie Award Winner 2010
Best Website in Consumer Health/Fitness

Silver Ozzie Award Winner 2010
Best Cover (consumer over 250,000 circulation)

PM360 Trailblazer Awards Winner 2010
Best Consumer Healthcare Publication

American Cancer Society High Plains Media Awards 2010
First Place, Magazine Feature

Medical Media and Marketing Awards Finalist 2009
Best Healthcare Consumer Publication

Most Engaged Media Brand 2009
min magazine

Katie Award Winner 2008
General Excellence, Magazines

American Cancer Society Texas Media Awards 2008
First Place, Magazine Feature

Excellence in Women's Health Research Award 2008
Excellence in Print Journalism Trade Publications

Gold Eddie Award Winner 2006
Editorial Excellence in Consumer Health/Fitness

National Magazine Award Finalist 2005
General Excellence (250,000 to 500,000 circulation)

Silver Eddie Award Winner 2005
Editorial Excellence in Consumer Health/Fitness

American Cancer Society Texas Media Awards 2005
First Place, Magazine News

Gold Eddie Award Winner 2004
Editorial Excellence in Consumer Health/Fitness

Gold Ozzie Award Winner 2004
Best Cover (consumer over 250,000 circulation)

Katie Award Winner 2004
Best Magazine Cover

National Magazine Award Finalist 2004
Best Single-Topic Issue

Silver Eddie Award Winner 2003
Editorial Excellence in Consumer Health/Fitness

Silver Ozzie Award Winner 2003
Best Design, New Magazine

American Cancer Society Texas Media Awards 2003-2005
First Place, Magazine Feature

American Medical Writers Association 2003
Eric W. Martin Memorial Award

Katie Award Winner 2002
Best Writing Portfolio, Magazine

Top 10 Best New Magazines 2002
Library Journal

Top 30 Most Notable Magazine Launches 2002
"Mr. Magazine" Samir Husni, PhD

BOOKS & EVENTS >

min magazine 2010 Editorial & Design Awards Winner
Best Custom Publication Design
CURE's Illustrated Guide to Cancer

min magazine 2010 Editorial & Design Awards Winner
Best Special Supplement
CURE's Illustrated Guide to Cancer

Silver Medal Independent Publisher Book Awards 2009
Extraordinary Healers Volume 2: CURE Readers Honor Oncology Nurses

Bronze FAME Award Winner 2008
Best Awards/Recognition Program
CURE 2007 Extraordinary Healer Award Reception

Silver Medal Independent Publisher Book Awards 2008
Extraordinary Healers: CURE Readers Honor Oncology Nurses

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mechanical requirements

2 PAGE SPREAD

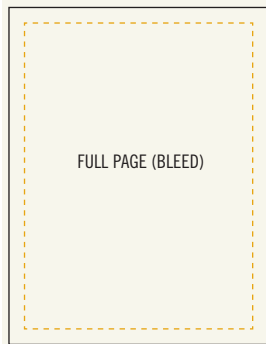
(Allow 1.5" for gutter space)

TRIM SIZE: 16.75" x 10.875"

LIVE AREA: 15.75" x 9.875"

BLEED: 17" x 11.125"

(.125" ALL SIDES)



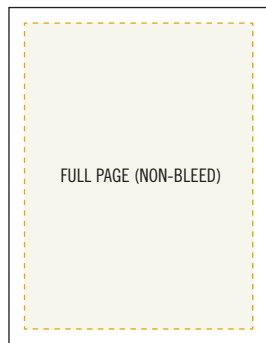
FULL PAGE (BLEED)

TRIM SIZE: 8.375" x 10.875"

LIVE AREA: 7.375" x 9.875"

BLEED: 8.625" x 11.125"

(.125" ALL SIDES)



FULL PAGE (NON-BLEED)

LIVE AREA: 7.375" x 9.875"

NO BLEED ALLOWANCE

HALF PAGE VERTICAL (BLEED 3 SIDES)

SIZE: 4.1875" x 10.875"

LIVE AREA: 3.1875" x 9.875"

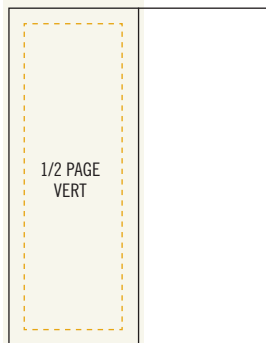
BLEED: 4.4375" x 11.125"

(.125" ALL SIDES)

(NON-BLEED)

LIVE AREA: 3.1875" x 9.875"

NO BLEED ALLOWANCE



HALF PAGE HORIZONTAL (BLEED 3 SIDES)

SIZE: 8.375" x 5.4375"

LIVE AREA: 7.375" x 4.4375"

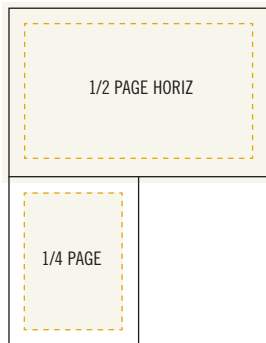
BLEED: 8.625" x 5.6875"

(.125" ALL SIDES)

(NON-BLEED)

LIVE AREA: 7.375" x 4.4375"

NO BLEED ALLOWANCE



QUARTER PAGE (NON-BLEED)

LIVE AREA: 3.1875" x 4.4375"

NO BLEED ALLOWANCE



REQUIRED MATERIAL

All ads for *CURE* must be submitted in digital form. *CURE* is printed using direct-to-plate technology, eliminating the use of composite film as well as the possibility of submitting ads as composite film. Guidelines for submission of ads in digital form are provided below.

DIGITAL FILE REQUIREMENTS

Platform: *CURE* is produced using the Macintosh platform using InDesign, PhotoShop, and Illustrator. We cannot accept files developed using PC/Windows applications.

Format: Please send your ad as a high-resolution PDF file with embedded fonts and high-resolution images. (It is our policy not to accept any native application files such as InDesign, Photoshop, or Illustrator.) Imbedded images must be CMYK TIFF or EPS files (no jpeg or gif), 300 ppi minimum resolution acceptable.

Proofs: Digital files must be accompanied by two composite color proofs of your ad. Acceptable digital proofs include dye sublimation prints, Iris prints, color laser prints, etc.

Delivery: You may either send your file on a CD-ROM or place your file on our FTP site. (For FTP instructions, please contact Glenn Zamora at [214] 367-3379 or glenn.zamora@curetoday.com)

PRESS STANDARDS

CURE is printed web offset at 150 lpi, four-color process and perfect bound. **The trim size is 8.375" x 10.875"**. The cover paper stock is 7 pt. (130 lb.) cover with UV laminated front and back cover. The text paper stock is a quality web matte. Anticipated dot gain is 22%, plus or minus 5%. Process ink colors adhere to SWOP standards.

BRC insert specifications supplied upon request.

Listed mechanical requirements reflect quarterly issues only. Please contact a *CURE* representative to obtain mechanical requirements for the annual *CURE Cancer Resource Guide*, pocket guides, and all special issues.

SEND ALL ADVERTISING MATERIALS AND PRODUCTION QUESTIONS TO:

Glenn Zamora, Graphic Designer
CURE / 3102 Oak Lawn Ave., Suite 610 / Dallas, TX 75219
 [214] 367-3379
 glenn.zamora@curetoday.com

ADVERTISING RATES AND INFORMATION

Contact Jeremy Heath at jeremy.heath@curetoday.com or [214] 367-3338.

mechanical requirements
 CURE Quarterly Issue Mechanical Requirements

mechanical requirements special issues

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Proofs: Digital files must be accompanied by two composite color proofs of your ad. Acceptable digital proofs include dye sublimation prints, Iris prints, color laser prints, etc.

Delivery: You may either send your file on a CD-ROM or place your file on our FTP site. (For FTP instructions, please contact Glenn Zamora at [214] 367-3379 or glenn.zamora@curetoday.com)

ANNUAL RESOURCE GUIDE

2 PAGE SPREAD

TRIM SIZE: 14" x 9.25"
LIVE AREA: 13" x 8.25"
BLEED: 14.25" x 9.5"
(.125" ALL SIDES)

FULL PAGE

TRIM SIZE: 7" x 9.25"
LIVE AREA: 6" x 8.25"
BLEED: 7.25" x 9.5"
(.125" ALL SIDES)

HALF PAGE VERTICAL

TRIM SIZE: 3.5" x 9.25"
LIVE AREA: 2.5" x 8.25"
BLEED: 3.75" x 9.5" (.125" ALL SIDES)

HALF PAGE HORIZONTAL

TRIM SIZE: 7" x 4.625"
LIVE AREA: 6" x 3.625"
BLEED: 7.25" x 4.875"
(.125" ALL SIDES)

SUPPLEMENTS

2 PAGE SPREAD

TRIM SIZE: 13" x 9.375"
LIVE AREA: 12" x 8.375"
BLEED: 13.25" x 9.625"
(.125" ALL SIDES)

FULL PAGE

TRIM SIZE: 6.5" x 9.375"
LIVE AREA: 5.5" x 8.375"
BLEED: 6.75" x 9.625"
(.125" ALL SIDES)

HALF PAGE VERTICAL

TRIM SIZE: 3.5" x 9.25"
LIVE AREA: 2.5" x 8.25"
BLEED: 3.75" x 9.5" (.125" ALL SIDES)

HALF PAGE HORIZONTAL

TRIM SIZE: 7" x 4.625"
LIVE AREA: 6" x 3.625"
BLEED: 7.25" x 4.875"
(.125" ALL SIDES)

POCKET GUIDES

2 PAGE SPREAD

TRIM SIZE: 10.75" x 8.125"
LIVE AREA: 9.75" x 7.125"
BLEED: 11" x 8.375"
(.125" HEAD, SPINE AND FACE; .25" FOOT)

FULL PAGE

TRIM SIZE: 5.375" x 8.125"
LIVE AREA: 4.375" x 7.125"
BLEED: 5.625" x 8.375"
(.125" HEAD, SPINE AND FACE; .25" FOOT)

HALF PAGE VERTICAL

TRIM SIZE: 2.6875" x 8.125"
LIVE AREA: 1.6875" x 7.125"
BLEED: 2.9375" x 8.375"
(.125" HEAD, SPINE AND FACE; .25" FOOT)

HALF PAGE HORIZONTAL

TRIM SIZE: 5.375" x 4.0625"
LIVE AREA: 4.375" x 3.0625"
BLEED: 5.625" x 4.3125"

SEND ALL ADVERTISING MATERIALS AND PRODUCTION QUESTIONS TO:

Glenn Zamora, Senior Graphic Designer
CURE / 3102 Oak Lawn Ave., Suite 610 / Dallas, TX 75219
[214] 367-3379
glenn.zamora@curetoday.com

ADVERTISING RATES AND INFORMATION

Contact:
Jeremy Heath
jeremy.heath@curetoday.com
[214] 367-3338.

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CURE online



- Turn pages
- Hyperlinks
- Write notes in the margins
- Tab favorite articles

WELCOME TO CURETODAY.COM,

CURE Media Group's **curetoday.com** is THE destination for cancer information for people affected by cancer- patients, survivors, caregivers, and professionals- wherever they are on the cancer journey.

DIGITAL OPPORTUNITIES WITH CURE >

CURE provides premier online resources for our targeted, motivated audience who is looking for empowerment, support and education about cancer- from diagnosis through treatment and into survivorship.

At curetoday.com you can reach out to visitors through:

- > Targeted e-mail updates and newsletters including CUREExtra, reaching approximately 80,000 opt-in readers per issue
- > Targeted digital content through microsites reward
- > Cancer specific e-updates
- > Content-specific ad placement
- > National oncology conference e-updates
- > Product placement in CURE's online SHOP
- > CURE digital magazine
- > iPad and mobile versions of CURE

READERS CAN:

- Read and comment on a variety of blogs from the CURE staff
- Connect and network with other CURE readers on our new message board
- Sign-up for targeted e-mail newsletters and updates
- Access CURE's Toolbox, featuring more than 100 valuable resources and nonprofit groups
- Discover breaking news on cancer treatment with a daily feed from Reuters Health
- Search for information on special topics such as fitness and nutrition, finance and legal, and spirit and healing
- Join the CURE Survey Panel featuring over 5,000 readers willing to offer their feedback to CURE via interactive online surveys
- E-mail articles to friends and family
- And more!

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rate card cure online

MECHANICAL REQUIREMENTS

High-resolution graphics: JPG, animated GIF, or Flash files

File size: 200kb
Max Animation: 30 sec
Max loops: 3
Lead time: 3 business days

All third-party links open in a second browser window; please provide URL link for your ad.

Third-party code for click tags can be included. Please contact us in advance for more information.

CURETODAY.COM BANNER ADVERTISING:

Header

- Size: 300 x 100
- \$30,000 net flat rate; one year minimum (approx. CPM \$30.00)

Skyscraper

- Sizes: 300 X 250, 300 X 125, 300 X 600
- \$2,000 per month net flat rate; three-month minimum

Content-Specific Placement

- Exclusive placement on up to 10 articles in a specific category
- Sizes: 300 X 250, 300 X 125, 300 X 600
- \$25,000 for one year; \$15,000 for six months

ADDITIONAL DIGITAL OPPORTUNITIES*:

- Topical microsites
- Cancer awareness month campaigns
- Digital Version of *CURE* Magazine
- Online SHOP Ad
- Online Readership Surveys

**Prices vary. Talk to a sales representative for more information*

NEWSLETTERS & E-UPDATES:

CUREExtra (70,000 opt-in subscribers)

Quarterly newsletter including exclusive features, breaking news, event highlights, and reader submissions. Cancer type and category-specific updates also available – i.e. breast cancer, prostate cancer, cancer survivors, and caregivers.

- Sizes: 160 X 150, 160 X 300, 160 X 600
- \$1,750 net flat rate

New Issue Alert (70,000 opt-in subscribers)

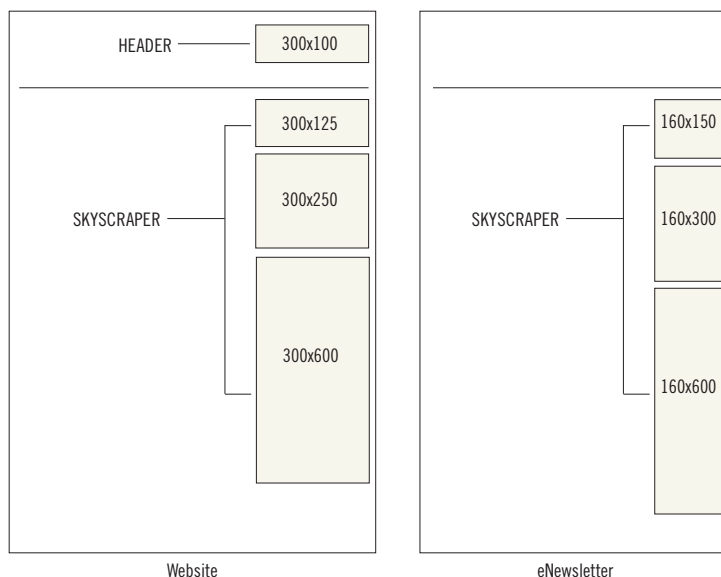
Includes highlights of current print issue, web-exclusive articles, featured blogs, and other hyperlinks directing readers to curetoday.com.

- Sizes: 160 X 150, 160 X 300, 160 X 600
- \$1,750 net flat rate

National Oncology Conference E-Updates

One-of-a-kind e-mail updates to patients, survivors and caregivers from professional oncology meetings taking place throughout the year – i.e. SABCS, ASCO and ASH.

- Sizes: TBD
- \$50,000 for sole sponsorship; includes preferred placement on site and in e-mail blasts
- Multi-sponsored opportunities also available (starting at \$15,000)



web rate card

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