

LAHEALTH NEWS

IT'S ABOUT YOUR LIFE



A U D I E N C E

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%

ANNUAL INCOME

Less than HHI \$60,000	5%
HHI \$60,000-\$80,000	9%
HHI \$80,000-\$100,000	32%
HHI \$100,000+	54%

EDUCATION

Attended/graduated college or more 88%



M I S S I O N

LA Health News is the authority on health. For close to a decade *LA Health News* has been the leading voice on health and wellness in greater Los Angeles and surrounding areas. *LA 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, *LA 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 *LA Health News* for what it takes to look better and live smart.

84% of readers carry premium health insurance

36% of readers are considering some type of plastic surgery within the next year

81% of female readers underwent some type of aesthetic treatment within the past 6 months

59% of readers who wear glasses are considering a Lasik procedure within the next year

47% of readers have scheduled a dental appointment within the last 6 months

54% of readers purchased a new car within the last 3 years

41% of readers have undertaken some type of home remodeling or home improvement within the last 2 years

82% of readers traveled outside California within the past year

28% of readers have expressed interest in refinancing their home within the next 2 years

69% of readers have a stock portfolio or some type of liquid financial investment

Coverage Area Includes:

West Hollywood • Beverly Hills • Miracle Mile Westwood • West L.A.

Hollywood • Glendale • Pasadena • Studio City • North Hollywood • Burbank

Sherman Oaks • Tarzana • Encino

Over 240,000 readers, 80,000 copies delivered monthly to Los Angeles County residences, door to door, and at gyms, health markets, pharmacies and businesses along major boulevards.

D E A D L I N E S

Ad/Editorial Deadlines: The 15th of the month

On Street Date: The 1st of the month

For extended editorial calendar, please visit www.lahealthnews.com

C O N T A C T

To place an ad, please contact
LA Health News

p (323) 655-5716

f (323) 655-1408

info@lahealthnews.com

6363 Wilshire Boulevard, Suite 350
Los Angeles, California 90048

www.LAHealthNews.com

MECHANICAL REQUIREMENTS

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. Photographs should be 300 dpi for quality. Logos and text with special fonts NEED to be converted to outline. Our art department will create the ad and e-mail a low resolution version PDF for approvals.

Send materials along with questions to your Advertising Representative or you may ship on a Mac readable CD. If you have any questions, please have your art department call (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.



MEASUREMENTS



Full Page Bleed
8.375" W x 10.875" L
(plus .25" on each side for safety)

Full Page Non-Bleed
7.735" W x 9.875" L



Half Page Vertical
3.6042" W x 9.875" L



Half Page Horizontal
7.375" W x 4.8606" L



Quarter Page Standard
3.6151" W x 4.875" L



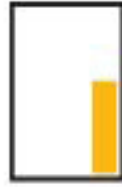
Quarter Page Vertical
1.7188" W x 9.875" L



Quarter Page Horizontal
7.375" W x 2.3736" L



1/8 Horizontal
3.6042" W x 2.3514" L



1/8 Vertical
1.7187" W x 4.8625" L

For further information about rates, please contact our Sales Representatives.

DISTRIBUTION

50,000 copies are delivered to selected homes in the following cities:

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

30,000 copies are distributed at the following locations:

- Gyms
- Health-related markets & stores (including Whole Foods 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)
- Many other businesses along major boulevards in the above cities



EDITORIAL CALENDAR

JULY 2008:	WEIGHT MANAGEMENT ISSUE, PLUS: Stress Management, Addiction
AUGUST 2008:	LASER THERAPIES/TREATMENTS ISSUE, PLUS: Dental, Dermatology
SEPTEMBER 2008:	HEALTHY AGING ISSUE, PLUS: Recovery/Addiction, Yoga, Kids
OCTOBER 2008:	WOMEN'S HEALTH ISSUE, PLUS: Breast Cancer Awareness, Chiropractic Care
NOVEMBER 2008:	COSMETIC PROCEDURES ISSUE, PLUS: Diabetes, Stop Smoking, Mental Illness
DECEMBER 2008:	HOLIDAY ISSUE, PLUS: Winter Escapes, HIV/AIDS Awareness
JANUARY 2009:	WEIGHT LOSS ISSUE, PLUS: Resolutions
FEBRUARY 2009:	HEALTH & FITNESS ISSUE, PLUS: Healthy Heart, Spas
MARCH 2009:	UNWIND/RELAXATION ISSUE, PLUS: Dental, Sleep
APRIL 2009:	ECO-FRIENDLY ISSUE, PLUS: Autism, Immunization
MAY 2009:	SPRING ALIVE ISSUE, PLUS: Allergy/Asthma, Holistic/Alternative Medicine, Mental Health
JUNE 2009:	MEN'S HEALTH ISSUE, PLUS: Summer Living