

Editorial Calendar

Each issue of *Chicago Health* magazine includes an in-depth cover story, features and stories organized into five departments including Family Health, In the Know, Business of Healthcare, Lifestyle and columns. Story ideas are generated from reader interest as well as from trends within the healthcare industry. In virtually every issue there will be a story in the following areas of interest:

- Women's Health
- Men's Health
- Cardiology and Vascular issues
- Cancer
- Access to Care
- Neurological issues
- Pediatrics
- Orthopaedics and Sports Medicine
- Growing Older
- Mental Health

For a complete and detailed list of stories for the next two issues, please contact your sales representative.

Our Readers

...represent the primary growth engine in the consumption of health services

97% of our survey responders have a primary care physician.

79% of our survey respondents visit a doctor regularly. More than **47%** visit their doctors multiple times in a year.

34% of our survey respondents have been hospitalized within the past twelve months.

...are interested in consuming health information

79% of our survey respondents read additional periodicals for health information.

Their top areas of interest include prevention, heart health, brain health, aging, cancer, orthopedics, women's health, prescription drugs, arthritis, pediatrics, concierge medicine, pain and men's health.

...are influenced by what they read in *Chicago Health* magazine

80% agree that our stories or advertisements influence where they will seek care for themselves or a loved one.

91% agree that our stories influence the way they look at their health or the health of a friend or loved one.

...stats

61% have single or employee sponsored health insurance. **39%** are covered by Medicare or medicaid.

Health decisions are made **63%** of the time by females, and **37%** by males.

63% of our readers exercise regularly.

For additional reader information, contact your sales representative.

READER SURVEY

Help us shape future content that may interest you. Please complete and return this short survey, and we'll mail you our next issue free.

Where did you obtain your copy? _____

Age: _____ Gender: Male Female

Household income: less than 25K 25-50K 50-100K 100K+

Do you have children? yes no if yes, how old? 0-18 19-35 35+

Do you have a spouse or partner? yes no

Who makes healthcare decisions in your household? _____

Do you have a fitness or healthclub membership? yes no

Do you exercise regularly? yes no

Do you read *chicagohealthonline.com*? yes no

Do you have a primary care physician? yes no

How often do you visit your primary care physician? _____

Are you covered by any of these health insurance options? Employer-sponsored health insurance

Single coverage Medicare/Medicaid ACA health insurance None

When was the last time you were hospitalized for any reason?

0-1 month 2-6 months 7 months-1 year 1 year+ never

What other health magazines do you read?: *Chicago* *Self* *Prevention*

Women's Health *Men's Health* others: _____

Have any of our stories influenced the way you look at your health or the health of a loved one or friend? yes no

Have any of our stories or advertisements influenced where you would seek care for yourself or a loved one? yes no

What is your greatest health interest/concern: cancer heart health orthopedics

women's health pediatrics prescription drugs aging arthritis prevention

other: _____

Will you keep this issue and refer to it later? yes no

Would you seek out *Chicago Health* for future content in print or online? yes no

After your free issue, would you consider a subscription? yes no

By completing and returning this survey, I will receive a complimentary one year subscription to be mailed to the following name/address: _____

YES! Please send me your bimonthly e-newsletter of fresh stories to: _____

Please return this survey by one the following ways:

Mail: Publisher, Northwest Publishing LLC., 500 North Dearborn Street, Suite 1014, Chicago, IL 60654

Fax: 312.329.0610

Scan and Email: publisher@chicagohealthonline.com

Chicago Health
Real Patients. Real Doctors. Real Healthcare.

(Results for 2014-2015 responses)

Twice a year, **75,000** copies of *Chicago Health* are distributed throughout Chicago, its surrounding suburbs and northwest Indiana including:

7,000*
copies mailed to area physicians and healthcare executives

53,000*
copies in waiting rooms of physician offices, hospitals and clinics for rehabilitation, physical therapy, cancer treatment and retirement communities

1,019,000
health-interested readers each issue

10,000
copies in condo and co-op residential buildings

5,000
copies in health clubs, salons and spas

**These valuable copies open the door to referrals.*

61% of our copies are distributed to the suburbs and 39% to the city of Chicago. This reflects the population distribution throughout the metropolitan area.

Each copy is read by a health-interested consumer estimated to exceed 1,000,000 total impressions.

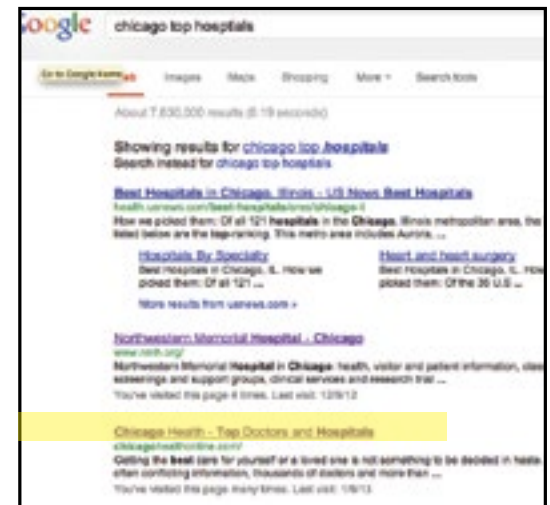
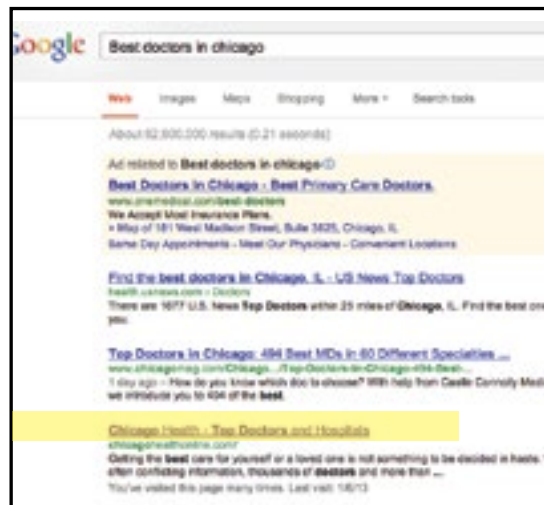
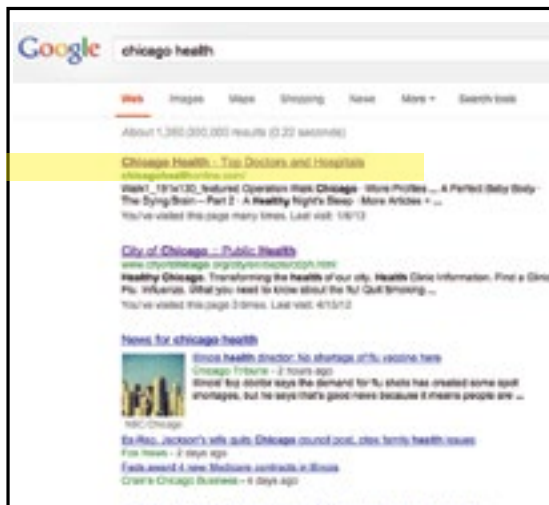


In the Chicagoland area, more health-interested consumers read *Chicago Health* for health information than any other local print vehicle. ChicagoHealthOnline.com appears on page one of Google, Bing and Yahoo when searching “Chicago top doctors” “Chicago health” “Chicago top hospital” and “best doctors in Chicago.” These top positions will help draw consumers /patients to your practice or institution.

Chicago Health

#1 in readership and online as well

Chicago Health is the only local magazine that provides a powerful combination of print and online communication. Every story published in the print version is also published on ChicagoHealthOnline.com as well as in an online version of the magazine. The web component adds bonus circulation to our printed copies....at no extra cost to you.



The Digital Medium

Increase your visibility, and reach a wider range of health conscious consumers with digital advertising from *Chicago Health*.

Why Choose *chicagohealthonline.com*?

ChicagoHealthOnline.com is the Chicago area's leader in healthcare news and information.

- **Engaging and informative articles keep readers on the site longer.** 75% of unique daily visitors spend significant time on *chicagohealthonline.com* and visit multiple pages.
 - **Sophisticated style.** Expertly designed and written profile pages give the reader an insight into your business. Patients are more likely to choose a health care provider they know something about beforehand.
 - **Our E-Newsletter.** With more relevant health content than any other medium in the area, *chicagohealthonline.com* and *Chicago Health's* bi-weekly e-newsletter reach more health conscious individuals and industry professionals per month than any other local publication.
 - **Expertly written page-specific SEO** and keyword development to ensure first-page search results on all major search engines (Google, Bing, Yahoo, etc.)
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The Stats

- Approximately 5,000 unique monthly visitors
 - First page search results for the following key search terms: *Chicago Health, Chicago doctor, Chicago top doctor(s), Chicago best doctor(s) and more.*
 - 50% of monthly traffic comes from internet searches
 - 14% of traffic comes from social media
 - Our bi-weekly e-newsletter is sent to more than 7,000 health conscious consumers, many who work directly in the health care industry.
 - A very low 25% bounce rate – Compared to an industry average of 55.6%
 - Our e-newsletter open rate exceeds 14%, extraordinary in the industry.
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Digital Opportunities

- Digital Profiles
- Online Banner Ad Space
- E-Newsletter Sponsorship

Digital Advertising

PRODUCTS AND SERVICES (2016)

- **Online ad space appearing on chicagohealthonline.com:**
 - Header banner ad 468x90 (in the header of every page) \$500/month
 - Square sidebar ad 300x250 (on every page below menu) \$500/month
 - Skyscraper banner ad 150x600 (on all article pages, homepage, category pages in middle column below the fold) \$350/month
 - Banner ad 468x90 (on homepage below the fold) \$350/month
 - Artwork may be updated up to 3 times
- **E-newsletter sponsorship:** \$500 (\$750 for an issue announcement). Options: Two horizontal banners (468x90 with link) or one text and photo ad (50 word max, 150x100 photo - One text link included)
- **E-newsletter list rental:** Entire list rental - \$0.75 per email address. Custom list rental - \$1.00 per email address (\$500 minimum)
- **Digital-only physician profile featured on chicagohealthonline.com (\$2,500 for six months exposure) Bonus: Featured physician on one e-newsletter.**

**PURCHASE TWO
DIGITAL OPTIONS**

10%
off total price

**PURCHASE THREE
DIGITAL OPTIONS**

20%
off total price

**PURCHASE FOUR+
DIGITAL OPTIONS**

30%
off total price