

enrichTM

Your Health & Life

reach over

1 million

pharmacy customers per issue

WITH PASS-ALONG,
READERSHIP
EXCEEDS
3,700,000!

CIRCULATION

Total distribution - **1,064,000**

- **3,043** Good Neighbor Pharmacies receive 245 personalized copies.
- **7,970** Non-Chain Pharmacy Customers of AmerisourceBergen will receive 40 copies of each issue.

AUDIENCE

- Pass-along rate of at least **2.5 times** distribution.
- Projected **2,660,000** total readers reached.

MAGAZINE AUDIT

A preliminary audit is currently being completed, and will be finalizing subsequent to the introduction of the November 2006 issue.

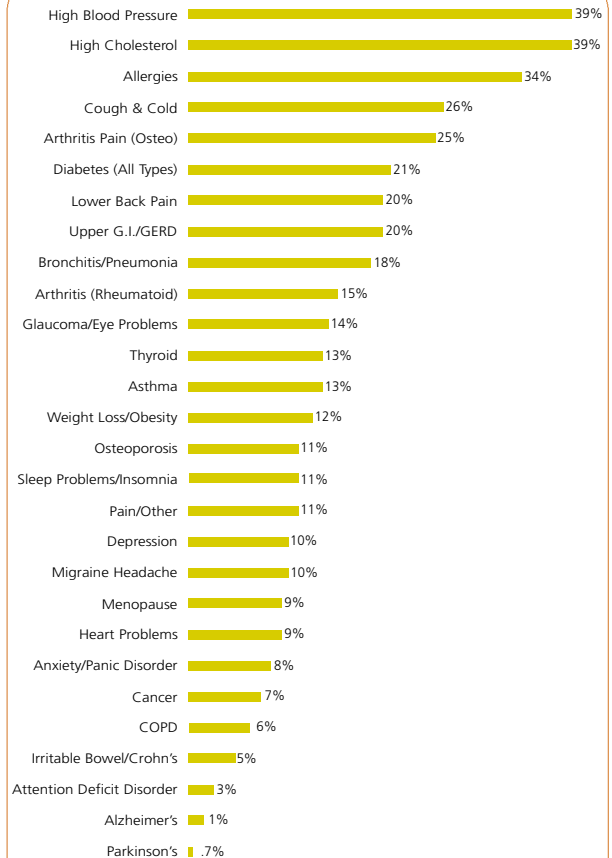
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Your Health & Life

Each issue of *enrich* magazine will focus on the most important health and lifestyle issues our customers face today. The chart at right shows the frequency of conditions among the average pharmacy customer base. The writing in *enrich* will be both educational and informative, and spotlight important preventative issues such as exercise, wellness and nutrition, to name just a few. It will contain interviews with health experts and celebrities facing certain health situations that will inspire our customers to take positive action toward their own health. And each article will be sourced by highly reputable primary sources – such as the CDC, NIH, medical journals and clinical university studies. A cross-section of every consumer group will be represented in the content from adolescence to older adults, male and female.

MEDICAL CONDITIONS

AMONG RESPONDENTS AND THEIR HOUSEHOLDS



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Your Health & Life

reach over

1 million

pharmacy customers per issue

enrich magazine offers an exclusive opportunity to reach a valuable, healthcare-conscious niche market: customers of independent community pharmacies nationwide.

**WITH PASS-ALONG, READERSHIP
EXCEEDS 3,700,000!**

65%

percent of independent pharmacy customers who wait for their prescriptions to be filled (Window for reading **enrich**)

29%

percent of chain store pharmacy customers who wait for their prescriptions to be filled

27.6

the amount of refill prescriptions the average independent pharmacy customer fills each year

20.7

the amount of refill prescriptions filled by all other pharmacy types each year

5.6

the amount of new prescriptions the average independent pharmacy customer fills each year

4.8

the amount of new prescriptions filled by all other pharmacy types each year

69%

percent of independent pharmacy customers who receive their new branded prescriptions in less than 15 minutes

40%

percent of chain store customers who receive their new branded prescriptions in less than 15 minutes

37%

percent of independent pharmacy customers who speak to the pharmacist

22%

percent of chain store pharmacy customers who speak to the pharmacist

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Your Health & Life

LEVERAGE THE POWER OF RELATIONSHIP ADVERTISING

enrich magazine is dedicated to serving the healthcare information needs of independent pharmacy customers nationwide. Each full-color, 8.5 x 11 quarterly issue reaches 1 million existing customers via point-of-sale in 11,000 independent pharmacies across the country. Customers of independent pharmacies rank highest in satisfaction across the board (compared to chains and other types of pharmacies) — from the fastest, friendliest service, and the longest and most frequent conversations with the pharmacist to trusted counseling and advice and clear instruction.

That's why when customers of independent pharmacies pick up their quarterly copies of *enrich* at their pharmacists' counters and see that each cover is personalized with their stores' information, they know they can trust, use and share the credible, action-oriented health information inside.

DON'T GO SECOND BEST

Compared to other generic health magazines distributed at other pharmacies, *enrich* is unique; it is customized exclusively for customers of independent Good Neighbor Pharmacies. Here's why content in *enrich* is second-to-none to other in-store magazines:

- **Maximum perceived value and readership is achieved** as a result of timely, value-added information, tools and resources from health experts, respected national health providers and research institutions, and celebrity and patient health profiles.
- **Enhanced credibility because content is exclusively driven by the healthcare needs of pharmacy customers and based on primary sources.** With its full-size format and easy-to-read style, value-added articles will always be prominent in every issue of the magazine. Reply-card inserts are limited to ensure the visibility of your advertisement.
- **Valuable tools included to build stronger relationships between customers and pharmacists.** Ongoing columns will emphasize the value of discussing health issues with one's trusted pharmacist. In addition, features in our unique department called "Pharma Forum" include answers to readers' questions in "Ask the Pharmacist." Pharmacists and customers can send in questions and answers they've encountered in-store that might help other readers.

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Your Health & Life

In addition to the topics detailed in the editorial calendar, *enrich* magazine will provide in-depth coverage on the most widely prevalent health conditions.

FIRST QUARTER

In Stores February 1 - April 30, 2007

Ad and Insert Close:November 30, 2006

Materials Due:December 12, 2006

Supplied Inserts Due:December 19, 2006

COVER STORY - Living with Diabetes

Topics covered in each issue include:

Arthritis, Cancer, Depression, Diabetes,
Diet/Acid Reflux/Heartburn, Headache/Pain,
Heart/High Blood Pressure/Cholesterol, Senior Health

SECOND QUARTER

In Stores May 1 - July 31, 2007

Ad and Insert Close:February 26, 2007

Materials Due:March 5, 2007

Supplied Inserts Due:March 13, 2007

COVER STORY - Osteoporosis

Topics covered in each issue include:

Arthritis, Cancer, Depression, Diabetes,
Diet/Acid Reflux/Heartburn, Headache/Pain,
Heart/High Blood Pressure/Cholesterol, Senior Health

THIRD QUARTER

In Stores August 1 - October 31, 2007

Ad and Insert Close:May 28, 2007

Materials Due:June 4, 2007

Supplied Inserts Due:June 11, 2007

COVER STORY - Asthma and Allergy

Topics covered in each issue include:

Arthritis, Cancer, Depression, Diabetes,
Diet/Acid Reflux/Heartburn, Headache/Pain,
Heart/High Blood Pressure/Cholesterol, Senior Health

FOURTH QUARTER

In Stores November 1, 2007 - January 31, 2008

Ad and Insert Close:August 24, 2007

Materials Due:August 31, 2007

Supplied Inserts Due:September 7, 2007

COVER STORY - Hypertension

Topics covered in each issue include:

Arthritis, Cancer, Depression, Diabetes,
Diet/Acid Reflux/Heartburn, Headache/Pain,
Heart/High Blood Pressure/Cholesterol, Senior Health

FEATURED IN EVERY ISSUE

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Your Health & Life

Each issue of *enrich* magazine covers prevention, wellness, nutrition, exercise and current events for several of the top 50 diseases and conditions in the United States – ranging from Alzheimer’s disease to ulcers – as identified by leading healthcare organizations.

PHARMA FORUM

Features in-depth articles written by a Good Neighbor pharmacist. Topics range from Medicare Part D prescription drug benefits to the importance of drug compliance and consistency. A special Pharma Forum column, Ask the Pharmacist, gives Good Neighbor pharmacists the opportunity to answer readers’ most frequently asked questions.

TEEN TALK

This column talks to teens in their language and offers tips on issues of importance to them, including diet, exercise and preventing STDs.

WHAT’S IN SEASON

Gives readers healthy seasonal advice such as avoiding seasonal allergies, preventing sunburn, BBQ and food-handling safety, chimney and space-heater safety, and Halloween safety.

EXERCISE

The latest exercise information and tips will be highlighted each issue for a variety of age ranges and skill levels.

NUTRITION

This seasonal department features cutting-edge details for cooking and eating healthy, maintaining or losing weight, promoting disease management and other angles in-the-news.

LIVING

This consumer-focused section offers proactive advice on lifestyle topics, from accident-proofing your home to safe travel tips.

OLDER ADULTS

Timely trends of interest for senior adults are highlighted in this section.

WOMEN

For ladies of child-bearing age to women enjoying retirement, this department offers a variety of proactive articles to help women remain their healthiest and on-the-go.

To learn more about the features and highlights in a specific issue, talk to your *enrich* magazine advertising representative.

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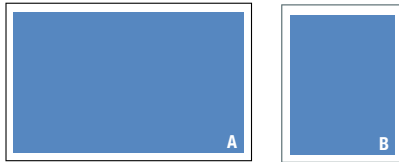
Your Health & Life

Rate Card #1 - effective 9/1/06

AD DIMENSIONS

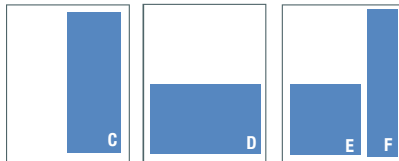
A 2-PAGE SPREAD

15.25" x 10"
Bleed Size
 17.25" x 11.375"
Trim Size
 16.75" x 10.875"



B FULL PAGE

7" x 10"
Bleed Size
 8.625" x 11.375"
Trim Size
 8.375" x 10.875"
LIVE AREA
 7.5" X 10"



C 1/2 PAGE VERTICAL

3.5" x 9.5"

E 1/3 PAGE SQUARE

4.65" x 4.65"

D 1/2 PAGE HORIZONTAL

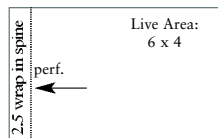
7" x 4.75"

F 1/3 PAGE VERTICAL

2.25" x 9.5"

BUSINESS REPLY CARD

6.75" x 4" (2.5" over perf for binding)



CONTRACT & COPY REGULATIONS

1. All advertising orders are acceptable subject to the terms and provisions of the current rate card. Orders are acceptable subject to change in rates upon notice from the publisher. However, contracts may be canceled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of the cancellation.
2. Ads only cancelable upon receipt of written notice. Accepted for cover positions up to 90 days prior to ad close date, for other guaranteed positions up to 30 days prior to ad close and for all other ads up to 14 days before ad close. A short rate will apply to advertisers on contract for ads already run.
3. Orders containing incorrect rates will be regarded as clerical errors and insertions will be billed at current rates.
4. The contract year is 12 consecutive months. Contracts must be completed within one year from date of first insertion.
5. The Publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency.
6. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts or insertion orders when such conditions conflict with the regulations set forth in this rate card. Contracts, insertion orders or copy changes will not be accepted without written confirmation.
7. Advertisers and their agencies are liable for all contents of advertisements printed and are also responsible for any claim arising against *enrich*.

PRINTING PRODUCTION

Printed computer to plate, web offset, 4-color process only (cyan, magenta, yellow, black). Binding method is perfect. All furnished materials should conform to SWOP Specifications for Web Offset Printing. Ad materials will be kept on hand for 12 months after issue date. Ad materials that do not conform to the stated requirements will incur additional production costs.

SUBMISSIONS

enrich accepts only digital file formats for advertising.

FILE PREPARATION Acceptable software programs include QuarkXPress 6.5, Adobe Photoshop CS2, Adobe Illustrator CS2. You may save your file in hi-res PDF format with fonts embedded; include all fonts. Include a printed job report and a disk directory with all supplied disks. All files must be composite page layouts ready for output.

PROOFING A final 100%-size proof with crop marks must accompany all supplied ad files. Color ads must be submitted with a SWOP-accepted digital contract proof in CMYK format. If proof is not submitted, proper production is not guaranteed.

ARTWORK Minimum resolution requirements: 300 dpi photo scans, 1200 dpi line art. Acceptable file formats: EPS or TIFF.

FONTS All fonts must be PostScript compatible. No TrueType fonts may be used. Include both screen and printer fonts.

MEDIA Acceptable media: CD-ROM or DVD.

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4-COLOR RATES

	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES	8 ISSUES
FULL PAGE	\$47,000	\$44,500	\$42,275	\$40,050	\$37,500
½ PAGE	\$29,950	\$23,750	\$22,550	\$21,400	\$20,000
⅓ PAGE	\$18,470	\$17,525	\$16,630	\$15,950	\$14,750
BACK INSIDE <small>if available</small>	\$62,000	\$59,000	\$56,000	\$53,000	\$50,000
TOC 1 OR 2	\$58,500	\$55,500	\$52,500	\$49,500	\$46,500

BLACK AND WHITE RATES

	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES	8 ISSUES
FULL PAGE	\$42,050	\$40,050	\$38,050	\$36,000	\$33,750
½ PAGE	\$22,450	\$21,375	\$20,295	\$19,250	\$18,000
⅓ PAGE	\$16,575	\$15,775	\$14,975	\$14,175	\$13,275

BUSINESS REPLY CARD INSERTS

	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
SUPPLIED REPLY CARD	\$25,000	\$23,125	\$22,000	\$20,750
PRINTED REPLY CARD	(Contact your account manager for a custom quote)			

AD RATES

Frequency discounts are applied for advertisers running in more than one issue. Ad units consisting of more than one page will be counted as a 1X frequency, or program. Advertisers may combine multiple products for increased frequency/program discounts.

Cover rates must be used with 4-color. Cover positions are cancelable only upon receipt of written notice, 90 days prior to the ad closing date.

All other ads are cancelable only upon receipt of written notice, 14 days prior to ad closing date.

PREMIUM POSITIONS

Add 20% for guaranteed placement. Add 15% for other guaranteed positions specified by advertiser. Positions are guaranteed only on non-cancelable basis.

COMMISSIONS & TERMS

No cash discounts. 15% of gross billing allowed on space, color and position. Only recognized advertising agencies submitting digital art to *enrich's* specifications. The commission applies to invoices paid within terms. Payment is due 30 days from billing date.

BUSINESS REPLY CARDS

Business Reply Cards should be supplied according to publisher's specifications — a blueprint prior to insert printing is required. Printed Business Reply Cards should be shipped directly to publication's printer (along with a memo identifying quantity shipped), and three printed samples sent to the account manager. Contact your account manager for quantity and shipping information.

Business Reply Cards printed by Dorland Healthcare Information must be supplied by vendor in PDF format. Production and creative services can be provided for an extra charge. Contact your account manager for more details.

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