

MISSION STATEMENT

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CURE combines science with humanity to empower cancer patients and

their caregivers with the latest information on every aspect of cancer

– from the technical and the scientific to the social and emotional.

ADVANTAGES OF CURE

CURE MAGAZINE ADVANTAGES:

- Reaches more cancer patients and their families than any other direct-to-patient cancer magazine.
- Advertising effectiveness is enhanced by our layout composition that delivers the best ad to editorial ratio; no wells or clutter.
- Delivers the lowest cost-per-patient reached—a good value economically.
- CURE delivers relevant editorial content focused on current medical information written for the lay reader. Presented in an easy-to-read, graphically engaging and sensitive manner for cancer patients, CURE communicates complex and technical medical topics understandably.
- Your message is presented in the best format possible. CURE is perfect bound and printed on premium grade paper stock. There's never that annoying "bleed through" effect from the backup page to interfere with your message.

KUDOS TO CURE:

- Gold Eddie Award Winner 2006**
Editorial Excellence in Consumer Health/Fitness
- National Magazine Award Finalist 2005**
General Excellence (250,000 to 500,000 circulation)
- National Magazine Award Finalist 2004**
Best Single-Topic Issue
- Gold Eddie Award Winner 2004**
Editorial Excellence in Consumer Health/Fitness
- Silver Eddie Award Winner 2003, 2005**
Editorial Excellence in Consumer Health/Fitness
- Gold Ozzie Award Winner 2004**
Best Cover (consumer over 250,000 circulation)
- Silver Ozzie Award Winner 2003**
Best Design, New Magazine
- Katie Award Winner 2004**
Best Magazine Cover
- Katie Award Winner 2002**
Best Writing Portfolio, Magazine
- American Cancer Society Texas Media Awards 2005**
First Place, Magazine News
- American Cancer Society Texas Media Awards 2003-2005**
First Place, Magazine Feature

"As a cancer patient, I am finding CURE exceptionally helpful. I was diagnosed with stage 4 gastric cancer in May 2004. CURE has filled a very important gap in my battle with cancer."

—Charles S. Smith

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CANCER UPDATES, RESEARCH & EDUCATION

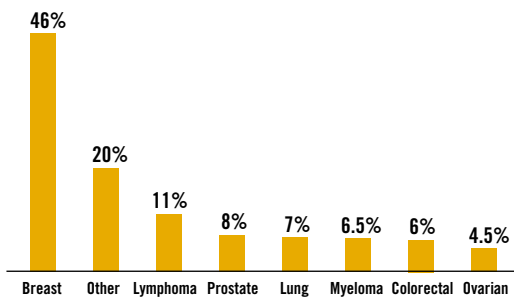
Based on science, but filled with humanity,
CURE makes cancer understandable.

READERSHIP PROFILE

OUR READERS:

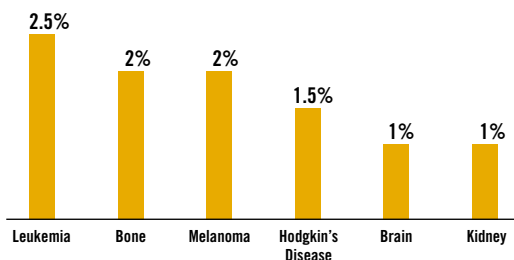
- 45% of *CURE*'s readers are currently in treatment
- 51% are survivors being closely monitored for recurrence
- 20% of readers discovered *CURE* within one month of diagnosis; another 17% found it within three months
- 79% of readers said they have changed lifestyle habits since diagnosis

COMMON TUMOR TYPES



TUMOR TYPE	QUARTERLY REACH	ANNUAL REACH
Breast	195,500	782,000
Other	85,000	340,000
Lymphoma	46,750	187,000
Prostate	34,000	136,000
Lung	29,750	119,000
Myeloma	27,030	108,120
Colorectal	25,500	102,000
Ovarian	18,488	73,950

OTHER TUMOR TYPES



CURE READERS INCLUDE PATIENTS WITH THESE TUMORS:

- ▶ Leukemia
- ▶ Bone Cancer
- ▶ Melanoma
- ▶ Bladder Cancer
- ▶ Hodgkin's Disease
- ▶ Brain Tumors
- ▶ Kidney Cancer
- ▶ Endometrial Cancer
- ▶ Sarcoma
- ▶ Thyroid Cancer
- ▶ Pancreatic Cancer

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READERSHIP PROFILE [CONT'D]

HOW THEY ARE TREATED:

- 15% have participated in a clinical trial
- 14% of readers said their treatment decisions have changed because of something they read in *CURE*
 - 30% of readers indicated they looked into clinical trials they read about in *CURE*

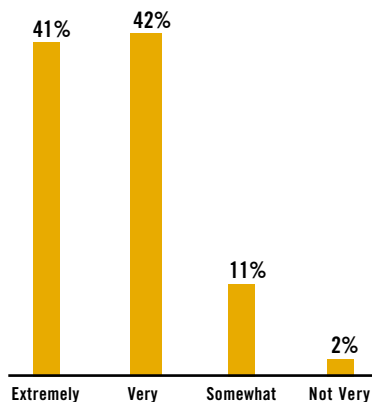
TREATMENTS		SYMPTOMS EXPERIENCED			
Surgery	76%	Nausea	81%	Depression	63%
Chemotherapy	68%	Pain	78%	Sexual Dysfunction	49%
Radiation	53%	Anemia	74%	Weight Loss	40%
Hormone Therapy	25%	Mouth Sores	65%	Weight Gain	28%

HOW THEY USE THE MAGAZINE:

- More than 25% of *CURE*'s readers have discussed *CURE* with their physicians
 - More than 50% spend at least one hour with *CURE*
- 53% of readers indicated they refer back to an issue of *CURE* three or more times

▶ Readers' e-mails, letters and survey data suggest most patients find *CURE* very helpful in their cancer journey.

▶ 83% of readers found *CURE* to be extremely or very helpful.



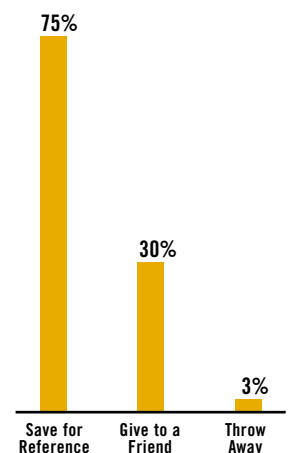
▶ 75% of readers save *CURE* for future reference.

▶ 30% give *CURE* to a friend.

▶ Less than 3% "throw it away."

▶ This translates into increased readership for each issue of *CURE*.

▶ Retention of magazine by patients increases the frequency and visibility of the advertisements placed in *CURE*.



READERSHIP PROFILE [CONT'D]

ADVERTISER RESPONSE:

- 20% of readers said they have requested information from a *CURE* advertiser
- 88% of readers said they are more likely to purchase products because of their support of cancer organizations

BASIC INFORMATION:

Gender Ratio		
Female		75%
Male		25%
Age		
19-35		5.48%
36-50		25.92%
19-50		31.40%
51-60		26.42%
51+		68.61%
61+		42.19%
Married		94.14%
Education		
Attended/Graduated college		44%
Graduate Degree		15%
Median Family Income		
50K+		66%
75K+		31%
Assets/Investments		
Own Home		71.9%
Home Value:		
160K+		70.0%
200K+		58.2%
1 million+		2.5%
Investors (self reported; index 186)		30%
Report investing in mutual funds/annuities (index 209)		16.6%
Report contributing to charities (index 191)		39%

DISTRIBUTION

CURE DISTRIBUTION

With a distribution of 425,000 copies, *CURE* is distributed to and read by cancer patients and their caregivers throughout the country. Since its launch in Spring 2002, *CURE*'s subscriber base has grown considerably, with more subscribers being added every day. More than half of *CURE*'s circulation goes directly to home subscribers who have requested the magazine. In addition, more than 150,000 copies are distributed to nonprofit groups, cancer centers, hospitals and support groups to ensure that it is made available to those who need it most.

Guaranteed Rate Base: 400,000
[PUBLISHER'S STATEMENT]

TOP 10 STATES FOR DISTRIBUTION

RANK	State
1	Texas
2	California
3	Florida
4	New York
5	Illinois
6	Pennsylvania
7	Ohio
8	Michigan
9	New Jersey
10	North Carolina

Requested copies of *CURE* go to various nonprofits, such as:

American Cancer Society [Call Center and Reach to Recovery]
Gilda's Club
The Leukemia & Lymphoma Society
Susan G. Komen For the Cure
The Wellness Community

Other targeted outreach includes:

Cancer Centers
Community Outreach Programs
Infusion Room Nurses
Mammography Centers
Oncology Departments
Patient Education Departments
PET Scan Centers
Radiation Therapy Departments

"A friend told me about your magazine, and the first issue I received had an article about my cancer. How happy I was to finally read information about it. I have passed your name on to [a friend] that is suffering from prostate cancer. So your magazine has been a real blessing to three people I know personally."

—Sharon Grant

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CANCER UPDATES, RESEARCH & EDUCATION

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EDITORIAL CALENDAR

EDITORIAL CALENDAR 2008

In every issue of *CURE* are features that explore a specific type of cancer and other issues related to cancer. In addition, departments cover the cancer journey: diagnosis, treatment and survivorship. Caregivers' issues and advocacy are also addressed. The patient voice is heard throughout, as *CURE* combines science and humanity in its coverage of cancer. In 2008, *CURE* also presents a special annual edition and special issue on caregiving. **The following is a tentative schedule of topics for *CURE* 2008.**

Cancer Resource Guide 2008 *CURE* joined with the American Cancer Society for our second edition of the Cancer Resource Guide—the essential guide for every newly diagnosed patient. Various topics will be discussed that will allow readers to make the best treatment decision for them. Topics include diagnosis and staging, a thorough discussion of treatment options, side effects, clinical trials, insurance, nutrition, psychosocial issues, genetics, and much more.

Spring 2008 A feature on melanoma will take readers through current treatments and drugs on the horizon. *CURE* also takes a comprehensive look at new progress in preventing cancer and what patients and their families need to know. Other articles include young adult issues, talking to children about cancer, constipation as a side effect, and recurrence.

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Summer 2008 *CURE* will feature thyroid cancer and the progress being made in treatment and awareness. Other articles address childhood cancer, palliative care, insurance, exercise, and breaking news from the annual meeting of the American Society of Clinical Oncology.

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Special Issue 2008 With content dedicated solely to caregiving, this special issue will cover practical and psychosocial topics that will help the caregiver better care for themselves and the patient.

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Fall 2008 This issue will focus on the newest treatments and updates on current therapies for early-stage breast cancer. Additional articles will take an in-depth look at epigenetics as well as humor, drug resistance, and important drugs in the news.

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Winter 2008 *CURE* will look at the latest in detecting and treating brain cancer and update readers on the research being done with gene therapy and vaccines. Other articles will cover nausea and vomiting as a side effect of therapy, dietary risk factors, caregiving, and breaking news from the American Society of Hematology annual meeting and the San Antonio Breast Cancer Symposium.

"The mesothelioma article in the Fall issue was so interesting to me since I was diagnosed with mesothelioma in 1999. This was the first really in-depth story that I have ever seen."

—Joyce Williams

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SPECIAL PROJECTS

CURE SPECIAL PROJECTS

CURE offers unique opportunities to reach readers. Below are some exciting methods for communicating with CURE's audience.

Cancer Resource Guide

CURE joined with the American Cancer Society to produce a special annual edition of CURE that focuses on the issues faced at diagnosis, both for the patient and caregiver. The second edition of the Cancer Resource Guide will be sent to every new CURE subscriber throughout the year as well as other targeted outlets.

Special Issue

Another unique advertising opportunity in 2008 is a 32-page special issue on caregiving that will be mailed to every CURE subscriber. Additional copies will have a targeted distribution to events, nonprofit organizations, and waiting rooms.

Patient Guides

CURE offers tailored publications inserted into the magazine on a specific subject—such as individual cancer types, diagnostics, or metastases—or a high-profile oncology meeting, such as the annual meeting of the American Society of Clinical Oncology. Limited advertising opportunities are available.

Survey Panel

The CURE Survey Panel, broken out by tumor type, treatment status, and other important demographics, is a unique way to target your questions to our audience. Savvy marketers

use feedback from panel participants to create targeted patient education materials.

CURExtra

With 30,000 active subscribers, CURE's online quarterly newsletter, CURExtra, gives readers an opportunity to access important information not found in the magazine. Each newsletter includes an in-depth feature, breaking news, reader essays as well as reviews of books, films, and products related to cancer. Various sponsorship opportunities are available.

E-Updates

Readers opt in to receive tumor-specific information targeted to their interests, including breaking news from top oncology meetings. Limited sponsorship opportunities are available.

Website

With as many as 80,000 visitors each month, www.curetoday.com offers breaking news, current and past issues, and a Toolbox of resources. Banner sponsorships are available on various pages. We also offer advertiser listings with web links to your product information.

Books

CURE has partnered with *EatingWell* magazine to provide readers with recipes, information, and inspiration for the cancer journey. The cookbook will present new insight into cancer and food accentuated with colorful photography and tasty recipes.

"I wanted to let you know how much I have appreciated CURE on the Internet. It is incredibly helpful as I continue to search for information that may help my husband, who currently suffers from both colon and prostate cancers."

—Sara Nicholas

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DEADLINES

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2008 DISPLAY DEADLINES

ISSUE	SPACE	MATERIALS	PUBLISHED
Resource Guide	12/20/07	1/2/08	1/25/08
Spring	2/18/08	2/22/08	3/19/08
Summer	5/19/08	5/23/08	6/18/08
Special Issue	7/3/08	7/9/08	8/4/08
Fall	8/18/08	8/22/08	9/17/08
Winter	11/20/08	11/26/08	12/21/08

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2008 MARKETPLACE DEADLINES

ISSUE	SPACE	MATERIALS	PUBLISHED
Resource Guide	—	—	—
Spring	2/11/08	2/15/08	3/19/08
Summer	5/12/08	5/16/08	6/18/08
Special Issue	6/26/08	7/2/08	8/4/08
Fall	8/11/08	8/15/08	9/17/08
Winter	11/13/08	11/19/08	12/21/08

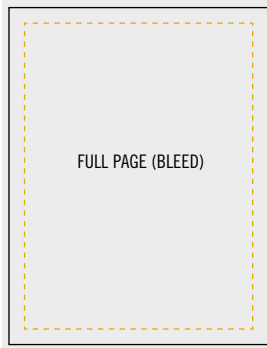


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CANCER UPDATES, RESEARCH & EDUCATION

FULL PAGE (BLEED)

TRIM SIZE: 8.375" x 10.875"
LIVE AREA: 7.375" x 9.875"
BLEED: 8.625" x 11.125"
(.125" ALL SIDES)



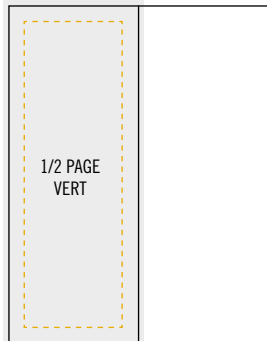
FULL PAGE (NON-BLEED)

LIVE AREA: 7.375" x 9.875"
NO BLEED ALLOWANCE



HALF PAGE VERTICAL (BLEED 3 SIDES)

SIZE: 4.1875" x 10.875"
LIVE AREA: 3.1875" x 9.875"
BLEED: 4.4375" x 11.125"
(.125" ALL SIDES)

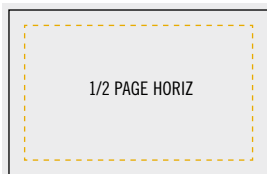


(NON-BLEED)

LIVE AREA: 3.1875" x 9.875"
NO BLEED ALLOWANCE

HALF PAGE HORIZONTAL (BLEED 3 SIDES)

SIZE: 8.375" x 5.4375"
LIVE AREA: 7.375" x 4.4375"
BLEED: 8.625" x 5.6875"
(.125" ALL SIDES)

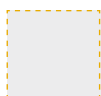


(NON-BLEED)

LIVE AREA: 7.375" x 4.4375"
NO BLEED ALLOWANCE

QUARTER PAGE (NON-BLEED)

LIVE AREA: 3.1875" x 4.4375"
NO BLEED ALLOWANCE



INDICATES LIVE AREA

REQUIRED MATERIAL

All ads for *CURE* must be submitted in digital form. *CURE* is printed using direct-to-plate technology, eliminating the use of composite film as well as the possibility of submitting ads as composite film. Guidelines for submission of ads in digital form are provided below.

DIGITAL FILE REQUIREMENTS

Preferred platform: *CURE* is produced using the Macintosh platform and Adobe InDesign for layout with Adobe PhotoShop and Adobe Illustrator for placed images.

Media Available: CD ROM

Programs supported: Please send your ad as a high-resolution PDF file with imbedded fonts and images.

Scans and placed images: All placed scans must be CMYK TIFF or EPS files (no jpeg or gif), 300 ppi minimum resolution acceptable. *CURE* prints at 150 lpi.

Fonts and supporting files: Include/embed all necessary fonts and supporting graphics files with submitted materials.

Proofs: Digital files must be accompanied by two composite color proofs of your ad. Acceptable digital proofs include dye sublimation prints, Iris prints, color laser prints, etc.

PRESS STANDARDS

CURE is printed web offset at 150 lpi, four-color process and perfect bound. The trim size is 8.375" x 10.875". The cover paper stock is 7 pt. (130 lb) cover with UV laminated front and back cover. The text paper stock is a quality web matte. Anticipated dot gain is 22%, plus or minus 5%. Process ink colors adhere to SWOP standards.

SEND ALL ADVERTISING MATERIALS TO:

Attn: Teresa Fararro
Marketing Representative
3102 Oak Lawn Avenue, Suite 610
Dallas, Texas 75219
[214] 367 3353
teresa.fararro@curetoday.com

For production questions, please contact:

Glenn Zamora
Graphic Designer
[214] 367 3379
glenn.zamora@curetoday.com

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