



2010 Interactive Themes

Each month on EatingWell.com we deliver the information and inspiration you need to make healthy eating a way of life. The Special Online Campaigns we've chosen to promote (see details in separate Online Campaign sales sheets) are proven strategies that drive traffic and page views. The campaigns will include major channel engagement, supported by recipes, blogs, slideshows, e-mail newsletters, video articles & tips and meal plans. In addition, we'll feature and promote Other Themed High-Traffic-Driving Web Content, which has seasonal or health focus, to complement our campaigns.

Month	Special Online Campaign	Other Themed High-Traffic-Driving Web Content	
January	Healthy New You	500-Calorie Dinners	500-Calorie Dinner Recipes, 350-Calorie Breakfasts, 6 Secrets to Losing Weight
February	Love Your Heart	Super Bowl Valentine's Day	Super Bowl Party Recipes & Menus, Top Super Bowl Snacks Made Healthy Valentine's Day Recipes, Decadent Chocolate Desserts
March	Fresh Start for Spring	St. Patrick's Day Easter/Passover	St. Patrick's Day Recipes & Menus Easter Recipes, Passover Recipes
April	Eat for a Greener Planet	Spring Cinco de Mayo/Mexican	Our Best Spring Recipes, America's Top Farmers' Markets Mexican Classics Made Healthy & Cinco de Mayo Party Menu
May	Eat Well for Your Best Summer Body	Memorial Day/Grilling Brunch	Healthy Grilling Recipes, 13 Essential Tips for Healthier Grilling, Memorial Day Recipes & Party Menu Brunch Recipes & Menus, Perfect Cakes, Mother's Day Recipes &
June	Simple Summer Celebrations	4th of July/Grilling Kids	Potluck Sides & Desserts, July 4 Recipes & Menus Kid-Friendly Dinners & Lunch Recipes, Family Favorites Made Healthy
July	Healthy Ideas for Cool Summer Fun	Summer Berries Healthy Skin	Summer Berry Recipes & Desserts, Strawberry Shortcake Made Healthy Foods & Recipes for Healthy Skin
August	Best Start for Back-to-School	Labor Day	Labor Day Recipes & Menus, Potluck Sides & Desserts, Healthy Grilling
September	Fall into Healthy Habits	Lowering Cholesterol Healthy Aging	Low-Cholesterol Recipes 9 Foods to Keep You Young, Recipes for Healthy Aging, Antioxidant-Rich Recipes
October	Back to Healthy Cooking Basics	Gluten-Free Halloween Vegetarian	Gluten-Free Recipes & Desserts Halloween Recipes & Party Menu Vegetarian Dinners, 28-Day Vegetarian Meal Plan
November	Make Over Your Thanksgiving	Diabetes	Diabetes-Friendly Recipes & Desserts, 28-Day Diabetes Meal Plan
December	Healthy for the Holidays	EatingWell Annual Holiday Cookie Contest Winter	See Our Winners & Enter Next Year's Contest Recipes for Winter's Best Fruits & Vegetables

Additional details available upon request