

HealthyStepsOnline™

HealthyStepsOnline is the destination for consumers who want to live healthier, more active lives. The site will offer visitors many features and tools, including:

- The EveryDay Life area, where visitors can learn practical, everyday tips on getting organized, how to keep family members safe in the home, and much more. They can also share their experiences by sending in their own stories or communicating with others on one of the Community Boards
- The HealthySteps Library for in-depth and expert-reviewed articles on diet & nutrition, exercise and a variety of other topics related to good health
- Exercise activity guides, to help consumers stay in shape. Guides include an animated “Virtual Trainer” to show the correct way to perform certain exercises
- Stress relief guides, where people learn how to relax and reduce stress in healthy, productive ways
- Easy-to-follow recipes, to show consumers how to make unique and healthy dishes that fit into a variety of diet plans

Stunning audio/visual animations and videos are distributed throughout the site and within guides to enhance users' experience and keep them returning for more. Other enhancements include interactive tools, such as:

- Our unique Cooking Calculator
- Nutrition Calculator
- Body Mass Index Calculator
- Calorie Burner Calculator



HealthySteps allows advertisers to reach motivated consumers eager to improve health, reduce daily stress and better manage their personal and professional lives.



Healthology
HealthCentersOnline



HealthyStepsOnline™



Advertising Opportunities: Marketers interested in reaching the health-conscious and healthy-lifestyle committed consumer are welcome to partner with us via a variety of impactful and cost-effective online advertising opportunities.

Demographics: The HealthySteps content is geared toward adults 21-54 with an emphasis on women's health and activity concerns so we are anticipating a 60/40 female-male demographic.

HealthyStepsOnline advertising programs may include large format, IAB approved ad placements in three sizes:

- 300x250
- 728x90
- 160x600

Gateway Partner Resource Center - A fixed placement, customized, sponsorship ad unit that may run in a branded or non-branded format.

Quiz and Tool Sponsorship - All of the interactive user tools on HealthyStepsOnline may be sponsored with a combination of ad units, logo placements and brand call-out's.

E-mail Programs - Advertiser may insert advertising into HealthyStepsOnline weekly newsletters as well as send stand-alone emails to our opt-in registration list.

Text Listings - Available to a limited number of partners, text advertising is available as one component of your HealthySteps ad campaign.

Special Sponsorships - Have a special need or interest in "owning" all the ad units within a specific topic area? We can meet your specific needs. Contact us for more information.

About Healthology-HealthCentersOnline:

Healthology-HealthCentersOnline is a division of NBC Universal and a leader in producing online health and healthy living content for adults, patients and their friends and family. Healthology syndicates original health content to over 2000 sites including NBC owned and operated TV station Web sites, Viacom, IBS and others. Visit Healthology.com to learn more. HealthCentersOnline owns and operates twelve targeted health destination sites reaching millions of viewers every month. Visit HealthCentersOnline.com to learn more.

For more information, contact your Healthology-HealthCentersOnline Sales Representative or call 212-600-7720.

