



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

# 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-four 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

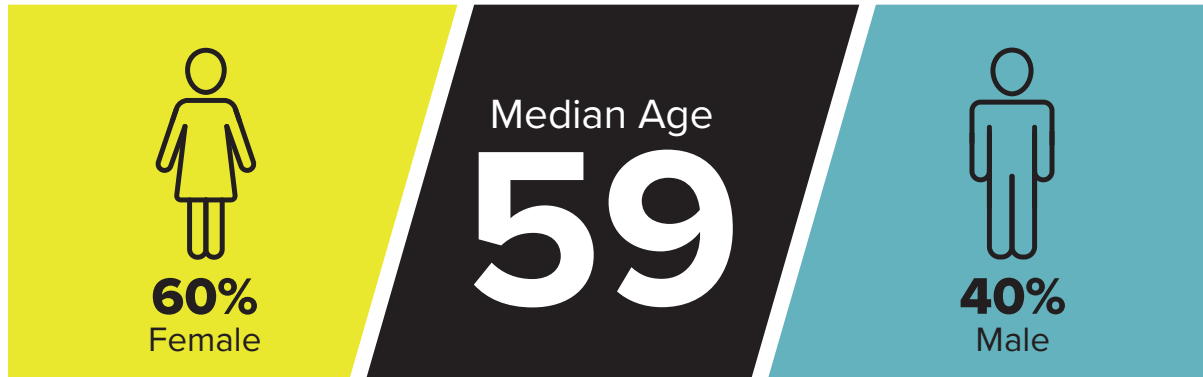


# Who We Reach

# 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\*

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 JAN 2026

# 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

**7,500\***

copies mailed to area physicians and healthcare executives

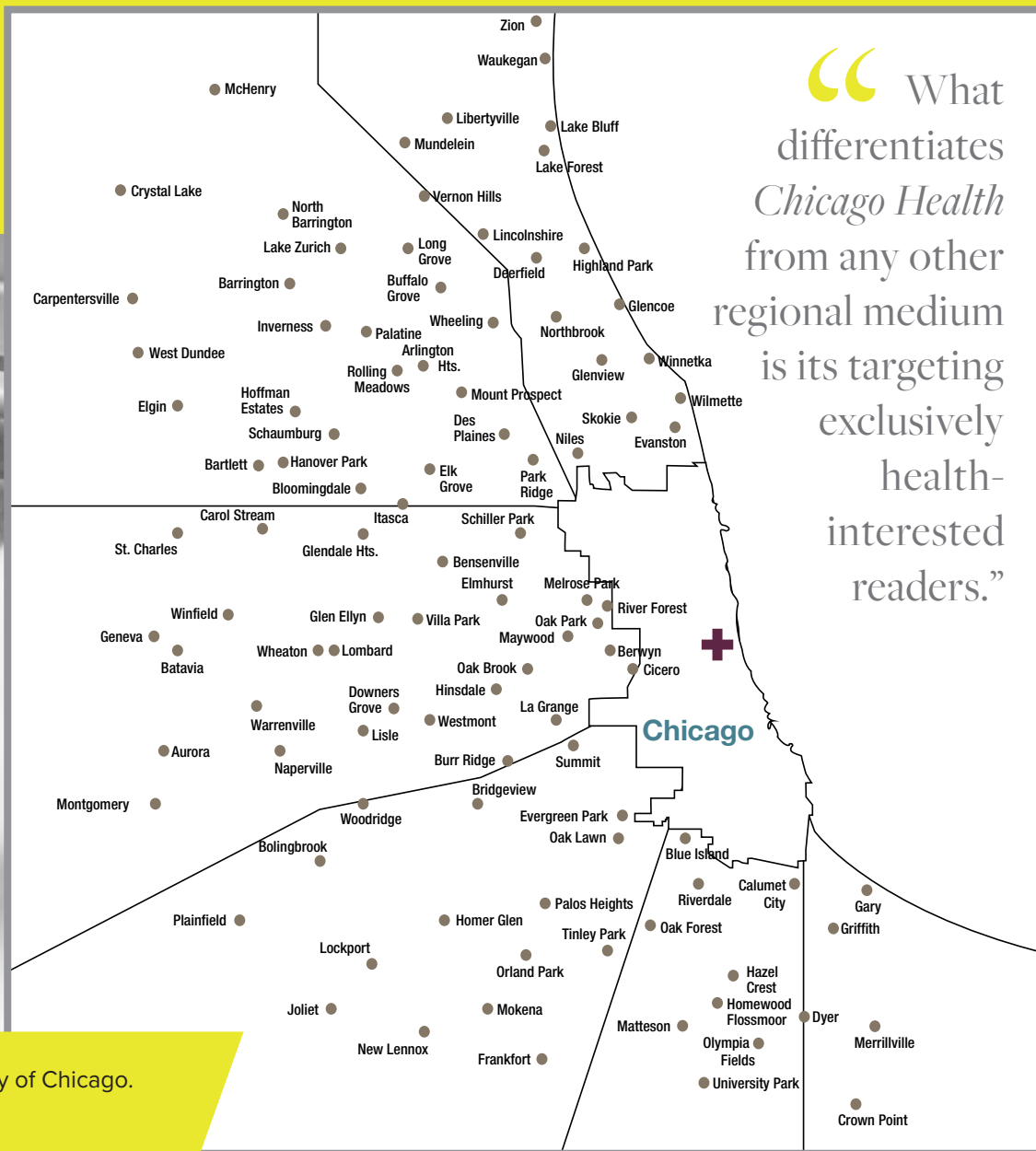
**8,000**

copies in condo and co-op residential buildings (*Chicago's Health* only)

**1,000\***

copies to discharge planners, case managers and social workers

\*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

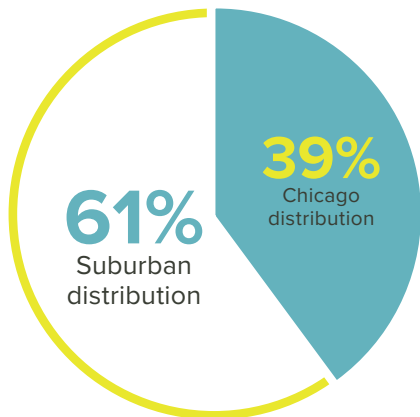
*Chicago Health* has a semi-annual print run of 75,000 copies, using four major distribution channels:

**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](http://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



# 2026 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 2026 (April)

### EDITORIAL

Cover: *The business of healthcare, changes going on and how to make better choices*

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 Orthopedics care  
Ask The Expert

## Fall 2026/Winter 2027 (October)

### EDITORIAL

Cover: *Mental health strategies to maintain emotional well-being at home and in the workplace*

### ADVERTISING

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

## Spring/Summer 2027 (April)

### EDITORIAL

Cover: *Prevention. Don't kid yourself, lifestyle choices can extend or shorten your life. See how*

### ADVERTISING

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

