

media kit

livehappy™

*Discovering the promise
and power of happiness*



..... On Newsstands Now

Introducing

livehappy

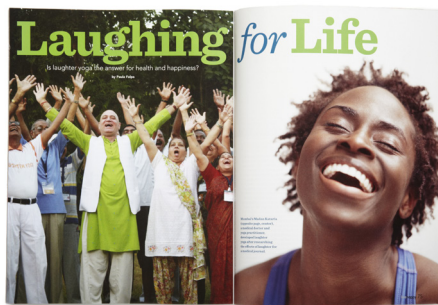
Live Happy magazine—a new lifestyle publication that balances the science of positive psychology with the art of application to help the reader achieve authentic happiness.

Now is the time to educate, celebrate and aggregate the “Happiness Space.” Evidence of the growing strength of this “counter trend” can be found in the explosive growth, development and consumption of happiness-related content.

- In 2000, 50 books were published on happiness. In 2013, over 1000 books were released on happiness on Amazon.
- Harvard University's most popular class is about positive psychology, and at least 100 other universities offer similar courses.
- Happiness headlines appear with increasing frequency in the national consciousness—a cursory glance at the nation's media:
 - July 2013 cover of *Time* magazine
 - July 2013 issue of *Psychology Today*
 - *The New York Times*
 - *The Huffington Post*
 - *USA Today*
 - *O, The Oprah Magazine*

EDITORIAL CONTENT

Live Happy demonstrates happiness is a journey anyone can take. Articles offer timely advice and practical solutions for everyday problems and include stories featuring those individuals who are practicing the *Live Happy* lifestyle.



The Science of Happiness

The magazine includes content on happiness developed from the thousands of scientific studies and decades of research by well-respected members of academia and the scientific community. With articles on and columns from experts such as Dr. Martin Seligman, Dr. Barbara Fredrickson, Dr. Tal Ben Shavar and Shawn Achor, it is filled with powerful advice on how to create and practice happiness.

Creating a Happy Lifestyle

Actively living happy requires doing as well as learning. The magazine will feature information and ideas promoting gratitude and giving back, articles on how to use leisure time, and what to do at work and home to create the right environment.

People Living Happy

Social entrepreneurs who will inspire readers to make a difference, enhancing the well-being of others as they bring joy to their own lives. Human interest stories from around the world revealing how people cultivate and practice

happiness in everyday life. Celebrities, business leaders and other public figures who will share their secrets for overcoming obstacles, staying positive through challenges and maintaining happiness throughout their life journeys.

Improving Well-Being

Taking care of the physical self is an important aspect of well-being and happiness. Various articles from experts such as Dr. Mehmet Oz, Deepak Chopra and Chris Freytag, on topics ranging from meditation to exercise to nutrition, provide readers with the tools and information they need to be healthier—and therefore happier.

Cultivating Meaningful Relationships

Essentially, human happiness directly correlates to the satisfaction from and health of interpersonal relationships. Whether forming healthy and happy bonds with your teenager or your co-workers, the magazine provides applicable tips and practices to help you achieve better, more rewarding relationships.

Live Happy™ magazine

Frequency:

6x

Rate Base:

300,000

Average Reader
per Copy:

2.2

Pass-Along
Reach:

4

AUDIENCE

Readership estimate

1.1 million

HHI: range

**\$50,000 to
\$150,000**

Age:

30–50



ONLINE

Live Happy editorial is supplemented and enhanced via an interactive website offering unique, rotating content and ways for readers to engage with authors, editors, writers and contributors to *Live Happy*. The site is designed to target 25–40-year-olds and be gender-neutral.

PAGE VIEWS:

750,000 *per month*

UNIQUE VISITORS:

350,000 *per month*

DISTRIBUTION

Cash-wrap/premier placement at Hudson News and Barnes & Noble, featured in Whole Foods, Sprouts, Books A Million, Indigo Books, Shoppers Drug and other mass market locations in the United States and Canada.

Hudson News

BARNES & NOBLE
BOOKSELLERS

BAM!

Indigo

**WHOLE
FOODS**
MARKET

SPROUTS
FARMERS MARKET



CONTACT US:
advertise@livehappy.com

ADVERTISING SPECS

Based on 250,000 Circulation

4-Color

Full Page	\$18,000
Spread	\$34,200
2/3 Page	\$14,000
1/2 Page	\$10,800
1/3 Page	\$7,200

Cover 2	\$21,600
Cover 3	\$19,800
Cover 4	\$22,500

Ad Frequency Discount Levels

3/10% • 6/15% • 12/25%



livehappy.com

livehappy.com

(Rates are per month or 100,000 impressions)*

Leaderboard run-of-site

(non-homepage) (728x90) \$3,000

Medium Rectangle above fold:

run-of-site (300x250) \$2,500

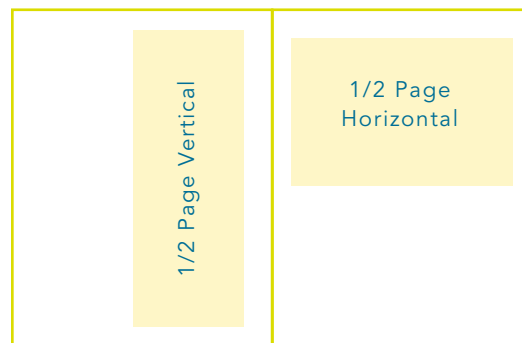
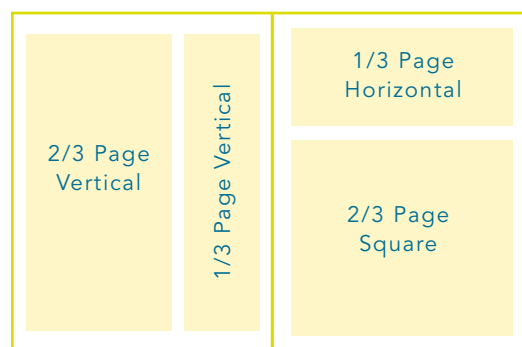
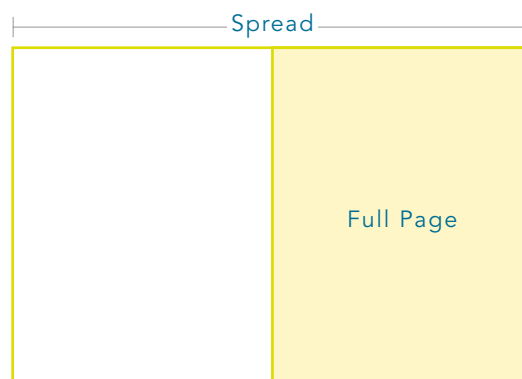
Skyscraper run-of-site

(non-homepage) (300x600) \$2,000

Medium Rectangle below fold:

run-of-site (300x250) \$1,500

* Rates will not be broken up into weekly runs. Call for special weekly pricing. All rates and advertising transactions are subject to Live Happy's Terms & Conditions.



“Americans spend nearly \$10 billion on self-improvement books, CDs, seminars and programs each year. Eighteen percent of American readers (nearly 60 million people) purchased at least one self-help book in the last year.”

Live Happy™ Print File Specifications

AD DIMENSIONS			
Space	Live	Trim	Bleed
Spread, bleed	16.375 x 10.5	16.75 x 10.875	17 x 11.125
Spread, no bleed	15.75 x 9.875	16.75 x 10.875	—
Full-page, bleed	8 x 10.5	8.375 x 10.875	8.625 x 11.125
Full-page, no bleed	7.375 x 9.875	8.375 x 10.875	—
2/3-page vertical, no bleed	4.8426 x 9.875	—	—
2/3-page square, no bleed	7.375 x 6.75	—	—
1/2-page horizontal spread, bleed	16.375 x 5.0625	16.75 x 5.4375	17 x 5.5625
1/2-page horizontal spread, no bleed	15.75 x 5	16.75 x 5.4375	—
1/2-page horizontal, bleed	8 x 5.0625	8.375 x 5.4375	8.625 x 5.5625
1/2-page horizontal, no bleed	7.375 x 5	—	—
1/2-page vertical, bleed	3.8125 x 10.5	4.1875 x 10.875	4.3125 x 11.125
1/2-page vertical, no bleed	3.5625 x 9.875	—	—
1/3-page, horizontal, no bleed	7.375 x 3.0625	—	—
1/3-page, vertical, no bleed	2.375 x 9.875	—	—

4-color process only. No spot color. Non-bleed elements must be a minimum of 3/16" from trim margin. Include standard trim, bleed and center marks in all separations, 1/2" outside trim (no marks within bleed area). A contract color composite proof should accompany all ad file submissions

Printing Process: Web offset
Binding Method: Perfect-bound
Line Screen: 133
Max Density: 300%
Color Rotation: Y, M, C, K

File Transfer Information:
 Host: ftp.videoplus.com
 User: lhadftp
 Password: g2bREBa5
We recommend Filezilla as it is free, cross platform and the application we support.

MATERIALS

Live Happy™ magazine

4006 Belt Line Road, Suite 120 • Addison, Texas 75001 • Tel 214.414.2985

Please include information as to which issue the materials are for.

DIGITAL SPECIFICATIONS (PDF/X-1a files required)

- ✓ All furnished PDF files should comply with PDF X-1a specifications.
- ✓ All high-resolution images and fonts must be included when the PDF/X1a file is saved.
- ✓ Images must be SWOP (CMYK or Grayscale), TIFF or EPS between 200 and 400 dpi.
- ✓ No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images.
- ✓ Fonts can be Type 1, Open type, or TrueType fonts. Multiple Master fonts are not recommended.
- ✓ Do not submit CT/LW, TIFF-IT, or DCS files embedded in a PDF "wrapper" (PDF to go).
- ✓ Ensure that all image, art, tint and type elements are set to knock out or overprint as desired.
- ✓ Exporting a PDF from InDesign is not recommended because composite fonts (also known as CID or "Identity-H" fonts) have a risk of not imaging correctly.



Digital Specifications continued

- ✓ DO NOT export as PDF from Quark (5 or 6). Instead, write to a postscript file from the native application and distill into a PDF using Adobe Acrobat Distiller using the correct job options.
- ✓ It is recommended that the PDF file be certified PDF X-1a using a PDF preflight utility. PDF certification utilities include:
 - Adobe Acrobat Professional, versions 6-8
 - Apago Check Up
 - Enfocus Instant PDF
 - Enfocus PitStop
- ✓ We cannot accept materials in native application files such as Quark, InDesign, Photoshop or Illustrator.

Other materials

The Live Happy art department, and authorized outside resources, may modify or create production materials for advertisers. Other typesetting, mechanical or film work is billable at commercial rates, with a minimum charge of \$50.

Proofs: An authorized advertiser representative must approve in writing and return a proof of any production work done by *Live Happy* magazine before the ad can be printed.

Schedules: Materials-due dates refer to deadlines for acceptable production materials. Any such materials delivered to *Live Happy* magazine requiring modification will require additional time to ensure proper review and finalization to meet the intended deadline.

Liability: Production materials are accepted with the understanding that they will be printed at commercial-magazine quality. Spot colors simulated with process colors may vary significantly from PMS or other samples. Process-color materials printed in *Live Happy* magazine may not match brightness, color or clarity of proofs made by other methods or on other papers. *Live Happy* magazine will not be liable for any claim resulting from its perceived failure to match a color printed by another technique. *Live Happy* magazine, as an accommodation to an advertiser, may print from material not fully accepted as described above with the understanding that Live Happy is not liable for any claim based on this accommodation. Liability for production work produced through *Live Happy* magazine is limited to production charges for that work. Live Happy is not liable for production claims in any instance in which the requirement for a contract proof is waived.

Ad Type	Dimensions	Required Files	Size or Length	Loop/Time	Media Types Accepted	Additional Info
Leaderboard	728 x 90	.jpg/.gif/rich media, 3rd-party tag, click-through URL	30k	2 loops; 15 sec.	All Rich Media	Must provide click-through URL
Skyscraper	300 x 600	.jpg/.gif/rich media, 3rd-party tag, click-through URL	30k	2 loops; 15 sec.	All Rich Media	Must provide click-through URL
Medium Rectangle (above the fold)	300 x 250	.jpg/.gif, 3rd-party tag, click-through URL	30k	2 loops; 15 sec.	All Rich Media	Must provide click-through URL
Medium Rectangle (below the fold)	300 x 250	.jpg/.gif/rich media, 3rd-party tag, click-through URL	30k	2 loops; 15 sec.	All Rich Media	Must provide click-through URL

- Changes and Cancellations—All creative materials must be received at least five business days prior to launch of campaign. Streaming video creative must be received at least 10 business days prior to launch of campaign.
- Live Happy reserves the right to approve all ad creative that will run on livehappymagazine.com and reject all ad creative it does not find appropriate.
- Live Happy will provide click-through data for each campaign and report will be given to advertiser.

Terms & Conditions

A. Publisher's Right to Reject, Cancel or Terminate Orders

Live Happy reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection by *Live Happy*™, advertising already run shall be paid for at the rate that would apply if the entire order were published. In addition, *Live Happy* reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable.

Live Happy, at its absolute discretion, may terminate its relationship with Advertiser and/or Agency for the breach of any of the terms hereof, including without limitation a breach based on the failure on the part of either Advertiser or Agency to pay each bill by its due date. Should *Live Happy* terminate its relationship with Advertiser and/or Agency, all charges incurred together with short-rate charges shall be immediately due and payable. Furthermore, in the event Advertiser or Agency breaches, *Live Happy* may decide to exercise its right to (a) cancel its recognition of Agency, thereby causing Agency to lose claim to any commission for any further advertising placed with *Live Happy* on behalf of Advertiser or any other client, and/or (b) refuse to publish any or all of Advertiser's advertising.

Live Happy will not be bound by any conditions whatsoever appearing on order blanks or copy instructions submitted by or on behalf of Advertiser when such conditions conflict with any provisions contained in the *Live Happy* Rate Card or with its policies. Scheduled publishing dates are subject to change without notice and based solely on the discretion of *Live Happy*. All orders are accepted subject to acts of God, such as fires, accidents or beyond the control of *Live Happy* from partially or completely producing, publishing or distributing *Live Happy* magazine.

B. Advertiser's Failure to Run Advertising/Short-Rate

All agreements for advertising frequency discounts require that the specified number of advertisements be

published within a 12-month period. In the event of Advertiser's or its Agency's cancellation of any portion of any advertising order/contract or failure to have published the specified number of advertisements, or if at any time *Live Happy* in its reasonable judgment determines that Advertiser is not likely to publish the total amount of advertising specified during the term of the agreement, any rate discount will be retroactively nullified, including for previously published advertisements, and may result in a short-rate. In such event, Advertiser and/or Agency must reimburse *Live Happy* for the short-rate (which is the difference between the rate charged on the contracted frequency and the higher rate based on the reduced frequency of advertisements actually published and paid for) within 30 days of invoice thereof and Advertiser will thereafter pay for advertising at the published rate(s) as applicable. Any additional marketing opportunity executed by *Live Happy* in reliance on advertising that is canceled will be paid for by Advertiser at the fair market rate for such opportunity.

C. Restrictions on Advertiser's Cancellation of Advertising Orders

Orders for inside or outside cover pages are noncancelable. Options on cover positions must be exercised at least 30 days prior to four-color closing date. If an order is not received by such date, the cover option automatically lapses. Orders for all inside advertising units are noncancelable less than 15 days prior to closing date. Orders for supplied inserts are noncancelable the first of the fourth month preceding the date of issue. Orders for all *Live Happy*-produced inserts are noncancelable without the written agreement of *Live Happy*. Should *Live Happy* agree to cancel an existing order, Advertiser will be responsible for the cost of any work performed or materials purchased on behalf of Advertiser, including the cost of services, paper and/or printing.

D. Advertising Positioning at Publisher's Discretion

Orders for advertising containing restrictions or specifying positions,

facings, editorial adjacencies or other requirements may be accepted and published, but such restrictions or specifications are at Publisher's sole discretion.

E. Labeling of Advertisements

Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" or "PROMOTION" or "SPECIAL ADVERTISING SECTION" at the top of the advertisement, and *Live Happy* may, in its discretion, so label such copy.

F. Inserts

An accurate facsimile of any furnished insert must be submitted to *Live Happy* for review prior to the printing of the insert. *Live Happy* is not responsible for errors or omissions in, or the production quality of, furnished inserts. Advertiser and/or Agency shall be responsible for any additional charges incurred by *Live Happy* arising out of Advertiser's and/or Agency's failure to deliver furnished inserts pursuant to *Live Happy*'s specifications. In the event that *Live Happy* is unable to publish the furnished insert as a result of such failure to comply, Advertiser and/or Agency shall remain liable for the space cost of such insert.

G. Errors in or Omissions of Advertisements

In the event of *Live Happy*'s errors in or omissions of any advertisement(s), including but not limited to those caused by force majeure, *Live Happy*'s liability shall be limited to a credit of the amount paid attributable to the space of the error and in no event shall exceed the total amount paid to *Live Happy* for the advertisement, provided that the error/omission is brought to the Publisher's attention no later than 60 days after the advertisement is first published. However, if a copy of the advertisement was provided or reviewed by Advertiser, *Live Happy* shall have no liability.

H. Trademarks

The titles and logos of the magazines published by *Live Happy* are registered trademarks. Neither the titles nor the logos of the magazines may be used without the express written permission of *Live Happy*.

I. Indemnification of Publisher

Advertiser and its Agency, if there be one, each represents that it is fully authorized and licensed to use (a) the names and/or portraits or pictures of persons, living or dead, or things; (b) any trademarks, copyrighted or otherwise private material; and (c) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in *Live Happy*, and that such advertisement is neither libelous, an invasion of privacy, nor in any way unlawful to any third party. Advertiser and its Agency, if there be one, each represents that any advertising or other material (including product samples) submitted by Advertiser or Agency complies with all applicable laws and regulations and does not violate the personal or proprietary rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce *Live Happy* to publish such advertisement, Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless *Live Happy*, and its employees and representatives, against all liability, loss, damage, and expense of any nature, including attorneys' fees, arising out of any actual or potential claims for libel, invasion of privacy, copyright or trademark infringement and/or any other actual or potential claims or suits that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement (regardless of whether *Live Happy* participated in the creation of such advertisement).

J. Responsibility for Payment of Advertising Bills

In the event an order is placed by an Agency on behalf of Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both Advertiser and Agency. Advertiser and its Agency, if there be one, each agrees to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on Advertiser's behalf. Advertiser authorizes *Live Happy*, at its election, to tender any

bill to Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Any bill tendered by *Live Happy* shall constitute an account stated unless written objection thereto is received by *Live Happy* within ten (10) days from the rendering thereof. Payment by Advertiser to Agency shall not discharge Advertiser's liability to *Live Happy*. The rights of *Live Happy* shall in no way be affected by any dispute or claim between Advertiser and Agency. Advertiser and Agency agree to reimburse *Live Happy* for its costs and attorneys' fees in collecting any unpaid advertising charges. Advertiser confirms that it has appointed Agency, if one is specified, to be its authorized representative with respect to all matters relating to advertising placed on Advertiser's behalf with the understanding that Agency may be paid a commission.

K. No Assignment of Advertising

Advertiser and its Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by *Live Happy*, nor may Advertiser or Agency authorize any others to use any advertising space.

L. Republication of Advertisements

Advertiser and Agency agree that any advertisements published may, at *Live Happy*'s option, be republished or reused by *Live Happy* or its agents in any form in whole or in part in all media now in existence or hereafter developed, whether or not combined with material of others. The copyright in any advertisement created by *Live Happy* is owned by *Live Happy* and may not be otherwise used by Advertiser or third parties without Publisher's prior written consent.

M. Advertising Rates

Rates contained in advertising orders that vary from the rates listed on the *Live Happy* Rate Card shall not be binding on *Live Happy* and the

advertisements ordered may be inserted and charged for at the actual schedule of rates. Announcement of any changes in rates will be made thirty (30) days in advance of the closing date for the first issue affected by such new rates. Advertising in issues thereafter will be at the rates then prevailing.

N. Rate Base Guarantees

Rate base guarantees are made on an annual (12-month) contract-year average.

O. Terms of Sale

An agency commission of 15% will be allowed for recognized agencies. Payment is due thirty (30) days from the date of invoice. Interest will be charged at a rate of 1.5% per month on past-due balances. *Live Happy* may at its option require cash with order or change payment terms.

P. Choice of Law and Forum

All issues relating to advertising will be governed by the laws of the State of Texas applicable to contracts to be performed entirely therein. Any action brought by Advertiser against *Live Happy* relating to advertising must be brought in the state or federal courts in Denton County, Texas. The parties hereby consent to the jurisdiction of such courts in connection with actions relating to advertising.

Q. Entire Agreement

The foregoing terms and conditions shall govern the relationship between *Live Happy* and Advertiser and/or Agency. *Live Happy* has not made any representations to Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by *Live Happy*, no other terms or conditions in contracts, orders, copy, or otherwise will be binding on *Live Happy*. Failure by *Live Happy* to enforce any of these provisions shall not be considered a waiver of such provision.

thank you!



livehappy™

4006 Belt Line Road, Suite 120
Addison, Texas 75001
advertise@livehappy.com