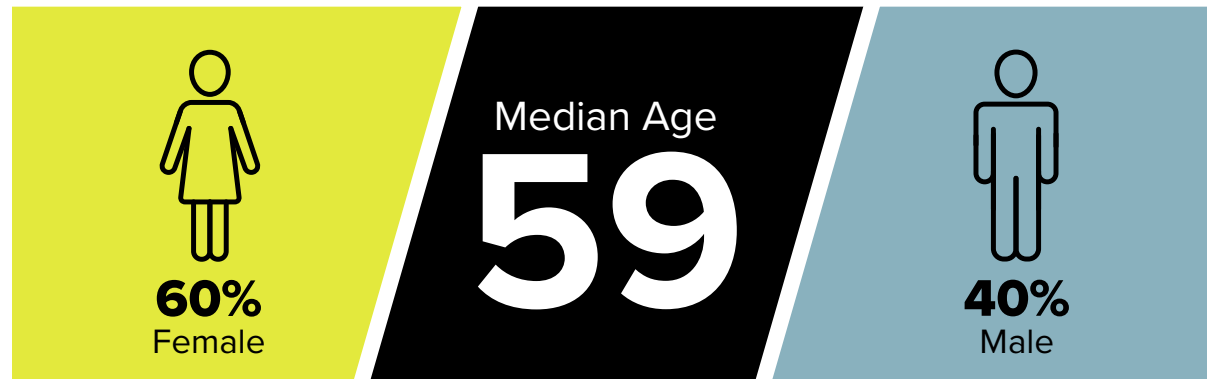


Total Brand Reach

1 Million+

1M active healthcare consumers*

ESTIMATED PRINT READERS



Our Readers

88%
Have a primary care physician

94%
Visit doctors regularly

72%
Exercise regularly

29%
Have been hospitalized in the past 12 months

47%
Have single or employee sponsored health insurance

47%
Are covered by Medicare or medicaid insurance

85%
Agree that our stories or advertisements influence where they will seek care for themselves or a loved one.

75% of our readers acknowledge that our stories and advertisements have influenced where they would seek care for themselves or a loved one.

TOP AREAS OF INTEREST

- PREVENTION
- HEART HEALTH
- NEUROLOGY
- AGING
- CANCER
- ORTHOPEDICS
- WOMEN'S HEALTH
- PRESCRIPTION DRUGS
- ARTHRITIS
- PEDIATRICS
- VISION/HEARING
- PAIN
- MEN'S HEALTH
- MENTAL HEALTH
- GASTROENTEROLOGY
- DERMATOLOGY
- PAIN MANAGEMENT
- UROLOGY

ONLINE READERS*

26,000+ Monthly Visitors



65k Monthly Ad Impressions



85% Organic Traffic



43% Local Readers



81% Mobile Users



5000+ Newsletter subscribers



0.5% CTR
(industry average 0.3%)

*ADSENSE, GOOGLE ANALYTICS 2022