

Healthy Living

mind · body · spirit
with Teresa Tanoos



Media Kit 2007

Healthy Living with Teresa Tanoos™ is an innovative suite of public health education media products that target active, upscale consumers. A weekly half-hour TV show, weekly radio show, full-color quarterly magazine, and user-friendly website combine cross-promotional benefits with a quadruple punch to deliver your message across a wide range of media.

Sponsors and advertisers gain cost-efficient exposure and positive brand-name recognition while helping to educate the general public on how to become better, more informed consumers in the healthcare decision-making process.

Cartera Media, Inc., the exclusive distributor of **Healthy Living with Teresa Tanoos™**, knows it's much more than merely an advertising vehicle. By providing the latest health information, Cartera Media has positioned itself to become the nation's leading distributor of integrative health information in an understandable and entertaining format.

Every Healthy Living product is designed to promote the prevention of disease and the maintenance of a healthy lifestyle. **Healthy Living with Teresa Tanoos™** is dedicated to educating the public about ways to live not only *longer* lives, but also *healthier* and *better quality* lives.

If you have a service or product that the public needs to know about, **Healthy Living with Teresa Tanoos™** is simply the best, most cost-effective way to get the word out!

A WOMAN WITH A MISSION

As a college freshman twenty-seven years ago, Teresa Tanoos, and her mom, Wanda went to the doctor for what she thought was nothing more than a kidney infection. To her horror, the diagnosis was rare form of cancer—a malignant tumor the size of a grapefruit had formed on her kidney.

Over the next few years, Teresa endured what nearly every cancer patient experiences: fear of death, pain, weakness, total hair loss, terrible nausea and gut-wrenching vomiting from harsh chemotherapy and radiation treatments. Doctors gave her a slim-to-none chance of survival. However, Teresa relied on her strong faith in God and never lost hope.

When the cancer then mysteriously disappeared, just as shockingly as it appeared one year earlier, neither Teresa nor her doctors could believe it! Indeed, to this day, her doctors say her recovery is nothing short of a modern day miracle. The same goes for the birth of her two healthy children, William who is now 23, and Anthony who is now 18, as the doctors told Teresa that the harsh chemotherapy and

radiation to her abdomen had rendered her infertile. So imagine her shock to discover she was pregnant just weeks after she got married!

As a result of her health experiences—and with her physician father, the late Dr. William K. Nasser, as her mentor—Teresa dedicated herself to a life of study and, more importantly, to a commitment to share with the public the same research-based medical information she found during her studies that helped her to survive and go on to live a healthy, productive life—mind, body, and spirit.

Over time, Teresa became a popular television newscaster and award-winning medical reporter, working for all three major network affiliates—ABC, NBC, and CBS. In 1997, however, Teresa's television broadcasting career came to a halt when she was diagnosed with another tumor on her thyroid. The tumor was, thankfully benign. However, she had to be treated with iodine therapy to shrink it, leaving her exhausted and unable to work for nearly a year. It was then that she delved into the field of Integrative Medicine and eventually launched her own television show, *Healthy Living*, which was followed shortly thereafter by a companion radio show, magazine, and Website at www.HealthyLivingInfo.com. Research for her show taught Teresa that even though Western medicine provides a high level of treatment for disease, there are other non-traditional medical therapies—many of which are commonly practiced in other countries—which focus more on the prevention of disease and treating the whole individual, as opposed to treating just the diseased body parts of an individual. And so she began what would become a one-of-its-kind suite of educational media vehicles designed to help the general public take charge of their own health and wellness journey, and to become the "team leader" in working with their doctors and other health professionals to get the healthcare they deserve.

By the end of 1998, Teresa had launched a series of highly successful 90-second *Healthy Living Reports* during local newscasts in Central Indiana. Soon afterward, her first series of ***Healthy Living with Teresa Tanoos™*** half-hour television programs aired. The response to her reporting has been overwhelming. Within one year, Teresa had attracted national attention and signed a contract to replace actress, Jane Seymour, on the hit PBS series, *Healthy Living*. In 2003, ***Healthy Living with Teresa Tanoos™*** began airing nationwide on the *Healthy Living Channel* and *PAX TV Network* too. Today, ***Healthy Living with Teresa Tanoos™*** has evolved into innovative series of educational TV and radio programs and reports, including a full-color companion magazine and interactive Website that archives content from each. This four-pronged "multiple media" approach is the first of its kind to offer integrative medical information for the general public.

Teresa has since joined forces with Cartera Media, Inc. to expand ***Healthy Living with Teresa Tanoos™*** to a wider audience and increase its media offerings, including a new *Health-e-Living Newsletter* and state-of-the-art Website featuring an exact replica of the *Healthy Living Magazine*, as well as streaming video clips from the television shows.

Teresa's mission is clear: "I want to provide the most comprehensive, easy-to-understand, research-based health information for the masses. With all of the choices available to the public, it's imperative that everyone has a source for learning how to take control of their wellness journey. That's what *Healthy Living* is all about!"

HEALTHY LIVING WITH TERESA TANOOS™
TELEVISION OVERVIEW



8-time Emmy
award winning
news team

Healthy Living with Teresa Tanoos™ produces a thirty-minute television program which airs Saturdays at 7:30 PM on NBC/WTHR-13. The show is also re-broadcast on numerous other network and cable affiliates nationwide, including the Healthy Living Channel, a new cable and satellite network from Turner Media Group reaching an estimated national audience of 23-million each week. Each show provides comprehensive, research-based information in an easy-to-understand manner on a variety of health and wellness topics. The goal is to educate, enable, and motivate viewers to take control of their wellness journey.

Recent shows have included interviews with top celebrities on topics related to their own health, such as: American Bandstand's, Dick Clark, on dealing with diabetes; Former Texas Governor, Anne Richards, on overcoming osteoporosis; Oprah's fitness trainer, Bob Green, on healthy fast food choices; Former NFL Quarterback and Hall-of-Famer, John Elway, on coping with GERD; Colts Coach, Tony Dungy, on what he believes is the most important aspect of health; and many, many others.

Topics covered on the show have included: "Looking Good and Feeling Good," a series on the latest advancements in cosmetic surgery; "Healthy Cooking," a series featuring tips from famous chefs for preparing their favorite healthy recipes; "Healthy Relationships," featuring a licensed marriage and family therapist; "Spiritual Health," featuring pastoral counselors and other leading authorities in spirituality about the importance of being spiritually fit; "Healthy Nutrition," featuring a medical doctor, registered dietician, and one of the world's leading experts on nutritional supplements and vitamins; and "Healthy Fitness," featuring Tips from NIFS with a personal trainer, a physical therapist, an exercise physiologist, and a weight loss counselor.

HEALTHY LIVING WITH TERESA TANOOS™
RADIO OVERVIEW

Healthy Living with Teresa Tanoos™ has partnered with Emmis Communications to produce 60-second Healthy Living Radio Reports for broadcast on WIBC/AM-1070 and B-105/FM and 100 other stations across Indiana that are part of the Emmis Radio Network. Inquire with us on how to be a part of these reports at a substantially discounted rate.

HEALTHY LIVING WITH TERESA TANOOS™
WEBSITE OVERVIEW

The Healthy Living Website at www.healthylivinginfo.com serves as a repository for content featured on the **Healthy Living with Teresa Tanoos™** TV series, radio program, and in the magazine. The website includes streaming video clips from various television interviews, and serves to steer viewers to the Sponsors' own websites and to various other health-related links. The Healthy Living Website is an invaluable educational resource that offers visitors a variety of interactive tools designed to help them take charge of their own wellness journey.

HEALTHY LIVING WITH TERESA TANOOS™
MAGAZINE OVERVIEW

Healthy Living with Teresa Tanoos™ Magazine is a full-color, 48 +/- page, quarterly publication that provides comprehensive, research-based information in an easy-to-understand manner on a variety of health and wellness topics. The goal of this magazine is to educate, enable, and motivate viewers to take control of their wellness journey, to become the "team leader" in conjunction with their traditional medical doctors and all others involved in the wellness industry.



Similar to the radio and TV programs, **Healthy Living with Teresa Tanoos™** Magazine features articles from the Sponsors of the **Healthy Living with Teresa Tanoos™** television series. In addition to these articles, each magazine features a cover story relative to a theme. For example, the magazine has run cover stories on Dawn Wells ("Mary Ann" from Gilligan's Island), Diane Willis (local ABC network affiliate's news anchor), Mark Herrmann (former NFL quarterback), and others who are recognizable and have a specific message about living a healthy and higher quality life.

Other **Healthy Living with Teresa Tanoos™** Magazine articles covered: "Looking Good and Feeling Good," a series on cosmetic dentistry; nutrition, featuring a noted expert on vitamins and supplements; "Healthy Relationships," with a relationships counselor; "Spiritual Health," with a pastor; "Health and Work," with a psychiatric nurse and a life coach; and "Healthy Fitness," with a personal trainer, a physical therapist, an exercise physiologist, and a weight loss counselor.

General Topics:	Medical News Diet & Nutrition Fitness & Exercise Pain Management Stress Reduction Healthy Relationships Financial Fitness Healthy Home
Readership:	Published quarterly Over 100,000 average readers per issue Over 30,000 issues distributed free to the public Steadily increasing subscription base with online orders Includes 5000 doctors who receive each issue by mail
Distribution:	Distributed to over 400 high-traffic pick-up sites, including hospital lobbies, fitness centers, restaurants, bookstores, physician waiting rooms, grocery stores, and other major business locations.



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