

GULF COAST

HealthyLiving



A MAGAZINE OF THE HERALD-TRIBUNE

MEDIA GROUP

A local, quarterly
health publication
for your community...
Manatee, Sarasota, Venice,
North Port, Port Charlotte,
Englewood and Punta Gorda

departments

For Men/Women

Gender differences on a
variety of health issues

Living with...

Local stories of coping
with illness

Specialists

Highlighting a medical
specialty in our market area

Laughter: the best medicine

Nutrition

Fitness



Herald-Tribune
media group

get more out of your advertising

HealthyLiving reaches readers & delivers results!

In the Sarasota/Manatee/Charlotte county market...
Healthcare spending per capita is the highest of any major Florida market and is growing at nearly twice the national average.

Publication Dates	Advertising Deadlines	Themes
March 12	February 2	Heart to Heart
June 4	May 5	Balancing Act
September 17	August 13	Eyes and Ears
December 3	November 3	Forever Young

2008



Your advertising decision is best-informed by reach and readership.

Healthy Living offers the highest quality distribution of any other health and well-being publication in the Manatee/Sarasota/Charlotte market.

Healthy Living reaches potential customers in 3 important ways:

- In every edition of the Herald-Tribune
- In more than 50 key locations
- Online at heraldtribune.com

Every issue of Healthy Living reaches over 160,000 readers in print and online!

Herald-Tribune readers have the demographics of people who are proactive about their health*:

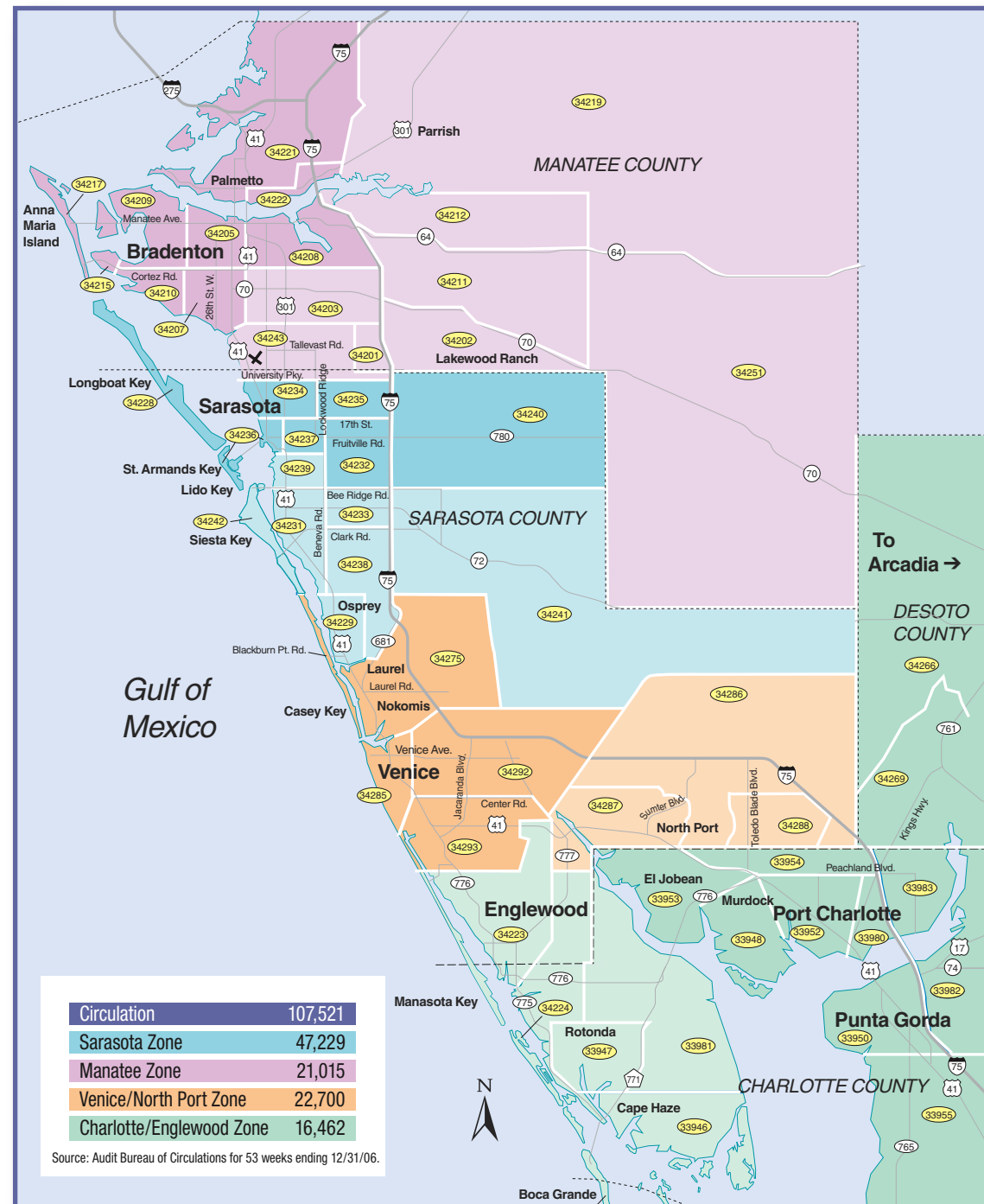
- 67% are college graduates
- 59% are 45-64 years old
- 58% have household incomes over \$100k
- 57% professional/managerial employees

HeraldTribune.com strengthens your advertising results.

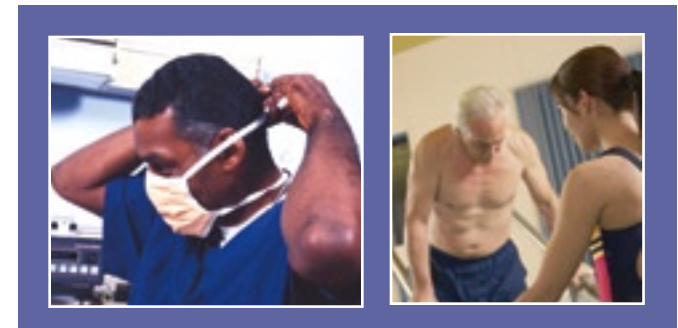
- Users are affluent, young professional families.*
- Has over 628,000 unique visitors and over 5.4 million page views/month**

*Scarborough Research 2006

**Omniture, 12 month average ending September 2007



"We evaluate our advertising results very carefully. Without a doubt, the best value and best results of the year were from Gulf Coast Healthy Living."
 Vicki Alexander, LPN, VT
 Director of Hearing and Balance
 The Silverstein Institute



Every issue of Healthy Living focuses on the range of quality health services available in our market. Locally relevant articles and valuable information results in the loyal readership that Healthy Living has developed in four years of publication.

Advertising Rates*

	Open	Contract Rate
Display ads		
Back page	–	\$3,450
Full page	\$3,425	2,875
Half page	1,925	1,675
Quarter page	1,125	525
Eighth page	675	325

Advertorial features**

Full page	\$4,110	\$3,165
Half page	2,495	1,845

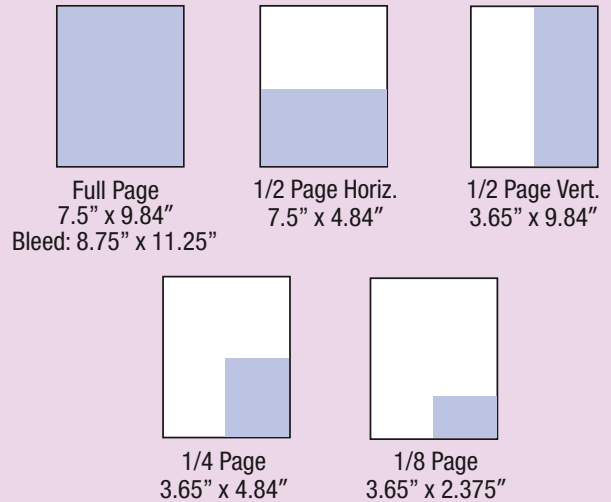
Healthcare Provider Directory

Eighth page	–	\$225
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*Rates include full color, creative services, and online. Include your Web site address in the ad to take advantage of our hot link feature!

**Advertorial features are advertisements that resemble editorial but promote a single product, service, or point of view. As such, they must adhere to certain guidelines. Pricing includes writing and design.

Mechanical Requirements and Production Specifications



Production specs

133 line screen, the Herald-Tribune accepts advertisements in digital Macintosh formats. Acrobat PDF file format preferred. All fonts must be embedded. Process color ads must be processed as CMYK.

ADVERTISING

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