



About Rodale

With a mission to inspire and enable people to improve their lives and the world around them, Rodale leads the way as millions of people around the globe join the journey toward a more complete, more fulfilled, healthier, whole life. For more than 60 years Rodale has published authentic and credible information in a practical and hands-on way to help our readers put their passions into practice. Every month we reach more than 30 million people in more than 41 countries with a message of “You Can Do It” through magazines, books, Web sites, integrated marketing solutions and international publishing agreements. Rodale's eight magazine properties, all veteran publications in their categories, include the global brands *Prevention*, *Men's Health* and *Runner's World* as well as *Organic Style*, *Organic Gardening*, *Backpacker*, *Bicycling* and *Mountain Bike*. As the largest independent book publisher in America, and with a growing stable of international titles, Rodale publishes nearly 100 new books each year with an active backlist of more than 500 titles. Recent Rodale *New York Times* Bestsellers include *Pete Rose: My Prison Without Bars*, *The South Beach Diet*, *Dr. Shapiro's Picture Perfect Weight Loss*, and *8 Minutes in the Morning* by Jorge Cruise.

Rodale Books

- Is the largest independent book publisher in America with a growing stable of international titles.
- Publishes titles in the categories of health, fitness, environmental issues, sports, narrative non-fiction, biography, memoir, parenting, inspiration, home arts and more.
- Recent Rodale *New York Times* Bestsellers include *Dr. Shapiro's Picture Perfect Weight Loss*, *8 Minutes in the Morning*, *The Wrinkle Cure*, and the No. 1 bestsellers *The South Beach Diet*, Pete Rose's *My Prison Without Bars* and *The South Beach Diet Cookbook*.
- As of May 2004, *The South Beach Diet* reached 7 million copies in print and the title spent more than 54 weeks on the *NYT* Bestseller list, more than half of which were spent at No. 1.
- The bookshelf staple *The Doctor's Book of Home Remedies*, originally published by Rodale in 1990 (and fully revised in 2002), is still in print and has to date sold more than 16 million copies worldwide in various editions.
- Von Holtzbrinck has been Rodale's U.S. distribution partner since 1989.
- Pan Macmillan has been Rodale's exclusive English-language publishing partner in all markets apart from the United States and Canada since 2002 and introduced the Rodale Books International list of approximately 25 titles in January 2003.

Rodale Magazines

- Include veteran category-leaders *Backpacker*, *Bicycling*, *Men's Health*, *Mountain Bike*, *Organic Gardening*, *Organic Style*, *Best Life*, *Prevention* and *Runner's World*.
- *Prevention* is the 11th largest magazine in the country and reaches nearly 10.5 million readers every month, between subscribers and newsstand sales.
- *Men's Health* is the largest men's lifestyle magazine in the world with a worldwide circulation of nearly 4 million in 28 editions serving 36 countries.
- *Runner's World* has nine international editions and a worldwide circulation of more than 3 million and is considered the world's largest, most respected running magazine.
- *Organic Gardening*, est. in 1942, is the oldest organic gardening publication in the country.