



ATHLETES FOR A CURE

BENEFITTING THE PROSTATE CANCER FOUNDATION

360° MARKETING SPONSORSHIP

1 IN 6 MEN WILL DEVELOP PROSTATE CANCER AND 186,000 MEN WILL BE DIAGNOSED IN 2009

▶ GROWING CONCERN FOR MEN OF ALL AGES

POPULAR SCIENCE, the fifth largest men's monthly, is a natural outlet to reach men of all ages.

▶ MASS NATIONAL AWARENESS

- National print exposure to 7MM PopSci readers
- National online exposure to targeted:
 - PopSci.com, athletesforcure.org, pcf.org
- Engaged attendees and priceless PR at Triathlon in FL

▶ PROGRAM SPONSORSHIP

- Promotional in-book ad: Sept. '09
 - Presented by: Sponsor logo
- Informational in-book section: Oct. '09
 - Presented by: Sponsor logo
 - 2 brand ads
 - Cover mention and advertorial call-outs
- Digital: Aug.- Sept. '09
 - Presented by: Sponsor logo
 - Video of advertiser helping special participant reach goal to live on PopSci.com, athletesforcure.org, PCF.org and advertiser website
- Event Promotional: Aug.- Sept. '09
 - Trade magazines/ local papers- Presented by: Sponsor
 - Web MD, Facebook, Disney News websites - Presented by: Sponsor
- Triathlon and Awards- Sept. 20; Child's Triathlon- Sept. 19; Sign-in: Sept. 18
 - Sampling opportunities, custom booth opportunities
 - On-site signage
 - Hospitality tent for visitors, with triathlon celeb appearances
- Public relations coverage : Aug.- Oct. '09
 - Press release partner
 - Video news releases to local and national news stations



Estimated Impressions: 29,000,000

Contact your local sales representative or Wendi S. Berger at 212-779-5055 for more details.

POPULAR SCIENCE THE FUTURE NOW
REAL. SMART. GUYS.



Source: MRI Spring 2008