

Clean Eating

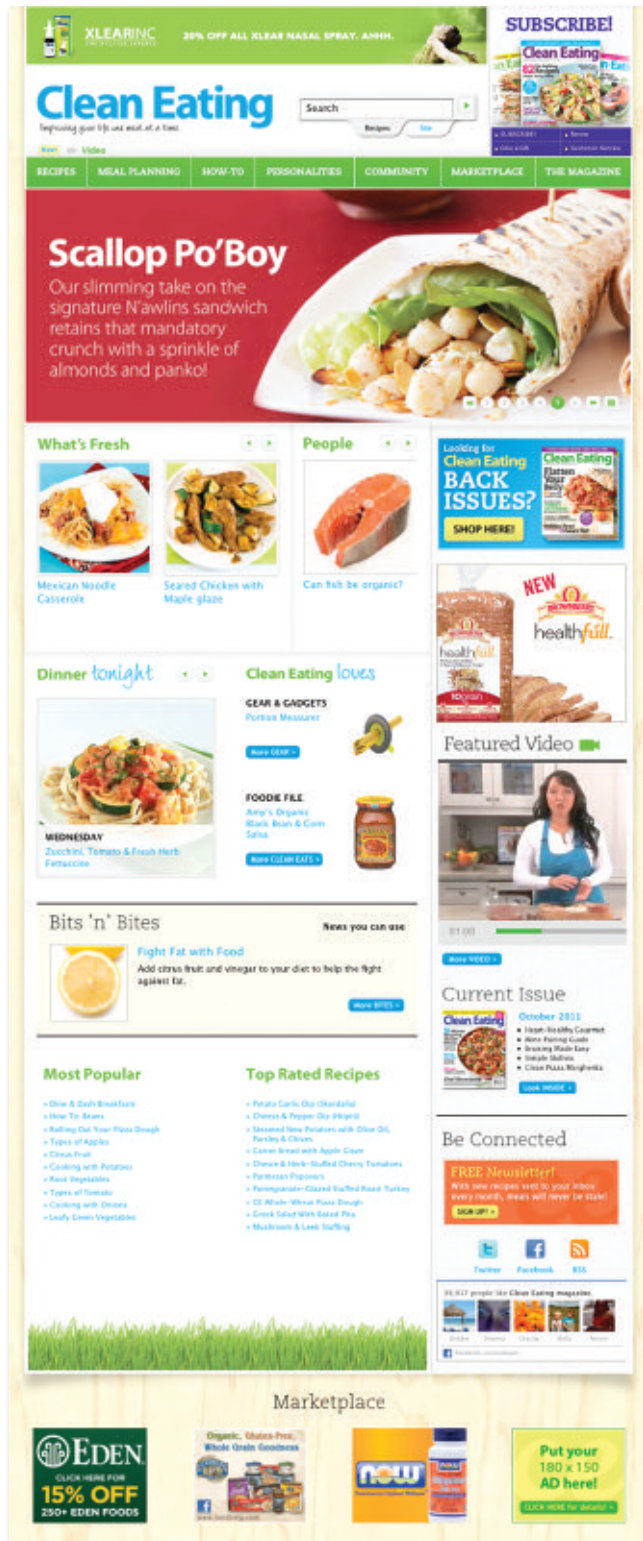
magazine



Digital Media Kit

Website Opportunities

CleanEating.com is a great place to reach a passionate, affluent audience interested in pursuing a healthy lifestyle through the food they eat. CleanEating.com offers a variety of marketing vehicles for advertisers to promote products and increase brand awareness.



Leaderboard banner

728 x 90 px, displays on all pages, top only
Expandable Leaderboard available
\$15 CPM

Medium Rectangle

300 x 250 px, displays on all pages
Expandable Big Box available
\$13 CPM

Wide Skyscraper

160 x 600 px, available on all sub pages
Expandable Wide Skyscraper available
\$12 CPM

High-Impact Rectangle (Big Boy) (not pictured)

960 x 200 px, available on all pages
\$17 CPM/month

Fresh Marketplace Tiles

180 x 150 px, displays on all pages
\$10 CPM

Video Pre-Roller

Pre-roll video ad, max 15 seconds, available on home page sidebar and/or main video page
\$25 CPM

Home Page Takeover

Ad takes over entire home page for 15 seconds or until user closes, available on home page only
\$20 CPM/month

Rotator Slide

960 x 370 px, available on home page only
\$25 CPM/week

Background Wallpaper (not pictured)

1660 x 1000 px, available on all pages
\$12 CPM/month

Preview Book Insert

375 x 516 px (single) or 750 x 516 px (double), available for any preview book
\$10 CPM/month

266,800
monthly unique
visitors*

646,400
monthly page
impressions*

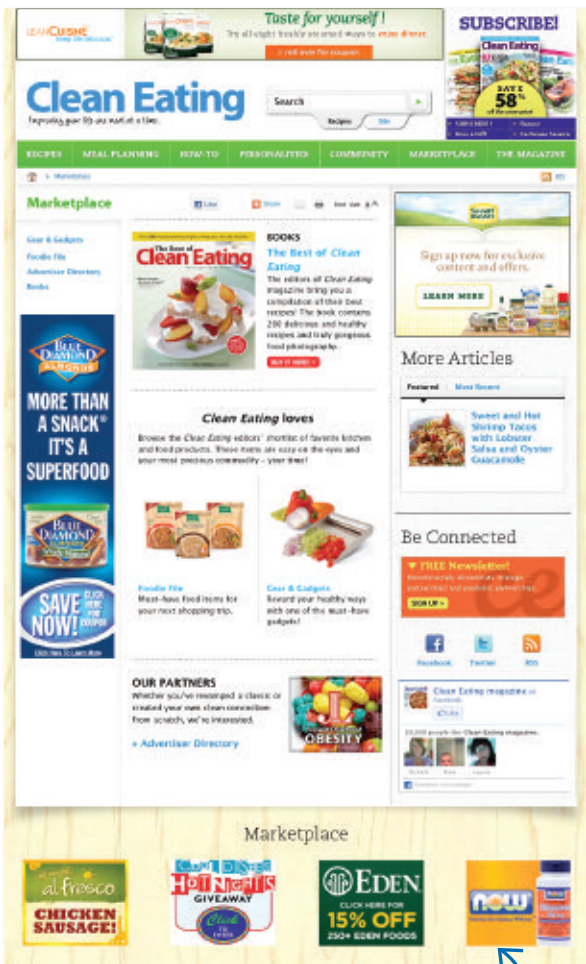
All banner ads on a per month basis. All rates in Net USD.
*Web stats as of Feb. 2012

Custom Online Opportunities

Clean Eating loves

Clean Eating Loves is divided into two sections under the Marketplace tab: **Gear & Gadgets** and **Foodie File**.

Featured product section, includes clickable thumbnail, product description and enlarge photo capabilities, plus link to your website. **\$10 CPM**

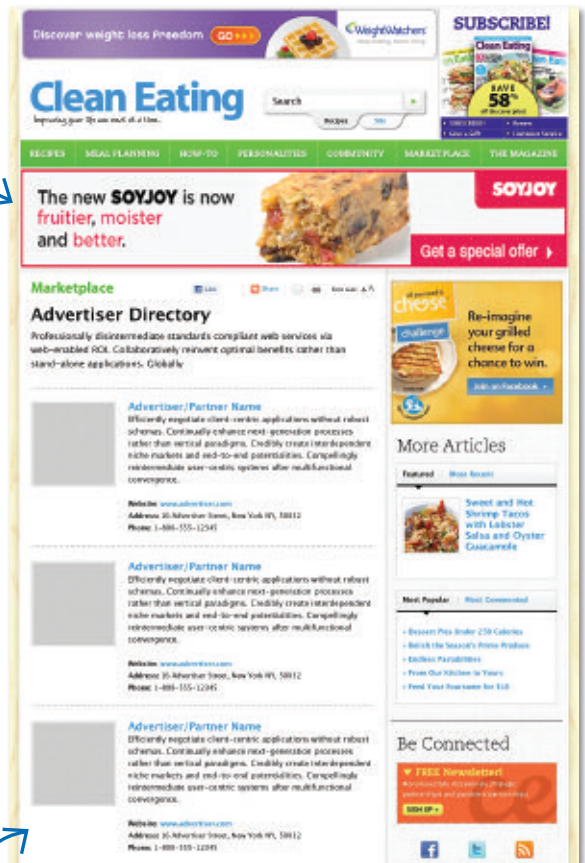


Fresh Marketplace Tiles

Highly visible ads display on every page of CleanEating.com and link to your website. 180 x 150 px **\$10 CPM**

High-Impact Rectangle (Big Boy)

Premium, extra-large box ad located under navigation bar on all pages. 960 x 200 px **\$17 CPM**



Advertiser Directory

Affiliate your brand with a website dedicated to healthy eating! Space includes photo or logo, brand description, website, physical address and phone number. **\$500/listing**

Also available

- Background Wallpaper
- Home Page Takeover
- Preview Book Insert
- Contests

E-newsletter

Exclusive recipes, tips and tricks not found in the magazine! Delivered twice monthly to over **87,700*** opt-in subscribers who actively buy products and services relating to a healthy lifestyle.

November 2011
Clean Eating
Improving your life one meal at a time.
Now! Get your issue now on sale at [www.cleaneatingmag.com](#)

Clean Eating
Get Your
New Fall
Recipes
Now!
PREPARED
CUCUMBER SLICERS FOR
CUCUMBER SLICERS FOR
CUCUMBER SLICERS FOR

Cranberry Balsamic – Glazed Scallops
Even with polenta croutons and a succulent glaze, this seafood dish sings a slimming tune!

Hors D'Oeuvres Helper!
Your festive guests will thank you...

Curried Sweet Potato Soup
Melt those winter chills!

Pumpkin Bread Pudding
Only 20 minutes of prep time for a totally decadent, crowd-pleasing dessert!

Follow us on:
f t

Xlear Xylitol Sinus Nasal Spray
For more information on Xlear's full line of xylitol products, visit [Xlear.com](#)

XLEAR INC
THE XYLITOL EXPERTS

20% OFF
ALL
XLEAR
NASAL
SPRAY.
AHHH.

The one-sheet clean picker upper.
Bounty
Save now! ▶

Social

46,900 people like Clean Eating on Facebook

Clean Eating has **5,400** followers on Twitter*

*As of Feb. 2012



Exclusive Newsletter Power Packed Bundle

Includes **Description of Offer** (368 x 179 px), with product photo and link to your web site with text/copy plus **Skyscraper Banner** **\$3,000**

Banner Only

Skyscraper (160 x 600 px) Position #1 – \$1,500

Badge (160 x 305 px) Position #2 – \$900


(*must be non-competitive products)

Also available: Preview Book Insert

Clean Eating
magazine

In This Issue E-newsletter

Sent eight times per year, highlighting the best of the current issue.



Clean Eating


Improving your life one meal at a time.

Clean Eating October 2011 – On Sale Now!

At Clean Eating magazine, we believe in nourishing the body with wholesome, natural foods and drinks. We embrace certain ingredients in moderation, like butter and red wine. Having a few glasses of red wine per week, for example, has been linked to improvements in heart and brain function, among other benefits. So it goes without saying that we're very excited about our Wine Pairing feature, in which we recommend a number of different bottles to perfectly complement each of our clean dishes (like Bison Stroganoff and Smoky Barbecued Halibut)! But that's not where the excitement ends:


AHA RECIPE CONTEST

We were honored to be chosen by the American Heart Association to judge their Flavors of the Heart multicultural food festival! After taste testing and deliberating, we've selected the three recipes that most tickled our taste buds and met Clean Eating magazine's nutritional standards! We're sure you'll agree that our picks are all winners.



SKILLET MEALS

Have 20 minutes to spare? That's all you need to whip up a hot, complete meal in your handy skillet. Mango Mojo Chicken, perhaps? Or is it more of a Cornmeal-Crusted Trout kind of night? Either way, each of these dishes is speedy and delicious!




LEARN THE SECRETS OF BRAISING

Whether you're new to braising or simply open to a few more recipes to pad your arsenal, you'll love the dishes we've come up with using the slow 'n' low cooking technique! Learn all about it in our third Cooking Class feature.


If you have a soft spot for baked beans, you'll also love Julie O'Hara's cleaned-up take on the Boston favorite! Speaking of cleaning up old favorites, we've got a Pizza Margherita that could entice your most hesitant eaters (they don't need to know it's only 8 grams of fat!). Plus, we snuck another skillet recipe into the mix with this month's Kitchen Confidential – it's all about canning tomatoes!

Here's a [shrimp skillet dish](#) for you to try tonight – it's sure to whet your appetite!


The Clean Eating Team




The new **SOYJOY** is now...
fruitier, moister and better.



Get a special offer ▶



CLEANS MUDDY PAW PRINTS.



SAVE ON WETJET AT
▶ WWW.BRANDSAVER.CA

Wide Skyscraper

160 x 600 px

Top or bottom* available

\$12 CPM

*Must be non-competitive products;
Bottom skyscraper height subject to change.

87,700
subscribers
and growing!



Specifications

IAB Standard Advertising Units (www.IAB.net)

Leaderboard Banner: 728 x 90

Medium Rectangle: 300 x 250

Wide Skyscraper: 160 x 600

Max file size 40k; JPEG (preferred), GIF or PNG; link required

High-Impact Rectangle (Big Boy)

960 x 200; under 40k; JPEG (preferred), GIF or PNG; link required

Expandable Banners

Leaderboard Banner, High Impact Rectangle, Medium Rectangle, Wide Skyscraper:

- Expandable to a maximum of 2x the original file size; under 40k; JPEG, GIF or SWF. Rich media 80k
- Animation – unlimited; Looping – unlimited
- File Format: Please submit 3rd party creative – custom HTML/Javascript snippets
- Visible close button is required on all expanded panels (SWF only)
- Audio/video – user initiated only. A visible mute button is required as well as a play/stop/pause button (SWF only)
- Expansion on mouse over or click
- If flash-based, please embed links for SWF files and provide a fall-back image (JPEG, GIF or PNG).
- Hot-spot subject to editorial approval

Fresh Marketplace Tiles

180 x 150; under 30k; JPEG (preferred), GIF or PNG; link required

Video Pre-Roller

Pre-roll video ad, max 15 seconds in length

- .mov/.flv formats accepted
- Finished video dimensions to be in 16:9 (preferred) or 4:3 aspect ratios.

Home Page Takeover

Advertisement ‘pops up’ or ‘takes over’ entire home page for 15 seconds or until user activates manual Close (X) option

This ad appears 1 view per user, per day

- Max 960 x 500; under 300k; JPEG (preferred), GIF or PNG
- Close window function will be inserted by RKP
- 3rd party HTML/Javascript accepted on a case-by-case basis
- Link required

Rotator Slide

May be inserted into any active slide player. Placement occurs from slide 3 onward. Note: All creative is subject to editorial approval

- 960 x 370; under 100k; JPEG (preferred), GIF or PNG; link required

Background Wallpaper

Large image replaces current site background. Limited to 1 page per client. Note: The wallpaper is not a clickable image

- 1660 x 1000; max file size 100k; JPEG, GIF or PNG

Preview Book Insert

Preview Book print ad insert. Preview Books appear on websites as well as in newsletters.

- Double-page spread 750 x 516; Single page 375 x 516
- Subject to a one month run-time
- These specs dependent on client being in print book as well, with print specs
- Tracking #s per preview book view – not per page

CE Loves: Gear & Gadgets / Foodie File

- 4-5 word title
- 10-15 word subhead
- 50-75 word description of product (advertorial style); link
- High-res PSD or TIFF of product – clear or white background
- Please contact your Account Rep for terms and conditions.

CE Advertiser Directory

- Company name
- 40-50 word description of company; link
- High-res PSD or TIFF of product/logo – clear or white background

Contest Prize Promotion

- High-res PSD or TIFF of product – clear or white background
- Description of product (25-30 words); link
- Please contact your Account Rep for terms and conditions.

Exclusive Newsletter Power Packed Bundle

- Skyscraper: 160 x 600; under 40k; JPEG, GIF or PNG
- Badge: 160 x 305; under 40k; JPEG, GIF or PNG
- Description of Offer:
 - Web-ready 368 x 179; under 40k; JPEG, GIF or PNG.
 - Or created by RKP. Must supply high-res PSD or TIFF of product – clear or white background and title/subhead
- Title and description of offer: 50-75 words. Please include any special instructions (ie. promo codes).
- Link to website for fulfillment of offer
- Email address of client who will approve test email

In This Issue E-Newsletter

- Skyscraper Banner: 160 x 600; under 40k; JPEG, GIF or PNG

Co-branded Digital E-mail Blast

- Image for ad: Ideal size 650 x 550 (can be shorter or taller; max width 720); under 300k; JPEG, GIF, HTML (provided and hosted by client)
 - Subject line. Please note “Advertiser Offer” will appear in front of subject line copy when applicable.
 - Link to website for fulfillment of offer
 - Special instructions, if any
 - Specify delivery date
 - Email address of client who will approve test blast
- Please note: May require a disclaimer notice. *Clean Eating* branding will enclose ad. ie, *Clean Eating* logo at top, RKP logo at bottom.

Please contact your advertising representative for upcoming Web site newsletter booking dates, details and deadlines.

Please note all ad material is subject to editorial approval. Certain products (ie. Co-branded Digital E-mail Blast) may require a disclaimer notice.