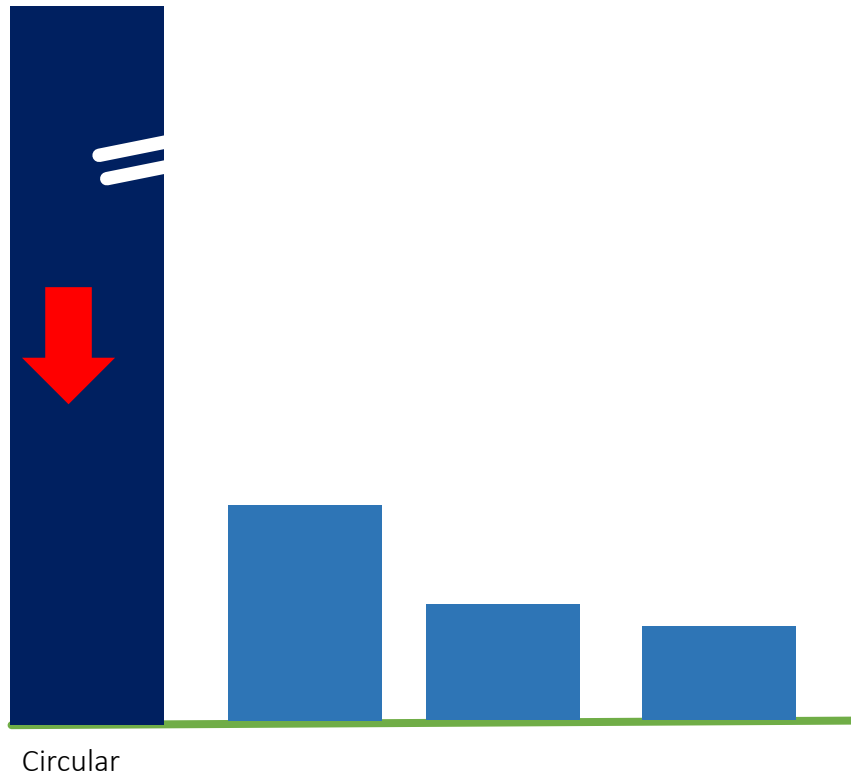




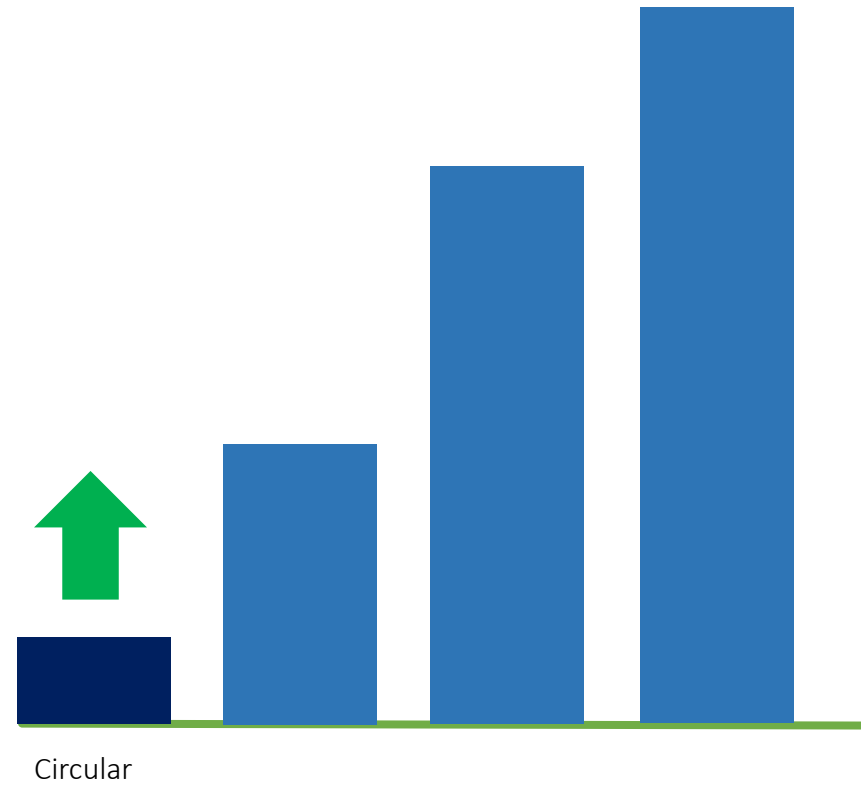
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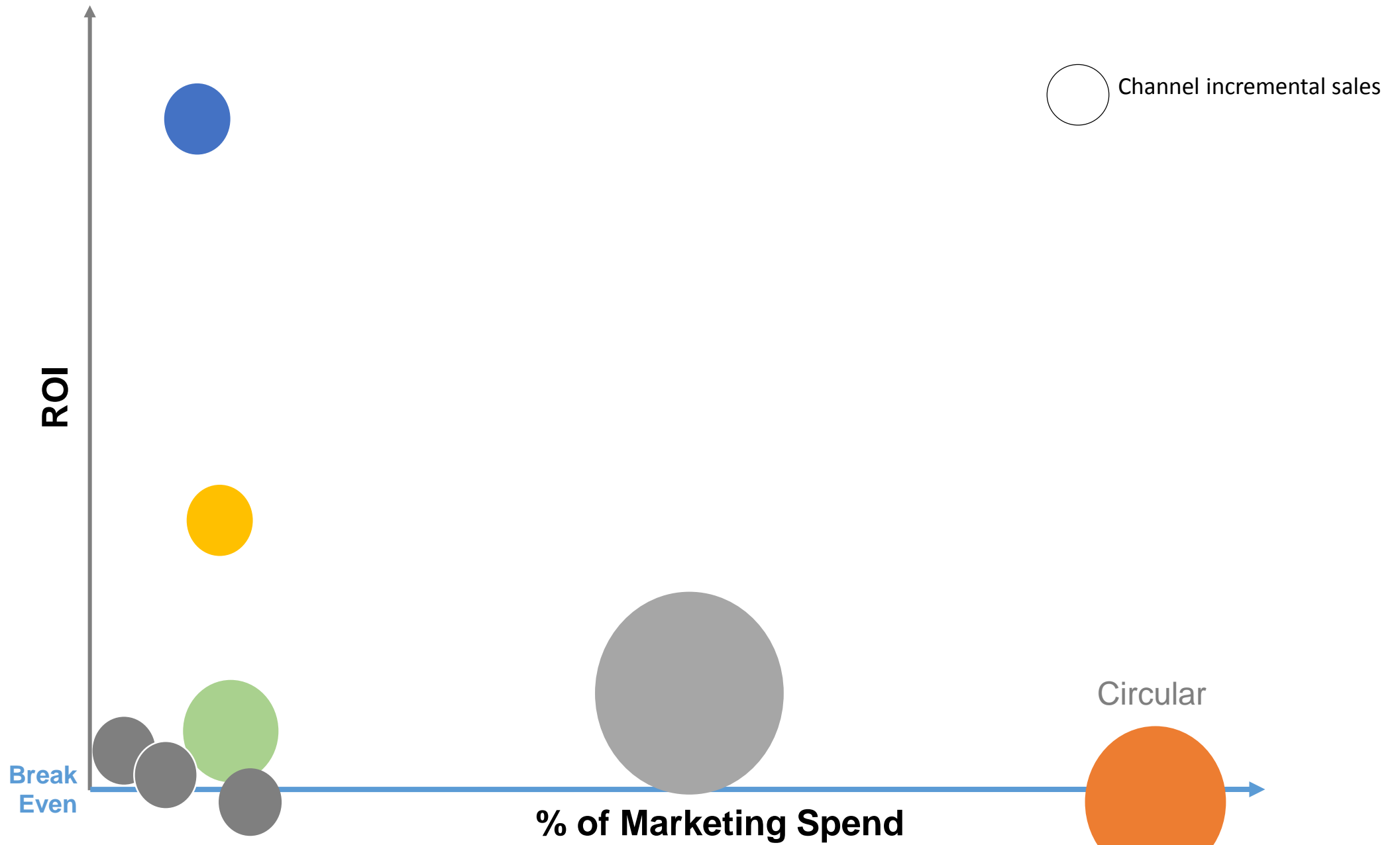
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Investment (% Contribution)



EBIT ROI (\$)





CLIENT JOURNEY

New to Industry

Retained in Industry

Leaves Industry

Marketing Spend

Program Growth

Program Matures

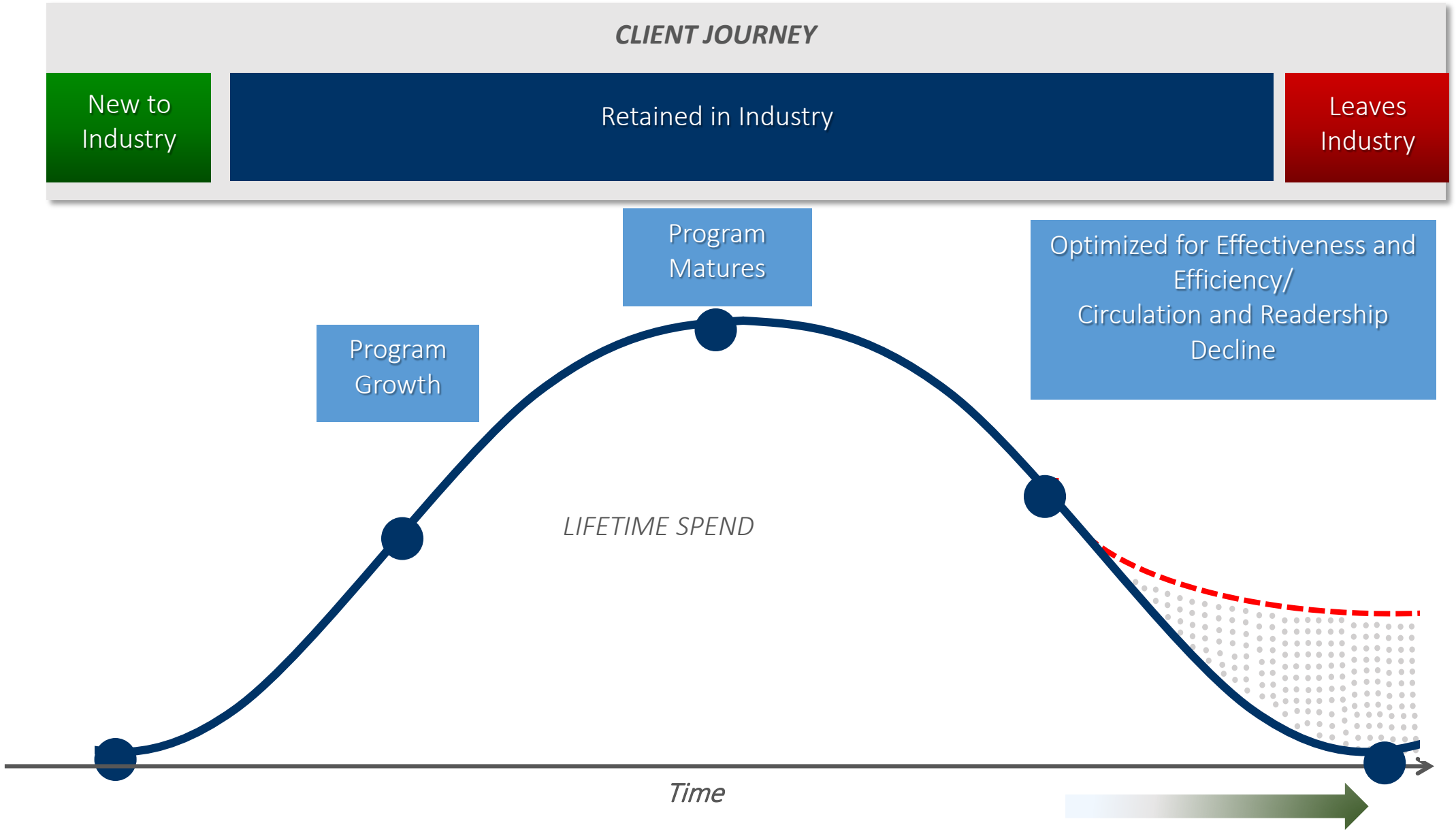
Optimized for Effectiveness and Efficiency/
Circulation and Readership Decline

LIFETIME SPEND

Time

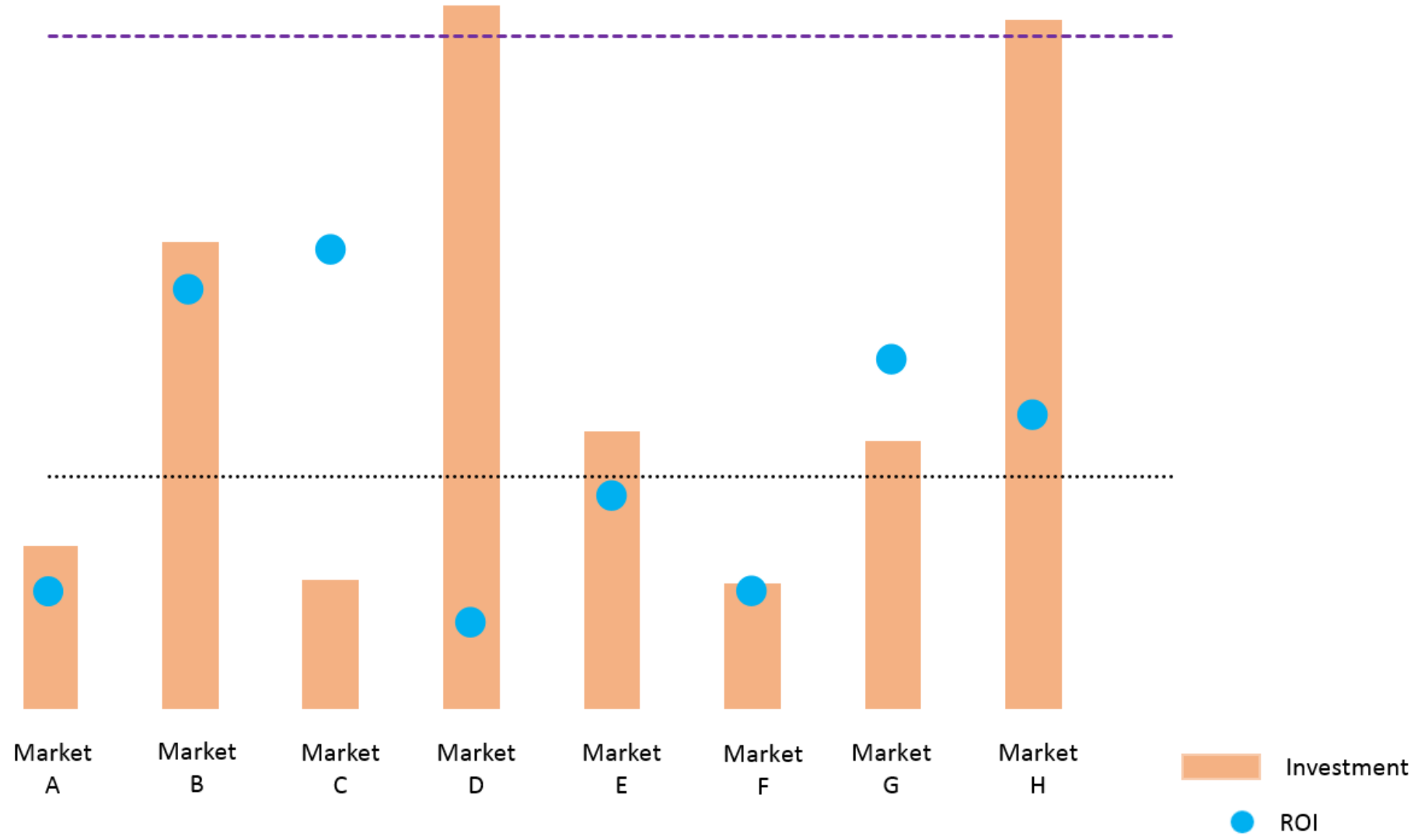
Goal

Decelerate decline of investment



Competes with Other Media

Break Even





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Beauty innovation at its finest: The new and powerful No7 Lift & Luminate Triple Action Serum delivers the ultimate complexion trifecta — smoother, firmer and more even-toned skin.

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Allergy-Proofing Your Home



In partnership with SparkPeople.com

11:00 p.m Thursday, March 2, 2017 Filed in News

Allergic reactions to everyday substance in the home can make life uncomfortable, no matter how much medication you take. Avoiding known allergens and making your home as allergen-free as possible can help minimize your symptoms and increase your quality of life. While no home can ever be 100% allergen-free, with the right steps you can reduce your exposure to common substances like dust mites, pet dander, mold and pollen.

Reducing Dust Mites

Dust mites are microscopic, eight-legged insects that are mainly found in bedding, curtains and carpeting. Dust mites are a significant cause of indoor allergies—up to 10% of the U.S. population is sensitive to these tiny organisms. An allergic reaction to dust mites can include itchy eyes, a runny or chronically-stuffy nose and other symptoms that often worsen during the night.

The first step to reducing your exposure to dust mites is to remove the carpet from your home, especially in the bedroom. A hard surface such as hardwood is ideal, as it can be cleaned with a damp cloth or a sponge mop.

If you can't remove all the carpeting, you should vacuum daily and use special carpet treatments that inactivate the accumulated allergens and reduce the dust mite population. Frequent vacuuming is needed to remove surface allergens from carpets, however many vacuums simply blow allergens into the air. Replace



DAVID SEDARIS
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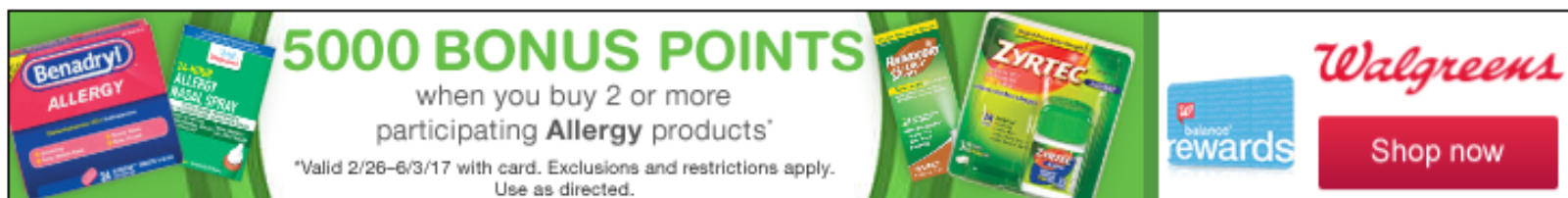
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Six foods to eat for a mood boost

FOOD



Posted: 6:00 a.m. Wednesday, April 19, 2017

If you've ever found bliss in a bite of chocolate or smiled when someone offered you a french fry, then you know food can make you happy. But while it's true that your favorite treat may give you a brief emotional lift, sustained mood-boosting brain power can only come from a consistent supply of nutritious foods.



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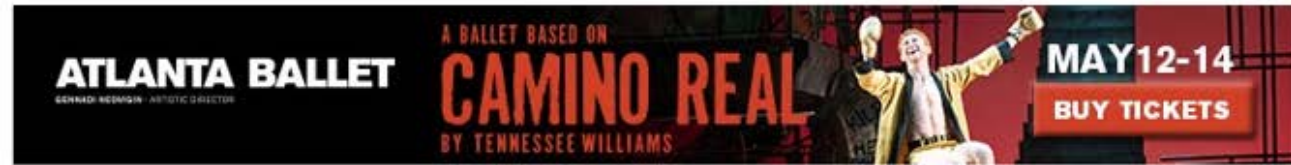
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Kelly Sundstrom

2:17 p.m Friday, April 21, 2017 Filed in [Things to Do in Atlanta](#)



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The advertisement features a teal background with images of various health products: Alli, Centrum Silver, CoQ-10, and a Fitbit. The text is white and light blue.

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Better diet, better skin

FOOD

By Charlyn Fargo





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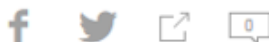
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Foods That Keep You Healthy from Head to Toe

LIFESTYLE



Posted: 12:00 a.m. Saturday, April 01, 2017

There are many motivations for sticking with a healthy diet. Eating more of the good stuff (and less of the junky stuff) can help you prevent cancer, extend your lifespan, protect your heart and manage your weight. But one thing we don't always remember is that your diet affects not just your weight, but your body from the top down, the inside to the outside. Your body transforms the foods you eat into the cells that make up your hair, nails, skin and bones, along with your brain, heart, blood and joints. You literally are what you eat.

Here are some of the key nutrients that keep your body in tiptop shape from head to toe.

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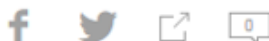
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