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# Revenue Diversification

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# RODALE

#1 HEALTHY, ACTIVE LIFESTYLE MOVEMENT COMPANY IN THE WORLD

RODALE  
*wellness*

**Men's Health**

**Women's Health**

**Prevention**

RODALE'S  
**OrganicLife**

***Bicycling***

**RUNNER'S WORLD**

# Digital Business Models

## Ad Sales

Direct

Programmatic

## Paid Content

Online courses

Pay wall

Micropayments

## eCommerce

Books and  
Magazines

Consumer  
product goods

Affiliate  
revenues

## Partnerships

Portals

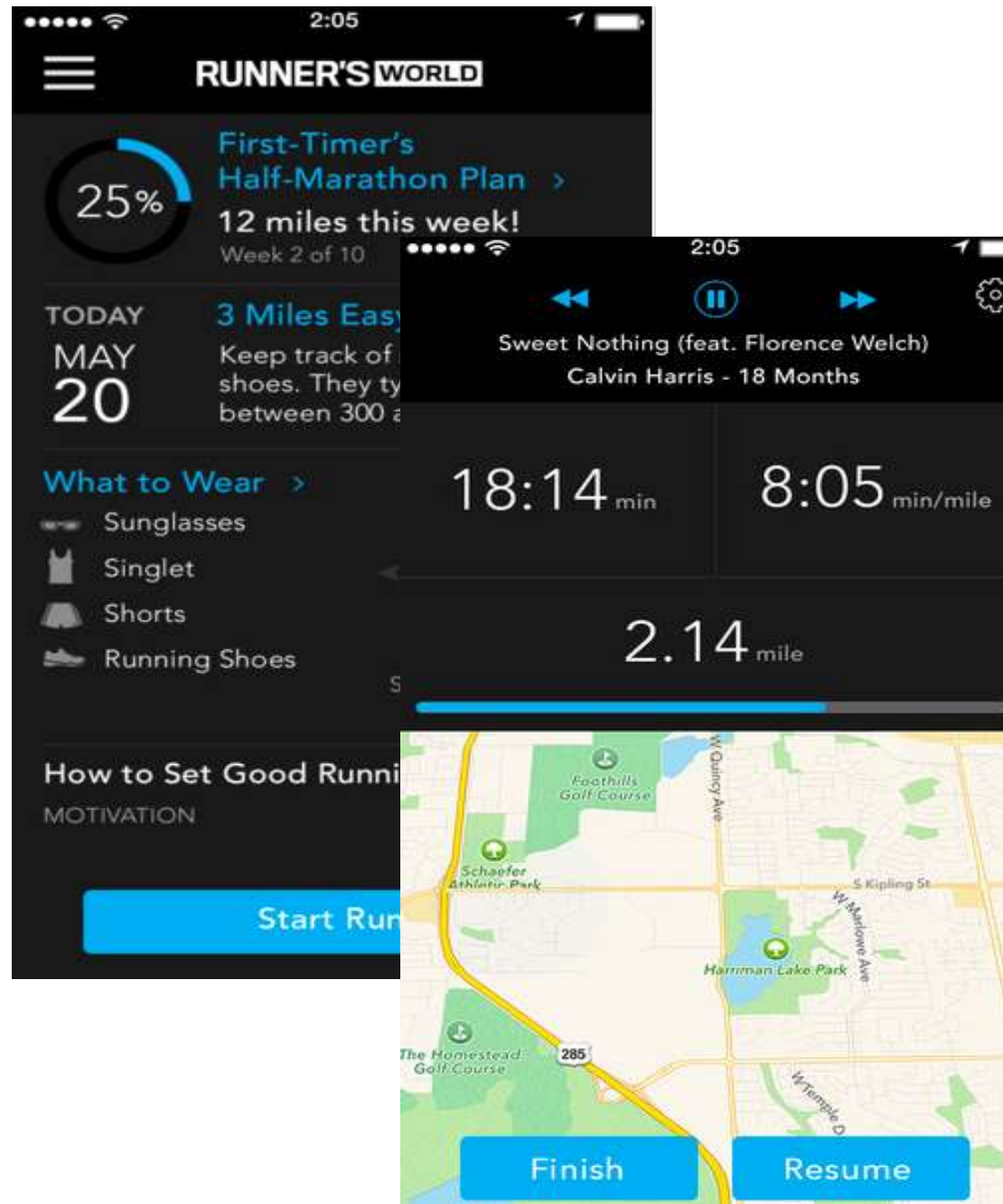
Publishers

Strategic  
Partners

# Paid Content: Runner's World Go

## Overview

- RW Go App provides all the tracking tools, expert knowledge, and motivation a user needs to accomplish their goal
- Target users span from beginners to avid runners
- Higher than average in app subscription conversion



# Paid Content: Rodale U

## Overview

- Immersive learning experience for consumers through paid online courses
- Each digital brand has contributed at least one course or challenge
- Currently 20 courses available
- Current pricing \$10-50



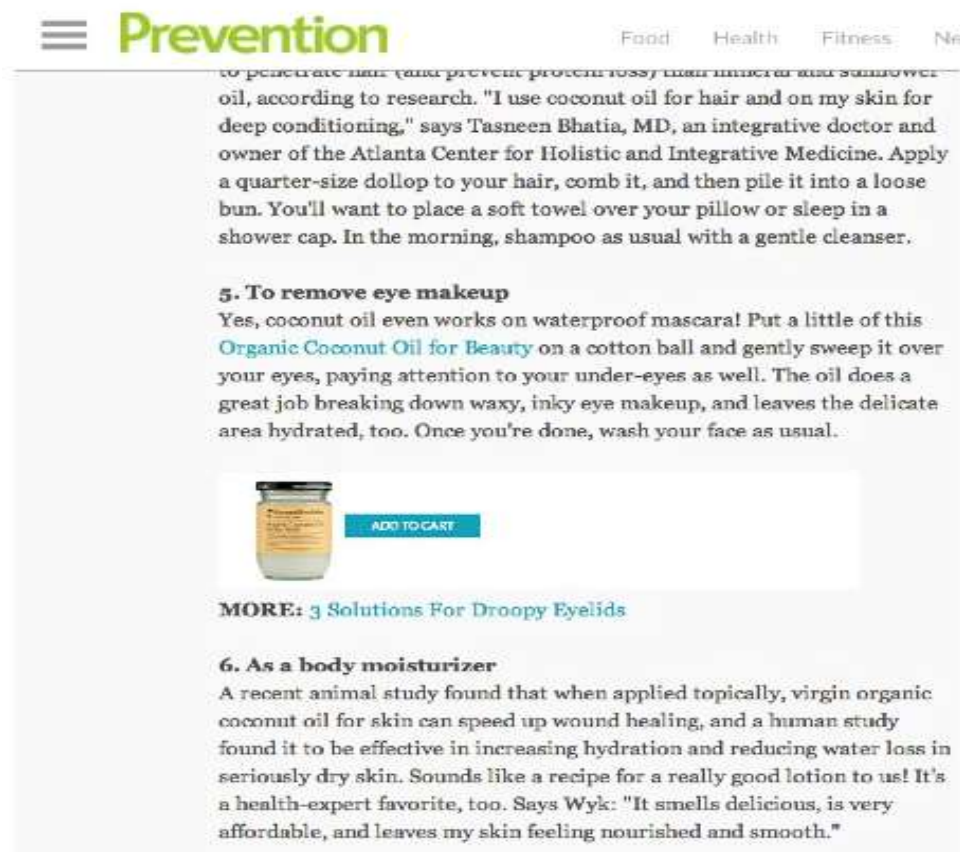
# Content and Commerce

## Overview

- Tighter integration of consumer products on brand sites

## Overview

- Affiliate relationships for broad and niche products



The screenshot shows a webpage from Rodale's with a green header and navigation menu. The main article is titled "Prevention" and discusses the benefits of coconut oil for hair and skin. It includes a section titled "5. To remove eye makeup" and another titled "6. As a body moisturizer". A product image of a jar of coconut oil is shown with an "ADD TO CART" button.

**Prevention**

to penetrate hair (and prevent protein loss) than mineral and sunflower oil, according to research. "I use coconut oil for hair and on my skin for deep conditioning," says Tasneen Bhatia, MD, an integrative doctor and owner of the Atlanta Center for Holistic and Integrative Medicine. Apply a quarter-size dollop to your hair, comb it, and then pile it into a loose bun. You'll want to place a soft towel over your pillow or sleep in a shower cap. In the morning, shampoo as usual with a gentle cleanser.

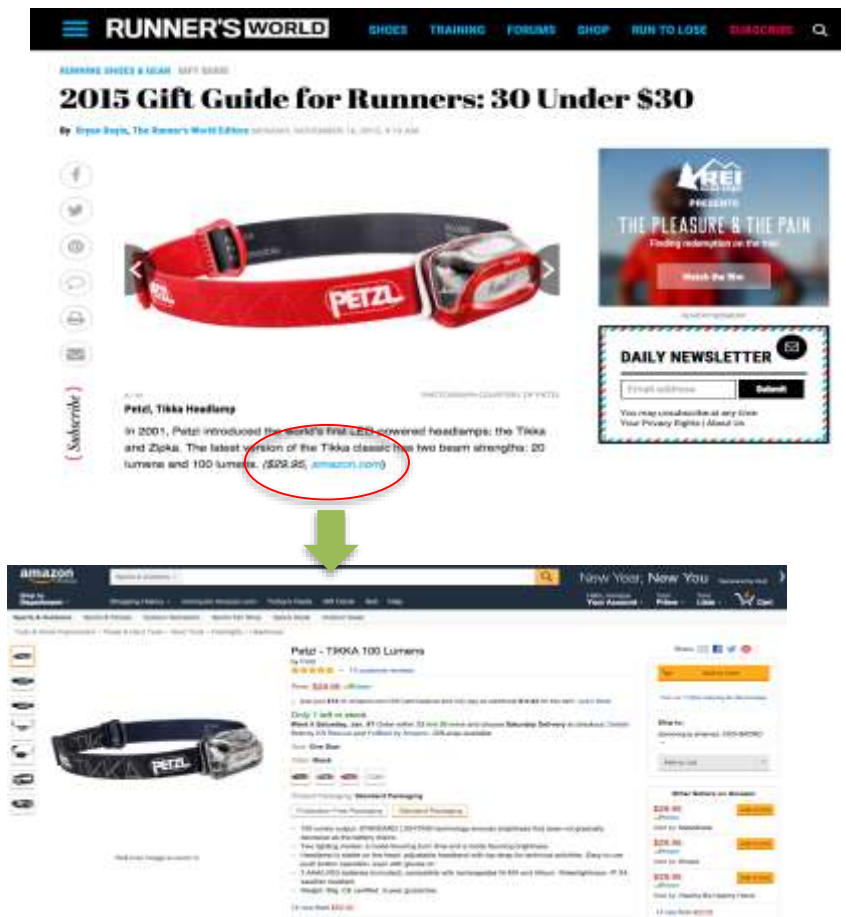
**5. To remove eye makeup**

Yes, coconut oil even works on waterproof mascara! Put a little of this [Organic Coconut Oil for Beauty](#) on a cotton ball and gently sweep it over your eyes, paying attention to your under-eyes as well. The oil does a great job breaking down waxy, inky eye makeup, and leaves the delicate area hydrated, too. Once you're done, wash your face as usual.

**6. As a body moisturizer**

A recent animal study found that when applied topically, virgin organic coconut oil for skin can speed up wound healing, and a human study found it to be effective in increasing hydration and reducing water loss in seriously dry skin. Sounds like a recipe for a really good lotion to us! It's a health-expert favorite, too. Says Wyk: "It smells delicious, is very affordable, and leaves my skin feeling nourished and smooth."

**MORE: 3 Solutions For Droopy Eyelids**



The top screenshot shows a Runner's World article titled "2015 Gift Guide for Runners: 30 Under \$30" by Ryan Rupp. It features a red Petzl Tikka headlamp. A red circle highlights the price "\$29.95" and the link "amazon.com". A green arrow points down to the bottom screenshot, which is an Amazon product page for the "Petzl - TIKA 100 Lumens" headlamp. The page shows the product image, price, and various purchase options.

**Runner's World**

**2015 Gift Guide for Runners: 30 Under \$30**

By Ryan Rupp, The Runner's World Editor

**Petzl, Tikka Headlamp**

In 2001, Petzl introduced the world's first LED-screened headlamps: the Tikka and Zipka. The latest version of the Tikka classic has two beam strengths: 20 lumens and 100 lumens. (\$29.95, [amazon.com](#))

**Amazon**

**Petzl - TIKA 100 Lumens**

Price: \$29.95

Only 1 left in stock

Want it delivered, Jan. 27 (order before 12 noon) or choose Saturday Delivery to arrive Jan. 28 (order before 12 noon) or 2-day delivery (order before 12 noon)

Color: Black

Other Petzl products

# Partnerships



facebook



Outbrain



msn



Flipboard



Thank you!

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