



liveWELL uses multiple platforms to deliver your message to customers who strive to “Live Well.” Our editorial staff is developing stories to educate and celebrate those in our community and nationally who help us live well.



Your advertising message can find its way to a family using S-R mobile to search out the newest vegan restaurant. Or a dad seeking a list of child-focused orthodontists on spokesman.com. To vacationing seniors using their e-reader to follow liveWELL articles, such as “Healthy Living Past 60.” Or people like you who read The Spokesman-Review in print, along with 275,000 other adults each Sunday! [S-R Media](#) provides a unique way to get your message to thousands of Inland Northwest customers how and when they want it.

monthly themes

JAN	Fitness/Exercise/Weight
FEB	Heart Health
MAR	Women's Health
APR	Elder Health
MAY	Movement/Sports/ Physical Therapy
JUNE	Dental/Oral Care
JULY	Fitness/Exercise/Weight
AUG	Vision Health/Eye Care
SEPT	Family/Kids' Health
OCT	Women's Health
NOV	Elder Health
DEC	Insurance Outlook/ Mental Health



www.spokesman.com/liveWELL

The liveWELL web site will kick off with the first Bi-Annual liveWELL Consumer Guide, Sunday, June 17. This site will house a large liveWELL bulletin board, listing searchable topics from local groups, classes, etc., all unique to the Spokane and The Inland Northwest market.

	Total Adults in the DMA 860,562	Sunday Spokesman-Review 271,340	Daily Spokesman-Review 198,212	The Inlander 117,215	9,837
Used a chiropractor in past 12 months	113,282	33,192	24,070	14,706	1,706
Used a dentist in past 12 months	412,614	138,332	102,276	67,788	8,386
Households planning to shop for nursing care/retirement facility in the next 12 months	12,610	6,754	4,444	661	364



liveWELL

Bi-annual Consumer Guides

Sunday, June 17, and Sunday, September 23, 2012

Full-Color guide, printed on Hi-Brite paper "stitched and trimmed"

Full Page	9.5" x 9.5"	\$1,300
1/2 Page	9.5" x 4.65" or 4.65" x 9.5"	\$780
1/4 Page	4.65" x 4.65"	\$470
1/8 Page	4.65" x 2.25"	\$280

Each consumer guide focuses on seven key, local health concerns: Women's Health, Men's Health, Little Ones, Healthy Aging, Move it or Lose it, Oral Health and Cosmetic, and What's for Dinner?

Multi-platform media rates: Each ad includes a 30-day, 120 x 60 tile ad online. Contact your S-R Multimedia Sales Executive for premium print and digital package options.

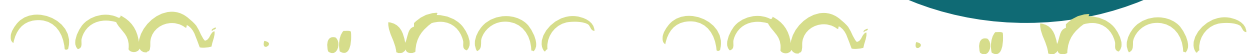
liveWELL TODAY opportunity

Each Tuesday in the TODAY Section

Special Offers

Advertisers who advertise in both 2012 liveWELL consumer guides will qualify for a **25 percent added-value opportunity to place ads in liveWELL's weekly, Tuesday health section.** Ads must be the same size in both liveWELL consumer guides to qualify. Advertising must be used between September 23 and December 31, 2012. Examples:

Purchase two Premium Full-Page ads priced at \$2,850 each.....	Get \$1,425 in future ads
Purchase two Premium Full-Page ads priced at \$1,650 each.....	Get \$825 in future ads
Purchase two Full-Page ads priced at \$1,300 each.....	Get \$650 in future ads
Purchase two 1/2 page priced at \$780 each.....	Get \$390 in future ads
Purchase two 1/4 page priced at \$470 each.....	Get \$235 in future ads
Purchase two 1/8 page priced at \$280 each.....	Get \$140 in future ads



liveWELL digital TODAY package



728 x 90 Leaderboard

- Digital Only: \$500 per 30 days
- Integrated Package: \$250 per 30 days

300 x 250 Big Ad

- Digital Only: \$400 per 30 days
- Integrated Package: \$200 per 30 days

728 x 90 Footer

- Digital Only: \$200 per 30 days
- Integrated Package: \$100 per 30 days

120 x 60 Button Ad

- Digital Only: \$100 per 30 days
- Integrated Package: \$50 per 30 days

Peel

- Digital Only: \$400 per 30 days
- Integrated Package: \$200 per 30 days

S-R Media is the only media outlet offering you multiple platforms to reach targeted audiences.

S-R Media mobile offers 133,000 unique visitors and 568,608 page views.

Spokesman-Review Print and Online offers an Integrated Audience of 373,956 adults.

Contact your Multimedia Sales Executive for help bringing wellness to your media plan.