

# Weight Matters

FALL 2019 FOR YOUR HEALTH

**p.18 DEAR DOCTOR:**  
MY CHILD IS AFFECTED BY OBESITY. WILL IT AFFECT WHEN THEY ENTER PUBERTY?

**p.24 A TWIN'S TALE OF**  
ACCESS TO OBESITY CARE

**p.42 MOVEMENT MATTERS!**

## FUN WITH FALL FOODS!

**KID'S CORNER** Be the Sports Snack Duty Supermom! **p.38**



Weight Matters Magazine and e-Magazine  
is the Official Publication of the Obesity Action Coalition

# Weight Matters

FOR YOUR HEALTH  
SUMMER 2019

**ADVENTURE IS OUT THERE!**  
GET ACTIVE BY EXPLORING A NEW ACTIVITY THIS SUMMER!

**p.42 EASY, HEALTHY MEALS ON THE GRILL**

**p.45 TIPS FOR TRAVELING AFTER BARIATRIC SURGERY**

**p.50 CHECK OUT THE NEW OAC ACTION CENTER**

**KID'S CORNER** "I'm Bored!" Tips to Help Your Child Avoid Summertime Boredom **p.38**



# Weight Matters

FOR YOUR HEALTH  
WINTER 2019

**p.22 MAKING THE MOST OF HEALTHCARE:**  
THE PATIENT-PROVIDER PARTNERSHIP

**p.18 ADVOCACY ISN'T A SCARY WORD!**

**p.34 SELF-HELP STRATEGIES TO FIGHT FATIGUE**

**p.40 ROCK OUT AND WORK OUT WITH POUND!**

**KID'S CORNER** New Year, New Family Traditions! **p.28**



# Weight Matters

FOR YOUR HEALTH  
SPRING 2019

**p.44 OBESITY, ART REMEMBERING MY BROTHER**

**p.48 DEAR DOCTOR: WHAT DO YOU MEAN IT'S NOT ABOUT WEIGHT LOSS?**

**p.52 JOIN US FOR OAC'S YOUR WEIGHT MATTERS CONVENTION & EXPO AUGUST 13-15 IN LAS VEGAS!**

**p.46 NAVIGATING PORTION CONTROL**

**KID'S CORNER** Using Art to Inspire Healthy Food Choices **p.32**

**OAC**

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# YOUR WEIGHTMatters

FOR YOUR HEALTH  
MAGAZINE  
Fall 2018

**The SPICE of LIFE**  
Flavoring Your Plate for Added Health Benefits

**p.48 Learning to Deleter Emotional Health Headlines**

**p.42 What We Learned at YWM2018**

**p.40 Recognizing Non-scale Victories**

**KID'S CORNER** Compare the Good-School Snack Attacks **p.30**

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# YOUR WEIGHTMatters

FOR YOUR HEALTH  
MAGAZINE  
Summer 2017

**Weight Bias Needs to Stop**

**Combating Weight Bias: WHY WE NEED TO TAKE ACTION**

**The SECRET LIFE OF PETS & Human Obesity**

**EATING HEALTHY While Eating Out**

**I Faced Weight Bias**

**KID'S CORNER** Summer Fun Tips on Roadways **p.34**

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# Weight Matters

FOR YOUR HEALTH

## 2024 ADVERTISING KIT

# YOUR WEIGHTMatters

FOR YOUR HEALTH  
MAGAZINE  
Winter 2017

UNDERSTANDING HOW THE REWARD SYSTEM & THE BRAIN PLAY A ROLE IN OBESITY **p.16**

Is there a Link between Obesity and Mental Health? **p.10**

**Lomaira - New Obesity Medication Now Available!** **p.40**

**Learn How to Navigate New Year Resolution Pitfalls** **p.50**

**KID'S CORNER** Setting the Stage for Your Children **p.38**



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# YOUR WEIGHTMatters

FOR YOUR HEALTH  
MAGAZINE  
Fall 2017

**JOIN US and Change the Way WE Care about Obesity**

**NATIONAL OBESITY CARE WEEK**  
October 29<sup>th</sup> - November 4<sup>th</sup>  
LEARN MORE ON PAGE 16

**YWM2017 IN REVIEW: EDUCATE, ADVOCATE, CELEBRATE HEALTH!** **p.10**

**CAN EXCESS WEIGHT CAUSE INFERTILITY?** **p.28**

**KID'S CORNER** Back to School Lunch Ideas **p.32**

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# YOUR WEIGHTMatters

FOR YOUR HEALTH  
MAGAZINE  
Spring 2017

**Join Us for the OAC's 2017 Your Weight Matters NATIONAL CONVENTION!**

**Don't Delay - It's Time to Set up Your Medical Appointments** **p.10**

**Spring Clean Your Kitchen to Stay on Track!** **p.40**

**Debunking Myths about Bariatric Surgery** **p.50**

**KID'S CORNER** Planting a Garden for Health: Spring Fun! **p.36**

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FOR YOUR HEALTH  
MAGAZINE  
Summer 2018

**OAC LAUNCHES NEW COMMUNITY Be a Part of it!** **p.40**

**Less Stress at the Grocery Store**

**Dear Doctor: Can You Get My Obesity?** **p.48**

**Realistic Advice for Life after Bariatric Surgery**

**KID'S CORNER** Adventure Awaits at Summer Camp! **p.34**

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**YOUR WEIGHTMatters** FOR YOUR HEALTH

OAC Launches National Your Weight Matters Campaign

Victories for WLS Patients: Obesity is the "Hidden Epidemic" - Obesity in the Media: Addressing Stigmatization

**YOUR WEIGHTMatters** Building, Butyrate and Childhood Obesity

There's an App for That: Food Journal Edition

Tip: Be Labeled "Healthy" - Fill 'Er Up: A Look at Green Beverages

Obesity and Age: Weightless Surgery

PLUS: Healthcare Reform and How it Affects You

Design Your Own Exercise Program

**YOUR WEIGHTMatters** FOR YOUR HEALTH

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**OAC**

## About *Weight Matters* - the Official Publication of the OAC

*Weight Matters* is a comprehensive educational publication for individuals dealing with obesity and weight-related conditions such as diabetes, hypertension, sleep apnea and more.

*Weight Matters* readers include:

- Individuals dealing with obesity or childhood obesity
- Those addressing their obesity (i.e. behavior and lifestyle changes, medical weight management and pre and post bariatric surgery)
- Friends and family members of those affected
- Healthcare professionals who work with those affected

Each issue of the magazine features articles on the following topics:

- Weight-loss
- Medical Weight Management
- Bariatric Surgery
- Childhood Obesity
- Advocacy
- Weight-related Conditions
- Weight Maintenance
- Exercise
- Nutrition
- Emotional and Social Issues

In addition to individual subscriptions, *Weight Matters* is also found in physician waiting rooms and healthcare centers across the U.S. Copies are also distributed at local and National healthcare exhibitions.

*Weight Matters* is published quarterly in Winter, Spring, Summer and Fall. *Weight Matters*'s print circulation is currently 80,000 per issue. All past articles are also available on our website at [www.ObesityAction.org](http://www.ObesityAction.org).

## *Weight Matters* Quick Facts

**Circulation:** 80,000 per issue

**Publishing Dates:** Quarterly  
(Winter, Spring, Summer, Fall)

### **Audience/Readers:**

OAC Members, Physicians, Bariatric Surgeons, Bariatric Physicians, Dietitians, Obesity Medicine Specialists, Diabetes Educators, Psychologists, Life Coaches, Support Groups and many more.

### **Methods of Distribution:**

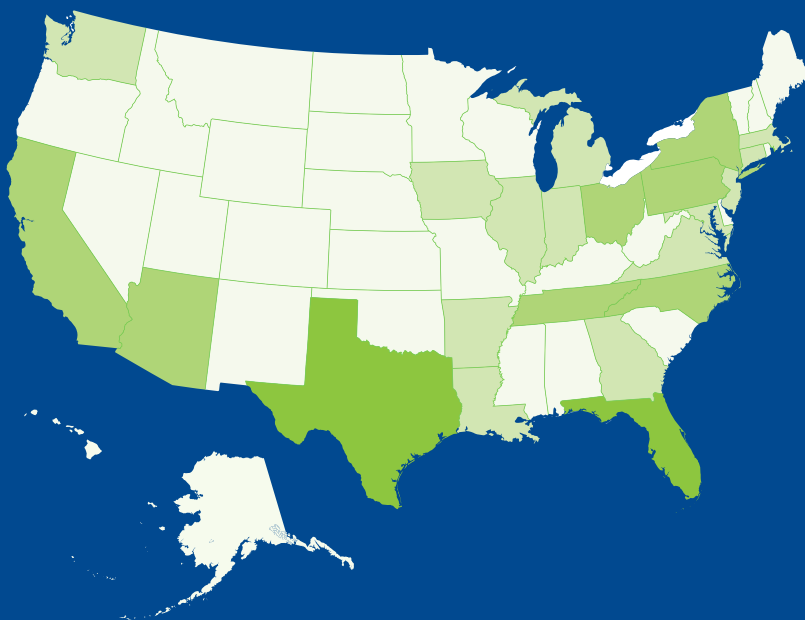
Subscriptions, Direct-mail, Bulk Shipments to Healthcare Facilities, Web-based, and much more!

## *Did You Know?*

*Weight Matters* is produced by the Obesity Action Coalition - a 501(c)(3) non-profit charity.

Advertising not only helps you promote your company and/or product but it's also a charitable way to give back to the cause of obesity.

**95%** of our Members are Individuals and their Families Affected by Obesity  
3% are Professionals • 1% are Physicians • 1% are Organizations



### *Number of* OAC Constituents per State

- Greater than 2,000
- 801 - 2,000
- 401 - 800
- Less than 400

## Weight Matters Ad Specifications

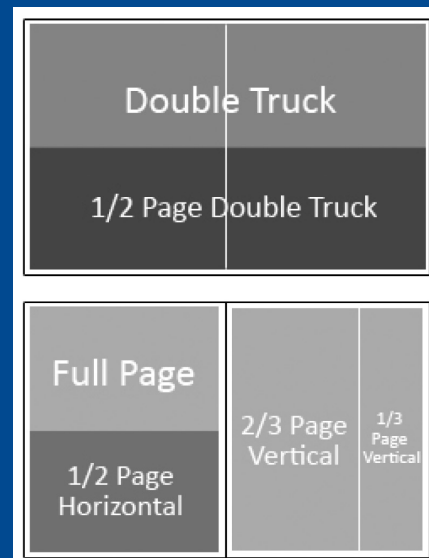
Ad Size	Description	Width	Height	Copy Live Area
16.5" x 10.75"	<b>Double Truck (2 page spread)</b>			
	full bleed (.50" bleed all sides)	17.5"	11.75"	15.5" x 9.75"*
8.25" x 10.75"	<b>Full Page</b>			
	full bleed (.50" bleed all sides)	9.25"	11.75"	7.25" x 9.75"
	no bleed	7.25"	9.75"	7.25" x 9.75"
16.5" x 5.375"	<b>1/2 Page Double Truck</b>			
	full bleed (.50" bleed all sides)	17.5"	6.375"	15.5" x 4.375"*
	no bleed	15.5"	4.375"	15.5" x 4.375"*
8.25" x 5.375"	<b>1/2 Page – Horizontal</b>			
	full bleed (.50" bleed all sides)	9.25"	6.375"	7.25" x 4.375"
	no bleed	7.25"	4.375"	7.25" x 4.375"
5.5" x 10.75"	<b>2/3 Page – Vertical</b>			
	full bleed (.50" bleed all sides)	6.5"	11.75"	4.5" x 9.75"
	no bleed	4.5"	9.75"	4.5" x 9.75"
2.75" x 10.75"	<b>1/3 Page – Vertical</b>			
	full bleed (.50" bleed all sides)	3.75"	11.75"	1.75" x 9.75"
	no bleed	1.75"	9.75"	1.75" x 9.75"

\*All bleeds must be .50" on all sides. In addition, copy area (and gutter) must be .50" for all edges.

## Mechanical Requirements

Trim size: 8.25" x 10.75"

Binding: Saddle stitched



## Ad Rates

Prices based on 4-color ads

Ad Size	4X	2X	1X
Full Page Double Truck (2 page spread)	\$4,500	\$4,800	\$5,000
Full Page	\$2,600	\$2,800	\$3,000
1/2 Page Double Truck (2 page spread)	\$2,350	\$2,500	\$2,800
1/2 Page	\$1,775	\$1,875	\$2,000
2/3 Page	\$2,100	\$2,250	\$2,400
1/3 Page	\$1,250	\$1,350	\$1,550

### Ad Agency Commission:

Recognized advertising agencies receive 15% commission on gross for space, color and position if total amount due is paid in full within 30 days from invoice date.

### OAC Chairman's Council Discount:

Chairman's Council members are entitled to discounted advertising in *Weight Matters*. Please see below for a breakdown of the discounts by level of giving:

Platinum:	20%	Bronze:	10%
Gold and Silver:	15%	Patron:	5%

(Note: Discounts cannot be combined with advertising agency commission discount or any other promotional discounts.)

## Issue Closing Dates

Issue	Space	Material
Winter	10/15	11/15
Spring	1/15	2/15
Summer	4/15	5/15
Fall	7/15	8/15

Advertisers may also request preferred positions at an additional cost. Cost details are as follows:

Center Spread	25%
OBC (cover 4)	20%
IBC (cover 3)	10%
IFC (cover 2)	15%
Special Positions	5%

**For Advertising Inquiries,  
contact Yunus Bulutoglu at:**

**Phone: (800) 717-3117**

**Email: [ybulutoglu@obesityaction.org](mailto:ybulutoglu@obesityaction.org)**

# SUBMISSION SPECIFICATIONS



## SOFTWARE SUPPORTED

**Accepted:** High-resolution PDF files are preferred. All fonts and high-resolution images must be included when the PDF file is saved. Please include bleed, if necessary. Flatten all transparencies.

**Not accepted:** Microsoft Word, QuarkXPress 6.5, Microsoft Publisher, CorelDraw, etc.

## IMAGES, SCANS, LOGOS AND ARTWORK

All images and artwork must be 300dpi or higher (at final size). Black & white photos must be grayscale. Color images must be CMYK process only, no spot colors (Lab color not accepted). All images, photos and artwork must be placed at 100% size. Don't embed ICC profiles within images. Only include bleed without crop marks in final submitted work.

## FONTS

Include a package of all fonts used, even sending a PDF of the ad and even if the font is converted to outlines.

## PLEASE NOTE:

Ads should be provided in native application files. Please do not submit JPEG or GIF files, or ads in RGB. Ads submitted should be suitable to print as is and at final size. Furthermore, ads designed for the 1/3 page vertical layout should be aligned to right-side placement during the design process.

## SEND ARTWORK

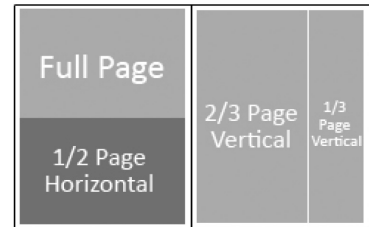
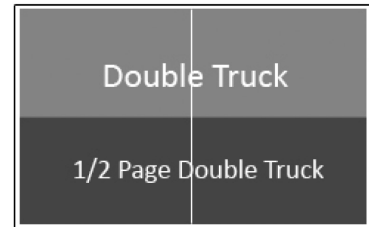
Send all artwork PDF files via e-mail to Yunus Bulutoglu.

**Yunus Bulutoglu**    [ybulutoglu@obesityaction.org](mailto:ybulutoglu@obesityaction.org)

# MECHANICAL REQUIREMENTS

## TRIM SIZE: 8.25" X 10.75"

## BINDING: SADDLE STITCHED




Ad Size	Description	Width	Height	Copy Live Area
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# ADVERTISER AND ARTWORK ACCEPTANCE GUIDELINES

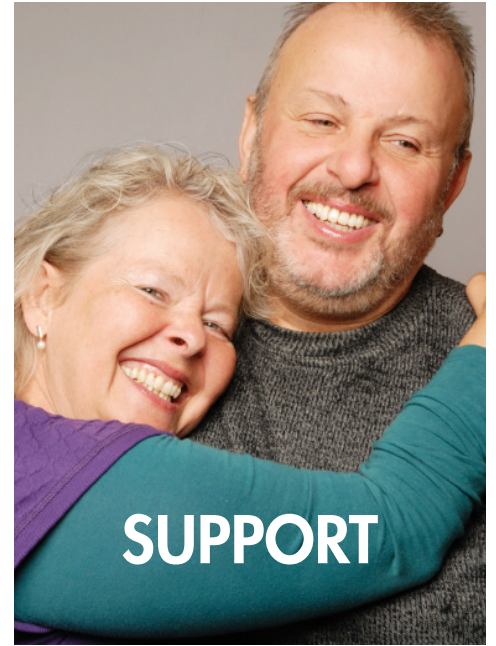
The determination of acceptable advertising for *Weight Matters* will be made by the editor(s) of *Weight Matters*. If the editor(s) feel that an advertiser may not be acceptable or in line with the OAC's mission, a brief description of the advertiser and the advertiser's art work will then be forwarded to the OAC Chairman, Vice Chairman and President & CEO for further review. The OAC staff, Chairman and Vice Chairman reserve the right to reject an advertiser or artwork at any time. As used in this section entitled "Advertiser and Artwork Acceptance Guidelines," the term "Publisher" shall refer to the OAC.

1. All advertisements are subject to approval of the Obesity Action Coalition (Publisher), which reserves the right to reject or cancel any advertisement at any time.
2. Advertising is separate from content. Advertisers and sponsors have no advance knowledge of our editorial content, nor do the editors shape content to accommodate advertising. Publisher will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning that product. Advertisers do not influence any of our editorial decisions or advertising policies.
3. Any reference to Publisher or its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to the Publisher's prior written approval in each instance.
4. Advertorials are not accepted.
5. Artwork containing the following text or images will not be accepted:
  - Vulgar language
  - Profanity
  - Nudity/Partial nudity
  - Sexual acts
  - Gross depictions
  - Intolerance/Prejudice
  - Satanic or cult-like
  - Gambling
  - Religious or political messaging
  - Credit cards (Prohibited based on 501c3 status)
  - Travel (Prohibited based on 501c3 status)
  - Guns, firearms or weapons
  - Illegal Drugs (i.e. Marijuana, Cocaine, Heroin, etc.)
  - Unrealistic weight-loss claims (unapproved by FDA)
  - Non-FDA approved weight-loss medications/supplements
  - Alcohol and tobacco
6. Advertised products must be compliant with the regulations in the country where the advertisement will be seen. Advertisements for pharmaceutical products that are subject to the U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
7. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
8. Ads from individual practices and or hospitals will not be accepted.
9. Advertising copy must be factual and in good taste.

- 
10. If advertising materials are received past due date, Publisher is not responsible for position, reproduction of late materials, coupon positioning or publishing.
  11. Cancellation of space order forfeits the right to position protection.
  12. Publisher is not liable for delays of the publication in delivery and/or non-delivery in the event of an act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or materials shortage, transportation interruption or any kind of work slowdown, or any condition beyond the control of Publisher affecting production of delivery in any matter.
  13. Publisher reserves the right to limit the size of the space to be occupied by an advertisement.
  14. When change in copy, covered by an uncanceled insertion order, is not received by closing date, copy run in the previous issue will be inserted.
  15. The Publisher's liability for any error will not exceed the charge for the advertisement in question.
  16. All advertisements are accepted and published by Publisher on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
  17. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
  18. Publisher shall not be liable for any failure to publish any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.
  19. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, Publisher cannot guarantee fixed positioning.
  20. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
  21. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severely liable for such monies as are due and payable to Publisher.
  22. Publisher will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in rate card.
  23. Publisher is not responsible for incidental or consequential damage for errors in displaying an ad.

## **PAYMENT POLICIES/COMMISSION TERMS**

- Recognized advertising agencies receive 15% gross commission for space and position if total amount due is paid in full within 30 days from invoice date, otherwise no commission is allowed and advertiser will be notified of delinquent payment and billed directly.
- All orders accepted for space are subject to credit verification.
- Frequency discounts apply only to space used within 12 calendar months from first insertion order. Terms are net 30 days.
- Invoices unpaid after 30 days are subject to a 5 percent per month (20 percent annual rate) late charge penalty plus collection costs and attorney's fees.
- Accounts more than 30 days past due will have artwork removed from placement if payment is not received prior to next issue closing date.
- All funds must be drawn on a U.S. bank.



## About the Obesity Action Coalition (OAC)

The Obesity Action Coalition (OAC) is a more than 80,000 member-strong 501(c)(3) National non-profit organization dedicated to giving a voice to the individual affected by the disease of obesity and helping individuals along their journey toward better health through education, advocacy and support. Our core focuses are to raise awareness and improve access to the prevention and treatment of obesity, provide evidence-based education on obesity and its treatments, fight to eliminate weight bias and discrimination, elevate the conversation of weight and its impact on health and offer a community of support for the individual affected.