

# Mission

*Chicago Health* is an award-winning semi-annual magazine committed to providing readers with relevant, informative, useful healthcare coverage and information.





### **Accolades**

Since 2016, twenty-three of our writers and designers have won national and regional awards for excellence in healthcare reporting including:

Association of Health Care Journalists

Peter Lisagor Awards – Chicago Headline Club

Illinois Woman's Press Association

National Federation of Press Women

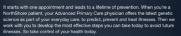
American Academy of Orthopaedic Surgeons

American Society of Journalists and Authors



#### ADVANCED PRIMARY CARE

The future of healthcare begins with your next appointment.



# 15+ Years 100+ Industry Voices

### **1000+ Stories**

**1M+ Readers** 

(estimated per issue)



# Who We Reach

### 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.

### 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
- ARTHRITIS

.

.

- PEDIATRICS
- VISION/HEARING
- PAIN
- MEN'S HEALTH
- MENTAL HEALTH .
  - GASTROENTEROLOGY
- . DERMATOLOGY
- PRESCRIPTION DRUGS PAIN MANAGEMENT .
  - UROLOGY

# 1 Million+

### **ONLINE READERS\*** 20,000+ Monthly Visitors



25k Monthly Ad Impressions



85% Organic Traffic



43% Local Readers



81% Mobile Users

4500+ Newsletter subscribers



0.5% CTR (industry average 0.3%)

#### **GOOGLE ANALYTICS 2024**

# **Regional Distribution**

Twice each year, **75,000** copies of *Chicago* Health and 65,000 copies of Caregiving 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 7,500 copies mailed to area physicians and healthcare

executives

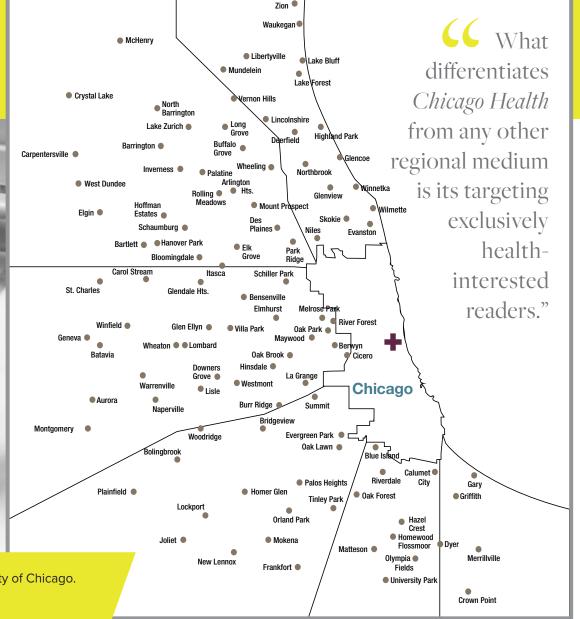
8,000 co-op residential

copies in condo and buildings (Chicago's Health only)

\*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.



# Circulation

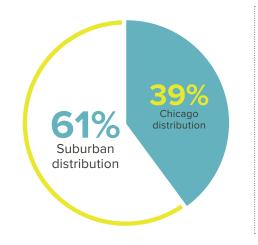
*Chicago Health* has a semi-annual print run of 75,000 copies, using four major distribution channels:

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

**Industry Leaders:** 7,500 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**: A digital flipbook version appears before 20,000 monthly visitors to chicagohealthonline.com.



#### DISTRIBUTED IN...

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



# **2025 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 2025 (March)

#### **EDITORIAL**

Cover:	The state of healthcare in the
	Chicago area
Features:	How the shortage of doctors is
	influencing the care you receive

ADVERTISING

Featured Physician Sponsored Content Q+A Round Table: The latest developments in cancer care Ask The Expert

### Fall 2025/Winter 2026 (September)

#### **EDITORIAL**

Cover:

Affordable care: Where it's going, what we can expect

#### ADVERTISING

Featured Physician Sponsored Content Q+A Round Table: The latest developments in cardiovascular care Ask The Expert

### Spring/Summer 2026 (March)

#### EDITORIAL

Cover:

The Latest Discoveries that will Improve your Wellness

#### **ADVERTISING**

Featured Physician Sponsored Content Q+A Round Table: The latest developments in corthopedic care Ask The Expert



AWARD-WINNING HEALTH JOURNALISM

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AWARD-WINNING HEALTH JOURNALISM

# **Be A Featured Physician**

Our readers are your future patients. Introduce yourself by showcasing your practice and expertise with our new Featured Physicians option. This unique part of Chicago Health magazine guides readers to local doctors' exceptional qualifications.

#### WHO WILL SEE YOUR PROFILE?

- An estimated 1,000,000 readers - all healthcare consumers - Subscribers as well as local readers in 4,000 venues, consisting of: physician and hospital waiting rooms, emergency 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 20,000+/month

Chicago Health has 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% 60% Agree that our stories or advertisements influence Female where they will seek care for themselves or a loved one. 47% 94% 72% Visit doctors regularly Exercise regularly Have single or employee sponsored health insurance

40% Male

59 Median Age

47% Are covered by Medicare or medicaid