

Body & More

The Eagle's quarterly Health & Lifestyle magazine



HEALTH CARE

Bryan/College Station Consumers Spend:

- \$45.0 million per year on Health & Personal Care
- \$24.6 million per year on Prescription Drugs
- \$7.3 million per year on Medical Supplies
- \$4.9 million per year on Non-Prescription Drugs
- \$3.9 million per year on Pet Purchases, Supplies and Medicine
- \$3.3 million per year on Non-Prescription Vitamins
- \$3.7 million per year on eyeglasses and contact lenses
- \$1.0 million on hearing aids

(2007 Bureau of Labor Statistics Consumer Expenditure Survey)

FITNESS

- Approximately 54.9 million people engaged in a single fitness activity at least 100 times in 2008

(American Sports Data)

Bryan/College Station Consumers Spend:

- \$10.8 million per year on sports, recreational and exercise equipment

(2007 Bureau of Labor Statistics Consumer Expenditure Survey)

BEAUTY

Bryan/College Station Consumers Spend:

- \$21.2 million per year on Personal Care Products

(2007 Bureau of Labor Statistics Consumer Expenditure Survey)

Issue	Ad Deadline	Publication Date
Spring 2010	February 26, 2010	March 30, 2010
Summer 2010	May 28, 2010	June 29, 2010
Fall 2010	August 27, 2010	September 28, 2010
Winter 2010	November 19, 2010	December 28, 2010

Ad Information

Size	4-Time Rate	Ad Dimensions
1/6 Page Horizontal	\$295/ad	4.5" x 2.25"
1/6 Page Vertical	\$295/ad	2.25" x 4.5"
1/3 Page Square	\$545/ad	4.5" x 4.5"
1/3 Page Vertical	\$545/ad	2.375" x 8.75"
1/2 Page Horizontal	\$695/ad	7.125" x 4.375"
1/2 Page Vertical	\$695/ad	4.375" x 7.125"
2/3 Page	\$925/ad	7.125" x 5.85"
Full Page w/Bleed	\$1,195/ad	8.25" x 10.25"

*Live area is 7.75" x 9.75"



Each edition of Body & More will be distributed to over 20,000 Bryan/College Station subscribers, producing over an estimated 50,000 readers in the Bryan/College Station area.

For questions or comments, please call: 979.731.4738 or email: bodyandmore@theeagle.com

Premium Positions	4-Time Rate
Back Cover	\$1,395/ad
Inside Front Cover	\$1,345/ad
Inside Back Cover	\$1,345/ad
Page 3	\$1,345/ad