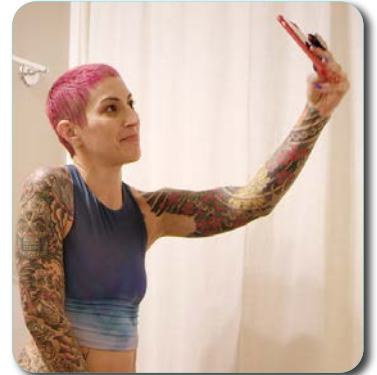




7 Ways to Improve Your Sleep Hygiene p.11
▶ Home Remedies ▶ Expert Q&A ▶ Prescriptions for Sleep

HealthCentral
Insomnia

+
Ditch the
Phone for
Better Sleep p.2



HealthCentral
Guides

MEDIA KIT **2023**

Overview



Enhancing Patient Care at Moments That Matter

- **Category/Condition Exclusivity:** With content sourced from leading medical experts, aligning with sponsor's goals, featuring empowering and emotional real patient stories
- **Targeted Distribution:** to high-value physician office waiting rooms with zero waste (list match available)
- **Brand Credibility:** Access to a network of unique physician offices nationwide available by specialty
- **Medically Reviewed:** Original award-winning condition-specific content presented in an easy-to-read and understand format is reviewed by a Medical Advisory Board and audited through AAM
- Third party **ROI guarantee** available*
- **Doctor Discussion Guide:** encourages doctor-patient conversations
- **Brand Credibility:** via implied endorsement by the patient's trusted physician
- **Self-selected:** by patients **actively looking for health information** about their condition
- **Print and Digital Synergy:** Print guides drive to a digital sponsored program OR to an exclusive Patient Support Center on HealthCentral, which reaches millions of unique visitors monthly, features additional content and tools to help patients prepare for their doctor visits

*Crossix, IQVIA, etc.

Program Extensions

Inspirational Patient Stories at Point-of-Care in HealthCentral Print Guides



Program Extensions Increase Engagement and Reach

POC and Online Synergy: Print guide program integration with a digital program on HealthCentral.com

Strengthen Engagement: QR codes placed throughout the guide provides easy access to online content: patient videos, quizzes, polls, the brand's site or sponsorship on HealthCentral.com

Drive Action: Placement of call to action on display rack

Spanish Editions: Ability to create editions for Spanish speaking audiences and minority audiences

Guide Overruns: For Sales Force use

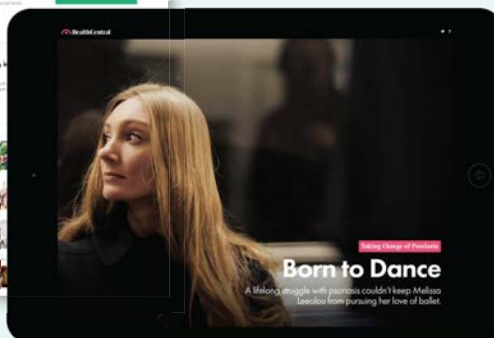
Call to Action placed on display rack



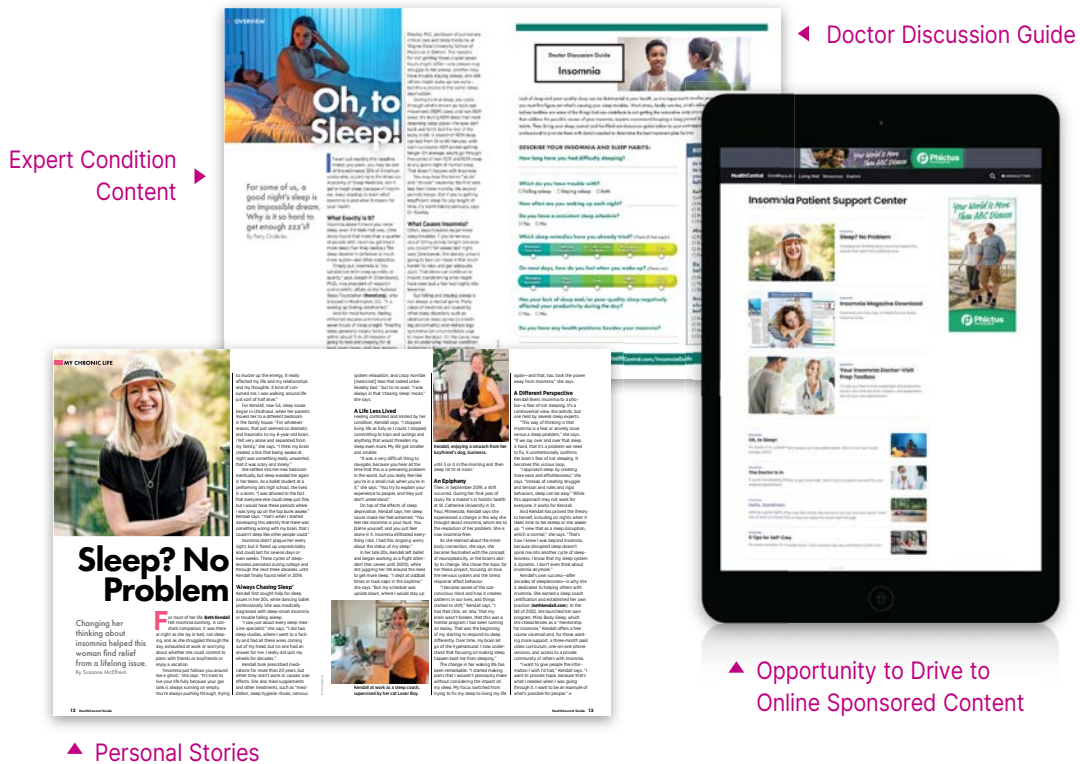
Patient Support Center

Digital Sponsorship on HealthCentral.com

Spanish Editions Available



Content



Provides Relevant Context for Your Message

HealthCentral Guides are designed to stimulate a more productive conversation between a patient and their physician. Original condition-specific content is reviewed by a Medical Advisory Board and presented in an easy-to-read and understand format.

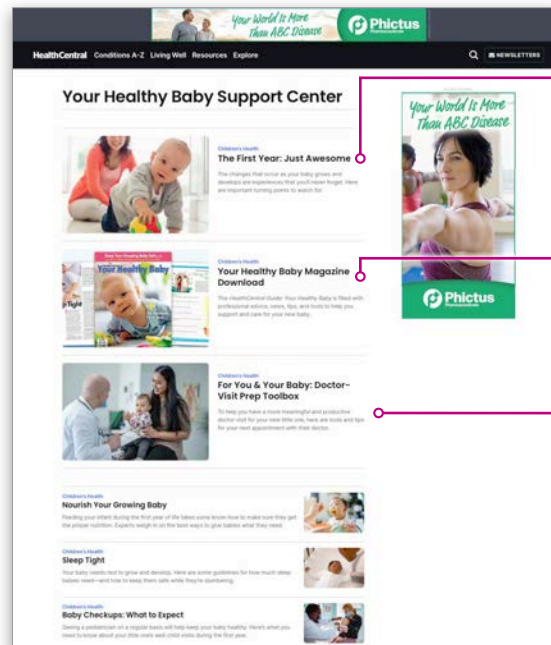
Featured content* aligns with sponsor's goals and target audience

- Condition Overview
- Prepping for the Office Visit
- Doctor Discussion Guide
- Expert Q&A
- Treatment & Solutions
- Condition Management (worksheets, trackers, journals, etc.)
- Healthy Living Tips & Advice
- Caregiver Support
- My Chronic Life—Inspirational Real Patient Stories
- Profiles of Notable Individuals
- Medical Illustrations
- Infographics
- Interactive Features (quizzes, knowledge/treatment tests, mythbusters, recipes, etc.)

Print and Digital Integration: Print publication drives to digital Patient Support Center on HealthCentral.com for additional engagement

*Subject to change, dependent on condition and editorial discretion

Reaching Patients



Personal Stories

Magazine Download

Doctor Visit Prep Toolbox

View sample at
HealthCentral.com/HealthyBabyGuide

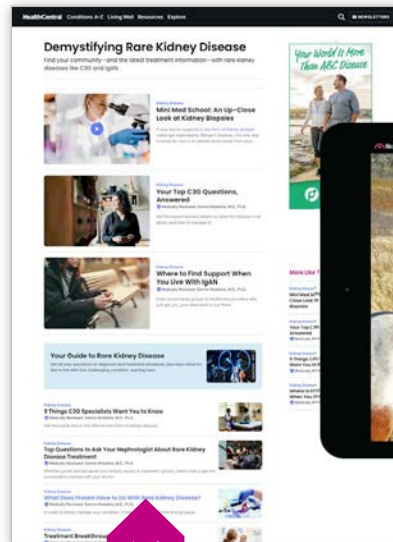
Exclusive Digital Patient Support Center on HealthCentral.com

- Reach, engage, and support brand's target audience
- Educate patients with condition and treatment awareness
- Drives a quality patient audience to the sponsored program and amplifies brand's messaging
- Brand ads placed throughout the experience drive to the brand's site for additional condition and treatment education

Content Includes::

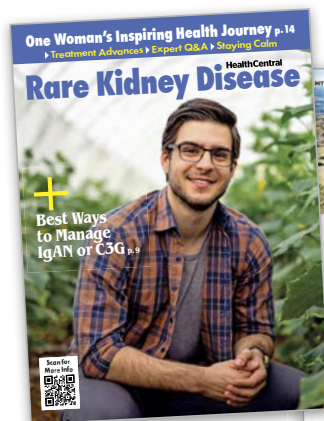
- **Magazine Download:** Digital version of the printed guide for patients to keep for reference
- **Doctor Discussion Guide:** Covers important questions to ask during their visit to have a more effective and productive doctor-patient dialogue
- **Personal Stories:** Real patients share how they are thriving with their condition to motivate others to take action
- **Interactive Tools:** May include assessments, trackers, fact sheets and tips

Digital Program Sponsorship Extension



◀ Real Patient Story Digital Sponsorship on HealthCentral.com

◀ Real Patient Story at Point-of-Care in HealthCentral Print Guide



Supporting Patients at Point of Care, at Home and Online

Extend the reach and provide cross platform synergy

Emotionally charged, inspirational stories profile a real patient's journey taking control of their health and thriving with their condition

Content from a print HealthCentral Guide can be featured in a digital program within a sponsored content collection including:

- HealthCentral Guide content and Doctor Visit Prep Tools:
- Doctor Discussion Guide
- Interactive Tools: quizzes, assessments, slideshows, etc.
- Opportunity to include: Brand Coupons/Native Content*
- Digital content from the HealthCentral Guide focuses on further prepping patients to have a more productive dialogue with their physician and provides steps to take after their visit

*May incur additional costs

Engaging Patients



Scan QR code on display rack or magazine cover to access brand's digital program on HealthCentral.com

Guides can be sealed closed for patients to take with them, giving patients confidence that nobody else touched the magazine

Doctor Discussion Guide Questions To Ask Your Child's Pediatrician

If you are a parent of a child nearing teenage years you know it is hard to discern exactly what the right answers are. Between the ages of 10 and 12 young people go through a myriad of changes, both physically and mentally, that can test them and their parents in ways they have not experienced yet. To help you navigate this time and the challenges that come with it, here are some questions to lead you on a productive and helpful conversation with your child's pediatrician about:

How do I know if my child is getting enough exercise and is there a certain amount of activity they should get per day?

What kind of foods and eating habits are best for my child at this age?

What is the ideal sleep environment and the recommended amount of sleep for my child?

What are the warning signs that my son or daughter is being bullied or needs to speak to a counselor about how they are feeling?

What is too much screen time for my child and how can I limit it in a healthy way?

How can I support my child while they are developing mentally, socially, and sexually at this age?

Find more insomnia tools and info at: HealthCentral.com/HealthKidsGuide

Doctor Discussion Guide at Targeted Point of Care Offices: Increases scripts and encourages doctor-patient conversations

MY CHRONIC LIFE

This mom's personal journey with migraine was tough, but it ultimately led to a richer life.

For Holly Harding living with chronic migraine has been filled with challenges. From a daily reality, and two in three days of migraine attacks per week, to her "normal." Never knowing when severe pain and nausea will derail her day means plans are often canceled, something that family and friends just have to understand. "Migraine people can't always show up when they want to, which is not a reflection of our desire but of something we're living with," Harding says from her home in Chapel Hill, North Carolina. "It's a right friend we can handle the constant cancellations that come with migraines."

Fortunately, Harding has such a friend in Seneca. "I try to get together with her every Friday morning for walk," she says. "But Seneca has to be so flexible about it the times I get had to cancel. It's not always a long walk, and it's not always in the..."

Leaving her career behind because of chronic migraine was difficult, but Holly Harding now appreciates what she was given in return.

Necessary Changes

Scan to watch interview with Holly

Scan to watch interview with Holly

QR codes strengthen patient engagement by driving to brand's site or sponsored content on HealthCentral.com

Test Your ASTHMA KNOWLEDGE

Ut eaquam, totatas et, te pores suntum untis isapsapae. Name conse volupta liquidunt dolesti orestio ressentium quaiund necatem quamenis magnihil eate nem saperosetur ma vel lit quam?

What is the most common symptom of asthma?

Surtum untis isapsapae
 Ut eaquam, totatas et, te pores
 Pores suntum untis isapsapae
 Name conse volupta

Asthma is more common in adult women than in adult men.

True False

Which of the following are triggers for asthma?

Surtum untis isapsapae
 Ut eaquam, totatas et, te pores
 Pores suntum untis isapsapae
 Name conse volupta

How long can severe asthma symptoms last?

Surtum untis isapsapae
 Ut eaquam, totatas et, te pores
 Pores suntum untis isapsapae
 Name conse volupta

All asthmatics wheeze.

True False

How many people in the U.S. have asthma?

Surtum untis isapsapae
 Ut eaquam, totatas et, te pores
 Pores suntum untis isapsapae
 Name conse volupta

What Americans Think

Base on our recent survey here is some feedback from patients living with Asthma.

55% Said that their Asthma interfered their sleep.

80% Skipped social events due to an asthma attack.

43% Still enjoy exercising even though they have asthma.

What Do You Think? Score to Take the Poll!

Editorial Expertise



Editorial Team



Julia Savacool – *HealthCentral Executive Editor*

Julia has been covering health, fitness, and wellness as a writer and editor for more than two decades. At HealthCentral, she heads up new content development for both digital and print, and produces five newsletters. She is the former Articles Director of Fitness magazine and Deputy Editor at Marie Claire. Savacool's stories have won the United Nations Friends of the World Food Program Media Award, the NARAL Pro-Choice Media Award, and the Los Angeles Commission on Assaults Against Women Humanitarian Award for domestic violence coverage.



Linda Roman – *HealthCentral Guides Editor*

Linda is responsible for developing content for the HealthCentral Guides with a focus on bringing accurate, informative and reader-friendly articles to patients with chronic health conditions. She is an experienced project manager with a proven record of producing engaging print and digital publications. Linda has held editorial positions at HealthCentral, Consumer Reports, RN magazine, the New York Times Syndicate, and Reader's Digest magazine.

Editorial Reviewed by Leading Experts From Top Institutions*

Baylor University Medical Center

Cleveland Clinic

Duke University School of Medicine

Erickson School of Aging,
University of Maryland

Fox Chase Cancer Center

Johns Hopkins Ciccarone Center for
the Prevention of Heart Disease

Johns Hopkins University School
of Medicine

Josline Diabetes Center

Mayo Clinic

Montefiore Medical Center,
Albert Einstein College of Medicine

NYU Langone Health

UCLA Jules Stein Eye Institute

University of California
Diabetes Center

University of Chicago Medicine

University of Michigan
Comprehensive Depression Center

Vanderbilt University School
of Medicine

*Small Sampling

History, ROI Delivery & Renewals With Key Partners

GILEAD:
2 PROGRAMS
5 years of renewals
(1 Spanish)



ABBVIE
7 years of renewals



MERCK
12 programs
(Focusing on 8 different conditions,
1 covering children's health and 1 in Spanish)

BIOGEN
4 years of renewals



AMGEN
3 years of renewals



Audience and Program Verification



HealthCentral Guides Audience

People and caregivers of a loved one managing a condition who are actively looking for health information about their condition, self-select the guide while at their doctor's office waiting rooms (based on brand's list match). Patients/caregivers take guides into the exam room and then home as a resource. The brand's messaging stays with patients during and after their visit with the doctor.



Point of Care Marketing Association (POCMA) Member

The HealthCentral Guide programs are POCMA validated, and HealthCentral is an active member of the POCMA. POCMA is committed to advancing the Point of Care channel by focusing on awareness and health education to ensure the delivery of relevant and targeted information to advance health and healthcare outcomes.



Program Verification Audit

HealthCentral has partnered with Alliance for Audited Media (AAM), a POC Marketing Association approved audit company, to implement independent, third-party verification of our point-of-care HealthCentral Guides. As part of our commitment to advertisers, we provide AAM with complete production and distribution documentation in accordance with AAM's policies and current point-of-care industry standards. Through program audits, HealthCentral provides advertisers with the assurance that the planning and assessment of point-of-care media programs are done with greater confidence, heightened efficiency and full disclosure of campaign claims.

Specifications



Print

Ad Size

Trim: Single Page: 7-7/8" x 10-1/2" Spread: 15-3/4" x 10-1/2"
Copy and layout should be designed so that ad can be positioned on either a right or left-hand page.

Bleed: Single Page: 8-1/8" x 10-3/4" Spread: 16" x 10-3/4"
Allow 1/8" bleed on all sides.

Safety: Single Page: 7-3/8" x 10" Spread: 15-1/4" x 10"
Hold live matter 1/4" from pub trim size on each side.
Keep registration marks outside bleed dimension.

Spread Creative: Submit as two (2) single pages.
Keep registration marks outside bleed dimensions.

Binding Method: Saddle-stitched on 10-1/2" side.

File Specifications:

- PDF/X1a format is the preferred file format for file submission
- PDF/X1a file saved with only one ad per file
- All high-resolution images and fonts must be embedded
- Images must be CMYK or Grayscale and at least 200 dpi
- Total area density should not exceed 280% TAC
- Standard trim and bleed marks, offset 1/8" outside trim (No marks included in the "live" or bleed image area)
- CMYK process only. No RGB or Spot (Pantone) colors
- Flatten all transparency
- Color proof is required

Publisher will charge for any cost incurred in preparing material submitted by advertiser that does not meet mechanical requirements.

Color Proof Guidelines:

- Digital, Press, or Off-press proofs which meet SWOP C5 (Coated #5) specifications
- After posting ad files to FTP server, e-mail rsullivan@healthcentral.com with filenames, issue date and contact information.

Mail Proof to: Barb Lefeber
Sheridan RL, 100 Industrial Drive
Random Lake, WI 53075
920-994-4396

HealthCentral FTP Server Instructions

You can connect to the S3 File Share using any standard FTP Client if they support the Amazon S3 protocol.

We recommend Cyberduck. You can download Cyberduck here: <https://cyberduck.io/download/> The download for Windows and Mac is about halfway down the page, so be careful of clicking on ads. This is freeware software and will fulfill our task of copying files to S3, though you can purchase the retail version.

To connect using Cyberduck, use the steps and settings below:

- 1 Open Cyberduck and press the + in the lower Left corner of the window.
- 2 Select Amazon S3 from the FTP protocol dropdown.
- 3 On the popup screen, press "More Options" at the bottom left and add these settings:
Nickname: Field will auto populate with "s3.amazonaws.com - S3" you will need to add - vendor
Access Key ID: AKIARSD5UW56BNUXF7YC
Secret Access Key:
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
Path: advertiser-vendor-rmly-hm

Note: *username and password are case specific*

Contact Information:

Rose Sullivan, Production Manager
E-mail: rsullivan@healthcentral.com
Phone: 201-447-0847

Digital

Standard Digital Ad Sizes Accepted

Desktop: 300x250, 300x600, 728x90
Mobile: 300x50, 320x50, 300x250

Contact your HealthCentral Sales Representative for full digital ad specifications