

marketing

Add extra mileage to your media buy with a Weight Watchers marketing program

From in-book programs to healthy lifestyle events, we offer numerous opportunities that reach responsive consumers in targeted environments.

In addition to the marketing programs noted below, Weight Watchers Marketing welcomes the opportunity to develop custom promotions that suit an advertiser's individual brand objectives.

- In-Book Program
- Digital Programs
- Direct to Subscriber
- Custom Research
- Event Marketing & Sampling
- Weight Watchers Member/Subscriber Extensions

Note: Programs subject to change and/or cancellation. Participation in a program is based on revenue. Programs are subject to approval by the Publisher, Weight Watchers International and/or appropriate vendor(s).

