

The One That Does it All!

WholeFoods

MAGAZINE

Informing and Educating Natural Products Retailers On Dietary Supplements, Herbs, HBC, Homeopathy, Foods

"WholeFoods keeps me informed of the latest products and research. It keeps me abreast of the natural way to direct people."

— Betty Hearson, Healthy Things, Jackson, TN

"WholeFoods covers more issues than other magazines."

— Richard Hernandez, Spice 'Nice Nice, Bennington, VT

Media Information 2012

Print • Web • e-Newsletter • e-Directory • Podcasts • Added-Value Programs

EDITORIAL CALENDAR

In addition to the special features highlighted here, every issue offers regular coverage of new products, industry news and more. Also, watch for columns and departments covering vitamins and dietary supplements, herbal products, health and beauty care (HBC), foods, legal issues and merchandising ideas. The monthly "Supplier Focus" section brings readers a blend of feature, news and product coverage targeting the supplier community. And don't forget to check out the popular "What's Selling" column that identifies the hottest products in the industry.

JANUARY

Supplier Features:

- Raw Materials Round-Up
- Contract Manufacturing
- Packaging

Grocery Focus/Feature:
Natural Food Flavors and Colors

Consumer Bulletin:
Cocoa

HBC Counter: Plant Stem Cells

Supplement Highlights: Sleep Aids

Ad Closing: December 2
Artwork Due: December 16



FEBRUARY

Expo West Pre-Show Issue
Special Section: Product Profiles—Winter

Features:

- Metabolic Syndrome/Diabetes Care
- Bone/Joint Health

Grocery Focus/Feature: Healthy Oils

Consumer Bulletin: Oral Health

HBC Counter: Teens/Tweens

Supplement Highlights: Capsaicin

Ad Closing: January 3
Artwork Due: January 12

MARCH

SupplySide East Pre-Show Issue
Features:

- HBC Merchandising Tips for Men and Women
- Weight Management
- Energy Support


Grocery Focus/Feature: Vegan/Vegetarian Foods

Consumer Bulletin: Headaches/Pain Care

Supplement Highlights: Respiratory Health/Allergy Care

Ad Closing: February 3
Artwork Due: February 13

Natural Products Expo West Show Issue Bonus Distribution, Anaheim, CA, March 8-11



APRIL

EARTH DAY SPECIAL

Features:

- Natural Choice Awards
- Eco-Friendly Products/Cleaners
- Up-and-Coming Antioxidants

Grocery Focus/Feature: Healthy Snacks

Consumer Bulletin: Reusable Bags

HBC Counter: Feminine Hygiene

Supplement Highlights: Green Foods

Supplier Feature: Functional Food Ingredients

Ad Closing: March 1
Artwork Due: March 8

SupplySide MarketPlace Issue Bonus Distribution, New York, NY May 8-11



MAY

Natural Products Assn. Pre-Show Issue

2012 Source Directory
The Annual Industry Directory
The Industry's Most Comprehensive Directory

Ad Closing: April 2
Artwork Due: April 9

JUNE

Special Section: Spotlight on Products

Features:

- **SPECIAL EDITORIAL SERIES—Heart Health: Cholesterol**
- Brain Health
- Pet Health

Grocery Focus/Feature: Sweeteners

Consumer Bulletin: Ear Care

HBC Counter: Face and Body Moisturizers

Supplement Highlights: Medicinal Mushrooms

Ad Closing: May 3
Artwork Due: May 10

Natural Products Assn. 2011 Show Issue Bonus Distribution, Las Vegas, NV, June 14-16
Fancy Foods Show, June 17-19, Washington, D.C.
IFT Annual Meeting & Food Expo, June 25-28, Las Vegas, NV



JULY

Features:

- **SPECIAL EDITORIAL SERIES—Heart Health: Blood Pressure**
- 2012 Retailer of the Year
- Digestive Health

Grocery Focus/Feature: Grilling (sauces, marinades, rubs, spices, condiments)

Consumer Bulletin: Delivery Methods

HBC Counter: Sun Care/Insect Repellants

Supplement Highlights: Prostate Care

Ad Closing: June 5
Artwork Due: June 15



AUGUST

Expo East Pre-Show Issue
Special Section: Product Profiles—Summer

Features:

- **SPECIAL EDITORIAL SERIES—Heart Health: Statin Nutritional Support (CoQ10, Ubiquinol, Vitamin E, etc.)**
- Kids' Nutrition
- Electronics/Web Tools for Retailers

Grocery Focus/Feature: Kid-Friendly Foods

Consumer Bulletin: Stress Management

HBC Counter: Skin Cleansers/Scrubs

Supplement Highlights: Sports Nutrition

Ad Closing: July 3
Artwork Due: July 13

SEPTEMBER

SupplySide West Pre-Show Issue
Features:

- **SPECIAL EDITORIAL SERIES—Heart Health: Homocysteine**
- Minerals
- Marine Oils
- Skincare/Makeup

Grocery Focus/Feature: Foods for Sensitive Diets

Consumer Bulletin: Organic Foods

Supplement Highlights: Cosmeceuticals

Ad Closing: August 2
Artwork Due: August 10

Natural Products Expo East Show Issue Bonus Distribution, Baltimore, MD, September 19-22



OCTOBER

Features:

- **SPECIAL EDITORIAL SERIES—Heart Health: Heart-Healthy Foods**
- Women's Health
- Plant-Based Omegas
- Urologic Health

Consumer Bulletin: Amino Acids

HBC Counter: Hair Care

Supplement Highlights: Enzymes (Digestive and Systemic)

Ad Closing: September 5
Artwork Due: September 14

SupplySide West Show Issue Bonus Distribution Las Vegas, NV, November 5-9



NOVEMBER

SPECIAL ANNUAL REFERENCE SECTION:

- WHO'S WHO OF MANUFACTURERS AND SUPPLIERS
- COMPANY PROFILES

Feature: Immune System Support

Grocery Focus/Feature: Beverages

Consumer Bulletin: Sexual Health

HBC Counter: Aromatherapy

Supplement Highlights: Liver/Detox

Supplier Feature: FTC Compliance

Ad Closing: October 3
Artwork Due: October 10

DECEMBER

Features:

- **Special Section:** New Product Review of 2012

Features:

- 35th Annual **WholeFoods** Natural Products Survey
- Private Labeling

Grocery Focus/Feature: Desserts/Chocolate

Consumer Bulletin: Eye Care

HBC Counter: Deodorant

Supplement Highlights: Curcumin/Turmeric

Ad Closing: November 2
Artwork Due: November 9

Southeast NPA SOHO Show Issue Bonus Distribution, Orlando, FL, Dec. 6-9



For more information, contact **Heather** (heatherwainer@wfcinc.com) or **Sean** (seanmccormick@wfcinc.com) (908) 768-1160

Rate Card #37

Issued September 2011 • Effective January Issue 2012

Four Color Rates

Size	Non Contract	3 Time	6 Time	9 Time	12 Time	24 Time
Full Page	6570	6445	5675	5660	5235	5085
2/3	5655	5510	5135	5085	5000	
1/2	4855	4765	4215	4200	4185	
1/3	3810	3760	3490	3455	3400	
1/4	2800	2760	2690	2675	2620	
1/6	2435	2335	2250	2210	2200	
1/12	2055					

Ask for details on 1/12 programs

Black and White Rates

Size	Non Contract	3 Time	6 Time	9 Time	12 Time	24 Time
Full Page	5375	5250	4480	4465	4040	3890
2/3	4460	4315	3940	3890	3805	
1/2	3660	3570	3020	3005	2990	
1/3	2810	2765	2495	2460	2405	
1/4	1805	1765	1695	1680	1625	
1/6	1440	1340	1255	1215	1205	
1/12	1070					

Ask for details on 1/12 programs

Preprinted Insert (2 sided) - use your B/W contract rate plus a \$400 non-commissionable binding charge.
There is a 10% space surcharge for inserts printed on 100lb. paper.

20% charge for non-standard shapes.

Trim of Magazine: 8 1/8" wide x 10 7/8" deep.



Keep live matter (type, etc.) minimum 1/4" from all trim edges.

1. Advertising Rates

Effective January 2012 issue. Earned frequency rate is based on issues used in any 12-month period. No cancellation after closing date. No frequency discounts will be given without a signed contract.

2. Color Rates

Color charge is in addition to Black/White rate.

	Per Ad	Spread
Standard Colors	\$600	\$800
made from CMYK - (red, green, yellow, blue, orange)		
Match Color	850	1500
Metallic & Dayglow	1150	1950
Four Color 2-page spread - Less 5% of earned rate.		

3. Bleed

No bleed allowed on ads smaller than a page. No charge for full-page bleed.

4. Covers

Covers are **NON-CANCELABLE**.

Color charges and bleed are included in the rates listed.

	1x	3x	6x	9x	12x
Cover 2	\$7705	\$7550	\$6690	\$6575	\$5965
Cover 3	7505	7360	6360	6334	5750
Back Cover	8375	8215	7165	7145	6485

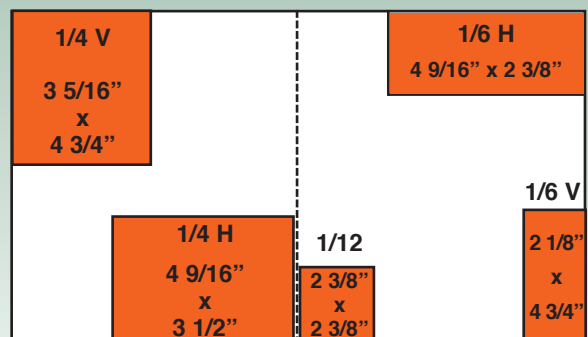
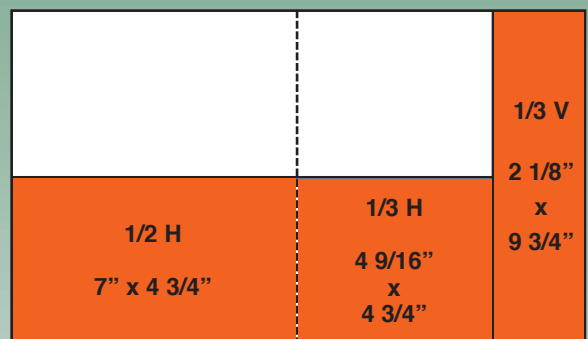
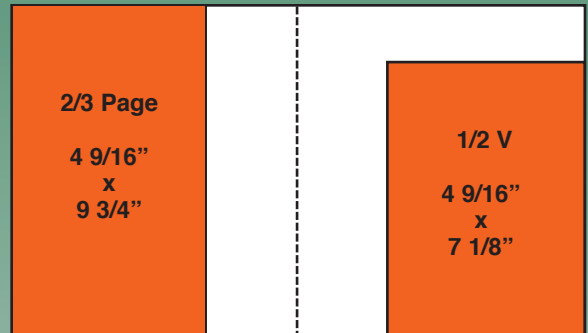
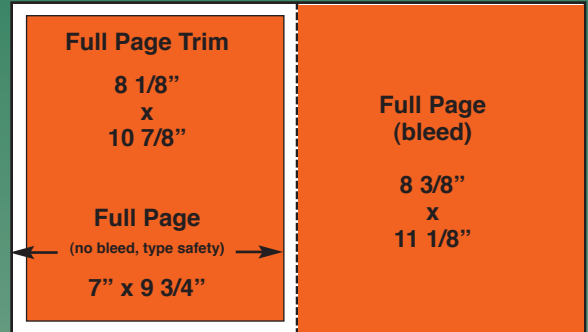
5. Special Positions

Ten percent (10%) extra on B/W space only, for full pages. Twenty percent (20%) extra on space and color for ads smaller than a full page.

Ad Size Width Depth

1 page (trim)	8 1/8"	10 7/8"
1 page (bleed)	8 3/8"	11 1/8"
1 page (type safety)	7"	9 3/4"
2 page (trim)	16 1/4"	10 7/8"
2 page (bleed)	16 3/4"	11 1/8"
2 page (type safety)	15"	9 3/4"
2/3 page	4 9/16"	9 3/4"
1/2 page horizontal	7"	4 3/4"
1/2 page vertical (island)	4 9/16"	7 1/8"
1/3 page horizontal	4 9/16"	4 3/4"
1/3 page vertical	2 1/8"	9 3/4"
1/4 page horizontal	4 9/16"	3 1/2"
1/4 vertical	3 5/16"	4 3/4"
1/6 vertical	2 1/8"	4 3/4"
1/6 horizontal	4 9/16"	2 3/8"
1/12 page	2 3/8"	2 3/8"

Please do not add a frame around your artwork. We will add a thin border around your ad, upon request.



HOMEPAGE ADVERTISING

www.wholefoodsmagazine.com

The screenshot shows the homepage of WholeFoods Magazine. At the top, there is a navigation bar with links for 'ABOUT US', 'CONTACT US', 'ADVERTISE', 'NEWSLETTER', 'SUBSCRIBE', 'UPCOMING INDUSTRY EVENTS', 'BACK ISSUES', 'WHITE PAPERS', and 'RSS FEEDS'. Below this is a banner for 'Our rice sells as great as it tastes.' with a 'RICE SELECT' logo and a 'Subscribe Today!' button. The main content area is divided into several sections: 'The Organic Advantage: Prove it to Me', 'Latest News' (including 'FDA Closer to Defining "Gluten-Free"', 'Who Knew Fancy Food Was This Good For You?', and 'HDI Guidance: What Does it Mean for the Supplement Industry?'), 'Web Exclusives', 'Popular Articles', 'Who's Who Directory 2011', 'What's Selling' (August 2011), 'New Products', 'Product Profiles', and 'Upcoming Industry Events'. At the bottom, there is a footer with contact information and a 'Subscribe Today!' button.

A Leaderboard - 728x90

	3 mo	6 mo	12 mo
first weight	\$2693	\$5386	\$10771
second weight	\$2154	\$4308	\$8617
third weight	\$1885	\$3770	\$7540

B Skyscraper - 120x600

	3 mo	6 mo	12 mo
first weight	\$1661	\$2996	\$5403
second weight	\$1333	\$2697	\$4323
third weight	\$1167	\$2096	\$3782

C Vertical Banner - 120x240

	3 mo	6 mo	12 mo
first weight	\$830	\$1498	\$2704
second weight	\$664	\$1199	\$2163
third weight	\$581	\$1050	\$1893

D Tile - 120x90

	3 mo	6 mo	12 mo
first weight	\$421	\$758	\$1005
second weight	\$337	\$606	\$804
third weight	\$296	\$530	\$704

E Upper Medium Rectangle - 300x250

	3 mo	6 mo	12 mo
first weight	\$1346	\$2525	\$4825
second weight	\$1077	\$2020	\$3860
third weight	\$942	\$1767	\$3377

F Lower Medium Rectangle - 300x250

	3 mo	6 mo	12 mo
first weight	\$1222	\$2292	\$4380
second weight	\$978	\$1833	\$3504
third weight	\$856	\$1604	\$3066

For more information, contact **Heather (heatherwainer@wfcinc.com)** or **Sean (seanmccormick@wfcinc.com)** (908) 769-1160

INTERNAL PAGE + CHANNEL SPONSORSHIP

Leaderboard - 728x90 A

	3 mo	6 mo	12 mo
first weight	\$2448	\$4896	\$9792
second weight	\$1958	\$3917	\$7834
third weight	\$1714	\$3427	\$6854

Channel Sponsor B

	3 mo	6 mo	12 mo
first weight	\$857	\$1566	\$2866
second weight	\$685	\$1253	\$2293
third weight	\$569	\$1097	\$2006

Horizontal Banner - 468x60 C

	3 mo	6 mo	12 mo
first weight	\$1020	\$1836	\$3468
second weight	\$816	\$1469	\$2774
third weight	\$714	\$1285	\$2428

Skyscraper - 120x600 D

	3 mo	6 mo	12 mo
first weight	\$1515	\$2723	\$4911
second weight	\$1212	\$2451	\$3929
third weight	\$1061	\$1906	\$3438

Vertical Banner - 120x240 E

	3 mo	6 mo	12 mo
first weight	\$755	\$1362	\$2458
second weight	\$604	\$1423	\$1967
third weight	\$528	\$1089	\$1721

Tile - 120x90 F

	3 mo	6 mo	12 mo
first weight	\$383	\$689	\$913
second weight	\$306	\$551	\$730
third weight	\$268	\$482	\$640

Medium Rectangle - 300x250 G

	3 mo	6 mo	12 mo
first weight	\$978	\$1833	\$3504
second weight	\$856	\$1604	\$3066
third weight	\$734	\$1372	\$2628

The screenshot shows the Whole Foods website with several key elements labeled for advertising placement:

- A:** A banner at the top left with the text "Our rice sells as great as it tastes." and a "CELEST" logo.
- B:** A "WHOLEFOODS SOURCE BOOK DIRECTORY 2011" sidebar on the right.
- C:** A "Flavored Honey" article featuring "Henry's Sweet Miracle Honey" with an image of honey jars.
- D:** A "Non-Dairy Dessert" article featuring "Luna and Larry's Coconut Mille" with an image of a dessert.
- E:** A "Kitties" product advertisement on the right sidebar.
- F:** A "Maple Syrup" advertisement on the right sidebar.
- G:** A "European E. coli Outbreak Puts Spotlight On Organic" article at the bottom of the page.

E-DIRECTORY



A fully searchable web-based version of the May Source Book Directory and the November Who's Who Directory at <http://directory.wholefoodsmagazine.com>

Enhanced Listings

Logo: \$500/year (includes one logo and top of searches)

Priority Listing: \$750/year (includes one logo, one PDF, one graphic and top of searches)

Priority Plus Listing: \$1200/year (includes one logo, one PDF, up to nine graphics, one video, top of searches)

Homepage

Leaderboard - 728x90

3 mo	6 mo	12 mo	A
\$5550	\$8000	\$15,000	

Box - 180x150

3 mo	6 mo	12 mo	B
\$1450	\$2200	\$4200	

Logo Boxes - 180x100

3 mo	6 mo	12 mo	C
\$500	\$700	\$900	

Category Pages

Leaderboard - 728x90

3 mo	6 mo	12 mo	A
\$3200	\$4500	\$5700	

Box - 180x150

3 mo	6 mo	12 mo	B
\$1250	\$2000	\$4000	

Logo Boxes - 180x100

3 mo	6 mo	12 mo	C
\$450	\$600	\$750	

For more information, contact [Heather \(heatherwainer@wfcinc.com\)](mailto:heatherwainer@wfcinc.com) or [Sean \(seanmccormick@wfcinc.com\)](mailto:seanmccormick@wfcinc.com) (908) 769-1160

E-NEWSLETTER

Monthly newsletter to announce the new content on www.wholefoodsmagazine.com plus breaking news blasts and quarterly Hot Products newsletter.



Skyscraper - 120x600

A	1 mo	3 mo	6 mo	12 mo
	\$612	\$1775	\$3570	\$6854

Horizontal Banner - 468x60

B	1 mo	3 mo	6 mo	12 mo
	\$459	\$1658	\$2616	\$5126

2012 Added Value and Merchandising Tools

We believe in helping you create the most impressions with your advertising budget. Here are over **40** great opportunities we offer to stretch your ad dollars.

PRINT

1. Monthly Reader Service Leads
2. Web Site Links
3. Editorial Exposure: *New Products*, Deals and Displays, and Company Announcements
4. Editorial Sponsorship of HBC Counter
5. Spotlight on Products (June)
6. Product Profiles (February & August)
7. Planning Calendar (December)
8. Company Profiles (November)
9. New Product Review (December)
10. Boldfaced Listing in Directory (May) and Who's Who (November)
11. Year-Round Response from Directory and Who's Who, Mini-Merchandisers
12. Innovative Ideas (e.g., Barn Door Covers, Bellybands, Poly-bagging, Posters, Inkjetting, Plus Much More)
13. Special Position Bonus
14. Advertorials
15. Ad Copy Layout and Design Services

SPECIAL OUTREACH

16. Reprints (Articles or Ads)
17. Free Subscription Letters
18. Mailing List Services
19. Tag Strip Mailing for Your Top Buyers
20. "Did You Buy?" Studies
21. E-Mail or Fax Blasts to our List of Retailers
22. Editorial Series Sponsorships
23. Advertising Spectaculars

WEB

24. E-newsletter Sponsorships
25. Web Advertising
26. New Products Announcements
27. E-mail Opportunities
29. Webinars
30. Videos
31. Podcasts
32. Online White Papers
33. Recipe Opportunities
34. Enhanced Listings in Online Directory and Who's Who
35. Hot Products Newsletter
36. Channel Sponsorship

TRADESHOW PROGRAMS

37. Show Effort Support at All Major Tradeshows (we'll distribute your literature or samples for free)
38. Easels
39. Tradeshow Opportunities
40. Bonus Distribution at All Major Tradeshows

SAMPLING OPPORTUNITIES

41. Attach Samples to Your Print Ad
42. Sample Distribution at Tradeshows
43. Plus...Anything you can think of.

We offer innovative ideas that you can only find in **WholeFoods**. We will help you create a trade advertising program that surrounds your customer and creates the most impressions possible with one-stop shopping.

STAY TUNED FOR
MORE WAYS TO UTILIZE
WHOLEFOODS
ON THE GO.


6. Commission and Credit Terms

Accredited advertising agencies receive a 15% commission providing invoices are paid within 30 days and ad material is supplied. Production charges are not subject to agency commission or discount terms. All insertions accepted are subject to publisher's credit requirements. Service charge of 2% per month on past due accounts, 24% yearly.

7. Furnished Inserts

Preprinted two-sided supplied inserts are charged at the b/w contracted page rate plus a \$400 non-commissionable mechanical binding charge. There is a 10% space surcharge for inserts printed on 100-lb. paper. For inserts or catalogs that run four-pages or more, call for quotes (908) 769-1160.

8. Circulation

Controlled — reaching qualified buyers of natural/health food products: retailers, mass market buyers, natural pharmacies, wholesalers, manufacturers, suppliers, brokers and other qualified readers. 

9. Issue and Closing Dates

Published monthly. WholeFoods is issued during the first week of the cover date. Space reservations are due two months prior to the cover date; by the first of the prior month. For example, space reservations for the July issue would close on June 1st. All materials for the ads must be received two months prior to the cover date, toward the end of the month. If ad copy is not received by copy closing, publisher will insert the last ad run by the advertiser.

10. Contract Conditions

A. Advertising must be inserted within one year of first insertion to earn frequency discounts. Cancellation of any portion of a contract nullifies all rate protection for the remainder. Advertisers not fulfilling frequency commitment will be billed at appropriate rate for space actually used.

B. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher. Neither the advertiser nor its agency may cancel after the closing date.

C. Costs incurred by the publisher for production work on advertisements will be charged to the advertiser. All advertisements ordered set and not used will be charged for composition. When change of copy is not received by the closing date, copy run in the previous issue will be inserted.

D. Publisher will hold advertiser's materials for the maximum of one year from last issue date. It is the responsibility of the advertiser to arrange for the disposition of its ad materials prior to that time; otherwise materials will be destroyed. All requests must be submitted in writing.

E. Publisher will not be held responsible for consequential costs due to loss or damage of ad materials incurred beyond publisher's control.

F. Advertiser agrees to indemnify, defend and save harmless WholeFoods, the officers, agents and employees of Wainer Finest Communications Inc., from any claims or actions based on or arising out of any matter of any kind contained in such advertising or the unauthorized use of any person's name or photograph, or of any sketch, map, words, labels, trademark, copyrighted matter or libelous statements in connection with advertising purchased according to terms of the WholeFoods Rate Card.

G. All rates (including contracts) subject to change with 90 days written notice.

H. Advertiser and its agency shall be liable jointly. If agency does not meet its obligations to pay, this does not release the advertiser from paying monies due the publisher.

11. Electronic / E-mail Requirements

E-Mail Requirements: Hi-Resolution - PDF1x, PDF, JPEG, TIFF, EPS and/or STUFF materials on MAC, ZIP files on PC platform, with all above requirements. Files can be e-mailed to WFC (christinasmith@wfcinc.com).

FTP Site Information: Files can be uploaded to our FTP site.
ftp site: ftp://ftp.vanguardprintingllc.com
user: wholefoods **password:** wfc2009

Disk: CD (MAC Platform)
Each media must have all **fonts, photos and support ing graphics. All pictures must be converted to CMYK**, files are to be saved in **High Resolution - PDF1x or PDF, JPEG, TIFF or EPS format.**

Additional Charges: If you leave out any fonts, forget to convert pictures to CMYK, do not send file in a MAC readable format.

12. Classifieds

Classified ads are non-commissionable and limited to help wanted, positions sought, businesses for sale or purchase and other related situations. Payable in advance with copy. Ad will be placed in first available issue. Minimum rate: \$60 for 20 words or fewer; \$1 per word for each additional word. Box numbers are \$25 extra.

13. Mission Statement - The One That Does It All!

Product information and news emphasis are the big differences between WholeFoods and the other publications. We feel that the retailer who knows what he or she is selling is better equipped to meet the customer's needs. Each month WholeFoods will offer in-depth coverage of the products sold in our industry. The news format front cover ensures that the publication will catch and hold the reader's interest. This type of reader involvement ensures that your advertising will be read.

14. Subscriptions

Single copy except special issues	\$12.00
Source Directory issue	\$75.00
1 year subscription USA	\$70.00
2 year subscription USA	\$80.00
1 year subscription Canada & Mexico (surface)	\$80.00
1 year subscription all other foreign countries (airmail)	\$195.00

15. Readership

- Reaching in print: 15,049 BPA-qualified readers (as of June 2011, BPA statement)
- Reaching digitally: 6,145 subscribers (as of 7/21/11, publisher's data)
- **Total readers: 21,194** (as of 8/3/11, publisher's data)
- Page views on WholeFoods Magazine Online 48,940: (6/1/11 through 8/1/11, Google Analytics)

