

Media Kit

2020

Who We Are

Since developing more healthcare business has become increasingly competitive, *Chicago Health* magazine and *chicagohealthonline.com* help set you apart and stand out to a well targeted audience. Now in its 11th year, *Chicago Health's* exclusive waiting-room distribution yields a readership in excess of 1,000,000 healthcare 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, obesity, 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 through 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
consumers will see your
ad or sponsored content
and will be influenced to
visit your web site.



Chicago Health magazine

- More than 1,000,000 active healthcare consumers will see your ad or sponsored content and will be influenced to visit your web site. *Chicago Health* connects you with the deepest pool of relevant prospective patients of any media in the Chicago area.
- More relevant 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 consumers of healthcare services.
- The lowest cost per impression (less than \$.01) of any other print medium that is read in 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 with your print ad package.
- Opportunities to be used as a source for stories (as available).

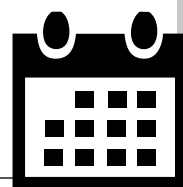


ChicagoHealthOnline.com

- 45,000 health-interested visitors each month (physician profiles are among the most often read pages on chicagohealthonline.com)
- Direct links to your web site (for professional profiles, sponsored content and advertisements).
- Complimentary listings on our calendar-of-events.
- Access to more than 5,000 email addresses including those of more than 3,000 physicians and 2,000 healthcare executives.
- Access to physician email addresses made available by specialty.
- Social media collaboration (more than 1,600+ Twitter followers and 900+ Facebook likes). Chicagohealthonline.com offers the ability to cross promote its content and your web site.

“ Honored by the American Society of Journalists & Authors as well as the Chicago Headline Club and Illinois Women’s Press Association, *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 the American Society of Journalists & Authors as well as the Chicago Headline Club and Illinois Women’s Press Association, *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 (pain, March 2019 and mental health, September 2018), long-form features (Breaking the silence of domestic violence—and how healthcare providers can help, September 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.

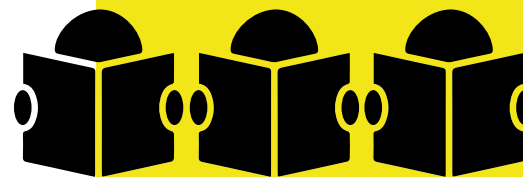
...additional stats

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.

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? ☐ 0-10 ☐ 11-20 ☐ 21+

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 of 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)

The print edition



Twice each year, **75,000** copies of *Chicago Health* are distributed throughout Chicago, its surrounding suburbs and northwest Indiana targeting the attention of more than 1,000,000 health-interested readers



55,000*

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

1,000*

copies to discharge planners, case managers and social workers

7,600*

copies mailed to area physicians and healthcare executives

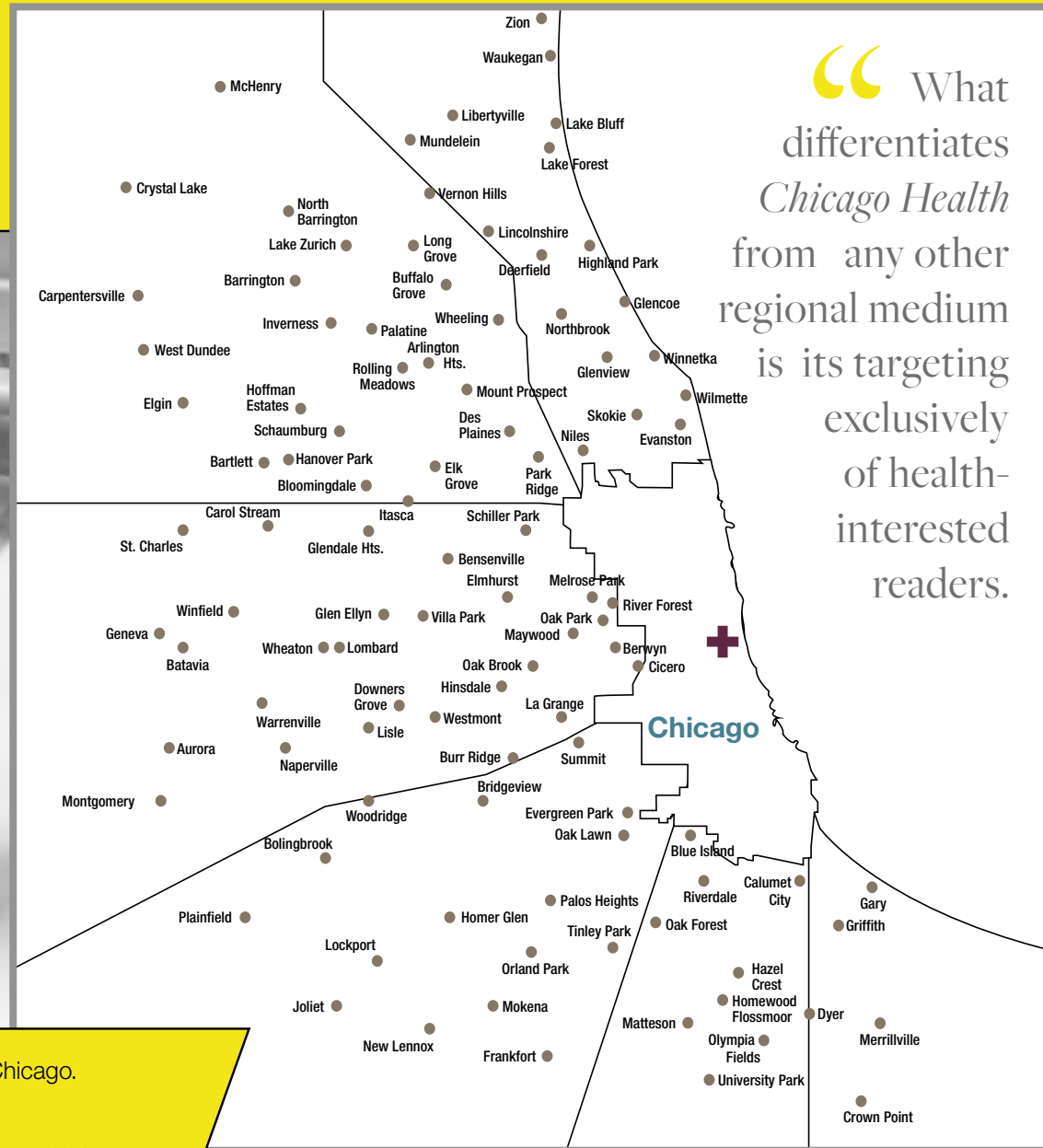
8,000

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.



After ten years, *Chicago Health* magazine has attracted the interest of more than 100 prestigious advertisers. Most of them have repeated their advertising in the magazine.

Physicians and Physician Practices (39)

American Center for Spine & Neuro Surgery
Richard A. Berger, MD, Midwest Orthopedics at Rush
Cancer Specialists of Chicago
Center for Reproductive Care
Chicago Center for Orthopedics at Weiss
ChicagoENT
Chicago Heart & Vascular Consultants, Ltd.
Chicagoland Retinal Consultants
Diamond Headache Clinic
Elite Women's Care
Fertility Centers of Illinois
Hinsdale Orthopaedics
Illinois Bone & Joint Institute
Illinois Cancer Specialists
Illinois Eye & Ear Infirmary
Illinois Pain Institute
Institute for Cardiothoracic and Venous Surgery-ICVS
Institute for Human Reproduction
Robert S. Katz, MD, Rheumatology Associates
MDVIP
Me and My Doctor
Midwest Orthopedics at Rush
Millennium Park Eye Center
Ajay Nehra, MD, Rush University Medical Center
Northwestern Center for Orthopedics
Northwestern LASIK Physicians
Northwestern Medicine Chicago Proton Center
Northwestern Plastic Surgery
Northwestern Plastic Surgery Associates, SC
RiverMend Health
Schwartz Pediatrics
Scott Palmer, MD, Concierge/Personalized Care
Skypoint Medical
University Pain Centers at Rush
Vios Fertility Institute
Weil Foot & Ankle
Wheaton Eye Clinic
Women's Health Consultants
Yellowbrick

Hospitals and Hospital Systems (19)

Advocate Illinois Masonic Medical Center
AMITA Health
Cadence Health
Kindred Healthcare
Loyola Medicine
Lurie Children's Hospital
Mayo Clinic
Mercy Hospital & Medical Center
NorthShore University HealthSystem
Northwest Community Healthcare
Northwestern Medicine
Rehabilitation Institute of Chicago
Rogers Behavioral Health
Saint Joseph Hospital, Chicago
Shriners Hospitals for Children
Swedish Covenant Hospital
UI Health
University of Chicago Medicine
Weiss Memorial Hospital

Senior or Long Term Care Companies (31)

The Abington of Glenview
ALC Home Health Care
The Alden Network
Anthem Memory Care
Auberge Naperville
Artis Senior Living
Belmont Village
BrightStar Care
Brookdale Senior Living
The Carrington
The Clare at Water Tower
Elderwerks
Franciscan Sisters Service Corp.
JourneyCare
Koelsch Communities
Lexington Square
The Merion
Montgomery Place
Northbrook Inn Memory Care
NShore Patient Advocates

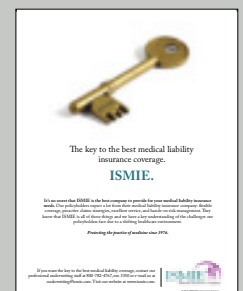
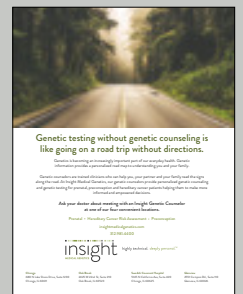
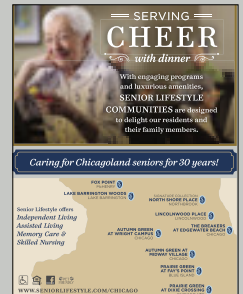
Open Arms Solutions
Phoenix Home Care
Radford Green at Sedgebrook
Right At Home
The Selfhelp Home
Senior LifeStyle Corporation
Seniors Blue Book
Silverado
Terra Vista of Oakbrook Terrace
Traycee Home Care
Villa St. Benedict

Other (16)

2520 Lincoln Park
Alzheimer's Association
ATI Physical Therapy
Chuan Spa
Clear Spring Health
The Goldsmith, Ltd.

The logo for '100plus' features the number '100' in a large, bold, grey sans-serif font, followed by the word 'plus' in a smaller, italicized, grey sans-serif font. Both are enclosed within a thick yellow circular border.

Health Plus Physicians Organization
Insight Medical Genetics
ISMIE Mutual Insurance Company
IMD Guesthouse
Lakeview Chamber of Commerce
Loyola Museum of Art
Novartis
NShore Patient Advocates
Pink and Blue Surrogacy and Fertility
Timberline Knolls



More than 900 prominent doctors and health care professionals have contributed their voices to the stories reported in *Chicago Health* including the following:



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 Field, 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 Kraig, 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 2020-2021

Circulation: 75,000 copies

Rate Card

Chicago Health

Real Patients. Real Doctors. Real Healthcare.



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.



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)

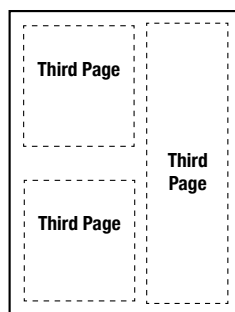
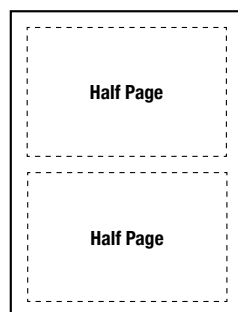
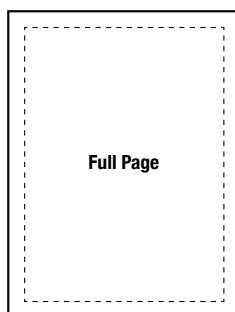
Artwork deadline: 5 business days before publication. Contact your ad representative for pricing.

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



Closing Dates

	Spring/Summer 2020	Fall/Winter 2020	Spring/Summer 2021	Fall/Winter 2021
Contract Closing	2/7/2020	8/7/2020	2/8/2021	8/9/2021
Materials Closing	2/14/2020	8/14/2020	2/12/2021	8/13/2021
Issuance	3/16/2020	9/14/2020	3/15/2021	9/13/2021



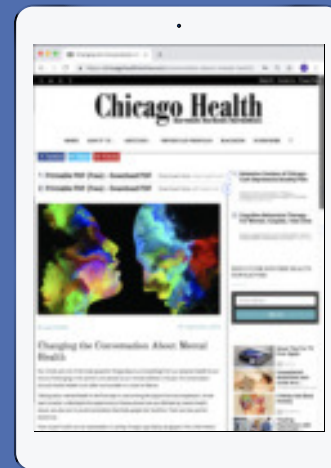
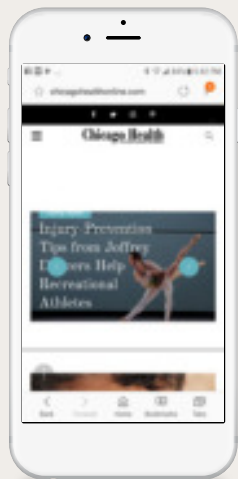
Cancellations must be in writing and will not be accepted after the published contract closing date. A cancellation after the closing date may be accepted subject to the publisher's approval and a breakage fee of \$2,000 per page.

Chicago Health

#1 in readership in
print and online 

Chicago Health is a local health magazine that provides a powerful combination of print and online, connecting you to patients you want to reach. Every story published in the print magazine is also published in a digital version on ChicagoHealthOnline.com

ChicagoHealthOnline.com



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 45,000 monthly visitors with annual site impressions of more than 600,000
- 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 approximately 5,000 health-conscious consumers, many of whom work directly in the healthcare industry
- A low 20% bounce rate, well below the industry average

The Digital Medium

(continued)



Digital Opportunities

Physician Profiles

- A profile will elevate a physician's online reach and reputation, as well as drive potential patients to your practice. Physician profiles are among the most read articles on ChicagoHealthOnline.com, linking readers directly to your practice's website.

Online Banner Ads

- Banner ads have the potential to obtain nearly 112,000 impressions per month on ChicagoHealthOnline.com. Ads are strategically placed for viewability and relevance. Each ad campaign can be customized to fit your target audience by category, topic or page. We will work with you to create the best campaign and ROI for your budget.

E-Newsletter Sponsorship

- Promote your practice or organization with *Chicago Health's* bi-weekly e-newsletter. Each newsletter features the latest health news from Chicago and around the country and is sent to a curated list of nearly 5,000 opt-in consumers, industry leaders, and medical professionals.

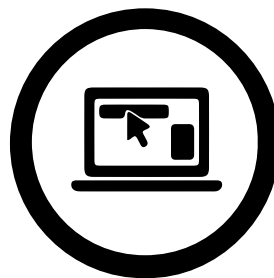
Sponsored Posts

- Tell your story. Share your insights and expertise, events or new developments in your field with more than 45,000 monthly ChicagoHealthOnline.com readers. Let our award-winning writers and editors get your message to the masses.

Social Media Partnerships

- Let our experts help you reach the right audience on social media. Through organic posts or sponsored ads, *Chicago Health* will help you reach your audience with insightful and engaging posts.

Digital Advertising



Products and Services (2020)

Some of the following services are free with the insertion of a print ad in *Chicago Health* magazine. The following are a la carte prices:

Online Ad Space Appearing on ChicagoHealthOnline.com:

- Header banner ad 729x90 – **\$500/month**
 - Square sidebar ad 250x250 – **\$500/month**
 - Site buy-out **\$950/month**
- Artwork deadline is one week prior to campaign launch

E-newsletter Sponsorship

\$500 (**\$750 for a new issue announcement**)

Options: Banner ad or one text and photo ad (50 word max). Photo or logo plus one text link included

Dedicated E-blast

\$1,500

An exclusive email dedicated solely to your message sent to our readers.

*Please contact your sales rep for terms.

Digital Physician Profile Featured on ChicagoHealthOnline.com

\$500/month

Minimum 6-month contract required. Get 2 months free with annual plan (\$1,000 savings). Bonus: Inclusion in the “Featured Physician” section of bi-monthly e-newsletter, plus monthly featured posts on *Chicago Health*’s social media pages.

*Free 6-month placement with print ad purchase.

Sponsored Posts

\$495 - \$595/post

You may post your approved content for one full year on ChicagoHealthOnline.com. This comes with an inclusion on one e-newsletter and 2 social media posts.

Social Media Collaboration

Custom plans to fit your needs. Contact your sales rep to discuss options.

**PURCHASE TWO
DIGITAL OPTIONS**

10%
off total price

**PURCHASE THREE
DIGITAL OPTIONS**

20%
off total price

**PURCHASE FOUR+
DIGITAL OPTIONS**

30%
off total price