



Миссия

*“Здоровье —
главное богатство”*

Ральф Эмерсон



Миссия журнала — медицинское просвещение русскоговорящей Америки, формирование оптимистического жизненного заряда и активной позиции человека в сохранении здоровья.

THE HEALTH MAGAZINE — это окно в увлекательный мир медицины. Это журнал о здоровом образе жизни, о диагностике, лечении и профилактике заболеваний, о новостях в области фармакологии, медицинской техники и лекарственных препаратов, о борьбе против старения, о средствах экологической защиты, об опыте народной медицины и других нетрадиционных методиках оздоровления.

Задача журнала не просто рассказать о последних новостях в медицинском мире, о достижениях учёных, о медицинских центрах во всех странах мира, но и пропагандировать культуру здоровья.

Наша миссия предоставить читателям информацию о новинках на фармацевтическом рынке и в области медицинских технологий XXI века, в сфере производства медицинской техники и разнообразных товаров, полезных для здоровья. Свой вклад в это достойное дело могут внести все — ведь всё, что производится на Земле, прямо или косвенно связано со здоровьем. Наша цель не только просвещение читательской аудитории, но и реальная помощь в поддержании здоровья и активного долголетия.

Наш первый публицистический научно-популярный медицинский журнал адресован широкой читательской аудитории, заинтересованной в сохранении и укреплении здоровья, как важнейшей человеческой ценности.



Обращение главного редактора

Дорогие друзья!

В мире нет ничего уникальнее нашего организма. Поэтому перед каждым человеком стоит задача поиска той системы поддержания здоровья, которая наиболее полно учитывала бы его индивидуальные особенности.

Мы хотим сформировать понятие о высокой социальной цене здоровья человека, рассказать о методах сохранения и приумножения его. Показать приемы сохранения трудоспособности при уже имеющемся заболевании.

Мы хотим вооружить Вас знаниями, — лучшим средством против всех болезней. В журнале мы рассказываем о новейших методах диагностики и лечения — технологиях XXI столетия, о медицинских учреждениях, где они уже применяются, о работах ученых в разных странах, дающих надежду на исцеление от самых грозных болезней. Путешествие к здоровью начинается уже с первых страниц журнала.

Мы не ставим своей целью преподнести читателю пассивный набор мудрости, готовый ответ. Нет, наш журнал — это лишь маяк, указывающий путь к здоровью. Свою задачу мы видим в том, чтобы дать каждому читателю путеводную нить. Эта нить — сконцентрированная информация, которая будет максимально доступной и предельно объективной. Ее нам обеспечат авторитет привлеченных к сотрудничеству специалистов, достижения разных медицинских школ, знание, как решается та или иная проблема в разных странах.

Мы не собираемся ограничиваться чисто медицинскими вопросами. Здоровье в конечном итоге зависит не столько от лекарств и докторов,

сколько от нас самих. Повседневная жизнь, полная проблем и забот, не дает возможности разобраться в себе. Поэтому большое внимание мы уделяем вопросам психологической коррекции и саморегулирования.

В мире сейчас получают широкое распространение различные методики оздоровления, авторы которых пошли по пути синтеза древних учений с современными научными знаниями. Мы обязательно познакомим вас с наиболее интересными из них и их создателями. Но при этом предоставим слово для критических комментариев и видным представителям науки.

Ничто так не побуждает к действию, как личный пример. В журнале вы познакомитесь с людьми, которые сумели успешно преодолеть или нашли способ обуздать свой недуг и жить полноценной жизнью.

Говоря о здоровье, нельзя не говорить о самой жизни. Ее многообразие входит в наш журнал через многообразие тем. В журнале вас ждут тесты, медицинские детективы, интервью со знаменитостями и многое другое.

А увлекательные конкурсы с чудесными призами, уверены, доставят всем истинное удовольствие.

С наилучшими пожеланиями,

Наталья Симонова



Биографическая справка



НАТАЛИЯ СИМОНОВА

Главный редактор журнала
THE HEALTH MAGAZINE

Кандидат медицинских наук

Член Союза
журналистов России

Почетный член
восьми международных
медицинских обществ

Всю жизнь ее душа рвалась между двумя пристрастиями: медициной и журналистикой. После окончания I Московского медицинского института имени И.М. Сеченова ее направили работать в *Медицинскую газету*, где она стремительно прошла путь от литературного сотрудника до руководителя ведущего отдела — науки и образования. Но через пару лет сдала экзамен в заочную аспирантуру, а еще через год прошла по конкурсу на кафедру родной alma mater. Там, совмещая преподавательскую работу с научной, защитила кандидатскую диссертацию, признанную ВАК СССР лучшей работой года.

А затем снова разыграла любовь к журналистике и она вернулась в *Медицинскую газету*, заместителем главного редактора. Участвовала в работе научных съездов и международных конгрессов.

В 1986 году Наталия Симонова возглавила научную лабораторию в Московской Медицинской Академии имени И.М. Сеченова.

В 1993 году Наталия Симонова создала независимую российскую врачебную газету *Медицинский вестник*, став ее учредителем и главным редактором. Сегодня — это *Издательский дом*, на счету которого уже есть и другие издания: журнал *Сестринское дело*, журнал для врачей *В мире лекарств*, дайджест *Новости медицины*.

С конца 2002 года она возглавляет THE HEALTH MAGAZINE и таким образом, именно в медицинской журналистике обрела ту гармонию, которая создает у человека ощущение счастья...

Ее опыт и многолетние тесные связи, как с журналистами, так и с учеными-медиками США и России помогут Вам приобести в лице журнала THE HEALTH MAGAZINE надежного друга.



Наши рубрики

МЕДИЦИНСКИЙ ГЛОБУС

Последние ленты медицинских новостей, их аналитический обзор и комментарии. Информация о событиях и разработках в мире медицины и фармакологии. Достижения ученых. Сенсации.

В ФОКУСЕ — ПРОБЛЕМА

Наверное нет такой болезни, которую мы не затронем в этой рубрике. О наиболее часто встречающихся заболеваниях, о методах их профилактики, диагностики и лечения.

УМЕЙТЕ ЛАДИТЬ СО СВОЕЙ БОЛЕЗНЬЮ

К сожалению, абсолютно здоровых людей очень мало. Все мы с течением жизни обретаем целый “букет” болезней. Не опускайте рук! Наш журнал научит Вас, как жить так, чтобы болезнь или боль не затмили радостей жизни.

АКАДЕМИЯ ЗДОРОВОГО ПИТАНИЯ

“Надо есть, чтобы жить, а не жить, чтобы есть.”
Б. Франклин.

ТОЧКА ЗРЕНИЯ

Нестандартный взгляд на известную болезнь. Приглашение к открытому диалогу.

СТАРОСТЬ — НЕ БОЛЕЗНЬ

Медицина в борьбе против старения.
“Ничто не старит так скоро, как неотвязная мысль, что стареешь.” Г. Лихтенберг.

ДВИЖЕНИЕ — ЭТО ЖИЗНЬ

Спорт, спортивная гимнастика, физические упражнения и многое другое.

ПСИХОЛОГИЧЕСКИЕ ЭТЮДЫ

Будь счастлив, все преодолел.
Семья, проблемы, решения.

ВСЕ МЫ — РОДИТЕЛИ

Бизнесмен, рабочий, педагог, политик и домохозяйка: все мы — родители. Воспитывая ребенка, надо быть готовым к тому, что перед вами возникнут весьма щекотливые проблемы.

ДОМАШНИЙ ОЧАГ

“Дом — это там, где твое сердце.” Плиний Ст.
Целебный интерьер, модный дизайн и свежие идеи, ваш спортивный уголок, домашний компьютер — вот краткий перечень тем этой рубрики.

ДИАЛОГИ

Письма читателей — самое дорогое для редакции. На Ваши вопросы отвечают наши опытные доктора, психологи, представители страховых компаний, адвокаты, и, конечно сами читатели.

ЛЕЧЕБНЫЙ ТУРИЗМ

Рассказы о жемчужинах-курортах разных стран.

НАШИ ЛЮБИМЦЫ

Целебные способности братьев наших меньших.

ВСТРЕЧИ У КАМИНА

Знаменитые пациенты. В гостях у журнала актеры и политики, певцы и бизнесмены, музыканты и писатели.

СОВЕТ ДА ЛЮБОВЬ

“Love story,” “tete-a-tete,” “женские дела,”
“ликбез для настоящих мужчин.”

СУДЬБЫ ВЕЛИКИХ

“Временем испытывается подлинное величие, как расстоянием высота гор.” С. Булгаков.

МЕДИЦИНСКИЙ ДЕТЕКТИВ

Новая страница в литературе подобного жанра.

СЕАНС СМЕХОТЕРАПИИ

Юмор — это спасательный круг на волнах жизни.

ДОСУГ

Хобби — это тоже труд. Разговор о различных методах сбрасывать избыток внутреннего напряжения.

НАЗАД В БУДУЩЕЕ

Медицинский гороскоп. Журнал не будет по настоящему полным без него.



Календарь рубрик на 2003 год

Январь

В ФОКУСЕ — ПРОБЛЕМА

Атеросклероз

АКАДЕМИЯ ЗДОРОВОГО ПИТАНИЯ

Выпил сок — и тонус стал высок

ВСТРЕЧИ У КАМИНА

Елена Бережная

МЕДИЦИНСКИЙ ДЕТЕКТИВ

Г. Кенал “Фальшивые ампулы”

Февраль

В ФОКУСЕ — ПРОБЛЕМА

Диабет

УМЕЙТЕ ЛАДИТЬ СО СВОЕЙ БОЛЕЗНЬЮ

Бессонница: есть ли в вашей жизни место для сна?

ВСТРЕЧИ У КАМИНА

Эммануил Виторган

Март

В ФОКУСЕ — ПРОБЛЕМА

Аллергия

АКАДЕМИЯ ЗДОРОВОГО ПИТАНИЯ

5 мифов о причинах избыточного веса

СЕМЬЯ И БОЛЕЗНЬ

Если в дом пришла беда...

ВСТРЕЧИ У КАМИНА

Владимир Меньшиков

Апрель

В ФОКУСЕ — ПРОБЛЕМА

Депрессия и неврозы

ВСЕ МЫ — РОДИТЕЛИ

Если ребенок чересчур послушен

ВСТРЕЧИ У КАМИНА

Дарья Донцова

Май

В ФОКУСЕ — ПРОБЛЕМА

Инфаркт миокарда

АКАДЕМИЯ ЗДОРОВОГО ПИТАНИЯ

Вегетарианец — ни рыбы, ни мяса?

ДОМАШНИЙ ОЧАГ

Компьютер в доме

НА ПРИЕМЕ У ИСТОРИИ

Дегенераты у власти

Июнь

В ФОКУСЕ — ПРОБЛЕМА

Остеопороз

УМЕЙТЕ ЛАДИТЬ СО СВОЕЙ БОЛЕЗНЬЮ

Простата — второе сердце мужчины

НАШИ ЛЮБИМЦЫ

Мой ласковый и нежный кот

Июль

В ФОКУСЕ — ПРОБЛЕМА

Инсульт

ЛЕЧЕБНЫЙ ТУРИЗМ

Волшебство Швейцарии

ВСТРЕЧИ У КАМИНА

Людмила Зыкина

КОНКУРС

Лучший турист года

Август

В ФОКУСЕ — ПРОБЛЕМА

Заболевания щитовидной железы

АКАДЕМИЯ ЗДОРОВОГО ПИТАНИЯ

Кулинарная олимпиада

ПСИХОЛОГИЧЕСКИЕ ЭТЮДЫ

От меня ушел муж...

СУДЬБЫ ВЕЛИКИХ

Болезнь и творчество Ван Гога

Сентябрь

В ФОКУСЕ — ПРОБЛЕМА

Псориаз

СТАРОСТЬ — НЕ БОЛЕЗНЬ

Седина в бороду...

ЛЕЧЕБНЫЙ ТУРИЗМ

Снова в Карловы Вары?

СУДЬБЫ ВЕЛИКИХ

Неоконченная симфония

Ильи Мечникова

Октябрь

В ФОКУСЕ — ПРОБЛЕМА

Артриты и артрозы

УМЕЙТЕ ЛАДИТЬ СО СВОЕЙ БОЛЕЗНЬЮ

Климакс: терпеть или лечить?

ВСТРЕЧИ У КАМИНА

Герман Титов

ДОСУГ

Охота — невинное хобби?

Ноябрь

В ФОКУСЕ — ПРОБЛЕМА

Гастрит и язвенная болезнь

УМЕЙТЕ ЛАДИТЬ СО СВОЕЙ БОЛЕЗНЬЮ

Гипертония

ПСИХОЛОГИЧЕСКИЕ ЭТЮДЫ

В поисках утраченного “Я”

СУДЬБЫ ВЕЛИКИХ

Знаем ли мы Фейхтвангера?

Декабрь

В ФОКУСЕ — ПРОБЛЕМА

Грипп и ОРЗ

СТАРОСТЬ — НЕ БОЛЕЗНЬ

Гимнастика для памяти

ПСИХОЛОГИЧЕСКИЕ ЭТЮДЫ

По жизни с неврозом

СПОНСОРСТВО 2003 Журнал THE HEALTH MAGAZINE предлагает своим рекламодателям уникальную возможность, спонсируя один из выпусков журнала, стать эксклюзивным рекламодателем в этом номере, вытеснив из него рекламу своих конкурентов. С этой целью спонсор может выбрать любую тему в нашем календаре, или предложить свою, отвечающую его профессиональным интересам.



Партнеры и консультанты

ВИКТОР ТУТЕЛЬЯН

Академик Российской академии медицинских наук, директор института питания Российской академии медицинских наук.

ВЕНИАМИН ЧЕРКАССКИЙ

Академик Российской академии медицинских наук, руководитель отделения Центрального Научно-Исследовательского Института эпидемиологии.

ЛЕОНИД МАГИДЕНКО, M.D.

Врач-терапевт, член американской медицинской академии, член американской академии “Медицина против старения”, член Всеамериканской организации по борьбе с остеопорозом.

МАРИНА ШЕСТАКОВА

Доктор медицинских наук, заведующая отделом Эндокринологического научного центра Российской академии медицинских наук, заместитель директора Института диабета.

РАУЛЬ БИНАУРИШВИЛИ, M.D.

Доктор медицинских наук, член Американской академии неврологии, член американской академии по диагностике и лечению нарушения сна, член американской академии клинической нейрофизиологии.

ЮРИЙ БУКИН

Доктор медицинских наук, руководитель отдела Всероссийского онкологического научного центра Российской академии медицинских наук.

ИРИНА АГРИНСКАЯ

Кандидат медицинских наук, главный врач гомеопатического центра “Живая капля.”

МИХАИЛ ПИРАДОВ, M.D.

Доктор медицинских наук, член комитета Управления Всемирной федерации неврологов, член-корреспондент Американской академии неврологии.

НИНА ИСТОМИНА

Кандидат медицинских наук, дерматолог-косметолог Института косметологии Минздрава России.

ЕЛЕНА КОКУРИНА

Доктор медицинских наук, кардиолог, ведущий научный сотрудник Центра профилактической медицины Российской академии медицинских наук.

АЛЕКСАНДР ПОЛЕЕВ

Кандидат медицинских наук, врач-психотерапевт, сексопатолог, профессор Института психоанализа МГУ.

В содружестве с изданиями:

журнал **ЗДОРОВЬЕ И УСПЕХ**

журнал **СЕМЕЙНЫЙ ДОКТОР**

дайджест **НОВОСТИ МЕДИЦИНЫ**

газета **МЕДИЦИНСКИЙ ВЕСТНИК**

Здоровье и успех

НОВОСТИ
МЕДИЦИНЫ И ФАРМАЦИИ

с е м е й н ы й
ДОКТОР

МЕДИЦИНСКИЙ
ВЕСТНИК



Mission and Focus

“Health—the Key to Wealth”

by Ralph Emerson

The objective of this journal is the strong commitment to increase the medical awareness of the Russian-speaking population in the United States of America, the establishment of a healthy, optimistic attitude toward life, and the proliferation of the notion of an active lifestyle in promoting continued health.

THE HEALTH MAGAZINE focuses on:

- medicine
- healthy lifestyle
- medical diagnostics
- treatment of illnesses
- pharmaceutical news and emerging medical devices
- control over aging
- sources of natural, ecological defenses against illnesses
- alternative and other non-traditional methods of medicine

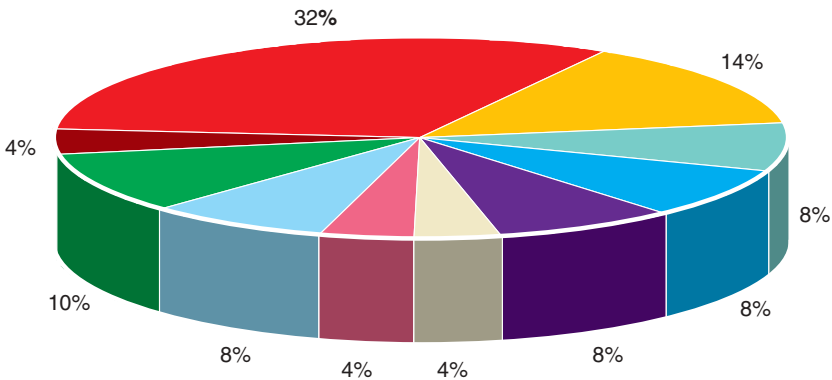
The goal of the magazine is not to simply enlighten the readers about general medicine, but to also cultivate a culture of health by means of the latest medical news around the world and by expounding information on the latest advancements from research and medical centers internationally. The magazine focuses on providing the readership with information on major developments within the pharmaceutical and medical device markets and within the areas of medical technology and various other medical products designed to promote health.

In addition to educating the audience and helping their medical decision-making THE HEALTH MAGAZINE shapes the new and emerging healthy lifestyle. The foundation for this first popular health magazine addressed to the broader Russian-speaking American population is based on the in preservation and strengthening of health, as the most fundamental human value.



Editorial Breakdown

- Health
- Food/Nutrition
- Sports/Fitness
- Beauty/Fashion
- Parenting
- Home
- Leisure/Travel
- Culture/Humanity
- News/Entertainment
- Business/Other





Editorial Structure

MEDICAL WORLD

The latest medical news, with analyst perspective and commentary. Information about the most up-to-date happenings and developments in the world of medicine, pharmacology, and biology, about achievements of scientists around the world, and other major occurrences.

FOCUS ON A PROBLEM

There probably isn't a problem or an affliction that will not be addressed within this section. Simply and clearly about most common illnesses and methods for their diagnostics, prevention, and treatment.

LEARN TO WORK THROUGH YOUR ILLNESS

Unfortunately, there are very few completely healthy people. All of us through life compile a bouquet of illnesses. Don't despair, our magazine will teach you how to live so that your diseases and pains don't overtake the happiness of your life.

SCHOOL OF NUTRITION

B. Franklin: "You have to eat to live not live to eat."

POINT OF VIEW

An unconventional perspective on a well-known disease—an invitation to an open dialogue.

AGE IS NOT AN ILLNESS

Medicine in the fight against aging. G. Lichtenberg: "Nothing makes you age more than the inescapable thought that you are aging."

ACTIVITIES—THE SOURCE OF LIFE

Sports, exercise, physical training, and many other—this is what helps when all else fails.

PSYCHOLOGICAL STUDIES

If you are happy, you can overcome anything. Editorial focus is on family, problems, and solutions.

WE ARE ALL PARENTS

A businessman, a laborer, a teacher, a politician and a homemaker—we are all parents. While raising a child, it is important to be ready—ready for a multitude of touchy little problems.

HOME SWEET HOME

Pliny the Elder: "Home is where your heart is." Serene home environment, reliable appliances, exercise room, modern design, fresh ideas, home computer—these are the themes of this section.

DIALOGUES

Letters from the readers—of most importance to the editors. In Dialogues, no letter will go unanswered. The readers' questions are answered by our experienced doctors, psychologists, insurance agents, lawyers, and, of course, other readers.

HEALTHY TRAVELS

Vacation gems—resorts around the world.

OUR BELOVED PETS

The healing powers of pets.

FIRESIDE CHATS

Guests of THE HEALTH MAGAZINE are your favorite actors and politicians, singers and businessmen, musicians and writers.

LOVE ADVICE

Editorials include "Love story," "Tete-a-tete," "Women's issues," "School for real men."

FATES OF THE GREAT

Unknown stories of famous people.

MEDICAL MYSTERIES

A new page in the literature of medicine.

LAUGHTER THERAPY

"Humor is a life preserver on the waves of life."

PASTIME

A hobby is also a job. Discussion will focus on various methods of relieving the excess of internal stress.

BACK TO THE FUTURE

Medical horoscope—the magazine will not be truly complete without this section.



From the Editor-In-Chief

Dear Friends!

There is nothing more unique than the human life form. That is why every person faces a life-long search for a system of health maintenance that addresses the individual's needs most comprehensively.

We intend to establish a culture of high social values for human health and to show the methods for its preservation and enhancement. In our magazine we describe the methods to replenish motivation toward work while having a pre-existing medical condition. We hope to arm you with knowledge—the perfect weapon against all illnesses. Here, we elaborate on the newest methods of diagnostics and treatment—advancements of the 21st century, on medical institutions where these new technologies are already in use, on the works of medical researchers around the world that give hope to recovery from the most dangerous diseases. The journey to health starts on the very first pages.

We do not intend to provide the reader with a passive collection of wisdom, a definite answer. No, our magazine is just a compass that points the way to a healthy lifestyle. Our goal is to supply everyone with a lifeline to well-being. This lifeline is a source of concentrated information, which is easily accessible and as objective as possible. This lifeline will be assured by the expertise of co-operating specialists, by an information source to solutions for particular health problems from countries around the world, and by the achievements of various medical schools of thought.

We do not intend to be limited by purely medical issues. Ultimately, health is dependent not so much on medicine and doctors, but on our mindset, on us. Filled with problems and cares, everyday life does

not allow a chance to understand oneself. That is why we are focusing on issues of psychological correction and self-regulation.

Currently, various methods of medical treatment are being widely distributed around the world, the authors of which synthesize ancient studies with modern scientific knowledge. We will certainly familiarize you with those that are most interesting and with their creators. But at the same time, we will provide opportunities for their critical assessment and for their evaluation by well-respected representatives of medical science. In that case, we will supply you with the resources necessary to make your own conclusions.

Nothing stimulates us to act more than personal examples. In the magazine, you will be introduced to people who were able to effectively overcome their problems or found methods to control them and live a fulfilling lifestyle.

When speaking of health, it is impossible not to speak about life itself. The multifaceted nature of life permeates our magazine through the diversity of health. Medical mysteries, adventure stories, and interviews with famous people all await you inside the magazine. And fascinating contests with prizes, we are certain, will prove truly captivating.

With best wishes,

Natalie Simonova



Biographical Abstract



NATALIE SIMONOVA

The Editor-in-Chief of The Health Magazine

Medical Doctor, PhD

Member of Journalism Association

Honorable member of eight international medical professional societies.

Natalie Simonova's soul has been torn between medicine and journalism. After completing her studies at Moscow Medical School, she was assigned to work at *The Medical Newspaper*, where she quickly rose through the ranks from a literary associate to the head of the top department—Science and Education.

After several years, however, she passed her residency exam, and the next year she was hired by her Alma Mater. There, while combining teaching and research, she received her PhD in Medical Science. The Academy of the Soviet Union honored her senior thesis as the best for that year.

In 1986, Natalie Simonova was tapped to head a scientific laboratory at Moscow Medical Academy. She published over 120 articles in field of medical science and attended numerous international symposiums and conferences.

Soon after, she returned to journalism as an associate editor in *The Medical Newspaper*.

In 1993, Natalie Simonova created an independent Russian medical journal *The Medical Messenger*, where she was the editor-in-chief. In ten years, the journal has expanded into a publication house and now publishes *The Business of Nursing*, *In the World of Pharmaceuticals*, *New Medicine* and others. Several books have also been published—*Medical Detective*, *Family and Disease*, and *Doctors Are Still Making Jokes*.

At the present time, Natalie Simonova is the editor-in-chief of THE HEALTH MAGAZINE—the largest Russian publication in the United States.



Planning Calendar 2003

January

FOCUS ON A PROBLEM

Atherosclerosis

SCHOOL OF NUTRITION

Drinking juice—feeling good

FIRESIDE CHATS

Elena Berezhnaya

MEDICAL MYSTERIES

Garry Kannel's "Fake ampoules"

February

FOCUS ON A PROBLEM

Diabetes

LEARN TO WORK THROUGH YOUR ILLNESS

Do you have enough room in your life for sleep

FIRESIDE CHATS

Emanuel Vitorgan

March

FOCUS ON A PROBLEM

Asthma, allergies

SCHOOL OF NUTRITION

Five myths about obesity

FAMILY AND ILLNESS

When trouble's knocking at your door

FIRESIDE CHATS

Lev Borisov

April

FOCUS ON A PROBLEM

Depression and anxiety

WE ARE ALL PARENTS

Too well-behaved child

FIRESIDE CHATS

Daria Dontzova

May

FOCUS ON A PROBLEM

Heart attack, arrhythmia

SCHOOL OF NUTRITION

Vegetarian—neither fish nor meat?

HOME SWEET HOME

Computer at home

HISTORY CAPSULE

Degenerates in power

June

FOCUS ON A PROBLEM

Osteoporosis

LEARN TO WORK THROUGH YOUR ILLNESS

Prostate—the second heart of a man

OUR BELOVED PETS

My sweet and gentle cat

July

FOCUS ON A PROBLEM

Stroke

HEALTHY TRAVELS

The magic of Switzerland

FIRESIDE CHATS

Ludmila Zykina

CONTEST

Tourist of the year

August

FOCUS ON A PROBLEM

Thyroid gland

SCHOOL OF NUTRITION

Culinary contest

PSYCHOLOGICAL STUDIES

My husband left me...

FATES OF THE GREAT

Difficult road of van Gogh

September

FOCUS ON A PROBLEM

Eczema and psoriasis

OLD AGE IS NOT A DISEASE

Middle age crisis

HEALTHY TRAVELS

Again to Karlsbad?

FATES OF THE GREAT

Life of Ilya Mechnikov

October

FOCUS ON A PROBLEM

Arthritis

LEARN TO WORK THROUGH YOUR ILLNESS

Menopause: to treat or to tolerate

FIRESIDE CHATS

German Titov

PASTIME

Hunting—an innocent hobby?

November

FOCUS ON A PROBLEM

Gastritis and ulcer disease

LEARN TO WORK THROUGH YOUR ILLNESS

Get a healthy figure

PSYCHOLOGICAL STUDIES

Search for identity

FATES OF THE GREAT

Do we really know Feuchtwanger?

December

FOCUS ON A PROBLEM

Cold and flu

AGE IS NOT AN ILLNESS

Memory exercises

PSYCHOLOGICAL STUDIES

Life with an illness

SPONSORSHIP 2003 THE HEALTH MAGAZINE is now offering advertisers the opportunity to "own" one of our issues through an exclusive-advertiser sponsorship. An advertiser interested in a single sponsorship may choose the best editorial fit for his product(s). Sponsorships are available on first-come, first-served basis. Exclusive ownership blocks competitive advertisements in the same issue.



Ethnic Population

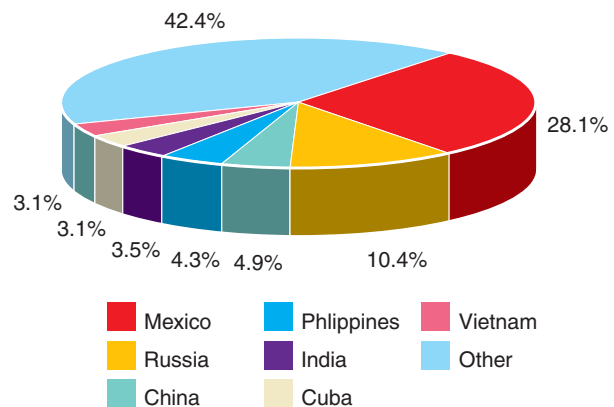
The market for THE HEALTH MAGAZINE for Russian-speaking Americans, is characterized by a large, rapidly growing, and well-educated base of US-Russian citizens, permanent and temporary residents who are particularly fond of reading. Although the Mexican-born population is the largest foreign-born segment, the Russian-born population represents the second largest segment at 10.4% of 28.4 million foreign-born Americans and shares various favorable characteristics.

The Russian-born population has a substantially higher per capita income and a higher level of wealth, is better educated, and is older in age, making it a very attractive segment for any health magazine. Combined with an inadequate supply of magazines/newspapers in the US that capitalize on this market opportunity, THE HEALTH MAGAZINE is well positioned to succeed in attracting extensive readership.

The United States is represented by almost 120 ethnic groups. Seven of these groups—Mexican, Russian, Chinese, Indian, Philippino, Vietnamese, and Cuban—account for more than 55% of the total ethnicities. Two distinct segments represent the ethnic groups:

- descendants of foreign-born Americans who were born in the US, who have completely assimilated into US culture, and for the most part have very little interest in ethnic life, culture, and language;
- foreign-born members of the ethnic groups that in vast majority continue to follow their native traditions, language and culture, and enjoy access to ethnic literature and ethnic sources of information.

The overall market of foreign-born Americans has been documented at 28.4 million as of March 2000, representing 10.4% of the total US population. This market has also grown from 9.6 million in 1970 to 28.4 million in 2000, with an annual compound growth of 3.7%. When compared with 1% annual growth of the overall US population, the foreign-born market represents a sizable and a rather rapidly growing opportunity.



The rapid increase in the foreign-born population between 1970 and 2000 can be largely attributed to the dissolution of communist regimes in Eastern European countries, especially in Russia and the former Soviet Union republics—collectively referred to as “Russia”, and to the high level of international migration during the past generation. Accordingly, in 2000, the Russian ethnic group became the second largest ethnic market representing 10.3% or 2.9 million of the American, foreign-born population, topped only by the Mexicans, who claim 28% or 7.8 million foreign-born Americans.

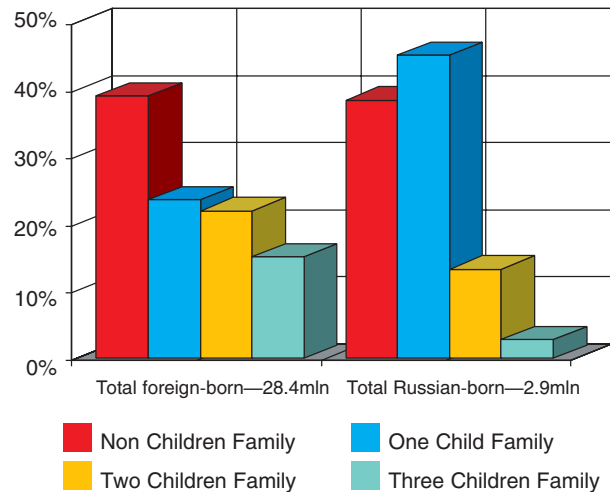


Russian Demographic

In 2000, the wealth and income averages of the Russian segment were considerably above the averages of the total foreign-born population, with the Russian-born population having plentiful health insurance coverage.

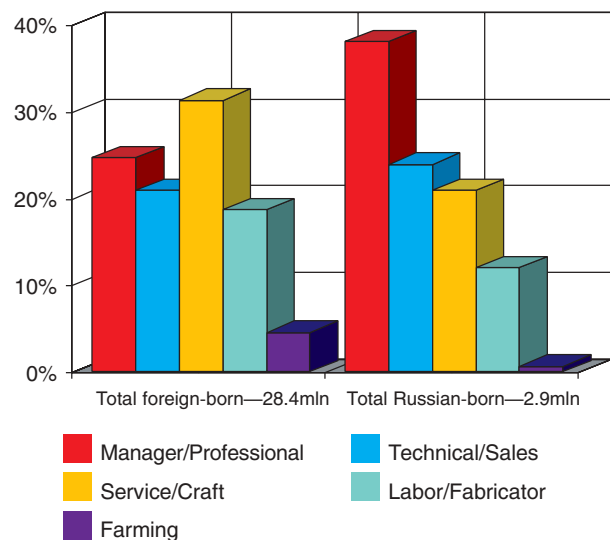
Household

With 1.1 million households for 2.9 million Russian-born Americans, 57% of Russian-born families owned their own home with an average household size of 1.3. Similarly, there were 4.8 million total foreign-born households for 28.4 million foreign-born Americans, reflecting a 41% rate of household ownership with an average household size of 2.44. With more households and less members per household, the Russian-born segment reflects higher wealth.



Employment

The labor force participation in 2000 was from ages 16 and older for the foreign-born population and 23 and older for Russian-born. Further, managerial, professional, technical, sales, and administrative support occupations accounted for 45.6% of foreign-born workers, compared with 67.5% of Russian-born workers. Additionally, higher proportions of foreign-born workers compared with Russian-born workers filled service occupations—31.2% versus 21.4%; worked as operators, fabricators, and laborers—18.7% versus 11.9%; or held farming, forestry, and fishing jobs—4.6% versus 0.09%. With more focus on post-collegiate work participation and with a higher proportion of the population involved in higher-paying employment, the Russian-born segment also has better income-generating consistency.

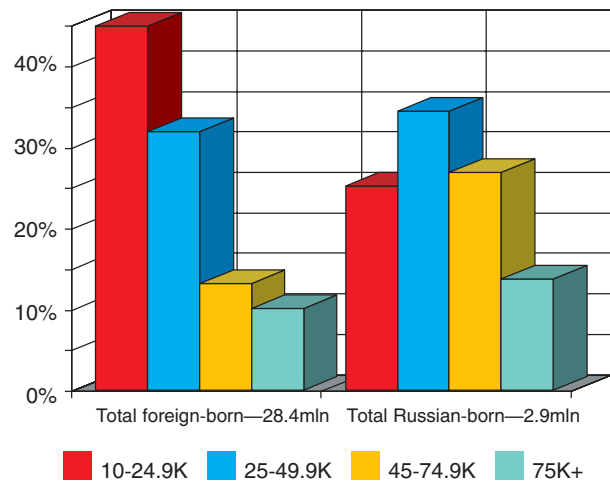




Russian Demographic

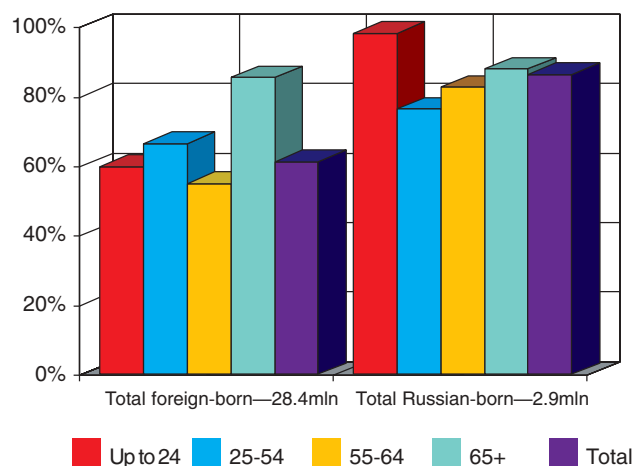
Income

The median income for households of foreign-born families was \$27,300, compared with \$36,800 for Russian-born households. Among foreign-born families, the proportion of families with incomes below \$25,000 and with incomes of \$50,000 or more was 44.5% and 12.2%, respectively. In contrast, only 23.2% of Russian-born families had an income of less than \$25,000, with 27.4% having an income of \$50,000 or more. As such, the Russian-born population also clearly represents a higher income segment.



Health Insurance

Only 62.6% of the foreign-born population had health insurance, compared with 84.5% of the Russian-born population (health insurance includes government insurance plans such as Medicare, Medicaid, or military health care and private insurance plans). Among workers, 44.5% of foreign-born and 84.6% of Russian-born had health insurance provided by an employer. Accordingly, the Russian-born segment has a higher purchasing ability for medical and health-related products.



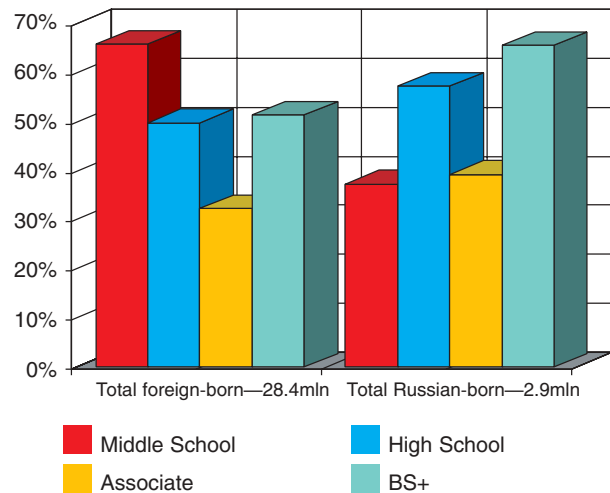
Having more favorable wealth and income parameters, the Russian-born segment has a higher overall purchasing power and is more likely to purchase goods and services. Additionally, having higher health-insurance coverage, the Russian-born population has additional purchasing power allocated to medical products. In summary, advertisements for medical goods and services to the Russian-born segment should generate substantially more responses and more cash flow than advertisements to other ethnic groups.



Russian Demographic

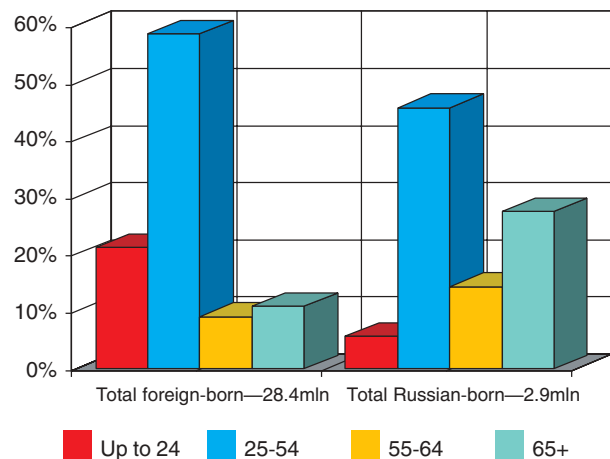
Education

In 2000, the proportion of the population aged 25 and older that had completed at least a high school level education was significantly lower among the foreign-born population at 67.0% than among the Russian-born population at 82.3%. The high school completion rate for the foreign-born population was also 67.0% compared with 80.3% for Russian-born population. Additionally, three major Russian book houses are solely dedicated to distribution of books within the US. With a more educated population base, the Russian segment also has a higher inclination toward readership.



Age

As of 2000, although the median ages of the total foreign-born population and the Russian segment did not differ significantly, the age distributions did. The median age of the total foreign-born population was 38.1 years, with the Russian-born segment having a median age of 32.5 years. The overall foreign-born population was also fairly evenly distributed, with 21.0% of the people under 24 years old, with 58.7% being 25 to 54, and with 17.3% being over 55. The age composition of the Russian-born population, however, was substantially more skewed toward the elderly, with 8.6%, 47.6%, and 44.1% in the under 24, 25-54, and over 55 segments respectively. Clearly, the Russian-born segment also has a higher distribution of older population that is more attentive to improved health and medicine for prolonged well-being.



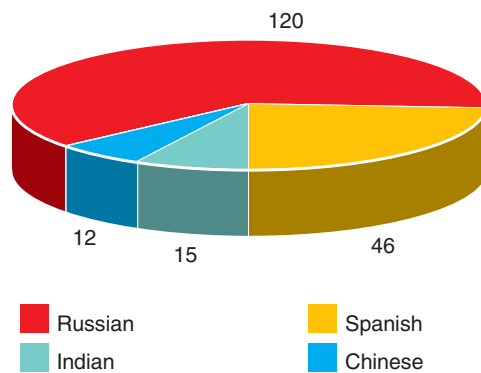
As the second largest foreign-born market segment with 2.9 million people, the Russian-born Americans consume more goods and services, especially within the medical field, have a higher predisposition to reading and to educational media, and are older in age. Additionally, the members of this segment have

traditionally chosen to remain employed and interacting within the Russian ethnic community. In a summary, by effectively addressing the Russian-born segment, THE HEALTH MAGAZINE can clearly capitalize on a favorable market opportunity.



Media Analysis

The market opportunity for THE HEALTH MAGAZINE is predicated on an inadequate supply of magazine/newspaper publications addressing the health segment of the Russian-born population. At 120 publications, there are a multitude of media dedicated to the Russian-born market compared with 40, 15, and 12 ethnic publications targeted toward a representative sample of Spanish, Indian, and Chinese ethnic markets respectively. However, majority of Russian publications are mostly smaller sized tabloids with limited distribution capabilities. Most of the publications are local in coverage, are free, and are sold through local Russian stores, with 90% having 4,000 in circulation per week. Several publications are regional but again have limited distribution channels, primarily through local Russian stores, with 7,000 circulation per week.



Further, of the 120 publications, only 5 are magazines and derive the bulk of their revenue from advertising by Russian-operated businesses. Due to an inadequate understanding of the American business markets, most publications have not established effective marketing channels to attract advertising from American-operated businesses. Most of these magazines run 30-60 pages and are mostly local. Overall, the primary disadvantages of the current press industry addressing Russian-born people are:

- regional focus—not national
- readership from people living in the vicinity of local Russian stores only—limited distribution channels
- small circulation—inferior access to profitable advertising channels
- low level of professionalism—content not oriented toward profitable advertising channels
- advertising from Russian-operated businesses—inferior ability to access and attract advertising revenue from non Russian-operated businesses
- free magazines—lack of subscription revenues and recurring base of readers

Accordingly, the health conscious Russian-born market segment is well addressed by THE HEALTH MAGAZINE. THE HEALTH MAGAZINE is focused on accurately targeting profitable Russian-born readership groups, on improving the distribution channels and structure, and on capturing higher revenues from subscriptions and from better-positioned advertisers.



Reader Profile

The focus of THE HEALTH MAGAZINE is on three sub-segments of the Russian-born population in the US. The first segment consists of the wealthy middle-aged, ages 40-65, working in various professional roles, with medium-to-high disposable incomes, and with medium-to-high household wealths. The second segment consists of the elderly, with ages over 65, that prefer to read Russian publications due to a limited knowledge of the English language. The third segment consists of the Russian-born medical workers who are interested in continuing education in the field of medicine. Most of the people have come into the United States at a relatively older age and accordingly treat the Russian language as their language of preference, preferring to read newspaper and magazine publications in the Russian language.

The primary readership focus is on Russian-born Americans 40-65 years of age. This market consists of about 400,000 people. The readers in this focus segment are involved in various professional fields and have medium-to-high material status. Further, these readers own their homes, drive in luxury automobiles, enjoy international travel, and maintain an active healthy lifestyle. The members of this target subpopulation are also actively interested in the latest medical research and advancements, in newest pharmaceutical products that affect common health, in nutritional supplements, and in the most advanced methods of well-being. All of the members of this segment have medical and dental insurance.

The second addressable segment consists of the elderly, 65 and over. This market represents

approximately 300,000 people. Due to a limited knowledge of the English language, these retirees commonly do not read English publications and thus, frequently do not have adequate access to various sources of mass media information, and more specifically, medical information. Notwithstanding their old age, these readers lead an active lifestyle, drive automobiles, travel frequently, and express significant interest in all sources of information that can help maintain their health. Their specific interests lie in having the latest knowledge within the medical, pharmaceutical, and nutritional areas and in traditional and alternative methods of medicine.

The third category of THE HEALTH MAGAZINE readers consists of about 100,000 medical professionals. The editorial essence of THE HEALTH MAGAZINE is based on objective commentary and credible sources of information from medical professionals around the world. It is this very focus that will ensure a fluid exchange of medical practices and techniques of international medical professionals and of the accomplishments in medical treatment of illnesses by various international institutions that have a focus on medical science. The goal is for medical professionals—doctors, nurses, physician assistants, and pharmacists—to not only view THE HEALTH MAGAZINE as an opportunity to communicate useful information to customers. The goal is for these professionals to also increasingly rely on this medium for a consolidated source of medical information from all of those parties that work in the Russian-speaking medical environment and represent mutual medical interests.



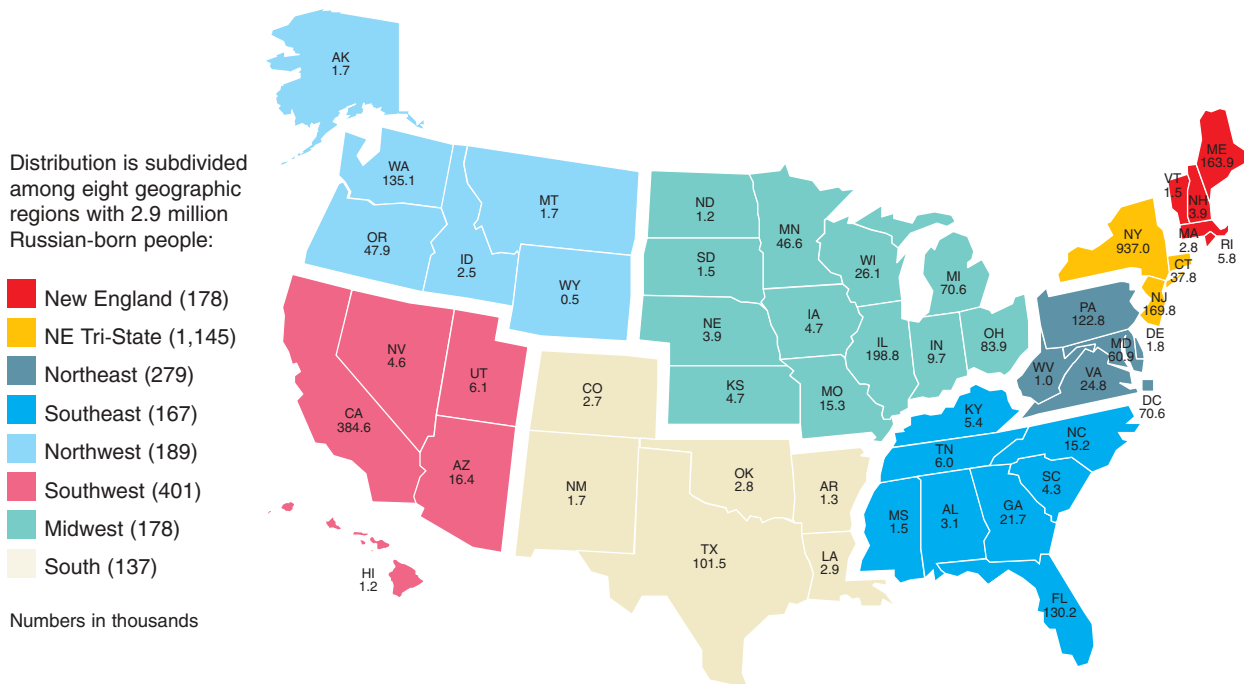
Reader Distribution

THE HEALTH MAGAZINE has a nationwide monthly circulation, reaching all 50 states and Canada with a 128-144 page, full-color magazine specifically addressing health, medicine, and nutrition. The magazine initially targets a circulation of 125,000 per month. Future plans call for the magazine to expand to 160 pages by the end of 2003 and to 208 pages by the middle of 2004, with circulation reaching 175,000 per month at that time.

With only 30-35% of the Russian-born population living in the vicinity of local Russian stores, the magazine will address the remainder of the Russian-born market through subscriptions and through non-

Russian distribution points. The readership base is addressed via a 2-fold distribution strategy:

- Permanent residents of US living in metropolitan centers with substantive Russian-born populations are addressed through local Russian stores, Russian and non-Russian newsstands, and subscriptions.
- Russian-born permanent residents of the US living outside of the Russian-populated centers and other Russian-born people in the US on work permits and on student visas are addressed through non-Russian newsstands, supermarkets and other non-Russian distribution facilities, and subscriptions.



The distribution goal is to have 60% of the magazine readership come by the way of subscriptions. Subscriptions will be extensively marketed throughout the United States, but more specifically in regions without concentrated Russian communities.



Copy & Contract Conditions

1. SNB Publishing, the publisher of THE HEALTH MAGAZINE ("Publisher"), is not responsible for errors in key numbers or other type set.
2. Cancellations will not be accepted after order closing date, and none may be considered executed unless acknowledged by the Publisher.
3. By submitting advertisements, the advertising agency and advertiser jointly and severally represent and warrant to the Publisher that they are authorized to publish the entire contents and subject matter thereof and that such publication shall not violate any law or infringe upon any rights of any party. In consideration of the publication of advertisements, the advertiser and agency shall, jointly and severally, defend, indemnify and hold the Publisher harmless from and against any and all losses and expenses arising out of the publication of such advertisements, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity or from any and all similar claims now known or hereafter devised. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication, the agency and advertiser agree not to make promotional or merchandising reference to The Health Magazine in any way except with the prior permission of the Publisher in each instance.
4. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of acts of God, strikes, work stoppages, accidents, fires or any other circumstances not within the control of the Publisher.
5. The Publisher will not hold advertising plates and materials for more than six issues after date of insertion.
6. All orders and advertising must be accepted by the Publisher in Philadelphia. The Publisher reserves the unrestricted right to reject any advertising.
7. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the circulation policy, conditions, or any other terms set forth in this rate card.
8. Regional and Select Bind rates are based on estimated deliveries.
9. Position agreements are subject to preemption by units of greater space and coloration, special units, inserts, gatefolds, and special editorial requirements.
10. "No Coupon Backup" of ads cannot be guaranteed.
11. First-time mail order and advertisements from new organizations and start-up companies require pre-payment and copy approval in advance. Financial and real estate ads require copy approval in advance.
12. Payment terms are net 30 days. International accounts that are invoiced to addresses outside the United States must pay by wire transfer.
13. By submitting advertisements through an Advertising Agency, the Advertiser and its Agency, agree to be jointly and severally liable for the payment of all invoices and charges incurred for each advertisement placed on advertiser's behalf. Advertiser authorizes The Health Magazine, at its election, to tender any invoice to the Agency and such tender shall constitute due notice to Advertiser of the invoice and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment of Advertiser to Agency shall not discharge Advertiser's liability to The Health Magazine. The rights of The Health Magazine shall in no way be affected by any dispute or claim between Advertiser and Agency. Sequential liability is not accepted. Disclaimers are not permitted. Advertiser and/or Agency agree to reimburse The Health Magazine for its attorney's fees and costs in collecting any unpaid invoice or portion of charges for advertisements as well as interest at the rate of 1.5% per month on past due balances.
14. Rate base figures are Publisher's estimates of the average circulation for the period of time covered by the rate card and are not guarantees of individual issues. The Health Magazine uses the Issue-By-Issue-Tally (IBIT) pricing system for all national advertisers. Under this system, the paid circulation of each issue used by an advertiser will be compared to the issue's rate base, and credits will accrue to either the advertiser or the Publisher if the paid circulation is below or in excess of the rate base. If the net effect of the accumulated credits during the calendar year yields a credit to the advertiser, the advertiser will be able to apply that credit to future insertions over the ensuing 12 months. Unused credits expire. Please contact your The Health Magazine sales representative for additional details.
15. Rates published are effective with the January 2003 issue.
16. Publisher reserves the right to slug "advertisement" on any ad, insert, or on any unit, supplied or non-supplied, that are edit-like in nature, in compliance with PIB requirements.



Advertising Rates

National

	1x \$	3x \$	6x \$	9x \$	12x \$
Full page	12,800	12,032	11,648	11,264	9,600
Spread	25,600	24,064	23,296	22,528	19,200
2/3 page	9,600	9,024	8,736	8,448	7,200
1/2 page	7,680	7,219	6,989	6,758	5,760
1/3 page	5,120	4,813	4,660	4,505	3,840
1/4 page	4,096	3,850	3,727	3,604	3,072
1/6 page	2,304	2,166	2,097	2,027	1,728
1/12 page	1,536	1,444	1,398	1,352	1,152

Southeast, Northwest and South

	1x \$	3x \$	6x \$	9x \$	12x \$
Full page	1,200	1,128	1,092	1,056	900
Spread	2,400	2,256	2,184	2,112	1,800
2/3 page	900	846	819	792	675
1/2 page	720	677	655	633	540
1/3 page	480	451	437	422	360
1/4 page	384	361	349	338	288
1/6 page	216	203	197	190	162
1/12 page	144	135	131	127	108

Covers

	1x \$	3x \$	6x \$	9x \$	12x \$
2rd cover	16,640	15,642	15,142	14,643	12,480
3rd cover	16,640	15,642	15,142	14,643	12,480
4th cover	17,920	16,657	16,307	15,770	13,440

New England, Tri-State, Northeast, Southwest and Midwest

	1x \$	3x \$	6x \$	9x \$	12x \$
Full page	1,475	1,387	1,342	1,298	1,106
Spread	2,950	2,774	2,864	2,596	2,212
2/3 page	1,106	1,039	1,006	973	829
1/2 page	885	831	805	778	663
1/3 page	590	554	536	519	442
1/4 page	472	444	429	415	354
1/6 page	265	249	241	233	199
1/12 page	177	166	161	156	133



Publication and Closing Dates

Issue 2003	On-Sale Date	Space Close and Row Materials Due	Camera Ready Materials Due
January	December 25	November 25	December 4
February	January 22	December 26	January 2
March	February 26	January 26	February 6
April	March 26	February 26	March 6
May	April 23	March 26	April 3
June	May 21	April 26	May 21
July	June 25	May 26	June 5
August	July 23	June 26	July 3
September	August 20	July 26	August 4
October	September 24	August 26	September 4
November	October 22	September 26	October 2
December	November 26	October 27	November 6

Issue 2004

January	December 25	November 25	December 4
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Closing dates for special units, supplied inserts, gatefolds, scent strips, and pop-ups are 60 days prior to normal closing dates. These units are non-cancelable after closing dates.



Discounts

FREQUENCY DISCOUNTS: Frequency discounts are based on the number of insertions, 1/12 page or larger, during a 12-month contract year. National or regional insertions in the same edition will each contribute to frequency. A spread will count as two insertions.

PAGE-VOLUME DISCOUNTS: Page-volume discounts are based on national pages or their equivalent in regional space, 1/6 of a page or larger, during a 12-month contract year.

MAXIMUM DISCOUNT: The maximum discount that may be earned by an advertiser in a contract year based on frequency/page-volume, consecutive-page, special discounts, or combination thereof, is 20%.

SPECIAL DISCOUNTS: The following categories earn a 10% discount, which is taken off the one-time or earned rate: Hospitals, Mail Order, Resorts, and Restaurants. The following category earns a 15% discount: Drugs, Food, and Retail.

CHARITY DISCOUNT: Charitable organizations are entitled to a 20% discount for each insertion. No other discounts will apply.

CONSECUTIVE-PAGE DISCOUNT: Four to five consecutive pages in one issue will earn a 5% discount. Six consecutive pages or more in one issue will earn a 10% discount, subject to the maximum discount of 20%.

UNUSED DISCOUNTS AND CREDITS: All discounts and credits must be used within twelve months after the period in which they were earned, otherwise they will expire.

SUPPLIED INSERTS AND CARDS: Supplied inserts and cards will not earn frequency/page-volume discounts, but will contribute toward frequency/page-volume discounts. Special discounts, however, will apply to supplied cards.

EMPORIUM: Emporium ads cannot earn special discounts or be combined with display ads for frequency/page-volume discounts.

COMMISSION: 15% to advertising agencies.

Any combination of discounts must be taken consecutively, not cumulatively.



General Information

BLEED: No charge.

POSITIONS: No positions guaranteed.

SPECIAL ADVERTISING SUPPLEMENTS: Contact your representative for information on schedules, rates, and closing dates.

Production Materials to: Josh Smith, Advertising Production Director,

THE HEALTH MAGAZINE, 9908 East Roosevelt Blvd., Philadelphia, PA19115 215-464-2500

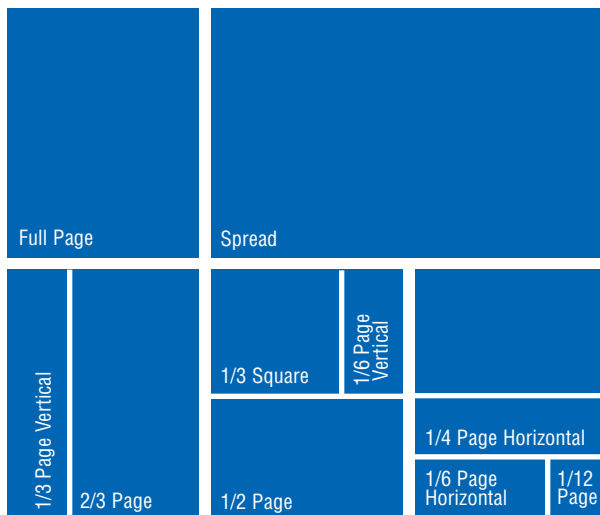
MAGAZINE TRIM SIZE: 8.375" x 10.875"

COLUMNS: Three to a page.

BINDING METHOD: Perfect Bound.

PREFERRED MATERIALS: QuarkXPress (with graphics and fonts for PC only), TIFF, JPEG.

For more information and instructions for converting files, please call 215-464-2500.



SIZE	Bleed	Non-Bleed
Full Page	8.625 x 11.125	6.875 x 9.375
Spread	17 x 11.125	15.25 x 9.375
2/3 Page	5.53 x 11.125	4.528 x 9.375
1/3 Page Vertical	3.18 x 11.125	2.18 x 9.375
1/2 Page Horizontal	8.625 x 5.6	6.875 x 4.61
1/3 Page Square	—	4.528 x 4.61
1/4 Page Horizontal	8.625 x 3.22	6.875 x 2.22
1/6 Page Horizontal	—	4.528 x 2.22
1/6 Page Vertical	—	2.18 x 4.61
1/12 Page	—	2.18 x 2.22
Covers	8.625 x 11.125	6.875 x 9.375

INSERTION & SPECIAL UNITS: A variety of special advertising units are available, including multi-page sections, multi-page detachable units, etc. All card inserts must be accompanied by full-page advertising. Consult advertising production coordinator for exact mechanical specifications.

2/3
4.528 x 9.375
(no bleed)

2/3
5.278 x 10.875
(+ 0.125 bleed)

full page
8.375 x 10.875
(+ 0.125 bleed)

full page
6.875 x 9.375
(no bleed)

1/4
6.875 x 2.22
(no bleed)

1/4
8.375 x 2.97
(+ 0.125 bleed)

1/6
4.528 x 2.22
(no bleed)

1/12
2.18 x 2.22
(no bleed)

1/2
6.875 x 4.61
(no bleed)

1/2
8.375 x 5.36
(+ 0.125 bleed)

1/3
2.18 x 9.375
(no bleed)

1/3
2.93 x 10.875
(+ 0.125 bleed)

1/3 square
4.528 x 4.61
(no bleed)

1/6
2.18 x 4.61
(no bleed)