

**weightwatchers**

# Who We Are



For almost 50 years, Weight Watchers has helped millions achieve healthy, sustained weight loss.

Our commitment is to teach and inspire America to lose weight by adopting a healthier lifestyle as we believe dieting and a healthy lifestyle are equally critical facets in the quest for long term weight management.



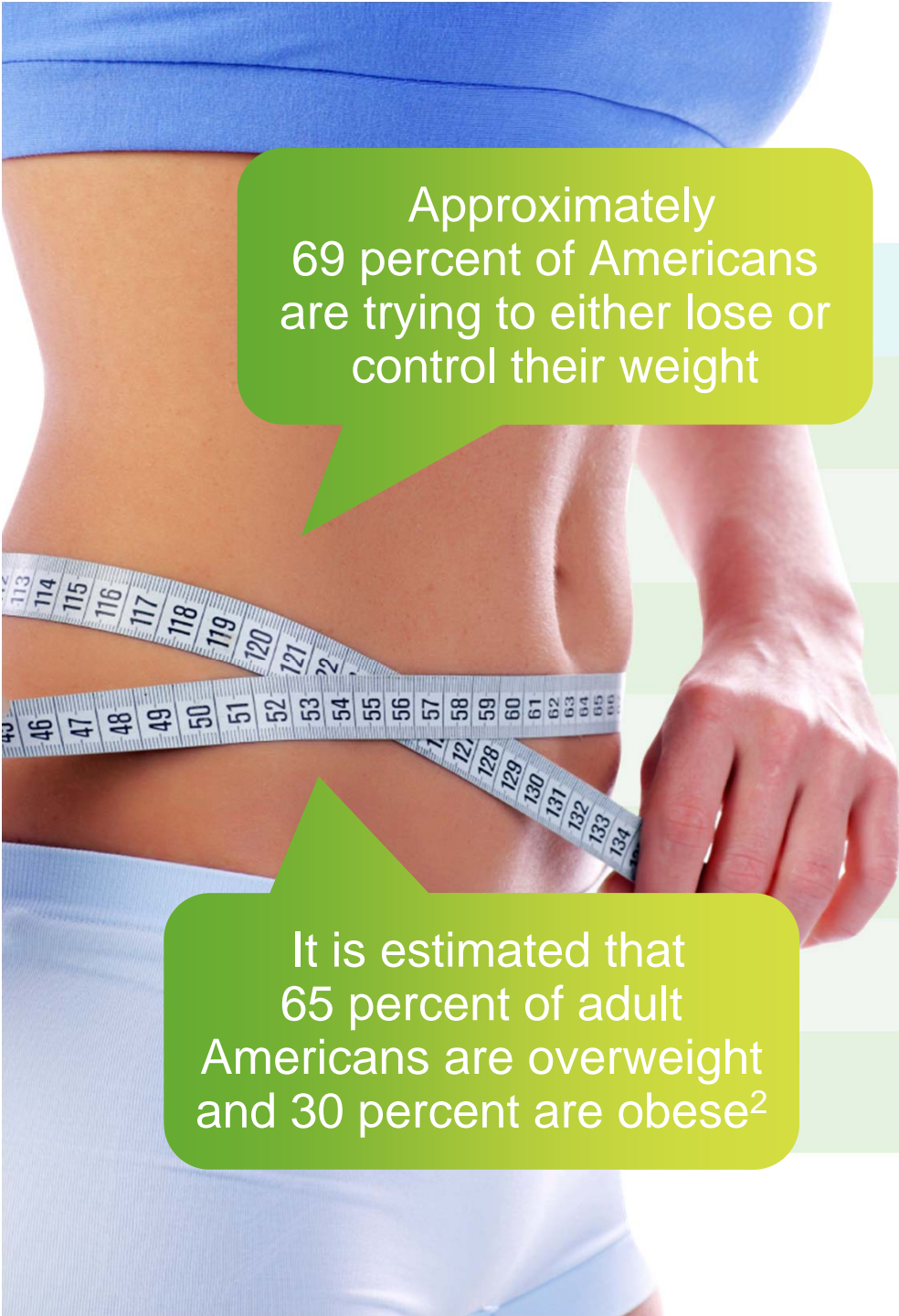
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| Demographics      | WW.com   |
|-------------------|----------|
| Women             | 77%      |
| Men               | 23%      |
| Median Age        | 49.4     |
| Att/Grad College  | 82%      |
| Employed          | 73%      |
| Kids in Household | 39%      |
| Median HHI        | \$76,774 |



Source: Nielsen Q4 2012

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Approximately 69 percent of Americans are trying to either lose or control their weight

It is estimated that 65 percent of adult Americans are overweight and 30 percent are obese<sup>2</sup>

### WeightWatchers.com Stats<sup>1</sup>

|                      |             |
|----------------------|-------------|
| Unique Audience      | 5,132,000   |
| Time Per Person      | 0:21:53     |
| Active Reach (%)     | 2.39        |
| Universe Reach (%)   | 1.85        |
| Total Minutes        | 112,335,000 |
| Total Web Page Views | 138,328,000 |
| Web Pages Per Person | 27          |

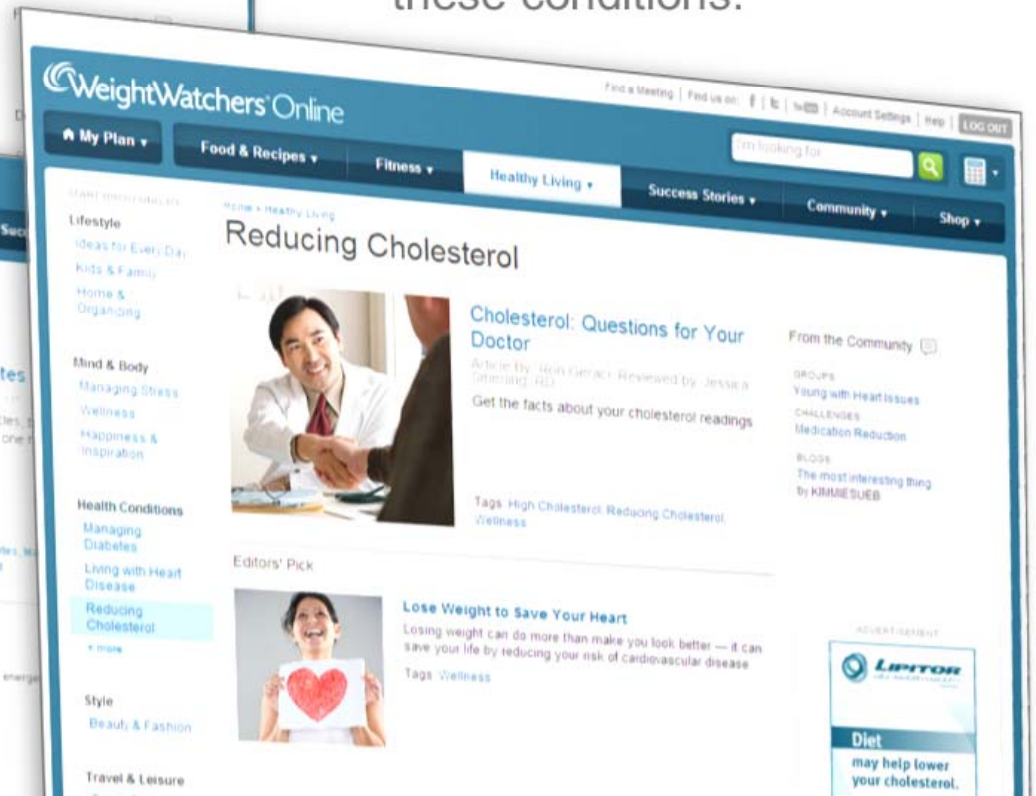
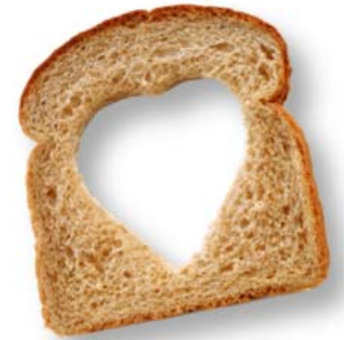
Sources: <sup>1</sup> Nielsen Jan 2013  
<sup>2</sup> Calorie Control Council 2011

# Health Conditions

You'll find resources to help you  
assess your risk

know what to ask your doctor

and  
understand  
these conditions.



# Seasonal/Holiday Sponsorships

A comprehensive resource center for major Holidays and Seasonal events! These exciting packages feature recipes, video, articles, tips, and more! Advertisers/Brands can participate in these editorial sections with exclusive sponsorship opportunities.

The collage displays several pages from the WeightWatchers Online website, each representing a different seasonal or holiday theme. The pages are arranged in a layered, overlapping fashion. The visible content includes:

- Complete Guide to Easter:** Features colorful Easter eggs and text about celebrating the holiday.
- Picnic in Style:** Focuses on outdoor dining and fresh ingredients.
- Super Bowl Extravaganza:** Offers recipes and tips for game day, including a "HUNGRY GIRL EXCLUSIVE" and a "Bad for your HEART" warning.
- Complete Winter Holiday Guide:** Provides recipes and ideas for the winter season.
- Summer Grilling Guide:** Offers tips and recipes for grilling during the summer months.
- Super Bowl Tips and Recipes:** Includes a "Your DVR only records 3/4 quarters of the BIG GAME" advertisement.

At the bottom left of the collage, the **weightwatchers** logo is displayed in its signature orange and blue colors.

# Recipe Collections Pages

WW users are hungry for new recipes to help them stay on track! Here's the hub to find healthy hearty new recipes that will fill you up, but slim you down!



# eNewsletters

The collage displays several e-newsletter pages from Weight Watchers PointsPlus. The newsletters contain various content including:

- HEALTHY LIVING:** "How to Stay on Track" - Tips for staying motivated and on track with your goals.
- HOW TO COOK:** "Greek Tzatziki on Chicken" - A recipe for a healthy meal.
- TOPIC OF THE WEEK:** "Changing From the Outside In" - Focuses on mental health and self-care.
- WELLNESS & BEAUTY:** "7 Small Steps to a Healthier You" - Practical tips for daily health.
- MEETINGS SUCCESS STORY:** "Stay Within Your Comfort Zone" - A testimonial from a member.
- RECIPES:** "Creamy Scrambled Eggs with Scallions and Tomatoes" - A recipe for a breakfast meal.

Advertisements shown include:

- Smart Ones:** "Pasta with Ricotta and Spinach" - Made with whole grain, SAVE \$2.
- Colgate Total:** "Diabetes and Oral Health" - People with diabetes are 2x times more likely to develop serious gum disease. Includes a "LEARN MORE" link.

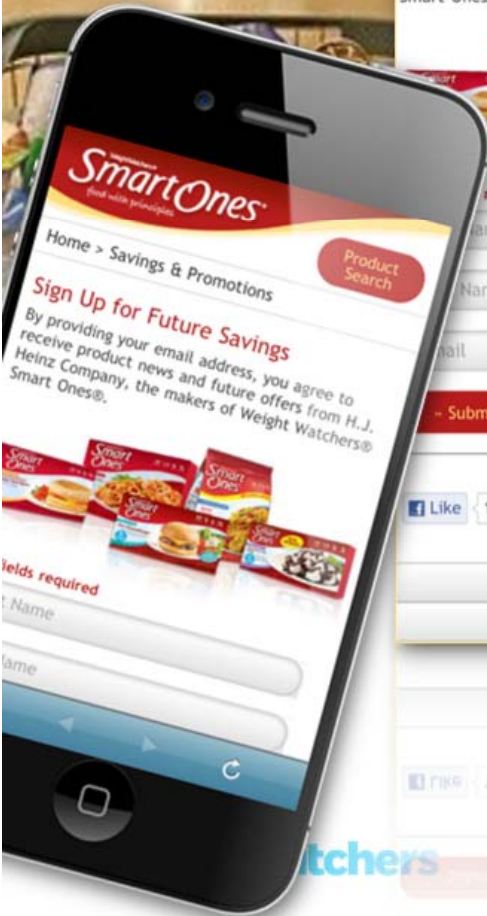


Sent to over 9 million opt-in users. 10% open rate. Integrated content bucket or vertical banner are the 2 placements we sell

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# Mobile Opportunities



- 11.4 Million Monthly Impressions
- 8.7 Million Downloads
- Average CTR: 2.26%

## Weight Watchers Mobile

- Track and calculate *PointsPlus*<sup>®</sup> values for your favorite foods
- Log your weight, chart your progress
- Post to our community
- Search more than 40,000 foods, including meals and recipes
- Create shopping lists

Weight Watchers

# Community

Make friends.

Share tips.

Get motivated.

Get started.



**Community**  
Make friends. Share tips.  
Get motivated. Get started.

Groups Challenges Blogs Boards

New to Community Top contributors

WEIGHT WATCHERS BLOGS

**Weight Watchers Challenges**  
Participate in a Challenge created by the editors at Weight Watchers.

**Hungry G**

**Walk-it Community Challenge**  
You've made it to week 6. Congrats! You're halfway to your goal. You've worked really hard, so reward yourself for staying on track.

**Countdown to Summer**  
Memorial Day is nearly here, which means just a few short weeks to tank tops and shorts! Summer isn't enough time to

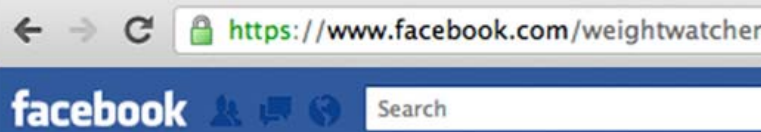
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← → ↻ <https://www.facebook.com/weightwatchers>

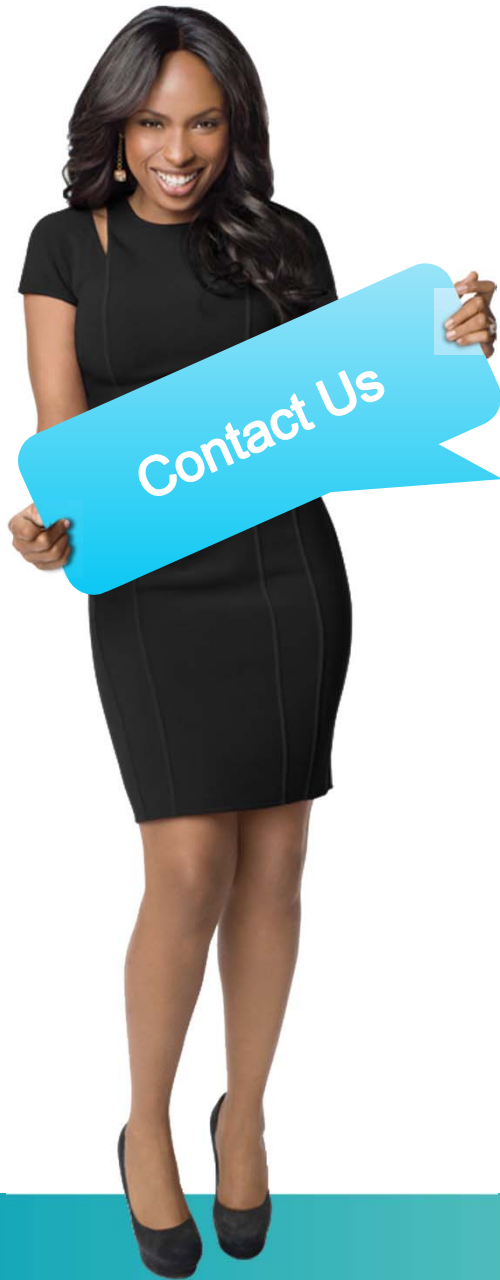
facebook Search



**Weight Watchers**  
1,305,199 People Like This

Product/Service  
We are dedicated to inspiring and helping you adopt a healthier way to live. For life. For more resources go to [http://bit.ly/Weight\\_Watchers\\_1](http://bit.ly/Weight_Watchers_1)

About Photos



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