



# We invite you to participate in YourHEALTH Magazine.

## Here are 5 Good Reasons why you should.

- 1) Marketing through education is most effective. YourHEALTH Magazine was specifically designed to help healthcare and health related businesses attract more customers/clients and increase profitability. We encourage you to place advertisements that help people become more aware of you and how you can help them. If you write an article about a health related topic, we can publish it with your advertisement. "When you educate someone about a problem they have, they will recognize you for the solution, and remember you when they need you."
- 2) Everyone is interested in their health, so people have a natural tendency to pick up YourHEALTH and read it. This means your advertising dollars are reaching people who you want to attract. Our readers are 60-70% women, 30-40% men. They have an interest in improving themselves, which means they want to know more about health. Women readers are more interested in health issues than their male counterparts, generally. Women are the healthcare decision makers in the family, and a huge buying influence for most other goods and services.
- 3) Distribution is targeted to locations where people will naturally sit and read. Focus is on waiting rooms, such as medical offices, salons, auto shops, etc. This requires a great deal more work than other types of distribution, but delivers a more captive audience. Up to 80,000 copies are distributed each month to over 6,000 locations in Fairfax, Arlington, Alexandria, and Springfield, as well as throughout Prince William and Loudoun Counties. In addition to waiting rooms, we also go to libraries, gyms, community centers, restaurants, and other places where people shop.
- 4) Shelf life of a daily newspaper is usually one day. Direct mail usually reaches 1-2% of the market and winds up stacked up in a corner somewhere. The shelf-life of YourHEALTH Magazine is one month or longer. Each copy may be read by more than one person.
- 5) Prices for advertising space in YourHEALTH Magazine are very competitive. Our systems of efficiency make this possible. We guarantee that our price is at least 10% lower than comparable advertising in another publication.