

Demographics/Distribution

Readership is predominately 65% women and 35% men. The age of our readers is: 18% under 30 years of age, 38% between 30 and 50, and 44% above the age of 50.

Distribution is targeted to places where people normally sit and read, and have time to look through one or more publications. In comparison to direct mail, subscription newspapers and magazines, and publications distributed in racks, YourHEALTH Magazine has a distinct advantage. YourHEALTH Magazine is in places where practically every copy will be read by at least one person.

Waiting rooms: Everyone reads and looks through magazines when they sit in a waiting room. Waiting rooms where YourHEALTH Magazine is distributed include:

- Doctors/Health-related offices
- Dentists offices
- Other Professional offices
- Hair/Beauty salons
- Gym's and Spa's
- Service shops, i.e. tire locations, dealership service departments, etc.

YourHEALTH Magazine is distributed in over 4,000 waiting rooms each month.

Libraries: This is an obvious place where people are actively seeking out reading materials.

Community/Senior Centers: Another natural place to distribute the publication.

Restaurants: We reach at least 50 restaurants in each area, each month. People will normally eat and read in many cases.

Other locations where people may pick up YourHEALTH Magazine are:

- Dry cleaners
- Some convenience stores
- Child day care centers
- Other types of high traffic areas.

YourHEALTH is distributed in a way that people will pick it up and find the healthcare they need!

