

# Healthy Living

mind · body · spirit  
with Teresa Tanoos



## MAGAZINE COMPARISON

### PRICING COMPARISON\*

Freq	Indpls. Woman	Indpls. Monthly	IBJ Magazines	Indy Men's	Healthy Living
1X	\$4,900	\$5,700	\$4,395	\$3,900	\$4,200
3X	\$4,300	\$5,150	NA	\$3,500	\$3,800
6X	\$4,200	\$4,850	\$3,510	\$3,400	\$3,400

\* Rates based on a full page, full color ad

### DISTRIBUTION AND PROMOTION FEATURE COMPARISON

Distribution and Promotion Feature	Indpls. Woman	Indpls. Monthly	IBJ Mags	Indy Men's	Healthy Living
Every Doctor's Office	No	No	No	No	Yes
Every Dental Office	No	No	No	No	Yes
Every Law Office	No	No	No	No	Yes
Every \$300,000 + Home	No	No	No	No	Yes
Free Pick-up Sites	Yes	No	No	Yes	Yes
Radio Promotion	No	No	No	No	Yes
Television Promotion	No	No	No	No	Yes

### Unique Services and Features Offered by Cartera Media include the following:

- Informative News Magazine Format
- Extremely competitive pricing
- Association with *Healthy Living with Teresa Tanoos*™ brand
- Mailed to every doctor office, medical clinic, and hospital in Central Indiana
- Mailed to every dentist office in Central Indiana
- Mailed to every law office in Central Indiana
- Mailed to all homes valued at \$300,000 or more
- Free Distribution at key sites throughout Central Indiana
- Cross Promotional Multi-Media Offerings on Television, Radio, Internet, and Magazine (TRIM)
- Free Press Release with each one page Magazine Ad purchased
- Additional Media services available

