

Maryland

Distribution & Demographic Information

Your HEALTH Magazine serves the Maryland suburbs, including, Prince George's, Charles, St. Mary's, Calvert, Anne Arundel and Montgomery Counties. Statistically, we estimate through experience that Mary's, Calvert, Anne Arundel and Montgomery Counties. 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.

The distribution is targeted to places where people normally sit and read, and have time to look through one or more publications.

Your HEALTH Magazine has a distinct advantage, in comparison to direct mail, subscription newspapers and magazines, and publications distributed in racks.

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 while they are waiting. Waiting rooms where **Your HEALTH Magazine** is distributed include: Doctors offices, Dental offices, Other Professional offices, Hair/Beauty salons, Gym's and Spa's, Service shops, i.e. tire locations, dealership service departments, etc.

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

Community/Senior Centers: Another natural place people read **Your HEALTH Magazine**.

Restaurants: 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, and, other types of high traffic areas.

Your HEALTH Magazine is distributed in a way that people will pick it up. This makes the distribution of **Your HEALTH Magazine** very effective and efficient.

