

# Healthstyle

MAGAZINE



## Dear Loyal Healthstyle Partner,

Healthstyle magazine was designed to “empower Arizonans to live a healthier lifestyle, one article at a time.” Dr. David Berg and Dr. Janice Johnston created the magazine as a way to share the stories of influential & innovative local and national people and organizations. We are excited to be moving into the sixth year of the magazine as we consistently expand the reach of our publication.

As Healthstyle Magazine continues to grow, so does the scope of our content. This publication features stories about innovation, vitality, lifestyle, and health & wellness. Our goal is to educate our readers while entertaining them with engaging content.

We offer a limited amount of promotional space for key associates and companies interested in partnering with Healthstyle Magazine. We are confident that our approach will have significant benefits to everyone involved.

Healthstyle Magazine is partnering with Republic Media to produce and distribute our publication directly to 30,000 subscribers and patients per quarter. We hope you will be a part of future issues of Healthstyle Magazine. Your purchase of an advertising package will provide powerful, targeted exposure to help grow your business.

We value you as an important part in our readers’ lives. For any questions that you may have regarding this advertising opportunity, please contact Cami Kaiser at 602-444-4993 or CKaiser@republicmedia.com. She will be happy to assist you in creating your unique message for your business.



Doug Houvener  
Marketing Manager





# 2017

## Rate Card

# Healthstyle

MAGAZINE



**Circulation of 30,000 Copies Quarterly**

### Distribution

- 25,000 delivered to subscribers of The Arizona Republic (inserted within key zip codes surrounding Arrowhead Health Centers locations in Chandler, Glendale, Mesa, Scottsdale, Surprise, and Sun City).
- 5,000 copies delivered to Arrowhead Health Centers locations and distributed at health events/seminars.

### Deadlines

Publication Date	Space Reservation Due	Camera Ready Art Due	Release Date
Spring 2017	Friday, February 3	Friday, February 17	Tuesday, March 14
Summer 2017	Friday, May 5	Friday, May 19	Tuesday, June 13
Fall 2017	Friday, August 4	Friday, August 18	Tuesday, September 12
Winter 2017	Friday, November 3	Friday, November 17	Tuesday, December 12

### Ad Rates & Specifications

Ad Size	Open Rates	Semi-Annual (2x)	Best Value!
			Annual (4x)
<b>Full Page</b> Bleed: 8.5" x 11.125" / Trim: 8" x 10.625" / Live: 7.25" x 8.875"	\$ 1,550	\$ 1,400	<b>\$ 1,250</b>
<b>Half Page</b> Live: 7.25" x 4.8125"	\$ 850	\$ 765	<b>\$ 680</b>
<b>Quarter Page</b> Live: 3.5" x 4.6875"	\$ 475	\$ 410	<b>\$ 375</b>

### Additional Opportunities & Value Added

Advertisement on AHCTv	\$250 per issue
Back/Inside Cover Premium Placement	20% per issue
Copywriting Services	Included
Ad Design Services	Included

**For More Information, Contact:**