

2023



Chicago Health
Real Patients. Real Doctors. Real Healthcare.

Mission

Chicago Health is an award-winning magazine committed to providing readers with relevant, informative, useful health care coverage and information.



Accolades

Published since 2010

Association of Health Care Journalists

1st Place, Writing: Consumer/Feature - 2020

Peter Lisagor Awards

Winner, Best Feature Story for a magazine or non-daily newspaper - 2020

Finalist, Best Non-Deadline Reporting - 2020

Finalist, Best Design for Non-Daily Newspaper, Magazine or Newspaper Magazine - 2019, 2021

Illinois Woman's Press Association

1st Place, Page Design: Magazine - 2020, 2021

1st Place, Writing: Science, Physical Health, Specialty Article - 2021

1st Place, Writing, Feature Story: Magazine - 2020

1st Place, Editing for Print or Online Publications: Magazine - 2020

1st Place, Photography, Photographer-writer: Magazine - 2020

1st Place, Writing, Specialty Articles: Physical Health - 2020

National Federation of Press Women

1st Place, Feature Story, Magazine - 2020

1st Place, Page Design, Magazine - 2020

American Academy of Orthopaedic Surgeons

Winner, Newspaper/Magazine Feature - 2019, 2020

Winner, Internet Story - 2019



The future of healthcare begins with your next appointment.

It starts with one appointment and leads to a lifetime of prevention. When you're a NorthShore patient, your Advanced Primary Care physician offers the latest genetic science as part of your everyday care, to predict, prevent and treat illnesses. Then we work with you to develop the most effective steps you can take today to avoid future illnesses. So take control of your health today.

you — online, on the phone or in person.
 c | (847) 570-GENE

THE SUPPORT NO ONE WANTS
(BUT EVERYONE NEEDS) _____

My morning, I attended a virtual funeral for Brad. Remember, he was 30. He died from cancer. One just 30 days after he was diagnosed. My family has known Brad since 1976. I was in kindergarten with him. I was a few years from age 4 and he was unrequited, but we managed a solid friendship and maintain it today. He was a good kid. A real knoll. He was my baby brother. His death has freed for most of these past decades. We grew up with Brad's wife, Barbie, and I always and we came with what felt like a Sisyphus-sized burden of grief shared by every single player of my entire childhood. And thank God everywhere is there for each other. Barbie and I, my company, and my wife have a pact. It's what goes through the pain and the horror of an unexpected, incredibly fast loss. It's what helps us keep it together for Brad's two young boys and allows us to be able to support each other. And grief and anger can stretch their legs before we pull it together again and continue facing the days ahead.

Support works... I saw it the morning I watched my old friends and their parents huddle each other at the graveside in a ceremony meant to share their grief, contain their terror, and hold each other up.

REASONABLE HYPOCHONDRIA
David Himmel



diagnosis. It doesn't just happen to one person — it happens to the whole family system."

Peerman says there's a growing appreciation for supporting oncology patients and their families. His program is big on stress-management, collaboration, oncology, psychology, nutrition, fertility preservation and help partners. They also work closely with social support organizations such as *LipstickBout Cancer Research*, *Cancer, Willows House*, and *Golden Child Clinic*, to name a few.

[illegible]

A photograph of Mary Wood Molo, MD, a woman with blonde hair, smiling and wearing a white lab coat over a blue shirt. She is standing in front of a wall with the logo for the Center for Reproductive Care, which includes a stylized orange and yellow graphic and the text "Center for Reproductive Care" and "MARY WOOD MOLO MD". In the top left corner, there is a small logo for "PROFESSIONAL PROFILE FERTILITY™". In the top right corner, the text "Mary Wood Molo, MD" and "Center for Reproductive Care" is displayed.

[illegible]

 **Center for Reproductive Care**
1729 W Harrison St.
Suite 408E
Chicago, IL 60612
ph: 312.943.3834

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

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

Circulation ●

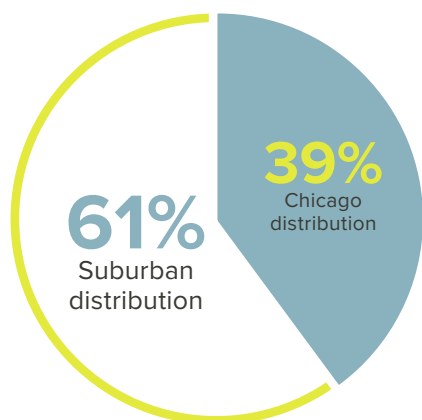
Chicago Health has a semi-annual print run of 75,000 copies, using four major distribution channels:

Demographic Targeting: 55,000 copies are placed in waiting rooms of approximately 4,000 physician offices, health clinics, fitness clubs, community centers and senior residential properties.

Industry Leaders: 8,000 copies of *Chicago Health* are sent to area healthcare professionals, discharge planners and social workers who influence the selection of services for patients.

Direct Residential: 8,000 copies are made available within more than 550 lakefront condominiums and co-op buildings.

Digital Edition: E-mailed to 5,000 health conscious readers throughout Chicagoland and beyond.



DISTRIBUTED IN...

- WAITING ROOMS
- PHYSICIAN OFFICES
- CANCER AND DIALYSIS CENTERS
- REHABILITATION FACILITIES
- PHYSICAL THERAPY CLINICS
- HEALTH CLUBS
- COMMUNITY CENTERS
- SENIOR RESIDENTIAL PROPERTIES
- CONDOS AND CO-OP RESIDENTIAL BUILDINGS



2023 Editorial Calendar

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 more than 1,000 physicians and healthcare professionals have filled our stories, and we seek these top professional sources from all over the Chicago region.

Spring/Summer 2023

EDITORIAL

Cover: *Medical Mysteries /
Hunting for a Diagnosis*

Features: *Misdiagnosis and second opinions
Eating disorders surge*

ADVERTISING

Featured Physician
Sponsored Content
Q+A Round Table
Ask The Expert

Fall 2023/Winter 2024

EDITORIAL

Cover: *Health and Environment*

Features: *Climate change in Chicago
Pollution and neurological/
Mental health links*

ADVERTISING

Featured Physician
Sponsored Content
Q+A Round Table
Ask The Expert

Spring/Summer 2024

EDITORIAL

Cover: *History of Medicine*

Features: *Oncology through the ages
Power of fitness*

ADVERTISING

Featured Physician
Sponsored Content
Q+A Round Table
Ask The Expert



Featured Physician ●

Our readers are your future patients. Introduce yourself by showcasing your practice and expertise in our new Featured Physicians section. This unique part of *Chicago Health* magazine guides readers to local doctors' exceptional qualifications. Don't miss out!

WHO WILL SEE YOUR PROFILE?

- An estimated 1,000,000 readers — all healthcare consumers
- Subscribers and local readers in 4,000 venues, consisting of: Physician and hospital waiting rooms, specialty clinics for PT, orthopedics, cardiology, and cancer treatment, health clubs, spas, and wellness centers, community centers, senior living communities and more
- Digital readership of 26,000+/month

Chicago Health and Caregiving have been recognized regionally and nationally for award-winning healthcare content. For advertisers, we offer affordable print and digital options, with social media support and metrics reporting so you can share your success with your team.



1M active healthcare consumers

PRINT + ONLINE READERS

75%

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

60%

Female

40%

Male

59

Median Age

94%

Visit doctors regularly

72%

Exercise regularly

47%

Have single or employee sponsored health insurance

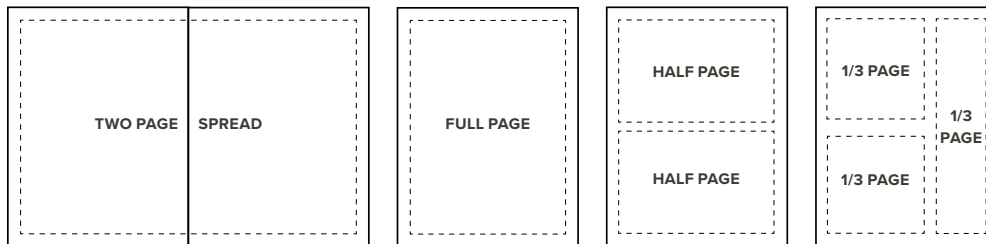
47%

Are covered by Medicare or medicaid

Spec Sheet

Magazine

	Live Area	Trim	Bleed	Gutter
Two Page Spread:	15.25 x 9.5	16.25 x 10.5	.125in	.375in
Full Page:	7.127 x 9.5	8.125 x 10.5	.125in	N/A
Half Page:	7.125 x 4.375	N/A	N/A	N/A
Third Page Square:	4.625 x 4.375	N/A	N/A	N/A
Third Page Vertical:	2.25 x 9.25	N/A	N/A	N/A



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 native files. 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.

Digital

BANNER ADS

Leaderboard

- Max size: 1110px x 180px
- Campaign URL

Square

- 500px x 500px
- Campaign URL

File formats

- .PNG, .JPG, .GIF OR .HTML
- Max file size: 1MB

FEATURED PHYSICIAN

Word Count: 300 min - 1000 max

All copy will be reviewed, fact checked and edited before publication

- Byline or a line at top of story will state: "Paid Content"

Links

- In-copy links: Max 3, no-follow links
- Author bio at end of story: 1 link

By-Line: 140 character limit bio

Images

- Main Image: Aspect Ratio: 4:3, Min-width: 2000px
- In-article Images/Physician Headshot/Logo: Max-width: 500px

File formats

- .PNG, .JPG, .GIF OR .HTML
- Max file size: 1MB

SPONSORED POSTS

Word Count - 300 min, 750 max

All copy will be reviewed, fact checked and edited before publication

- Byline or a line at top of story will state: "Sponsored Post"

Links

- In-copy links: Max 3, no-follow links
- Author bio at end of story: 1 link

By-Line: 140 character limit bio

Images

- Main Image: Aspect Ratio: 4:3, Min-width: 2000px
- In-article Images/Physician Headshot/Logo: Max-width: 500px

File formats

- .PNG, .JPG, .GIF OR .HTML
- Max file size: 1MB

E-NEWSLETTER SPONSORSHIP

Sponsorship Logo

- Max width: 1200px
- Campaign URL

Text-Ad add-on

- A call out after the 1st article
- Max character count: 150
- Campaign URL