

# 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](http://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](http://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](http://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.



## The Stats

- Nearly 11,000 unique monthly visitors
- 85% of monthly traffic comes from organic searches
- 4.5% of traffic comes from social media
- Our bi-monthly e-newsletter is sent to more than 5,600 health conscious consumers, many who work directly in the healthcare industry.
- A low 24% bounce rate – compared to an industry average of 55.6%



## Digital Opportunities

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