

Media Kit

# 2022

## Gaining A Competitive Advantage

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 12th year, *Chicago Health's* exclusive waiting-room distribution yields a readership in excess of 1,000,000 healthcare consumers with each semi-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.

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

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# 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 targeted 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.
- Online and social media exposure with your print ad package.
- Opportunities to be used as a source for stories (as available).



## ChicagoHealthOnline.com

- Approximately 50,000 impressions each month (physician profiles are among the most often read pages on [chicagohealthonline.com](http://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 2,500 physicians and 2,500 healthcare executives.
- Access to physician email addresses made available by specialty.
- Social media collaboration (more than 1,600+ Twitter followers and more than 4,000 Facebook followers). [Chicagohealthonline.com](http://Chicagohealthonline.com) offers you the ability to cross promote its content and your web site.

# 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

**8,000\***

copies mailed to area physicians and healthcare executives

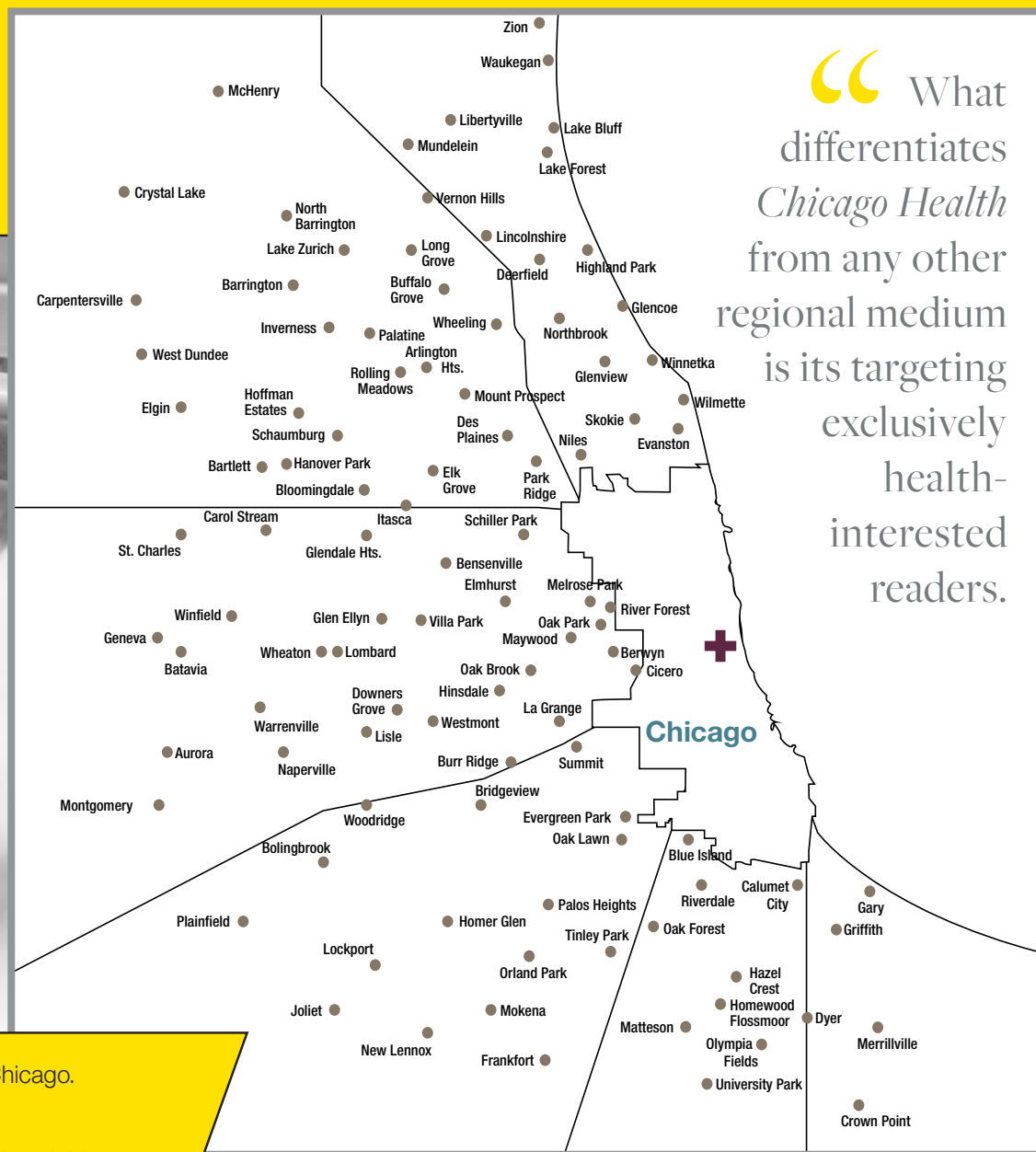
**10,000**

copies in condo and co-op residential buildings along Chicago's lakefront

**\*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.



# 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? ☐ 0-18 ☐ 19-35 ☐ 35+

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 *chicagohealthonline.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 bimonthly 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: 312.329.0610  
Scan and Email: publisher@chicagohealthonline.com

**Chicago Health**  
Real Patients. Real Doctors. Real Healthcare.

(Results for 2014-2015 responses)

After twelve 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 (41)

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  
JenCare Senior Medical Center  
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  
Synchrony Brain Health  
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)

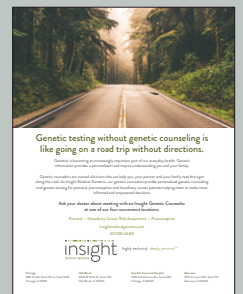
The Abington of Glenview  
ALC Home Health Care  
The Alden Network  
Anthem Memory Care  
Auberge Naperville  
Artis Senior Living  
Belmont Village  
BrightStar Care  
Brookdale Senior Living  
The Carrington  
The Clare at Water Tower  
Elderwerks  
Franciscan Sisters Service Corp.  
JourneyCare  
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 (18)

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

100  
plus



Insight Medical Genetics  
ISMIE Mutual Insurance Company  
IMD Guesthouse  
Lakeview Chamber of Commerce  
Loyola Museum of Art  
North Shore Senior Center  
Novartis  
NShore Patient Advocates  
Pink and Blue Surrogacy and Fertility  
Spectrios Institute  
Timberline Knolls

More than 1,000 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 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 Krehon, LSW  
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 Sigman, 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  
Airica 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 Thrur, 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

“ 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, the American Academy of Orthopedic Surgeons, the National Federation of Press Women 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 for future reference. All stories in the print edition are also available on [chicagohealthonline.com](http://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 (prevention, March 2022, and heart disease/obesity, September 2022). Each issue has a feature story in each of these areas of health.

- Women’s Health
- Men’s Health
- Cardiology and Vascular issues
- Cancer
- Vision
- 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.**

Effective For 2022-2023

Circulation: 75,000 copies

## Ad Specs

# 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. PDF-X 1/a files are preferred. Adobe InDesign, Illustrator and Photoshop, Mac-based software are also 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 1/2" 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. 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](mailto: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 9.5	16.25 x 10.5
Full Page	7.125 x 9.5	8.125 x 10.5
Two-Thirds Page	4.625 x 9.25	N/A
Third Page Square	4.625 x 4.375	N/A
Third Page Vertical	2.25 x 9.25	N/A

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

Please contact  
your sales representative  
for pricing.



## Online Ads

	Dimensions	Color Format	Resolution
Web Banner Ad	1110 x 180	RGB	72 dpi or higher
Web Square Ad	360 x 360	RGB	72 dpi or higher

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

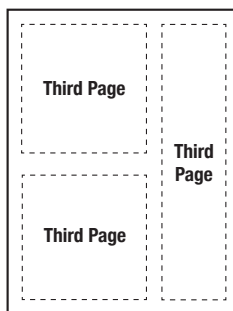
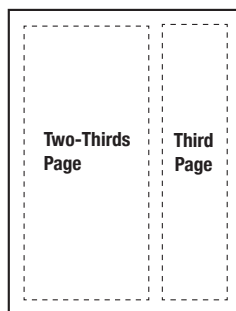
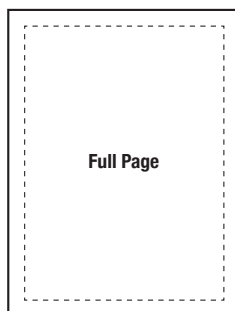
Artwork deadline: 5 business days before publication. Contact your ad representative for pricing.

Questions? Please contact Andrea Fowler at [andrea@chicagohealthonline.com](mailto:andrea@chicagohealthonline.com).



## Closing Dates

	Spring/Summer 2022	Fall/Winter 2022	Spring/Summer 2023	Fall/Winter 2023
Contract Closing	2/4/2022	8/5/2022	2/10/2023	8/7/2023
Materials Closing	2/11/2022	8/12/2022	2/14/2023	8/11/2023
Issuance	3/14/2022	9/12/2022	3/14/2023	9/18/2023



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.