



Adaptability of Insert Media

Rodale's Contact Strategy for New Customers

Promo Stream to New Mag Customer

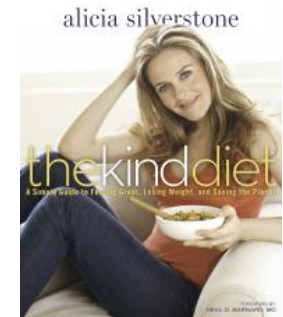
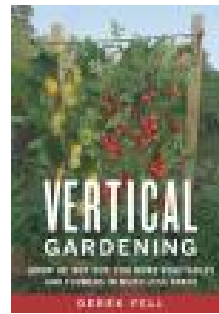
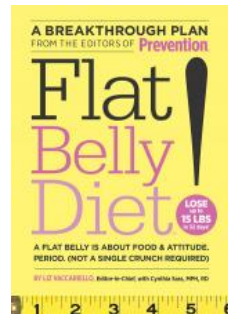
Rodale acquires a new magazine customer from an FSI, Package Insert, Outside List, On line source. . .





Goal : increase conversion rate from 15% to 30%

Quickly convert a magazine only buyer into a Book buyer



Weeks 2 and 3

Onsert on magazine- usually offer a recent best selling health title

Actual comments from some of the people who discovered the "ACTIVE CALORIE" SECRET in this report...



“I lost pounds **IMMEDIATELY!**”
—DEBORAH



“I feel lighter in everything I do...I'm not missing out on anything...” —BILL



“This is something I can definitely keep doing!”
—CAROL



“This has given me the confidence to know that I can be a food lover and still lose weight!” —CAMILLA

Prevention, MD'S JOURNAL OF FAT LOSS & NUTRITION


THE WEIGHT LOSS BREAKTHROUGH CENTER

They lost **88 lbs.** and **67 inches** in 28 days!

Scientists discover that many so-called “forbidden” foods—like steak, eggs, rice, cheese—even butter and lard—contain special “active” calories that trigger accelerated weight loss. **If you do NOTHING else but add these foods to your diet, you lose weight.**

See the research inside...

SPECIAL FROM PREVENTION
HEALTH ALERT




SURPRISING NEW FINDING:

How Sodium Is *Secretly* Making Us **FAT!**

Hidden salt in our foods is increasing our weight and wrecking our health. Learn how to protect yourself.

- Scientists Identify “Sodium Obesity”
- LOSE UP TO **10 POUNDS IN 2 WEEKS** with this amazing new “salt secret”!
Discover how on page 10 inside.



TRY IT FREE FOR 21 DAYS!

Week 4

Magazine invoice promotion-
offering a strong health title,
and a bangtail on the re

INVOICE

RODALE
LIVE YOUR WHOLE LIFE™
33 E. Minor Street, Emmaus, PA 18098

E-Mail: _____
To be added to our e-mail list, please PRINT (or update your current e-mail address here).

VISA M/C DISC AMEX

ACCOUNT NUMBER: _____ ORDER NUMBER: _____

Code No.	Loc.	Qty.	Title	Price

For your protection & better service, please
* Please use business reply stamp for payment. No cash, checks, money orders, or credit cards.
* Please attach the return for return mailing. Thank you.

"Let food be thy medicine"
*and the great physician, the Father of Nutrition,
renewed 2,000 years ago. Includes new
Remedies to Live Longer and Stay Healthy!*

Join Me The Doctors Book of Food Remedies Today!
This new and hot Doctors Book of Food Remedies is the most comprehensive and authoritative book on the subject of food and health. It's the only book that gives you the secrets of the world's most famous healers and shows you how to use their wisdom to live longer and stay healthier. It's the only book that gives you the secrets of the world's most famous healers and shows you how to use their wisdom to live longer and stay healthier.

NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____

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To order, simply detach below, place in the enclosed envelope, and mail with your payment.

FREE-Gift Certificate
Best Choices from the People's Pharmacy

YES! Please rush my two FREE Prevention Health Reports. Also send me **BEST CHOICES FROM THE PEOPLE'S PHARMACY** for 21 days FREE. If I like what I see, I'll pay for 4 in four easy installments of just \$5.4 each plus shipping and handling. Otherwise, I'll return the book and owe absolutely nothing. The two Prevention Health Reports are mine to keep no matter what.

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Order subject to approval.

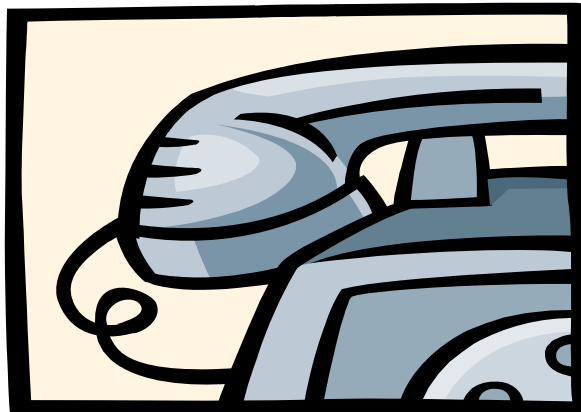
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Week 5

Phone Call – Know magazine purchased, inquire about areas of interest, Cross sell based on customer's response.





Result

Converting 30% + magazine subs into book buyers
within a six week period