



L.A. Health News

MEDIA KIT



EDITORIAL

CONTENT

L.A. Health News provides the public with the latest news and information on how to enhance their lives, prevent illnesses, and improve their fitness, diet and overall wellbeing.

The magazine covers both conventional and alternative approaches to health and wellness.

L.A. Health News features the nation's leading health writers at Reuters Health News, ensuring high quality, well-checked editorial, along with exclusive articles by leading local doctors.

WHO WE ARE



MARK ARIEL

EDITOR-IN-CHIEF

Mark Ariel began his career in media as an investigative reporter and has edited a wide variety of publications over the past 25 years. With degrees in theater and journalism, Mark Ariel has been active in developing health and wellness programs for disabled children, as well as a community theater program for disadvantaged youth. He is a passionate advocate of healthy living as a way to improve quality of life.



MEIR DORON

PUBLISHER

Meir Doron established MDMA Publishing, Inc. (along with Mark Ariel) in 1990, after a more than 20-year career as a journalist, screenwriter, editor, GM and associate publisher at several publishing houses, a radio station and a TV channel. In 2000, he launched *L.A. Health News*. Meir Doron graduated from Hebrew University in 1977 with degrees in economy, communications and international relations. He lives in Encino with his wife and two children.

MISSION

L.A. Health News is the authority on health. For close to a decade *L.A. Health News* has been the leading voice on health and wellness in greater Los Angeles and surrounding areas. *L.A. Health News* embraces every aspect of an Angeleno's life, from wellness and beauty, to fitness, diet, sports, entertainment, travel, relationships and more. With exclusivity to Reuters Health News, ensuring high quality, accurate editorial and articles by leading local doctors, *L.A. Health News* delivers in-depth information and high impact images that attract hundreds of thousands of readers every month. These readers are educated, affluent and health conscious, and they look to *L.A. Health News* for what it takes to look better and live smart.

- ▶ **120,000 Copies.**
- ▶ **300,000 Readers.**
- ▶ **Every Month.**

90,000 copies are delivered to selected homes by "The Walking Man, Inc." in the following cities:

Beverly Hills
Brentwood
Westwood
West L.A.
Santa Monica
West Hollywood
Hollywood
Studio City
Sherman Oaks
Encino
Tarzana
Woodland Hills
Agoura Hills
North Hollywood
Valley Village
Toluca Lake
Mount Olympus
Glendale
Burbank
Pasadena
Manhattan Beach
Hermosa Beach
Redondo Beach

30,000 copies are distributed at the following locations:

Gyms
exclusively at 24HR Fitness
Health-related markets & stores
*including Whole Food Market,
VP Discount Health Food,
Great Earth Vitamin stores*
Major pharmacies
Medical centers & clinics
Shopping centers
*including Beverly Center,
Sherman Oaks Gallery*
Bookstores
Video stores
Movie Theatres
including Laemmle's
City racks
*alongside Starbucks,
Coffee Bean*
and many other businesses
along major boulevards in the
above cities.

OUR READERS



The Purchasing Power of L.A. Health News Readers*

Age:	
18-29:	6%
30-39:	23%
40-49:	32%
50-59:	24%
60:	15%
Gender:	
Women:	58%
Men:	42%
Marital Status:	
Married:	78%
Single:	22%
Education:	
Attended/ graduated college or more:	88%
Annual Income:	
Less than HHI \$60,000	5%
HHI \$60,000-\$80,000	9%
HHI \$80,000-\$100,000	32%
Over HHI \$100,000	54%

- ▶ 84% of L.A. Health News readers carry premium health insurance.
- ▶ 36% of L.A. Health News readers are considering some type of plastic surgery within the next year.
- ▶ 81% of female L.A. Health News readers underwent some type of aesthetic treatment within the past 6 months.
- ▶ 59% of L.A. Health News readers who wear glasses are considering a Lasik procedure within the next year.
- ▶ 47% of L.A. Health News readers have scheduled a dental appointment within the last 6 months.
- ▶ 64% of L.A. Health News readers purchased a new car within the last 3 years.
- ▶ 41% of L.A. Health News readers have undertaken some type of home remodeling or home improvement within the last 2 years.
- ▶ 82% of L.A. Health News readers traveled outside of California within the past year.
- ▶ 28% of L.A. Health News readers have expressed interest in refinancing their home within the next 2 years.
- ▶ 69% of L.A. Health News readers have a stock portfolio or some type of liquid financial investment.

* Results of LHN Reader Survey, March-June 2006

A D S I Z E S



Full Page Full-Bleed
08.375" W x 10.875" L

Full Page Non-Bleed
0.735" W x 09.875" L



Half Page Vertical
3.6042" W x 09.875" L



3/4 Page Vertical
05.4896" W x 9.875" L



Quarter Page Standard
3.6151" W x 04.875" L



3/4 Page Horizontal
07.375" W x 07.15" L



Quarter Page Horizontal
7.375" W x 2.3736" L



Half Page Horizontal
07.375" W x 4.8606" L



Quarter Page Vertical
1.7188" W x 09.875" L

- Graphic design one time charge of \$199. You may change your ad during the duration of your contract, if necessary.
- Pgs. 2, 3, and inside back cover are available only for the full circulation.
- A 20% preferred placement charge is applicable.
- Inserts: \$60 per 1,000 (minimum 30K)

R A T E S

Full Page	
Open	\$4,900
3x	4,200
6x	3,900
12x	3,600

3/4 Page	
Open	\$3,900
3x	3,400
6x	3,200
12x	2,900

Half Page	
Open	\$2,900
3x	2,500
6x	2,350
12x	2,200

Quarter Page	
Open	\$1,750
3x	1,500
6x	1,300
12x	995

M E C H A N I C A L R E Q U I R E M E N T S

Camera-ready ads should be sent as Acrobat 7.0 .pdf. Please convert copy and body text as an outline in InDesign or Illustrator before saving to .pdf. Changes and modifications will not be made on .pdf files.

They will be placed "as is." Please size the ad accordingly. Refer to our ad diagram. If changes need to be made, please send an InDesign live file with all graphics and fonts included. If InDesign isn't available, please make the changes in your own program before sending the file to us as a pdf.

Mac platform application programs we use:

- InDesign CS 3.0 • Adobe Photoshop CS 8.0
- Adobe Illustrator CS 11.0
- Adobe Acrobat 7.0 Professional

We will not accept anything else. If they are created in other programs, please provide a hard copy of how the ad should look for the ad to be created. Please include all pictures and logos. Make sure that photographs are 200-300 dpi for quality. Logos and text with special fonts NEED to be created as in outline. Our art department will create the ad and e-mail a low resolution version jpeg for approvals.

Send materials to mdma2@dslextrreme.com or you may ship it to us on a Mac readable CD.

Questions? Have your art department call Eric at 323-655-5716 ext. 223 for more ways to send.

The publisher cannot be held responsible for the quality of reproduction when specifications are not adhered to.

**ONLINE
BANNER
RATES**

**Top
728 x 90
\$500 Per Month
(each page);
If rotate
(with 1) \$350
(with 2) \$250**

**Side
300 x 300
\$450 Per Month
(each page);
If rotate
(with 1) \$300
(with 2) \$200**

**Button
146 x 90
\$300 Per Month
(each page)**

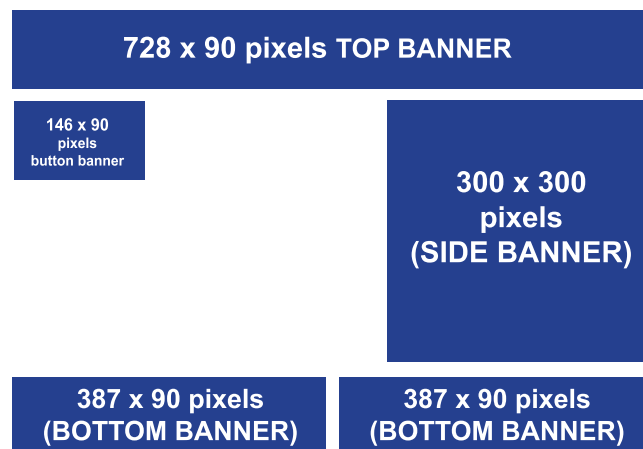
**Bottom
387 x 90
\$250 Per Month
(each page);
If rotate
(with 1) \$200**

L . A . H E A L T H N E W S O N L I N E

LAhealthnews.com, our brand new easy-to-use interactive audited web site, is already getting tens of thousands of hits every month.

LAhealthnews.com provides an electronic version of our magazine, along with special features, such as:

- ▶ A search engine that allows visitors to obtain information about every topic and news item from previous issues
- ▶ An e-mail subscription that sends readers the headlines of each issue and links them back to the website
- ▶ “ASK THE DOCTOR” enables site visitors to ask questions in all areas of health and wellness. Questions are forwarded to our panel of medical specialists who reply online
- ▶ “FIND A DOCTOR” will help site visitors find the right specialist for their problem in their local area



All banners at 72-90 dpi

Here's What Advertisers Are Saying About *L.A. Health News*

" We want you to know *Beverly Hills Body* ran in *L.A. Health News* simultaneously with *LA Weekly* and got **DOUBLE the response from your publication for less than half the monthly cost."**

Heather Cummings, Beverly Hills Body

"Advertising in the *L.A. Health News* was and has been a great choice for me. I started receiving calls and clients from my very first ad."

L'titia Gunnells Hall, The RED Carpet Hollywood Day Spa

"... Still no luck in finding any other publication as good as *L.A. Health News*. We've had great success with your magazine. I would like to renew my advertising contract for another year."

Sharon Ferchat, Bell Distributors,
Bell Lifestyle Weight Loss Patches

"We have been with *LA Health News* since May of 2005 and have received many calls and referrals from our ads. If you are in a health related organization, I highly recommend running an ad in *LA Health News*"

Annalisa Clements, Marketing Director,
EEG Institute

"Our office is an alternative based dental office and we have really benefited from our advertising campaign. We have seen a great response and owe a lot of our success to *LA Health News*"

Melinda Santoyo - Office Coordinator,
- Joseph Sarkissian D.D.S.

"We have had an excellent advertising experience with your publication. *L.A. Health News* has a heartfelt desire to see its advertisers succeed and has been there every step of the way to make sure that happens."

David Aghai, AFH Asset Management



For more testimonials, go to
www.lahealthnews.com/testimonials





MDMA PUBLISHING

I N C O R P O R A T E D

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