

FOR IMMEDIATE RELEASE

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USA WEEKEND Magazine Debuts Midweek “HealthSmart” Special Issue

McLean, VA – USA WEEKEND Magazine successfully launched a special midweek issue, **HealthSmart**, on Wednesday, June 21, in 76 newspapers nationwide. This health-focused publication has a 7.5 million circulation, with newspapers in 21 states and the District of Columbia. Newspapers include *The Arizona Republic* (Phoenix), *The Hartford Courant* (CT), *South Florida Sun-Sentinel* (Fort Lauderdale), *Chicago Sun-Times*, *Star Tribune* (Minneapolis-St. Paul), *Newsday* (Long Island, NY) and *Milwaukee Journal Sentinel*.

The issue is a spinoff of USA WEEKEND’s popular weekly **HealthSmart** column. The 32-page special magazine contains exclusive health editorial by **HealthSmart** columnist Dr. Tedd Mitchell and top medical specialists. Mitchell, an internist, is president and medical director of the world-renowned Cooper Clinic in Dallas and serves on the President’s Council on Physical Fitness and Sports. Presented as a “vital guide to better living,” the magazine covers topics such as cholesterol, allergies, migraines, bipolar disorder, GERD and asthma. Facts and tips in each article, plus a listing of relevant health websites and toll-free phone numbers, enable readers to take action on the information.

Key advertisers supporting this special themed issue include AstraZeneca, the American Medical Association, Johnson & Johnson and Pfizer.

“With our 20-year history of publishing USA WEEKEND Magazine, we know what the newspaper reader wants,” said Marcia Bullard, President and CEO. “Health is a top priority for our readers. **HealthSmart**, with its updates, resources and tips – and its relevant advertisements – will engage our health-conscious readers.”

Based on the success of this special issue, USA WEEKEND is considering publishing other spinoff issues in 2006 and 2007.

Since its launch 20 years ago, USA WEEKEND has successfully targeted readers in the hard-to-reach 25- to 45-year-old demographic. Its innovative in-magazine posters and other programs have helped newspapers increase single-copy sales. In 1992, it launched Make A Difference Day, a national day of volunteer service that is now the largest day of community action in the United States.

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USA WEEKEND Magazine is a national weekly magazine distributed through more than 600 newspapers in the United States. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, food and travel. The magazine provides Newspaper in Education classroom guides to partner newspapers. usaweekend.com provides enhanced content and interactive magazine features. USA WEEKEND is a Gannett Co., Inc. publication.

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