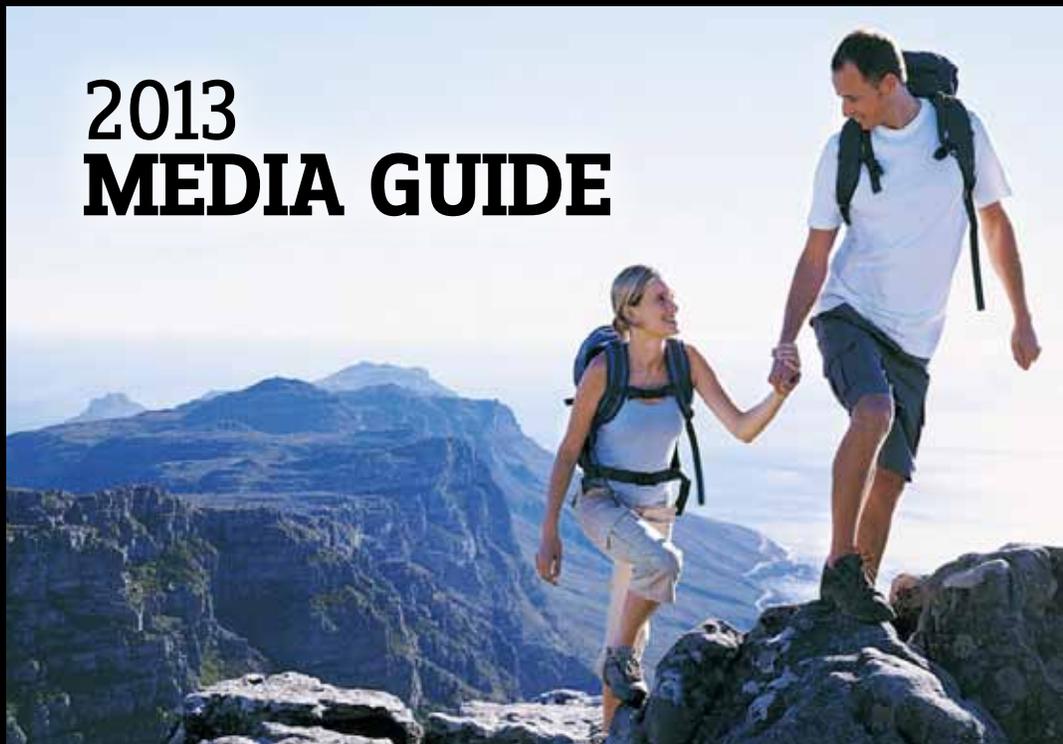




YOUR LIFE, BETTER

REnew

MAGAZINE



2013 MEDIA GUIDE

3 CHANNELS, 1 PURPOSE

Renew Media is the only multi-channel media platform designed to support, educate and inspire people throughout the addiction and treatment continuum.

Renew offers targeted access to consumers in search of recovery products and services, with a strong focus on direct lead-generation and strategic multichannel marketing packages that deliver high-quality leads.



Renew Media pursues this goal through the following channels:

Renew Magazine

Published six times per year, *Renew Magazine* is the only national publication addressing the needs of the more than 43 million people struggling with the issues of addiction and recovery. *Renew* presents informative, inspiring articles that show readers not just how to get sober and stay sober, but how to enjoy a healthy life in recovery. Written and produced by leading recovery experts and people who have walked the same paths as our readers, *Renew Magazine* speaks our readers' language and presents a clear road-map to attaining a fulfilling life in recovery.

RenewEveryDay.com

RenewEveryDay.com forms the center of the Renew community on the Web, providing daily news and features that support recovery and point the way to a healthy life for those struggling and searching for solutions. At RenewEveryDay.com, our editors curate the best content and tools created by our staff writers, leading contributors and bloggers, providing a positive and solution-focused home for recovering people on the Web. Our dynamic content and best-in-class SEO strategies ensure that consumers seeking recovery solutions find them through *Renew*.

Renew Recovery Resources

Renew Recovery Resources is a comprehensive, unbiased online treatment guide that connects people seeking treatment with the organizations that can help them—your business. Promoted through special advertising sections in each issue of *Renew Magazine* and RenewEveryDay.com, *Renew Recovery Resources* is a pay-for-performance lead-generation engine designed to connect our readers—and consumers searching on the major search engines—with your facility or service.

Reaching 70,000 + consumers during a significant lifestage event!*

Monthly readership of Renew in both print and digital mediums.



Renew serves an underrepresented, specialized and growing audience.

Our readers represent the more than 23 million Americans currently in recovery, the 20 million still in need of it, and countless friends and family members looking for treatment for people they love. *Renew's* multi-platform approach seeks to highlight the benefits of the recovery lifestyle while providing readers with the guidance and resources they need to reach and maintain it. Because recovery from addiction requires the establishment of an entirely new way of life, *Renew* provides a much-needed resource at a pivotal time in our readers' journeys. Our audience is galvanized to make positive lifestyle changes and eager to explore their options.

Audience Demographics

60% Female / **40%** Male

Median Age: **36**

51% 25-45 years old

74% 25-55 years old

Median HHI: **\$82,000**

64% HHI over \$100,000

28% Upper Management Positions

28% Professional or Technical Positions

64% College Degree

34.8% Grad School Degree

2/3 of the readers have enjoyed foreign travel, cultural events and active sports, and a majority has indulged in some type of active sports: golf, skiing, tennis, sailing or jogging.



61%
of *Renew* readers
are married

Renew Readers Are:

- Actively searching for recovery solutions
- Interested in renewing their health
- Seeking resources to improve their bodies, minds and spirits
- Looking for ways to support and maintain their recovery
- Highly educated and engaged in promoting wellness
- Committed to better understanding addiction research
- Dedicated to helping others achieve sobriety



Source: As Renew has not yet been audited by syndicated research, the reader profile statistics above reflect the combined demographic information provided by our treatment center partners, those who actively distribute our magazine.

PUBLISHER: James Moorhead

There are an estimated 23.5 million Americans in recovery from substance use disorder. Sounds like a big number until you consider that for every individual in recovery, there are at least four people who have been directly impacted by that person's addiction.

Add to that number the many experts in the field of addiction treatment who work tirelessly to combat the effects of this powerful brain disease. And let's not forget the advocates at local, state and national levels whose job it is to advance and protect the rights of the addicted and their families. By my estimate, there's a hefty piece of the American pie vested in addiction recovery.

Just more than one year ago, we set out to recognize and support this growing community with our prototype issue of *Renew*. Our mission then remains our mission today—to offer hope and guidance to all those seeking respite from substance use disorder by communicating the power and possibility of recovery. But *Renew* is more than a lifestyle magazine. It's a voice for the many millions of people who hope to correct misconceptions about addiction and recovery, to stand up and be counted.

We are doctors, homemakers, chefs, bankers and entrepreneurs. We are all genders, colors and every age. Together, we have substantial social influence and buying and voting power. But we can be large in number and entirely ineffective if we quietly accept our lesser place in the greater population as the morally weak dregs of society.

We know better.



James T. Moorhead



EDITOR: Steve Diogo

I'm a lucky guy.

Over the past 20 years, I've been blessed with opportunities to lead several talented, smart, dedicated teams in producing great print and online journalism. I've also been blessed to find sobriety after a battle with addiction that left me broke, unemployed, homeless and hopeless.

For those who have not faced this battle, I can tell you it changes you. It alters your perspective on life, relationships, work, money, entertainment and just about everything. Each step on the journey of recovery informs everything you ever thought you knew, as the desire for life expands like foam to fill every nook and crack of a life that once was nothing but nooks and cracks.

And that's where *Renew* comes in.

With more than 23.5 million people estimated to be in recovery—and as many as 20 million more in need of it—the recovering population represents a vast population that exists as a mostly unseen community, even though nearly every person in the United States has a friend, family member or co-worker in recovery.

At *Renew*, we are not just publishing a magazine and online content platform; we are planting a flag around which this community can gather and come out in the light. We are helping to galvanize a movement, to rebrand sobriety away from the public image of smoky church basements and toward the reality that people in sobriety are passionate about fully living the promise of recovery.

And in doing so, we are also engaging a market of people who respond to messages that support their lifestyle and commitment to recovery, an audience that finds itself with increased earning potential and a new zest for life, a market that seeks out unique experiences and supports companies and brands that support our choices.

As Editorial Director of Renew Media, it is my mission to support, engage, surprise, entertain, inform and inspire this audience to act. It is my job to galvanize that market and deliver it to forward thinking, savvy marketers who understand the power of engagement and the inherent value that comes with putting your message in front of a passionate, affluent, self-identifying community. Frankly, I cannot imagine a better job.

As I said, I'm a lucky guy.



Steve Diogo



IN EVERY ISSUE

Renew inspires, informs and supports our readers through every stage of recovery. Each issue offers a mix of features, advice, profiles and How To's designed to help our readers thrive in the recovery lifestyle.

MIND

Addiction experts are pioneering new research and treatments everyday. *Renew's* interviews with prominent authors, psychologists and treatment center staff educate readers on developments in the field, while introducing them to treatment and aftercare options.

BODY

Developing and maintaining new healthy habits is central to successful recovery. We show readers where to start, what gear to use and how to keep their diet and exercise routine fresh and focused.

SPIRIT

Healing and rejuvenation come in many forms. From introducing readers to yoga poses and meditation styles, to recovery retreats and sober travel, *Renew* is the source for discovering how to soothe your soul.

LIFE

Recovery is a major life stage event that impacts the way we do everything. Our readers look to *Renew* for strategies and advice on managing their careers, money, relationships and more.

RECOVERY RESOURCES

In conjunction with our online resources, *Renew* publishes a guide to recovery centers and resources along with a calendar of upcoming recovery events in every issue.



WHO WE SERVE.

Our highly engaged audience includes people already in recovery, as well as those looking for treatment for themselves or others. They come to *Renew* for information, advice and guidance as they approach a challenging but exciting new chapter.

PLUS

- News and reviews of recovery related books and media
- Advice from leading recovery coaches and sober peers
- In-depth coverage of public policy and its impact on recovery
- Voices: The best from our *RenewEveryDay.com* bloggers and community
- Profiles of sober celebrities and people making a difference in recovery
- And more...

23.5 million Americans currently in recovery

20 million more in need of it

2013 EDITORIAL CALENDAR

January/February: New Year, New You

Resolutions. Goal-setting. It's all familiar territory when you're in recovery. We'll show you how to recharge your sobriety strategies to make this your best year yet. With in-depth features on Coming out Gay & Sober and Women with Addiction, we'll also examine treatment and recovery from a new angle.

March/April: The Travel and Party Issue

Can you do Vegas sober? Would you even want to? What's the best way to approach spring and summer travel while protecting your sobriety and enjoying your life? From Spring Break to summer getaways and backyard barbecues, we'll provide the destinations, tips and strategies for having fun and living life to the fullest all while keeping the focus on protecting and even advancing your recovery.

May/June: Sunshine and Sobriety

From West Coast surfers embracing the sober lifestyle, to the increasing popularity of wilderness and outdoor recreation therapies, the great outdoors and the good life in recovery go hand-in-hand. We'll show you how to make the most of the summer at any stage of recovery.

July/August: Change Your Life Now

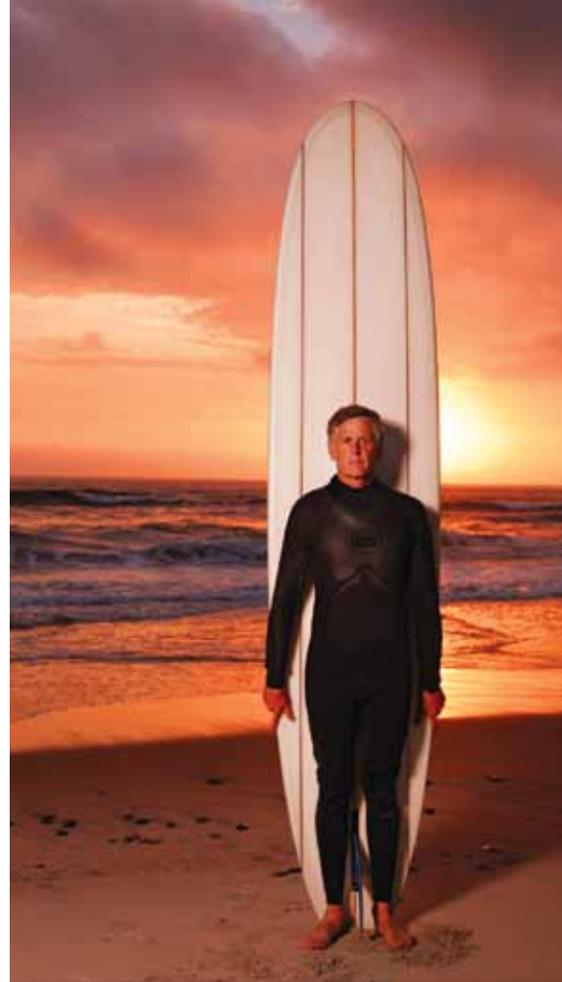
They aren't called major life events for nothing. Starting a new job, getting married, moving to a new home – big changes can have a big impact on your recovery. We'll talk to experts and show you strategies for sizing up stressors and handling them with confidence.

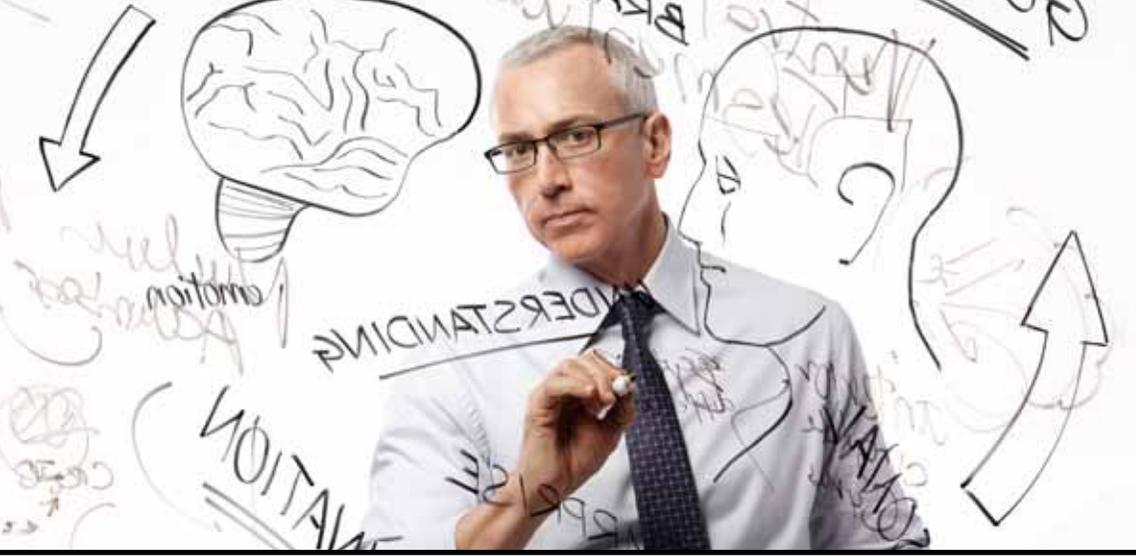
September/October: Tweens, Teens and Sobriety

Substance-free high schools and college dorms are gaining momentum and enrollments. We'll look at addiction's ground zero, talking with teens about their journey from addiction to abstinence before 21.

November/December: Friends and Family

Substance abuse affects more than just those who use. It drives a train through the lives of those surrounding the addict or alcoholic. We'll point the way to strategies and resources that support holistic recovery for everyone involved.





RENEWEVERYDAY.COM

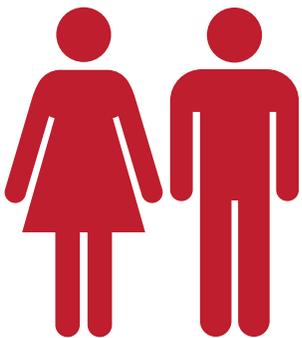
RenewEveryDay.com is the 24/7 digital destination for those in the recovery life stage. Finally a website that digests the myriad information scattered across the web and provides a clear, concise and accurate portal to key issues and takeaways for the recovery community!

RenewEveryDay.com offers countless original blogs from those in the recovery community, articles and news on fresh topics daily, as well as treatment provider information and social media features for those seeking community, inspiration and resources. Our new resources section gives you access to all the tough questions you have through every stage of recovery and other useful information. The site also offers a location-based meeting-mapper app that zooms to find all of the recovery meetings in the area at the time the user is looking and even provides directions to the meeting.

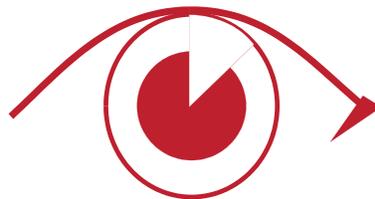
RenewEveryDay.com is a user-driven online destination and encourages visitors to make connections with one another and offer their own news, listings and inspiring stories and inspiring stories.



Website Metrics:



Each month new visitors make up nearly 65 percent of traffic flow, showing our continually growing reach to new faces.



Visitors to RenewEveryDay.com on average visit at least 2 distinct pages.



Our social media reach is roughly 5,000 people as of September 2012, which continues to grow every day.

Branding and lead-generation services that work

With the leading recovery print magazine, website and online resource guide, *Renew Media* offers an unmatched breadth of marketing services that work together to target your message and deliver qualified leads. By combining and cross-promoting high-quality print, web and lead-generation solutions, *Renew Media* is uniquely positioned to deliver the results you demand.

Renew Recovery Resources Pricing

Renew Recovery Resources encompasses *Renew Media*'s online treatment finder and print guide to America's Top Rehabs. The platform leverages the strength of *Renew Magazine* and *RenewEveryDay.com* to drive promotion and awareness among people seeking help. By advertising *RenewRecoveryResources.com* in every issue of *Renew Magazine* and on *RenewEveryDay.com*, we can offer unparalleled promotion and SEO performance to drive viewers. Our resource portal provides unbiased information on all facilities, and facilities may receive referrals on a pay-per-lead basis. Additional promotional opportunities are available on *Renew Recovery Resources*, in *Renew Magazine* and on *RenewEveryDay.com*.

- Inclusion in *Renew Recovery Resources*: Free
- Video upgrade on facility profile page: \$500 set up plus \$50 per month set-up fee
- Leads: \$250 per lead, initiated with a \$2,500 lead credit.
- Promotion in home page "Featured Facilities" \$1,000 per month

Renew Media Brand Partner Package

Renew's Platinum Package offers the best promotional opportunity for your facility--and the best value. Platinum Package subscribers require a 3-month commitment. Prices and values below are based on 3-month commitment.

- Full-page advertisement and one-page editorial profile in each print issue's special advertising section: *America's Top Rehabs*: \$12,000 value
- Video upgrade for *RenewRecoveryResources.com* facility page: \$750 value
- Inclusion in the "Featured Facilities" on the home page of *RenewRecoveryResources.com*: \$3,000 value
- Ten-lead credit: \$2,500 value
- Promotion on *RenewEveryDay.com*: \$3,000 value



Special Platinum Package
Charter price: \$10,500
(Total value: \$21,250)

Advertising and custom content in Renew Magazine and RenewEveryDay.com supports brand awareness, provides early education and drives leads to seek more information.

Custom landing page supports messaging and provides funnel entrance to a lead-nurturing content marketing program.



RenewRecoveryResources.com combines rich content marketing with intuitive industry-specific search, capturing the prospect at the point of conversion and delivering the lead to you.

Renew Media Platinum Promotion Package:

RENEW MAGAZINE

- One-page ad and one-page custom profile in each issue's special section, "America's Leading Recovery Resources," including a URL and QR code directing readers to your listing on *RenewRecoveryResources.com*.

RENEWEVERYDAY.COM

- A cycling banner ad at the top of the home page.

RENEW RECOVERY RESOURCES

- Expanded listing in the *Renew Recovery Resources* online resource guide, including video on your page and rotation in "Featured Facilities" on the home page.
- Pay per lead opportunities
- To ensure high-quality, comprehensive, unbiased resources for our readers, all facilities will be included in the *Renew Recovery Resources* online guide. Leads will be made available to facilities for a set pay-per-lead cost. You pay only for what we deliver.

ADDED VALUE OPPORTUNITIES

Renew can assist advertisers in extending and enhancing their marketing message through a variety of impactful and reach-extending opportunities to increase and augment marketing impressions to this crucial, brand-loyal audience. These are some of the ways *Renew* offers added value to your advertising commitment:

E-blasts

Renew Media's bi-weekly e-blasts offer readers an update of fresh content on the website, and offers advertisers a venue to connect to a growing online community and provide product and service placement.

Videos

Various interactive multimedia elements on the website, including original video content and features, are an added platform for advertising opportunity.

Mobile

Renew Media offers a mobile as well tablet application that provides print magazine content in an adaptive format for hand-held devices.

Digital Editions

Subscriptions for *Renew* are available in print-plus-digital and digital-only formats as well, helping *Renew* cast a wider readership net across the globe that can be utilized for added advertising opportunities.

Bonus Distribution/Cover Wraps

Renew Media finds right avenues for building interest and readership. Using marketing strategies such as cover wraps and distribution of the print magazine to treatment centers and at recovery-related events helps *Renew*, and advertisers, reach a larger and targeted audience.

Events

The Renew Media management is also active in sponsoring and attending trade shows, as well as providing copies of the magazine to attendees of various recovery events around the country. Renew Media can provide advertisers the unique ability to be integrated into events around the country.



BRANDING AND LEAD-GENERATION SERVICES THAT WORK

With the leading recovery print magazine, website and online resource guide, Renew Media offers an unmatched breadth of marketing services that work together to target your message and deliver qualified leads. By combining and cross-promoting high-quality print, web and lead-generation solutions, Renew Media is uniquely positioned to deliver the results you demand.

RENEW MEDIA PLATINUM PROMOTION PACKAGE

Print

One-page ad and one-page custom profile in each issue's special section, "America's Leading Recovery Resources," including a URL and QR code directing readers to your listing on RenewRecoveryResources.com.

RenewEveryDay.com

Renew Recovery Resources" panel on home page of RenewEveryDay.com

Renew Recovery Resources

Expanded listing in the Renew Recovery Resources online resource guide, including video on your page and rotation in "Featured Facilities" on the home page.

Pay per lead opportunities

To ensure high-quality, comprehensive, unbiased resources for our readers, all facilities will be included in the Renew Recovery Resources online guide. Leads will be made available to facilities for a set pay-per-lead cost. You pay only for what we deliver.





CHARTER PACKAGE PROGRAM

- Full-page ad placed within each issue of Renew
- First come availability for covers
- Premium positioning of ad, first half of folio
- Company logo and banner placed on Renew e-newsletter
- Leaderboard and billboard ads placed on RenewEveryDay.com for 13 months
- Downloadable version of each Renew digital magazine.
- Fifty copies of Renew, every issue
- Full-page advertorial in one issue of Renew during program (two per issue, first come basis)
- RATE PROTECTION AS PAID CIRCULATION GROWS, FIRST OFFER ON PROGRAM RENEWAL AND POSITION AT PREFERRED RENEWAL RATES

Marketing Investment: **\$33,100 net**

Cover Rates

Placement	Dimensions	1x
IFC Spread	18" x 10.875"	\$9,050
Inside Back Cover	9" x 10.875"	\$4,537
Back Cover	9" x 10.875"	\$8,557

Insert Rates

Styles	1x
Double-Sided Single-Leaf Insert	\$3,075
Business Reply Card	\$1,264

4-Color

Size	Dimensions	1x	3x	6x	9x	12x	18x	24x
Double Page Spread	18" x 10.875"	\$5,965	\$5,741	\$5,620	\$5,441	\$5,255	\$5,145	\$5,017
Full-Page	9" x 10.875"	\$3,075	\$2,959	\$2,896	\$2,804	\$2,709	\$2,652	\$2,586
2/3 Page	5.125" x 10.375"	\$2,464	\$2,372	\$2,321	\$2,247	\$2,171	\$2,125	\$2,072
1/2 Page Horizontal	8" x 5.125"	\$2,035	\$1,959	\$1,917	\$1,856	\$1,793	\$1,755	\$1,712
1/2 Page Vertical	4" x 10.375"	\$2,035	\$1,959	\$1,917	\$1,856	\$1,793	\$1,755	\$1,712
1/3 Square Page	5.125" x 5.125"	\$1,356	\$1,305	\$1,277	\$1,236	\$1,194	\$1,169	\$1,140
1/3 Page	2.75" x 10.375"	\$1,356	\$1,305	\$1,277	\$1,236	\$1,194	\$1,169	\$1,140
1/6 Page	2.75" x 5.125"	\$775	\$746	\$730	\$706	\$682	\$668	\$651

*Please add 0.25" for all bleeding ads. Keep live material a minimum of 0.25" inside ad size.

**Rates are based of a circulation of 20,000



SPECIFICATIONS AND DEADLINES

File Specifications

- Ads must be in four-color format (CMYK)
- Resolution must be 300 dpi

Accepted File Formats

- PDF
- TIFF
- JPEG

If any file format is used other than those indicated, a fee will be charged for additional work time. We cannot accept any PC-based formats or word processing documents, such as Microsoft Word.

Proof Requirements

Regardless of transfer media, provide a digital color proof from a certified SWOP proofing system, with stock and press gain simulations.

Ad Delivery

Email, FTP, YouSendIt.com is preferred. Please notify todd@toddt designs.com or mail artwork on DVD or CD to: todd t designs, 116 E. Illinois, 6 West, Chicago, IL, 60654.

Ad Design Services

Ad design services are available for an additional cost. Please contact todd t designs for pricing at todd@toddt designs.com or 312.755.0898.



Deadlines:

- Jan/Feb 2013: Dec 17 Ad Close
Dec 27 Delivery
- Mar/Apr 2013: Feb 15 Ad Close
Feb 22 Delivery
- May/June 2013: Apr 12 Ad Close
Apr 19 Delivery
- July/Aug 2013: June 14 Ad Close
June 21 Delivery
- Sept/Oct 2013: Aug 9 Ad Close
Aug 19 Delivery
- Nov/Dec 2013: Oct 11 Ad Close
Oct 21 Delivery





RENEWEVERYDAY.COM
Rates And Specifications

Dimensions	Homepage Above Fold	Homepage Below Fold	Inside Pages
980PX X 90PX	\$1,200/month	\$1,200/month	\$900/month
300PX X 250PX	\$1,100/month	\$900/month	\$600/month
160PX X 600PX	\$900/month	\$500/month	\$450/month
300PX X 600PX	\$900/month	\$450/month	\$300/month
88PX X 31PX	\$400/month	\$400/month	\$250/month

File Specifications

- Max Animation Length: 15 secs
- Max Loops: 24fps
- Rich Media Accepted: Expandable, In-Banner Video

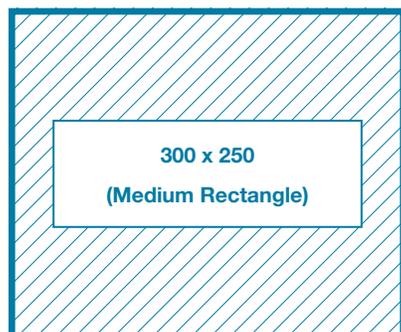
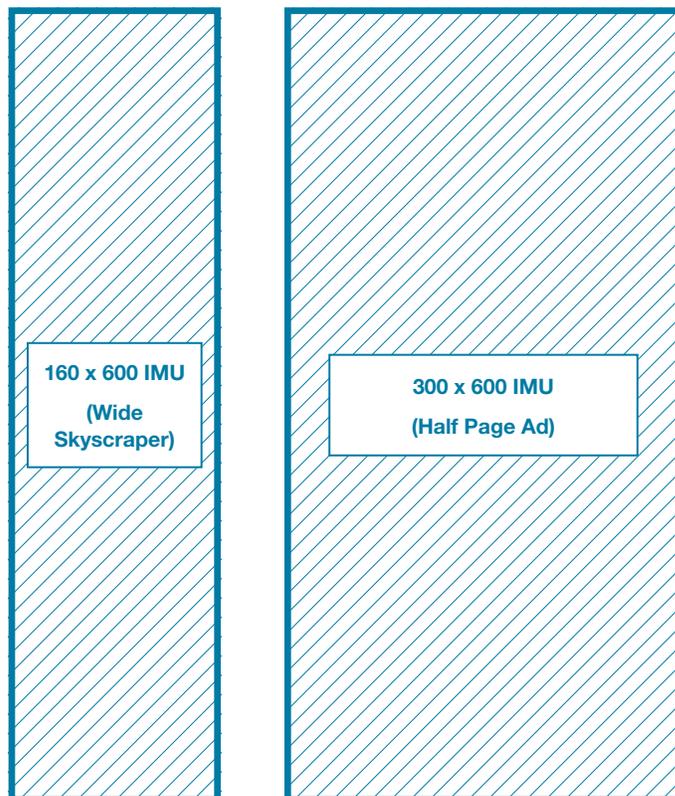
For times when the user's browser does not support creative functionality (i.e. Flash, HTML5), provide a standard image file.

Accepted File Formats

- GIF
- JPEG
- Flash

Ad Delivery

Email, FTP or YouSendIt.com is preferred. Please notify Greta Lieske at gretal@reneweveryday.com.





BLOGS ARTICLES RESOURCES COMMUNITY MAGAZINE LOCAL

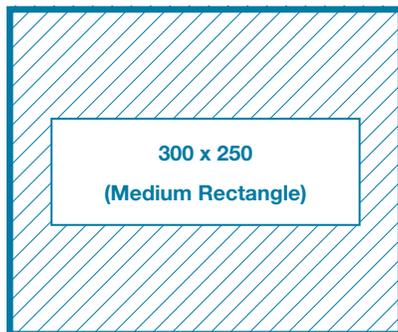
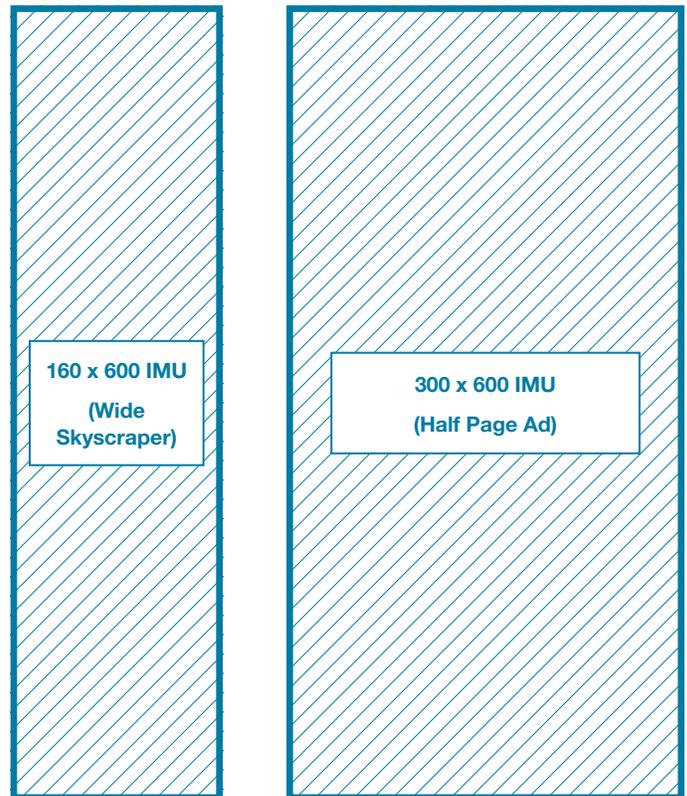


Rates And Specifications

Dimensions	Homepage Above Fold	Homepage Below Fold	Inside Pages
980PX X 90PX	\$720/month	\$720/month	\$720/month
300PX X 250PX	\$540/month	\$360/month	\$360/month
160PX X 600PX	\$540/month	\$300/month	\$270/month
300PX X 600PX	\$540/month	\$270/month	\$180/month
88PX X 31PX	\$240/month	\$240/month	\$150/month

RenewEveryDay.com launched four local sections that publish customized, relevant content and list events in their own neighborhoods for our readers in Chicago, Los Angeles, Minneapolis and New York. This encourages visitors to make connections with one another in their own cities and offers hyper-local news, inspiring stories and products from their community. It is our readers' source for local knowledge and offerings for their recovery community. Here they can keep up with local news and events, look at photos and videos from around town, learn about local businesses, participate in discussions and submit their own local announcements, photos and events.

Advertise on the local pages of RenewEveryDay.com, and reach customers in your backyard.



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