



Hotel guests now have the opportunity to watch innovative programming sourced exclusively to meet the needs of the wellness minded individual. Guests will be entertained and educated in wellness practices that are popular in other parts of the world, as well as given information about conventional medicine, green living, cooking naturally, and nourishing the mind, body, and spirit. THN's Health and Wellness category reaches millions of engaged targets in a DVR-free environment.

THN Health & Wellness

HEALTH & WELLNESS VIDEO SEGMENTS



"Pregnancy & Herbs"



"You Are What You Drink"



"Yoga 101"



"Mini Workout"



"Foods To Fuel the Brain"

FREEVIEWS VIDEO-ON-DEMAND Become the exclusive sponsor of THN's Health and Wellness category with instructional full-length videos that reach 26 million guests per month. Sponsor assets include:

- Pre-Roll Ads
- Branded Menu Screens

Drive traffic with promotional elements including:

- Main Menu Rollover Graphic
- Banner Ads
- Branded Promotional Units

THN DELIVERS HEALTH & WELLNESS CONSUMERS	A25-54 THN Index
HHI: \$100K+	165
Go to the gym 2+ times per week	149
Run/Jog on domestic vacation in the last 12 months	191
Visit a health spa/retreat in the last 12 months	195
Do Pilates once a week	204
Buy food labeled as natural or organic	133
Spent \$500+ on health & beauty aids in the last 12 months	146

guest profile

Source: MRI, Doublebase 2008; THN VOD defined as adults who have stayed in Baymont Inn, Best Western, Comfort Inn, Courtyard Inn, Doubletree, Embassy Suites, Fairfield Inn, Four Seasons, Fairmont, Hampton Inn, Hilton, Hilton Garden Inn, Holiday Inn, Holiday Inn Express, Homewood Suites, Hyatt, La Quinta, Marriott, Radisson, Ramada Inn, Red Roof, Residence Inn, Ritz Carlton, Sheraton, W Hotel, Westin, Wyndam 1+ times in the last 12 months

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