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For people who are passionate about living, learning, and losing... a personal journey designed with customized solutions.

It's why we have 44,000 weekly meetings.

It's why 98% of all US women have heard of Weightwatchers and 50% have purchased a Weightwatchers product.

It's why Weightwatchers.com has **over 5 million monthly** unique users.





WW.com

Women	85%
Men	15%
Median Age	41
Att/Grad College	63%
Employed	70%
Kids in Household	41%
Own Home	72%
Median HHI	\$70,190

... We reach your audience.

WEIGHTWATCHERS.COM STATS¹

Unique Audience:	5,075,000
Time Per Person:	0:22:51
Active Reach (%):	3.01
Universe Reach (%):	2.21
Total Minutes:	115,928,000
Total Web Page Views:	175,086,000
Web Pages Per Person:	34

FACT:

153 MILLION
Americans are on
a diet or trying to
control their
weight²



Sources:

¹Neilson January 2009

²Calorie Control Council National Consumer Survey, 2007

Weight Watchers' unique audience is over 5 Million

High Level of Engagement + High Share of Voice (50 – 100%) + User Trust =

Ad Size	Click Rates
300 x 250	2–4%
120 x 600	.8–1.5%
160 x 600	.5%
125 x 125	.5%
728 x 90	.5%



*May 09

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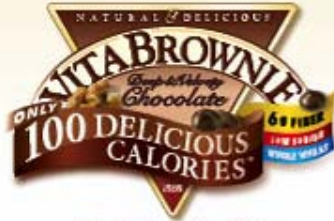
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Barilla Whole Grain

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License to Eat Chocolate



2g Fat • 6g Fiber



Vitalicious better-for-you baked goods.

At Vitalicious our mission is simple -- to make natural 100-calorie baked goods that help people enjoy a healthier lifestyle without sacrificing the tastes they love. Our products are always healthy and they're always delicious. Vitalicious is the only brand in its category that addresses customers' nutritional needs for weight management and offers all-natural goodness.

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30 Day Move More Challenge

Are you moving enough? If not, you could be missing out on a variety of health benefits just by making simple changes in your lifestyle. This 30-day challenge not only teaches you the importance of daily movement, but also guides you on how to incorporate more movement into your lifestyle. By the end of the 4th week, you'll be living the healthy lifestyle you've always wanted.

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Step up to the Challenge

▶▶ [click here](#) to make your commitment



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Rise & Shine Challenge

Article By: [Elly Trickett-Mohoney](#)

[Print](#) [Email](#)



Spring is around the corner, so shake off the winter blues, set your alarm clock half an hour earlier, and join us for a cobweb-shedding workout and a power-packed breakfast.

Sponsored by **The Incredible Edible Egg™**

Let's face it: The Hollywood version of morning (gently stretching awake in a sunny room) is a myth. Most of us grunt into semi-consciousness, smack the snooze button and once again wrestle enough bedcovers away from the snoring spouse in order to get another seven minutes of desperate sludginess.

[Read the article online](#)

Related Articles

- [Week 1](#)
- [Week 2](#)
- [Week 3](#)

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But it is possible to make some fairly minor tweaks to your morning routine that will return maximum benefits. Just think of the sense of achievement you'll get from checking off so many of your health to-dos before other people have even started their day!

This mid-and-match challenge will give you the tools — and the motivation — you need for starting your day in a positive, powerful way. We will give you some exercise routines to choose from — a mix of cardio, strengthening and stretching/relaxation — as well as some delicious yet easy breakfasts to charge your batteries for the day, and some motivation to get you kick-started. Pick at least one workout of each type, for a minimum of three morning workouts per week, and schedule in a healthy breakfast every day. That's all there is to it!

- [Week 1](#)
- [Week 2](#)
- [Week 3](#)

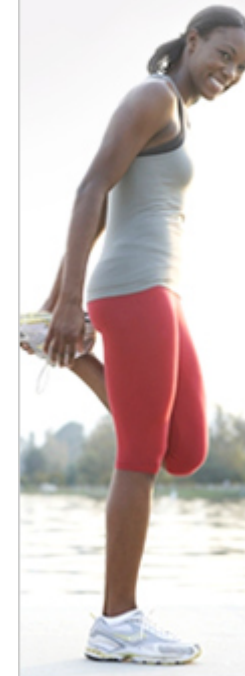
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SHOP SMART

Navigate the aisles wisely... find what's fresh, satisfying and healthy.

Shopping Basics

Get our tips for buying great food and ingredients.

- Popcorn Pleasure
- Real World Spice Chart
- Summer Wine Guide
- Real World Spice Chart - 2nd Page
- Valentine's Day Chocolate Review

Fave finds from the Community

The Hot Dish column highlights foods our Community can't live without.

- Smart Snacking Secrets
- Users' Favorite Foods
- Simple Sipping: Wine 101
- Snacks to Satisfy Your Need to Nosh
- 6 New Summer Sweets

What's fresh now?

See what's in season right now, and find delicious ways to prepare it. Market Fresh column.

- Market Fresh: Watermelon
- Market Fresh: Beets
- Market Fresh: Oranges
- Market Fresh: Sweet Potatoes
- Make It Last: Food Storage How-to's

The story behind your favorite foods

Get "The Skinny On" selected foods: how to buy, cook and enjoy them.

- The Skinny On Nuts and Seeds
- The Skinny on Herbs
- The Skinny on Herbs: Chives

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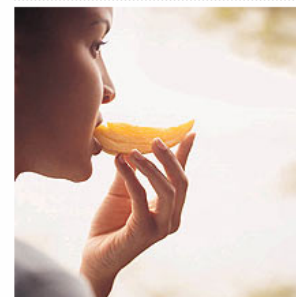
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The Secret to Skinny Snacking

Article By: Leslie Fink, MS, RD



Which snack foods can help you stay on the weight loss straight and narrow? We've got the answers here.

It's 3 p.m. and lunch is a distant memory. Here comes the stomach rumbling—and here's where you usually lose all willpower and blow all your calories for the day. Get those visions of vending machines out of your head! To cure what ails you, you need a filling snack that won't sabotage the rest of the week's hard work. But what?

[Read the article below](#)

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Even though your friend swears by a late-afternoon snack of graham crackers spread with jelly, that doesn't mean that they'll do it for you. In fact, all that sugar may just make you hungrier. So before you reach for a snack, look over our snacking personalities below. Pinpoint the type of food you're truly craving, and you won't end up tasting everything in your kitchen cabinets.

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- Simple Sipping: Wine 101
 - 6 New Summer Sweets
 - Snacks to Satisfy Your Need to Nosh
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Read each label. Use as directed. Does not contain juice or fruit-based ingredients. Use according to drug facts for cold/flu symptom relief.

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Maintaining a Healthy Heart

Print Email



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Just because you're looking out for your ticker, it doesn't mean your taste buds have to suffer. These creative cooking ideas not only enhance flavor, they could also help reduce the risk of heart disease. For these and other ways to lead a more heart healthy life, check out the articles below.

[Read the article below](#)

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Fettuccine wth Fresh Vegetables

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How to Curb Kid-Food Snacking

Article By: Leslie Fink, MS, RD

[Print](#) [Email](#)



Finishing your kids' leftovers or digging into their snack bags can cost you, *especially* when you add up all that food over the course of a week.

I was making my kids' lunches the other night and before I knew it, I'd eaten four Wheat Thins, a slice of turkey, three strawberries and okay, I admit, a handful of vanilla wafers. Not the most offensive items but I'll pay a price for my mooching-off-my-children's-food habit if I don't get it under control. And I know I'm not

alone.

Whether it's finishing off those last few bites of macaroni and cheese, pizza crust or ice pop (so it doesn't drip all over the car seat, of course), eating your kids' leftovers can really add up.

WeightWatchers.com Success Story Coordinator and New York City Leader Elizabeth Josefsberg estimates that each mouthful of their food you consume can cost you as much as 1 **POINTS**® value.

"It's usually something gooey and unhealthy," she says, and those high-calorie foods can have a big impact on your weight if you don't track them.

Reality Check

Don't think it happens that often? Josefsberg suggests that for every morsel of food you steal from the kids, place that same amount of food in a bowl or write it down on a piece of paper and toss the papers into the bowl. Add them up at the end of a week for a reality check. I was shocked when I tried this recently: 28 extra **POINTS** values in seven days.

Wow! It was time to take control. So I loaded up on sugar-free gum. I pop a piece when I'm packing or unpacking my kids' lunch boxes, when I'm craving some of their treats or, quite frankly, any time I want to eat even though I know I'm not hungry.

For non-gum chewers, brushing your teeth with strong mint toothpaste works just as well. After all, mint and chicken fingers are not a particularly good flavor combination. Other tactics to help resist kiddie-food temptations include:

- Eat together as a family so you have your own plate of food.
- Provide meals and snacks more in line with your healthier eating habits so there's less around to tempt you.
- Plan for a snack during your children's meals—unless you eat together—so snatching food off their plates is less of an issue. Keep a big pot of No

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Yellow Cupcakes Provided by SPLENDA®

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POINTS® Value: 4
Servings: 18
Level of Difficulty: Easy
Preparation Time: 20 Minutes
Cooking Time: 15 Minutes
Total Time: 35 Minutes

Yellow Cupcakes

Ingredients

2 1/4 cups cake flour
3/4 cup SPLENDA® No Calorie Sweetener, Granulated
1/4 cup sugar
3/4 cup softened unsalted butter
1/2 cup nonfat dry milk
2 teaspoons baking powder
3/4 teaspoon baking soda
1/4 teaspoon salt
3/4 cup buttermilk
3 large eggs
2 teaspoons vanilla extract
1/2 teaspoon almond extract

Instructions

- Preheat oven to 350°F. Line 18 muffin cups with paper muffin liners. Set aside.
- In a large mixing bowl, combine flour, SPLENDA® Granulated Sweetener, sugar and butter. Mix with an electric mixer on medium speed, until butter is mixed into flour mixture, about 1 to 2 minutes.
- Add nonfat dry milk, baking powder, baking soda and salt. Mix on low speed until blended.
- In a small bowl, combine buttermilk, eggs and extracts. Stir well. Add 2/3 of buttermilk mixture to flour mixture. Mix on medium speed until liquids are just blended into flour mixture. Stop mixer and scrape down sides and bottom of bowl. Mix on medium-high speed until batter starts to become lighter in appearance, about 45 to 60 seconds. Reduce mixer speed to low and add remaining liquids. Mix on medium speed until blended. Stop mixer and scrape down sides and bottom of bowl again. Mix on medium high speed an additional 30 seconds.
- Pour cake batter into prepared muffin pans. Bake until a wooden toothpick inserted in center of a cupcake comes out clean, about 12 to 15 minutes. Yields 1 cupcake per serving.

More Recipes

- Classic Carrot Cake
- Frozen Mini Cinnamon Coffee Cheesecakes
- Tiramisu Parfait
- Very Strawberry Shortcake
- Berry Strawberry Punch
- Chocolate-Chocolate Cupcakes
- The Great Pumpkin Pumpkin Pie



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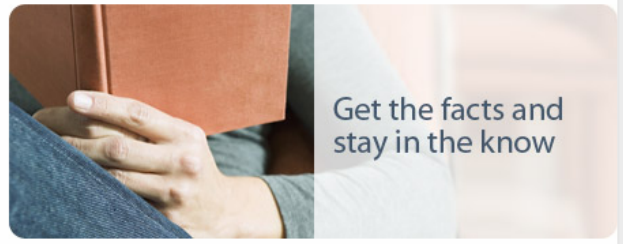
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- New choices in blood glucose monitors

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Body weight and diabetes

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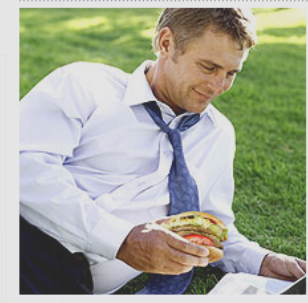
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Cholesterol Primer

Article By: Therese Droste, Reviewed by: Jessica Smerling, RD [Print](#) [Email](#)



Your doctor told you that you have high cholesterol and to watch you diet. There is more you should know about this health risk.

JANUARY, 2008 — High cholesterol is a risk factor for many serious conditions. That's why it's critical to know all about this substance in your bloodstream that, in its bad form, can increase your risk of heart disease and diabetes and, in its good form, can reduce your risk of developing them.

Here's what you need to know.

What is cholesterol?

Cholesterol is a waxy fat-like substance produced by your body and found in the foods you eat. It's important in the building of cell membranes and some hormones and serves other needed bodily functions.

Cholesterol moves through the bloodstream by means of lipoproteins — proteins with fat content.
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Total Cholesterol Ranges

- Desirable total cholesterol:** less than 200 mg/dL
- Borderline-high cholesterol:** 200 to 239 mg/dL
- High cholesterol:** 240 mg/dL and up

LDL Ranges

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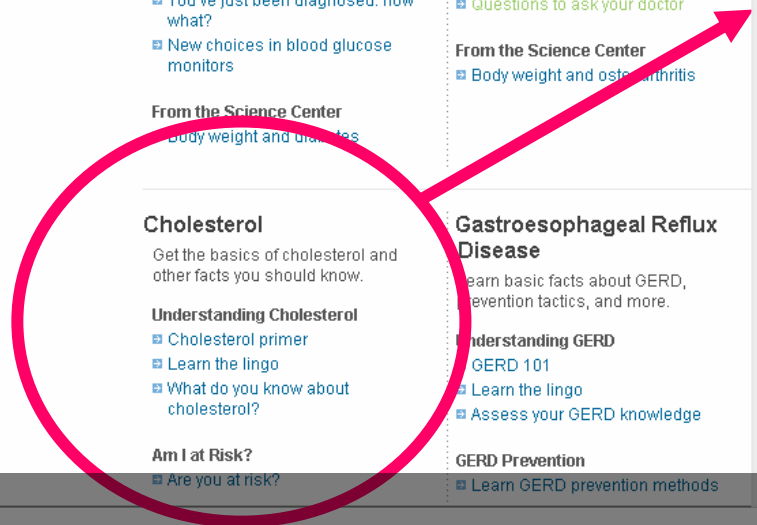
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Sponsored Challenge will be prominently featured with WW challenges.

Check out Weight Watchers challenges



The 30-Minute Challenge

Weight Watchers recommends getting 30 minutes of activity every day—so make your promise public! Choose a new activity or bump up your current program. Check in here every day to brag about your activity, or get motivation from others if you're finding it hard to fit it in.

[Read more](#)



The Adventures in Produce Challenge

Is your produce drawer yawning from being stuffed with the same old limp lettuce? Tired of the same frozen mixed veg? Try a new fruit or vegetable every time you do your grocery shopping, whether fresh or frozen. From asparagus to zucchini, share ideas for shopping, prepping with other Community users.

[Read more](#)



Snack challenge Sponsored by baked lays

Following on from the Spring Into Action challenge on WeightWatchers.com, the Spring Into Summer challenge is YOUR challenge to customize. To participate, set yourself four goals to follow through the summer months, each one representing the four pillars of the program that lead to successful weight loss: Fatina right moving

The screenshot shows the WeightWatchers website interface. At the top, there's a navigation bar with links like 'Your Plan', 'Food & Recipes', 'Fitness', 'Healthy Living', 'Science Center', and 'Success Stories'. Below that, a search bar and a 'Community (Beta)' section are visible. The main content area features a user profile for 'Lauren' with a photo and links to 'My page' and 'Edit'. Underneath, there are sections for 'My blog', 'My message boards', and 'My message board posts'. A 'Tokens' section is also present. The central focus is a 'WeightWatchers Challenge' titled 'Snack challenge Sponsored by Baked Lays'. It includes a description, the challenge owner's name 'www.comediors', and details like 'Type: Open', 'Check-in: Weekly', and 'Starts: May 19, 2009'. An arrow points from the challenge title in the screenshot to the challenge title in the bottom-right inset.



FOOD AND RECIPES
The Skinny on Ice Cream

Wondering about the difference between slow-churned and double-churned? Want to know why gelato should be enjoyed in small portions? Get the scoop here.

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Answer



Answer for recipes from Mrs. Dash®



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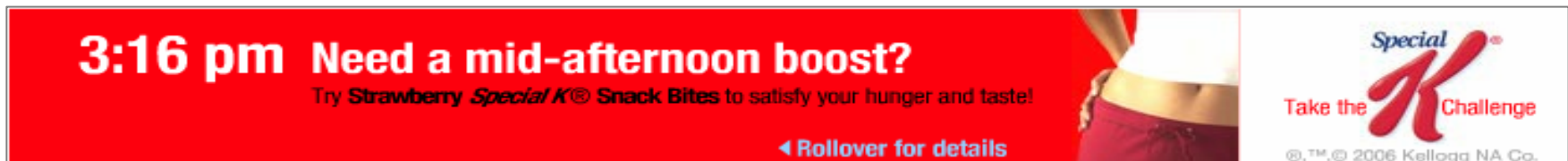
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Today	This Week
Target	19
Used	0
-Activity swapped	0
Remaining	19
Next update: 11:34	

Last recorded weight tracking day: [5/4/2009](#)

Tools

Cheat Sheet

What can we get you?
 Use this virtual bar to compare mixed drinks and get their **POINTS** values. Drag-and-drop any drink from the shelf onto the coasters to see which will cost you more **POINTS** values. Try as many combinations as you like by dragging more drinks onto either coaster to get new matchups.

Start matching up drinks!

Garnishes not included in **POINTS** values.

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What's Cooking

Salad Days

Article By: Lisa Chernik



Roll up your sleeves and dig into some of the best recipes of the season. Inspired by top-notch ingredients and practical techniques, we've put together menus and serving ideas for the food you want to cook right now.

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- What's Cooking: Passover
- What's Cooking: Potatoes


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When the garden is overflowing with irresistible produce, try this simple plan: Toss together a crisp, fragrant, leafy, vividly colored salad. Pair with your favorite frittata or quiche and you have the makings of a fine brunch. Add grilled steak, seafood or chicken, and a main course is born. And if the perfect sandwich is what you're after, don't miss our globally inspired takes on old-fashioned favorites.


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Stand-alone, main-course salads.

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[Thai-Flavored Lobster Salad](#)
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message boards meeting members

Meeting Members

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show threads for last 2 days

START A NEW THREAD

Thread Name	Started By	Date Created	Posts	Last Post
Week 2 offers	lambert2	1/18/2009 12:13:06 PM	2	1/18/2009 12:16:18 PM by toben1
mammamia	amex009	1/18/2009 11:45:24 AM	3	1/18/2009 12:19:20 PM by toben1
Meetings on Mondays???	evans122	1/18/2009 10:49:44 AM	0	1/18/2009 12:22:42 PM by rp0222
REPEAT WEIGHT WATCHERS FRIDAY 1/18/09	unicon72	1/18/2009 8:06:02 AM	2	1/18/2009 8:44:44 AM by unicon72
HEY ALL U TEVANS FRIDAY 1/18/09	lmasita	1/18/2009 7:24:00 AM	3	1/18/2009 11:22:45 AM by sboutbolder
THIRD TIME'S A CHARM Fr Jan. 18th	soffness27	1/18/2009 7:04:27 AM	21	1/18/2009 12:28:22 PM by nakacouter
♥SERIOUSLY FRIENDS- FRIDAY 01/18/09♥	dehannash	1/18/2009 5:13:07 AM	11	1/18/2009 11:25:37 AM by kellydaily40
Yr a Newbie!	meefvaz	1/18/2009 5:26:09 PM	4	1/18/2009 6:26:20 AM by toben1
Online members and meetings?	mstea28	1/18/2009 10:57:05 PM	2	1/18/2009 2:20:04 AM by gilmeto2
Starting a change in my life.	balvutsead1976	1/18/2009 10:53:10 PM	6	1/18/2009 11:46:10 AM by anee2009
More than one Meeting a week	marzanz26	1/18/2009 10:01:24 PM	3	1/18/2009 8:03:01 AM by mayann26
What should I expect at first meeting???	andickson	1/18/2009 8:40:09 PM	9	1/18/2009 11:56:51 AM by rjnenna
Needing Help	ill1661	1/18/2009 8:31:36 PM	3	1/18/2009 7:51:11 AM by bz1027
Newbie activty points question	hillymaneevaand1	1/18/2009 8:12:10 PM	4	1/18/2009 9:04:46 AM by ihs462
I DID IT!!	hannvanny	1/18/2009 7:56:00 PM	2	1/18/2009 10:51:28 PM by maykav
Need exercise/walking buddy in IL - Fairview Hills	a1967cangel	1/18/2009 7:41:43 PM	2	1/18/2009 1:20:41 AM by mickysbirdie
Food Description	shutskthin	1/18/2009 7:04:03 PM	4	1/18/2009 8:24:10 PM by cathy1b59
Hi, quick question	haidemila	1/18/2009 6:35:00 PM	9	1/18/2009 9:40:26 PM by cathy1b59
What makes this year	evans122	1/18/2009 3:29:20 PM	12	1/18/2009 10:49:46 AM

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