New You is committed to providing scientifically proven, and cutting-edge information that will improve your quality of life. In that spirit, New You will be a credible, unbiased voice amidst the overwhelming amount of conflicting and commercial anti-aging information and it is my hope that it will guide you down the path to both healthy and successful aging.

In good health,

Ken Meares
Publisher, New You Media
Welcome to NEW YOU magazine, the premier quarterly consumer magazine focusing on the future of beauty and anti-aging. NEW YOU is a national publication dedicated to the world of beauty innovations, cutting edge products, and procedures that restore the look and energy of youth. NEW YOU brings to readers unique education: The truth about beauty and anti-aging therapies.
New You speaks intelligently to an informed, highly desirable demographic who are interested in the most ground-breaking and innovative procedures and products. NEW YOU’s editors are regularly featured on Extra!, The Today Show, The View, Good Morning America, and The Talk.
Have a moment,” says Venus Williams. “Doing the right thing is never as easy as doing the wrong thing. But by doing the right thing, you stay fit and trim.” The 32-year-old tennis powerhouse has just stepped off a plane from Australia. Williams has thrown on her workout pants and a long-sleeved pink T-shirt from EleVen, her collection of athletic wear.

“I’ve got to start hard and heavy tomorrow,” she insists. In that moment, she appears as driven as a person could be. It’s the kind of palpable determination that wins Grand Slams. It’s hard to believe that two short years ago, she had to withdraw from the US Open, too tired to compete. “I felt like someone was pushing me down,” she recalls. Following a battery of tests, Williams was diagnosed with Sjögren’s Syndrome, an autoimmune disease that causes extreme fatigue and debilitating joint pain. “I had to qualify for the US Olympic team,” she recalls. “I would not have been able to live if I couldn’t.”

It’s a comeback for the record books. Diagnosed with Sjögren’s Syndrome, a rare autoimmune disease that left her too weak to compete in the sport she dominated for a decade, tennis star Venus Williams went vegan. And it changed her life.

STORY BY LAURIE SANDELL

It’s a comeback for the record books. Diagnosed with Sjögren’s Syndrome, a rare autoimmune disease that left her too weak to compete in the sport she dominated for a decade, tennis star Venus Williams went vegan. And it changed her life.

STORY BY LAURIE SANDELL

NewYouMedia.com | 5
Circulation & Distribution

100,000 COPIES PER ISSUE
NATIONAL DISTRIBUTION QUARTERLY

50,000 PAID SUBSCRIBERS

3,000 EVENTS
Medical/Spa Conferences Tradeshows

4,000 ADDITIONAL DISTRIBUTION

20,000 TARGETED DISTRIBUTION
High profile medical doctors in the fields of Plastic, Cosmetic, Dermatology, and Anti-Aging Medicine. Destination spas, high-end salons, and fitness centers.

25,000 NEWSSTANDS
All Hudson News locations including US airports, train stations, and street newsstands. Barnes & Noble locations nationally and select grocery and independent newsstands.

AUDIT INFORMATION:
AAM Membership Applied For
Bonus Event Distribution

Our team attends the most prestigious medical conferences throughout the year. Your message will be viewed by the nation's most high-profile physicians, medical staff and vendors in the country.

Additionally, NEW YOU hosts events nationally and internationally providing exposure to a highly targeted affluent consumer.

Medical conferences and events deliver brand reinforcement for NEW YOU advertisers.

**FALL 2013:**
- IECSC: Intl Esthetics Cosmetic and Spa Conference
- A4M Annual Conference
- New York Fashion Week - New York, NY

**WINTER 2014:**
- International CES Conference: Latest fitness & health technology

**SPRING 2014:**
- AAD: American Academy of Dermatology

**SUMMER 2014:**
- ASAPS: Amer. Society of Aesthetic Plastic Surgery
- IECSC: Intl Esthetics Cosmetic and Spa Conference
- NEW YOU Season Kickoff - Hamptons, NY
Demographics & Readership

91% Female Readers

9% Male Readers

- AGE
  - 25-34: 9%
  - 35-54: 67%
  - 55-64: 14%
  - 65+: 10%

- HOUSEHOLD INCOME
  - $125,000+: 24%
  - $250,000+: 48%
  - $500,000+: 28%

- NET WORTH
  - 1 MILLION+: 34%

DEMOGRAPHICS: ANTI-AGING & COSMETIC PATIENTS

90 MILLION American consumers currently use or have used products or procedures that fight the aging process.

17.5 MILLION cosmetic procedures were performed in 2011 for patients who wanted to look younger.

15.7 MILLION of these were minimally invasive procedures.

STATISTICS: THE ANTI-AGING INDUSTRY

$162 BILLION: Size of the worldwide market for anti-aging spending in 2011.

$274 BILLION: Projected size of the worldwide market for anti-aging spending in 2013.

11.1 PERCENT: Annual growth in the market for anti-aging products and services worldwide.

50 PERCENT: Of baby boomers expected to reach age 100.

76 MILLION: Number of baby boomers.

STATISTICS: THE BEAUTY INDUSTRY

$24 BILLION: Amount consumers spend on skincare each year.

$18 BILLION: Consumers spend on make-up in 2011.

$38 BILLION: Amount consumers spend on hair products per year.

$12 BILLION: Fragrance purchases per year.

Source: New You Readership Survey 2011
Spec & Rates

NATIONAL RATE CARD- PREMIUM FRONT OF BOOK - FIRST HALF OF BOOK

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<th>BACK COVER</th>
<th>PREMIUM FRONT SPREAD</th>
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ISSUE/MONTH | RESERVATION  | MATERIALS       | AVAILABLE       |
-------------|--------------|-----------------|-----------------|
Winter Issue: Jan/Feb/Mar | Dec 2, 2013 | Dec 9, 2013 | Jan 29, 2014 |
Summer Issue: Jul/Aug/Sep | June 2, 2014 | June 9, 2014 | July 24, 2014 |

SPECIFICATIONS: MAGAZINE TRIM SIZE 9” X 10.875”

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A LA CARTE ADD-ONS | CALL FOR PRICING

+ TV Media
+ Mailing
+ Mailing with Samples
+ Polybag with Sample
+ Special Inserts
+ Gatefolds
+ Return Cards
+ Scent Strips
+ Email Blast Consumer
+ Email Blast Professional
+ Banner Ad Website
+ Video for iPad App
+ Social Media Sample Giveaway Program

NOTES:
• Payments terms are net 30 days of contract

FILE FORMATS/PROOFS:
• All ads must be submitted in one of the following digital-based formats: Adobe Photoshop or InDesign; as PDFs or TIFFs. Files should be 300dpi.
• High-resolution proofs output at 100% are required; New You will not be responsible for color quality without an accurate proof. All fonts must be converted to outlines in Illustrator, Photoshop or InDesign.

SEND AD MATERIALS TO:
NEW YOU MAGAZINE
450 SW 28th Way
Hollywood, FL 33312
ATTN: Toni Negas
tnegas@newyoumedia.com
NEW YOU is the premier national consumer magazine focusing on the future of beauty and anti-aging. Filled with cutting edge information, new you overflows with tips, trends, procedures and treatments in the anti-aging, health and wellness industries.

NEW YOU is the way to reach a targeted audience of intelligent, affluent and fashionable women who want to look and feel younger.

10 REASONS YOU NEED NEW YOU

1. REACH A MOTIVATED AUDIENCE OF WOMEN - NEW YOU readers are already interested in aesthetic enhancements and anti-aging.

2. SPENDING POWER OF WOMEN – Women make 85% of all consumer purchases and 80% of all healthcare decisions. Baby boomer women make 75% of the buying decisions for households.

3. GET NATIONAL EXPOSURE - More than 2 million readers!

4. MAGAZINES IMMERSE YOU...THE INTERNET GRABS YOU...NEW YOU DOES BOTH

5. GET FEATURED - Your product, device or procedure will be eligible for editorial mention...beauty features, new trends, innovations, health/wellness, nutrition, fitness.


7. STAY VIRAL - We seed the internet with stories and information that include you, your product and your links.

8. GO 411 - Become part of our search engine for readers looking for the right product, procedure, or device.

9. GO SOCIAL - Our programs make you socially savvy! (Facebook, Twitter, YouTube, Pinterest, Instagram)

10. NEW YOU readers are sophisticated, fashionable, interesting and compelling – they have something to say.
Digital Options

ONLINE PRESENCE
Promote your brand with creative and innovative options on NewYouMedia.com

- BANNER ADS
- SKYSCRAPERS
- MPU’S
- VIDEO OPPORTUNITY WITHIN VIDEO LIBRARY
- WALLPAPER

SOCIAL MEDIA SAVVY
Connect with your target audience through New You’s social media presence.

- iPad APP Your product included in digital edition of magazine.
- FACEBOOK Your product in profile: Giveaways, feedback.
- BEAUTY BLOG Your one-stop resource for the latest cosmetics and anti-aging innovations.
- YOUTUBE Video opportunities on the New You channel.
- TWITTER Your product mentioned, linked and “re-tweeted”.
- PINTEREST Your product mentioned, linked and “pinned” on NEW YOU Pinterest Page.

VIRAL EXPOSURE
From virtual to viral, push your message into cyberspace.

- ONLINE EDIT We seed the internet with stories that include your products.

ONLINE SPECS

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- 150,000 UNIQUE VISITORS MONTHLY
- 32% BOUNCE RATE (BELOW THE NATIONAL AVERAGE)
- 225,000 TOTAL VISITORS MONTHLY
New You in the Press

CBS Local (WLNY)  “Live From the Couch”

Jay Leno “Tonight Show”

WNBC

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Bee-Tox

Bee Venom Facial, £2,000; approximately $3,150,
Heaven by Deborah Mitchell Salon, London

reated by UK-based aesthetician Deborah Mitchell, the new bee venom facial has gained a cult following that includes discriminating tastemakers such as Camilla, the Duchess of Cornwall. The headline-making virtue: It’s a natural alternative to Botox. Dr. Howard Sobel, an attending dermatologist and dermatologic surgeon at New York's Lenox Hill Hospital, explains: "Bee venom has an active compound called Melittin that has antibacterial and anti-inflammatory properties. When applied to the epidermis, it begins to break down skin cell membranes."

The results, according to Dr. Sobel, are increased circulation, tighter skin, and a temporary relaxation of facial muscles—which mimic the effects of Botox. The venom runs $42,000 per ounce, and Mitchell’s Gold Bee Sting serum is formulated with an extremely rare secret ingredient that helps activate the venom. It also contains Manuka honey and silt from a riverbed that’s rich in fish enzymes.

Clients are given a facial and body massage to realign posture and head positioning, amplifying the results of the treatment. "You walk out looking like a different person," promises Mitchell. Her results are cumulative, but after just one treatment Mitchell assures that clients will see lifted brows, higher cheekbones, plumper skin, and a more youthful appearance. Recipients of the Gold Bee Sting Facial are immediately inducted into a "club," with benefits that include first dibs on the miniscule lot of gold bee sting serum available for purchase. (She can make only 500 at a time.)

Try:
Rodial Bee Venom Super Serum ($200; nordstrom.com) uses marine collagen and bee venom to reduce the appearance of deep wrinkles and plump the skin.