



Do you have a

**Healthy Brand?**

Showcase it in the largest nutrition community  
run by Registered Dietitians - HealthCastle.com



# About HealthCastle.com

## **Our Mission**

HealthCastle.com is the most comprehensive nutrition community run by Registered Dietitians on the Internet. Spreading the goodness of nutrition is our passion. Our mission is to empower people to better manage their health through healthy eating.

## **What We Do**

HealthCastle.com community's main focus is preventative health - this is a place where women can find fun and practical diet tips to reclaim their health. We do not preach the ABCs of nutrition, because that's boring. Instead, we debunk diet myths and make sense of breaking nutrition news so that readers will learn the essence of healthy eating.

## **Your Trusted Source for Nutrition Information**

HealthCastle.com is accredited by the Health on Net Foundation, an international organization in Special Consultative Status with the Economic and Social Council of the United Nations. We follow the HON Code of Conduct and pledge to provide quality and trustworthy health information.

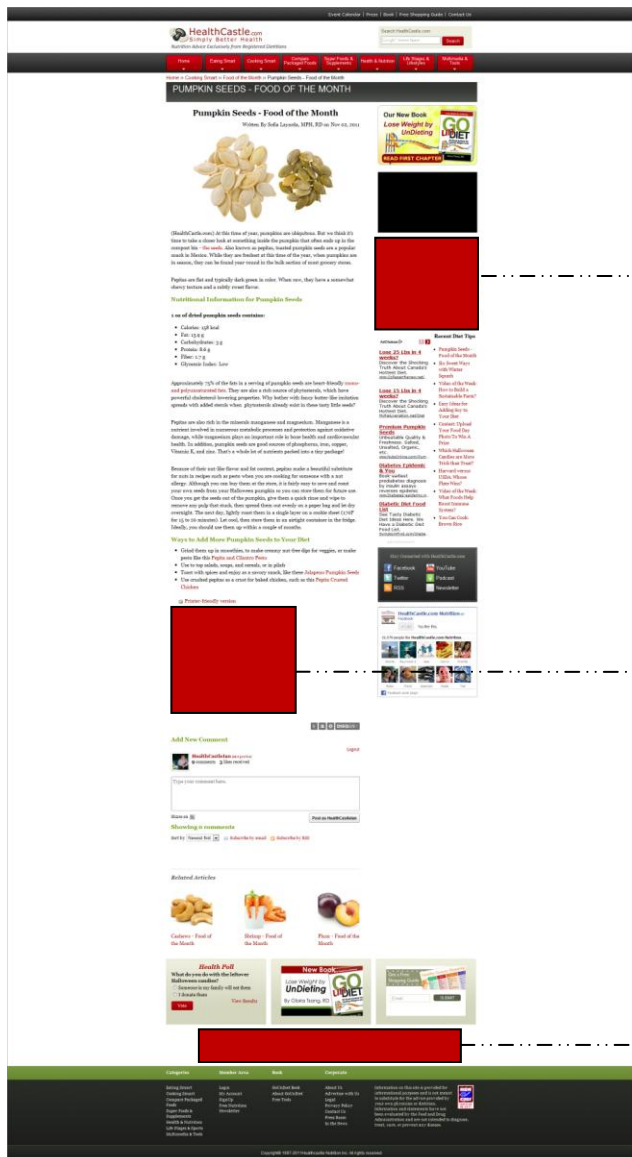
In addition, HealthCastle.com has partnered with USDA to help get critical nutrition guidelines into the hands of those who need it most - the mothers who are often the grocery shoppers, chefs, and nutritional planners for their entire families.

## HealthCastle.com Quick Facts

- Monthly Unique Visitors: 600,000
  - 7.5 mil uniques in 2010
- Monthly Pageviews: 1.1 million
- Monthly New Visitors: 87%
- 64% traffic from the United States; 10% from Canada
  - Visitors Aged 25 - 49: 66%
  - Visitors Aged 35 - 54: 60%
  - Visitors with a household income of US \$60k+: 71%
  - Visitors with a household income of US \$75k+: 60%
  - Visitors with a household income of US \$100k+: 36%
  - Visitors with Children: 75%
- Newsletter Subscription:
  - 90,000 subscribers
  - Gender: 75% female
  - Age: 76% between ages 26 and 55
- Facebook Fans: 19,000+
- @HealthCastleGlo Twitter followers: 6,400

# Ad Placements on Website

There are 3 premium ad placements on HealthCastle.com



**LOCATION:** Ads appear in all category, articles, video and podcast pages.

**SIZES:** 300 x 250; 336 x 280; 728 x 90

# Ad Placement in Newsletter

There is 1 exclusive sponsorship ad in our newsletter

[Home](#) | [Event Calendar](#) | [Newsletter](#) | [Book](#) | [Facebook](#) | [Twitter](#) | [Free Tools](#) | [Add to iTunes](#) | [Search](#)



**LOCATION:** Ad appears in weekly email newsletter sent to 90,000 health conscious subscribers.

**CREATIVES:** 125x125 graphic (hotlinked); description, text link

**POLL OF THE WEEK**

**NEW!**  
*This Week's Poll*

What do you do with the leftover Halloween candies?

**VIDEO OF THE WEEK - SUSTAINABLE FARMING**



[YouTube Video of the Week](#)

A sustainable farm is more than being organics! Take a tour of a sustainable vegetable farm and learn how they manage pest control and the wildlife ecosystem.

[>> Watch this eye-opening video produced by the UK Vegan Society!](#)

**Healthy Eating Today**  
ISSN 1913-4819

**NOVEMBER 2011 / Vol. 290**

**FEATURE CONTENT**

**You Can Cook Video Series: Brown Rice**



Our dietitians have been hard at work again in the kitchen. Continuing with the You Can Cook series, this time they feature Brown Rice! Find out how to properly cook this whole grain. This Video was produced by our very own registered dietitians.

[>> Read and Watch Video](#)

**RECENT NUTRITION ARTICLES**

**Winter Squash - 6 Ways for a Sweet Delight**



Since there's candy aplenty this time of year, it's good to know that the season redeems itself with some guilt-free sweet treats. Winter squash often begin gracing the produce section just as you're starting to tire of melon and berries. And the good news is, all types are loaded with potassium and the cancer-fighting antioxidant beta-carotene. Plus, because of the natural sugars present in winter squash (which are amplified in baking), you can assuage your throbbing sweet tooth while filling up on veggies.

[>> Read and comment](#)

**Say Soy! Tasty Tips for Even the Most Discriminating Palate**



Do you roll your grocery cart right by soy products without a second thought, thinking tofu is just a pasty blob, and edamame is just another bean? Truthfully, soy can be an important part of your diet, especially if you don't get much animal protein. Soy is the only plant-based protein considered to be complete.

[>> Read and comment](#)

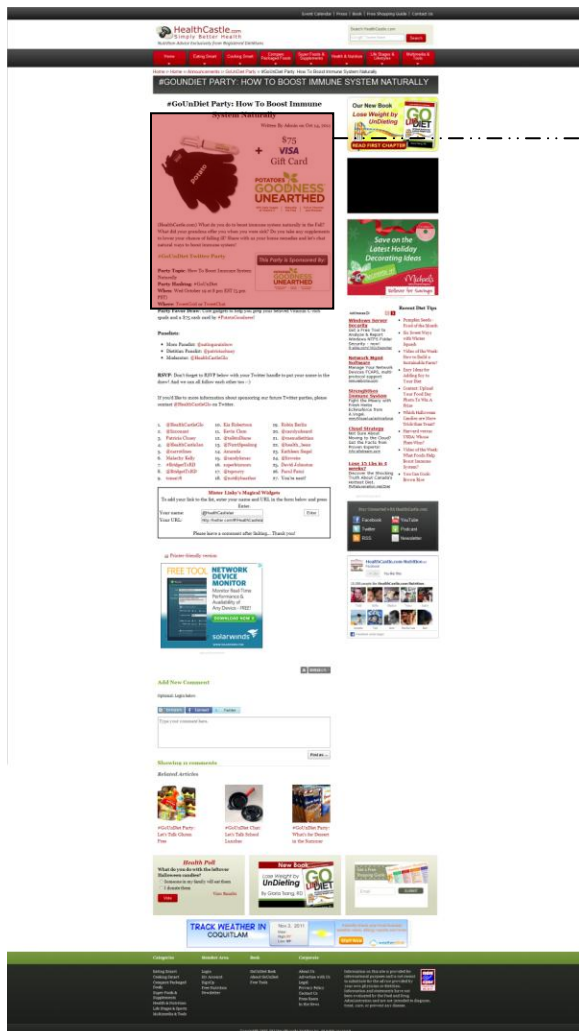
**HealthCastle.com - Simply Better Health**

HealthCastle.com is the most comprehensive nutrition community run by Registered Dietitians. An official partner of the USDA MyPyramid Corporate Challenge and an accredited site by the Health on Net Foundation, HealthCastle.com is a place for fun and practical diet tips to lose weight and reclaim health.



# Exclusive Twitter Party Sponsor

#GoUnDiet Twitter Party is a conversation about UnDieting. It's a forum for women to learn how to eat better; in particular, how not to fall for artificial diet foods and eat healthy foods instead. For each party, we invite a Mom Panelist and a Registered Dietitian panelist, so we cover all perspective on the topic.



## Official Announcement Page

- A picture of your gift basket/products
- Sponsoring company name + sponsoring company logo
- Twitter Handle with link

## Sponsor's Twitter Handle

- Tweeted by @HealthCastleGlo at least 3 times prior to the party
- From our experience, it usually results in sponsor exposure of 20+ times as our followers and panelists retweet our tweets

## Stats:

# of tweets during the one-hour #GoUnDiet Party: 500 -1000

## Contact HealthCastle.com

For more information about our advertising packages and rates,  
please contact:

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Twitter: @HealthCastleIan