

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 region'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. *Chicago Health*'s content has been recognized and awarded nationally for journalistic excellence.
- **Sophisticated style.** Expertly designed and written profile pages give the reader an insight into the services you provide. Patients are more likely to reach out to 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-monthly 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.)



The Stats

- Approximately 10,000 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-monthly e-newsletter is sent to more than 8,000 health conscious consumers, many who work directly in the healthcare 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.



Digital Opportunities

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