

Media Kit

2018

Who We Are

Since developing more business has become increasingly competitive, *Chicago Health* magazine and *chicagohealthonline.com* help set you apart and stand out. *Chicago Health's* exclusive waiting-room distribution yields a readership in excess of 1,000,000 healthcare-service consumers with each bi-annual print issue. In addition, *chicagohealthonline.com* extends this distribution to a growing audience both locally and worldwide.

Each issue of *Chicago Health* provides more relevant and award-winning health content than any other magazine in the Chicago metro area. Our readers have interest in many subjects including heart health, brain health, cancer, aging, orthopedics, women's and men's health, pediatrics, pain and many more. The voices and expertise of local physicians fill our stories, and we seek these top professional sources from all over the Chicago region.

Join the
MOVEMENT

We empower readers to make better health care choices with award-winning health journalism



80%

of our readers acknowledge that our stories and advertisements have influenced where they would seek care for themselves or a loved one.

We empower consumers to make better healthcare choices. Be part of the movement.

Summary of what you receive

“ More than
1,000,000

active healthcare-service
consumers will see
your ad or professional profile
and will be influenced to
visit your web site.



Chicago Health magazine

- More than 1,000,000 active healthcare-service consumers will see your ad or professional profile and will be influenced to visit your web site. *Chicago Health* connects you with the deepest pool of relevant patient/prospects of any media in the Chicago area.
- More impressions than your traditional local print vehicle. Even if you draw patients from only a more localized radius, *Chicago Health* will, in most cases, reach more than 200,000 healthcare-service consumers.
- The lowest cost per impression (less than \$.01) of any other print medium that covers the Chicago metropolitan area.
- Enhanced credibility by being in an environment that provides Chicago's only award-winning health information.
- Complimentary online and social media exposure.
- Opportunities to be used as a source for stories (as available).

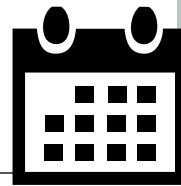


ChicagoHealthOnline.com

- 10,000 health-interested visitors each month (physician profiles are among the most often read pages on chicagohealthonline.com)
- Direct links to your web site (for both professional profiles as well as advertisements).
- Complimentary listings on our calendar-of-events.
- Access to more than 7,000 email addresses including those of more than 2,500 physicians and 1,000 healthcare executives.
- Access to physician email addresses made available by specialty.
- Social media collaboration (more than 1,600+ Twitter followers and 750+ Facebook likes). Chicagohealthonline.com offers the ability to cross promote its content and your web site.

“Honored by both the American Society of Journalists & Authors as well as the Chicago Headline Club, *Chicago Health's* mission is to empower it's readers to make better healthcare choices.

Editorial Calendar



Chicago Health is the region's only award-winning magazine providing content to people interested in health matters. Honored for journalistic excellence by both the American Society of Journalists & Authors as well as the Chicago Headline Club, *Chicago Health's* mission is to empower it's readers to make better healthcare choices. Our non-advertorial content enhances health literacy and assures the magazine will be valued and saved by readers as a resource and for future reference. All stories in the print edition are also available on chicagohealthonline.com.

Chicago Health is ahead of the curve in healthcare coverage. As one local media professional posed in connection with a recent story, "Could chemotherapy and radiation one day be a thing of the past? We can only hope so and, if it is, *Chicago Health* magazine will mostly be writing about it long before it happens."

Each issue consists of an in-depth cover story (obesity, March 2018 and mental health, September 2018), long-form features (Chicago-area women in healthcare, March 2018) as well as articles in each of 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 healthcare 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.

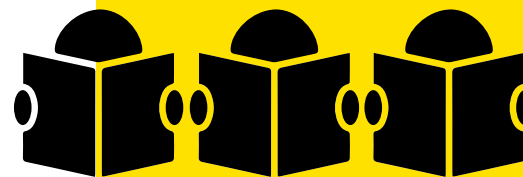
91% agree that our stories influence the way they look at their health or the health of a friend or loved one.

...additional 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.



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? ☐ 0-10 ☐ 11-15 ☐ 16-18 ☐ 19-25 ☐ 26+

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 *chicagohhealthonline.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 monthly 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: 312.329.0618
Scan and Email: publisher@chicagohhealthonline.com

Chicago Health
For Women, For Men, For Health

(Results for 2014-2015 responses)

For additional reader information, contact your sales representative.

The print edition



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

1,019,000

health-interested readers
each issue from

55,000*

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

7,000*

copies mailed
to area physicians
and healthcare
executives

8,000

copies in condo and
co-op residential
buildings

***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. The waiting room circulation yields an estimated **1,000,000** total impressions.

“Each copy
is read by a
health-
interested
consumer”





It was a beautiful day today ...

...and I could see it!

Thank you to the Illinois Eye and Ear Physicians Group for the gift of my second sight. I was born with severe congenital cataracts and was blind from birth. After a long and difficult journey, I finally found the right doctor and team at Illinois Eye and Ear. They helped me see the world again, and I am so grateful for their expertise and compassion.

Don't miss out on the chance to see the world again. Call today to learn more about the Illinois Eye and Ear Physicians Group and the life-changing surgery that can give you your sight back.

Don't Miss Out Call today to learn more about the Illinois Eye and Ear Physicians Group and the life-changing surgery that can give you your sight back. **800.368.2333**

Illinois Eye
200 North Dearborn Street, Chicago, IL 60610

SEE YOUR DOCTOR

Illinois Eye
The Illinois Eye and Ear Physicians Group is a leading provider of eye care services in Chicago. We are committed to providing the highest quality of care to our patients, and we are proud to be a part of the Illinois Eye and Ear Physicians Group.

More than 300 prominent doctors and health care professionals have contributed their voices to the stories reported in *Chicago Health*



Ahmed Abdelsalam, MD
Michael Abecassis, MD
Donald Adeli, MD
Joel Africk
Nayyar Afroz, MD
Khalid Afzal, MD
Olu Ajilor, MD
Javeed Akhter, MD
Murad Alam, MD
Kathy Albain, MD
Jeffrey Albaugh, PhD
Susan Albers, PsyD
Kenneth Alexander, MD
Beejal Amin, MD
Allen Anderson, MD
Daniel Angres, MD
Daniel Appelbaum, MD
Gerard Aranha, MD
Vineet Arora, MD
James Atchison, MD
Robert Auger, MD
Carey August, MD
Dimitri Azar, MD
Brian Babka, MD
Julian Bailes, MD
Gregory Bales, MD
Shirley Baron, MD
Kathy Barsness, MD
Gail Basch, MD
Marta Batus, MD
Adam Becker, MD
Bryan Becker, MD
Angeline Beltos, MD
Natalie Benda, MSW
Adam Bennett, MD
Richard Berger, MD
Kim Bergman, PhD
Lyle Berkowitz, MD
Laura Berman, PhD
Mitchell Bernsen, MD
Richard Bernstein, MD
Vishal Bhalani, MD
Geetha Bhat, MD

Sian Bielock, MD
David Bieser, MD
Randy Bindra, MD
Diana Bolotin, MD
Davide Bova, MD
Martin Boyer, MD
Glenn Brichacek
Bruce Brockstein, MD
Robert Brown Jr., MD
Charles Burda, MD
Charles Bush-Joseph, MD
Maria Cabiya, MD
Pauline Camacho, MD
Rebecca Carl, MD
Leonard Cerullo, MD
Bipand Chand, MD
Fady Charbel, MD
Katherine Chavez Lik, MD
Eric Chehab, MD
George Chiampas, DO
Bechara Choucair, MD
Markus Chwajol, MD
Adam Cifu, MD
Jonathan Citow, MD
Mark S. Cohen, MD
Susan Cohn, MD
Brian Cole, MD
Cedric Coleman, MD
Stephen Collins
Gary Conkright
Charles Davidson, MD
Zahava Davidson, LCSW
Ann Davis, MD
Malcolm DeCamp, MD
Daniel Derman, MD
Stephen Devries, MD
Howard Drenth, MD
Ken Duckworth, MD
Gregory Dumanian, MD
Brad Dunlap MD
David Edelberg, MD
Robert Edelman, MD
Scott Eggener, MD
Karen Elarde-McCuaig, RN

Herbert Engelhard, MD
Gale England, MD
Nilufer Ertekin-Taner, MD
Kyle Exline
Syeda Farid
Robert Feder, MD
Savitri Fedson, MD
Kim Feingold, PhD
Ted Feldman, MD
Mark Ferguson, MD
John Field, MS,
Henry Finn, MD
Mark Fisher, MD
David Fleming, MD
Patricia Foran, RN
John Friedewald, MD
Michael Friedman, MD
Robert Galiano, MD
Joe Garcia, MD
Janine Gauthier, MD
Susan Gerber, MD
Robert Gershenghorn, MD
Bruce Gillis
Cynthia Gordon, MD
Kathleen Goss, PhD
Paul A. Greenberger, MD
Martha Grogan, MD
Raymon Grogan, MD
Stefano Guandalini, MD
Mohan Gundeti, MD
Gopal Gupta, MD
Steven Haddad, MD
William Hartsell, MD
Richard Harvey, MD
Robert Havey, MD
Charles Hemenway, MD
John Hibbeln, MD
Heather Higgins
Sharon Hirsch MD
Jennifer Hirschfeld-Cytron, MD
Leslie Holley
Sabrina Holmquist, MD
Mark Hoover, MD

Cindy Howard, DC
Elbert Huang, MD
Maria Iliescu, MD
Brooke Jackson, MD
Cari Jacobson, MD
Robert Jacobson, MD
Nora Jaskowiak, MD
Valluvan Jeevanandam, MD
Allison Johsen, LCPC
Daniel Johnson, MD
Lara Jones, MD
Paul Jones, MD
Ruth Kadanoff, MD/PhD
Pamela Kaiser, MD
Robert S. Katz, MD
William Kehoe, MD
David Kemp, MD
Kristen Kenan, MD
Paul Kent, MD
Diana Kerwin, MD
Gene Kim, MD
Helen Kim, MD
Jennifer Klapatch, PhD
Morris Kletzel, MD
Kristen Knutson, PhD
Coleman Kraff, MD
Richard Krahoe, MD
Sunita Kumar, MD
Robert Kushner, MD
Cynthia LaBella, MD
Karen Lamb, RN
Kalyan Latchamsetty, MD
Fred Laya, MD
Simon Lee, MD
Jerry Leikin, MD
Martin Leland, MD
Keith Lemmon, MD
Polly Levinson, LSW
Ari Levy, MD
Susan Levy, PhD
Stephen Lieber
Stacy Lindau, MD
Barbara Loeb, MD
Darius Loghmanee, MD

Timothy Lubenow, MD
Mathew MacCumber, MD
Kameswari Maganti, MD
Maureen Mahoney, RN
Sharmili Majmudar, MSW
Paula Malhotra, MD
Erin Malone, MD
Michael Malone, DO
David Manning, MD
James Mastrianni, MD
June McCoy, MD
Elizabeth McNally, MD
Paula Melone, MD
Marla Mendelson, MD
Leslie Mendoza-Temple, MD
Marsel Mesulam, MD
Bruce Minsky, MD
Irfan Mirza, MD
Margaret Mitchell, DDS
Jeffrey Mjaanes, MD
Babak Mokhlesi, MD
Mary Wood Molo, MD
Mary Mulcahy, MD
Nauman Mushtaq, MD
Ece Mutlu, MD
James Nachman, MD
Fred Nathanson, LSW
Ajay Nehra, MD
Mark Nelson, MD
Gillian Newstead, MD
Michael Nishimura, MD
Patricia Normand, MD
Kathy O'Donnell, RN
Jason O'Higgins
Stephen Ondra, MD
David Onsager, MD
Rachel Oosterbaum, MD
Scott Palmer, MD
Pat Pappas, MD
Jyoti Patel, MD
Marco Patti, MD
Tiffany Patton, MD
Anthony Perry, MD

K. Luan Phan, MD
Robin Polick
Blasé Polite, MD
Kevin Polsley, MD
Xavier Pombar, MD
Vikram Prabhu, MD
Bethany Price, PhD
Brian Procter, MD
John Prunskis, MD
Bernard Pygon, MD
Maura Quinlan, MD
Heidi Renner, MD
Michael Rezak, MD
John Rinehart, MD
Melinda Ring, MD
Paul Ringel, MD
Laura Rogers, MD
Mark Rosenbloom, MD
Joshua Rosenow, MD
Daniel Rosenthal, MD
Cheryl Rucker-Whitaker, MD
Lee Sachs, MD
Michael Saidel, MD
Ravi Salgia, MD
Paul Savage, MD
Ewa Schafer, MD
Mathangi Sekharan, MD
Charlene Sennett, MD
Rahul Sharma, MD
Lee Shulman, MD
Anthony Siciliano
Douglas Sidle, MD
Gary Sigmam, MD
Robert Simari, MD
Sarah Sirna, MD
Eduard Sladek, MD
David Song, MD
Nathaniel Soper, MD
Matthew Sorrentino, MD
Carol Southhard, RN
Mark Spielmann, RD
Bonnie Spring, MD
Sara Star, MD
Arica Steed, RN

Mark Stegall, MD
Mark Stein, MD
Stephen Steiner, MD
Mary Stephenson, MD
Jerold Stirling, MD
Timothy Stirneman, DDS
John Stracks, MD
S. David Stulberg, MD
Russell Szmulewitz, MD
Teresa Tam, MD
Forman Taub, MD
Michael Terry, MD
Tracey Thomas, MD
Katherine Thurer, MD
Kaoutar Tlemcani, MD
Mary C. Tobin, MD
Frank Tu, MD
Rebecca Tung, MD
Ilan Tur-Kaspa, MD
Martha Twaddle, MD
Keith Veselik, MD
Jaime Villanueva, MD
Vidhya Viswanathan, MD
Nicholas Volpe, MD
Anand Vora, MD
Michael Warso, MD
Lowell Weil Jr., DPM
Samuel Weisz, DDS
William Werner, MD
Mary Westerholm, MD
Chad Whelan, MD
Dennis Williams, MD
Robert Winn, MD
Jeff Winterheimer, MD
Michael Wolf, PhD
Gordon Wood, MD
James Wyatt, MD
Diane Yamada, MD
Anthony Yang, MD
Davis Yang, MD
James Young, MD
Abba Zubair, MD

Effective For 2018-2019

Circulation: 75,000 copies

Rate Card



Profile and Ad Size

	Live Area	Trim
Two Page Spread	15.25 x 9.550	16.25 x 10.5
Full Page	7.25 x 9.550	8.125 x 10.5
Half Page	7.125 x 4.375	N/A
Third Page Square	4.625 x 4.375	N/A
Third Page Vertical	2.25 x 9.75	N/A

Please add .125 bleed to trim size on full-page ads, and allow spreads only a .375 gutter for cross-over images.



Net Rates

Please contact
your sales representative
for pricing.



Online Ads

	Dimensions	Color Format	Resolution
Web Banner Ad	729 x 90	RGB	72 dpi or higher
Web Square Ad	250 x 250	RGB	72 dpi or higher

Accepted file formats: .PNG, .JPG, .GIF OR .HTML. (Please provide url to landing page)

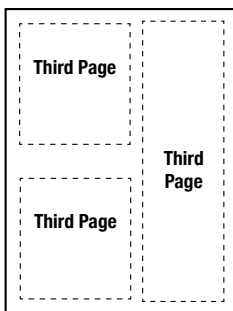
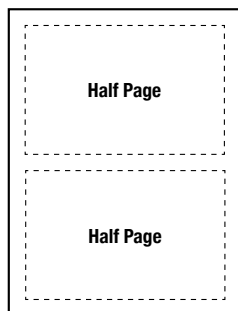
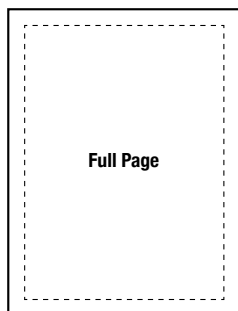
Artwork deadline: 5 business days before publication. Contact your ad representative for pricing.

Questions? Please contact Andrea Fowler at andrea@chicagohealthonline.com.



Closing Dates

	Spring/Summer 2018	Fall/Winter 2018	Spring/Summer 2019	Fall/Winter 2019
Contract Closing	1/4/2018	7/19/2018	1/14/2019	7/19/2019
Materials Closing	1/11/2018	7/26/2018	1/21/2019	7/26/2019
Issuance	3/1/2018	9/3/2018	3/1/2019	9/3/2019



Cancellations must be in writing and will not be accepted after the published contract closing date. A cancellation after the closing date may be accepted subject to the publisher's approval and a breakage fee of \$2,000 per page.



Technical Specs

Supplied Digital Files

Digital advertisements are preferred and the specific Northwest Publishing, LLC formats must be followed. For fractional-page ads, Adobe InDesign, Illustrator and Photoshop, Mac-based software are supported. Digital files for full-page ads should be constructed with the document size equal to the trim size of 8 1/8" x 10 1/2". Line copy should be kept 1/4" away from the trim size. All bleed elements must be extended over the edge of the document by 1/8" on all four sides. All four-color images should be CMYK mode at 300 dpi and either in JPG or EPS format. PDF-X 1/a files are accepted, however Northwest Publishing, LLC will not be responsible for incorrectly prepared files.

Fonts

Include all fonts, font families and font suitcases that are used in your advertisement when supplying electronic materials. Advertiser will incur a production charge if not supplied. We will substitute whichever font we feel closely resembles your match proof.

Production Charges

Production charges will be applied to artwork received that is not submitted according to the specifications defined herein. Where applicable, advertisers will incur charges and agree to pay for the following items:

- Shipping/courier services (case specific)
- Special color requests
- Other, such as missing fonts per the above

Materials

Email materials to: erins@chicagohealthonline.com. Subject line should contain advertiser's name and Chicago Health.

All files must be high resolution (300 dpi or higher) and should be sent in .pdf, .eps, or .jpg format. Online ads may be sent as .gif, .png or .jpg.

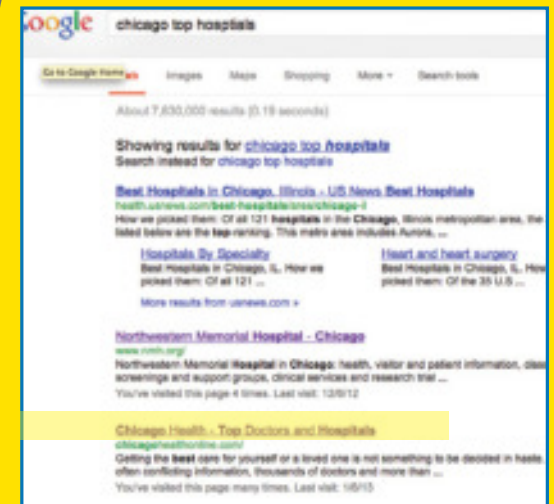
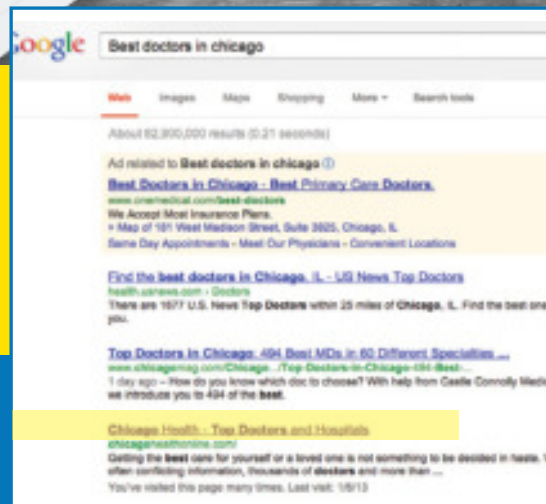
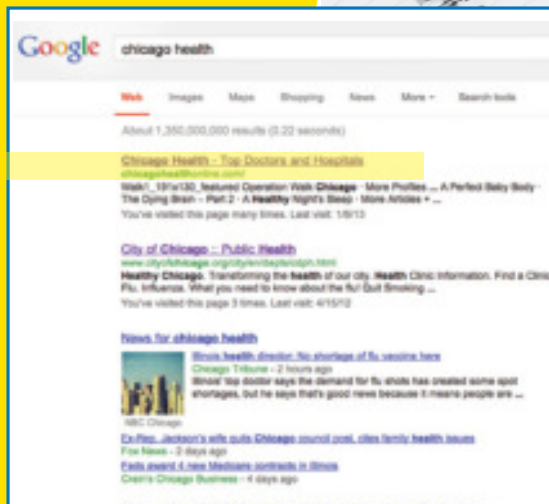
Chicago Health

#1 in readership and online as well 

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 hospitals" and "best doctors in Chicago". These top positions will help draw consumers/patients to your business.

www.chicagohealthonline.com

Chicago Health is the only local magazine that provides a powerful combination of print and online connection to patients you want to influence. Every story published in the print version is also published on ChicagoHealthOnline.com, an online version of the magazine. The web component adds bonus circulation to our print advertisers....at no extra cost.



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

Digital Advertising



PRODUCTS AND SERVICES (2018)

Online ad space appearing on chicagohealthonline.com:

- Header banner ad 729x90 – \$500/month
 - Square sidebar ad 250x250 – \$500/month
- Artwork deadline is five days prior to campaign publication

E-newsletter sponsorship

\$500 (\$750 for an issue announcement). Options: Banner ad, or one text and photo ad (50 word max, photo or logo, 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 physician profile featured on chicagohealthonline.com

(\$2,500 for six months exposure)

Bonus: Inclusion in rotating Newsletter Featured Physician, monthly featured posts on Chicago Health's social media pages

**PURCHASE TWO
DIGITAL OPTIONS**

10%
off total price

**PURCHASE THREE
DIGITAL OPTIONS**

20%
off total price

**PURCHASE FOUR+
DIGITAL OPTIONS**

30%
off total price