

# YOUR HEALTH

M A G A Z I N E

Maryland, Virginia, Washington DC

## Northern Virginia Demographics/Distribution

Statistically, we estimate through experience that the readership is predominately 70% women and 30% 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.

Our 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, **Your HEALTH Magazine** has a distinct advantage. **Your HEALTH 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 **Your HEALTH Magazine** is distributed include:

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

**Your HEALTH 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 **Your HEALTH Magazine** are:

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

With **Your HEALTH Magazine** in 1,000 waiting rooms, you could easily say that at least 1,000 people will read or pick up **Your HEALTH Magazine** today.

A paper direct mailed to the home will get read by 1-2% of the people who receive it. So, to get 1,000 readers, a direct mail piece must be sent to 50,000-100,000 people. The cost for that amount of distribution of anything is 5-10 times higher than the cost of **Your HEALTH Magazine**.

Subscription papers are bought because people want a certain section. Most of the time the rest is stacked up and not read at all. **Your HEALTH Magazine** is distributed in a way that people will pick it up and find the healthcare they need!

