

The Digital Medium

Increase your visibility and reach a wider range of health-conscious consumers with digital advertising in *Chicago Health*



Why Choose ChicagoHealthOnline.com?

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

- **Engaging and informative articles keep readers on the site longer.** 77% 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 insights into the services you provide. Patients are more likely to reach out to a healthcare provider they have researched online.
- **Digital options.** 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.



The Stats

- Average of 35,000 monthly visitors with annual site impressions of more than 600,000 in 2018, and projected impressions of more than 1 million for 2019
 - Traffic to our site is growing exponentially. We have seen a growth of 1240% from 2017 to 2018
- 85% of monthly traffic comes from organic searches
- 63% of all traffic is local to the Midwest region
- 5.7% of traffic comes from social media
- Our bi-monthly e-newsletter is sent to nearly 5,000 health-conscious consumers, many of whom work directly in the healthcare industry
- A low 20% bounce rate, well below the industry average