

Media Kit

2020

Who We Are

Since connecting with and serving seniors and their adult children has become increasingly competitive, Chicago Health's *Caregiving* magazine can help set your business apart and stand out from the competition, directing your message to a well targeted audience. Premiering in March 2020, *Caregiving* magazine's exclusive waiting-room distribution will yield a readership in excess of 1,000,000 healthcare consumers with each bi-annual print issue. The anticipated median age of its readers will be in the low 60s.

Each issue of *Caregiving* will provide more relevant and award-winning care content than any other magazine in the Chicago metro area. Our readers have interest in many subjects including types of care, navigational guidance, insurance products, legal and financial issues, real estate and many other services. Feature stories on elder abuse, end-of-life care and many other important subjects will help guide those readers who are unaware of this new world of caring for their loved ones. The voices and expertise of local senior service professionals will fill our stories. We seek these top professional sources from all over the Chicago region.

Join the
MOVEMENT

We empower readers to make better health care choices through award-winning health journalism

80%
of Chicago readers acknowledge that sister publication *Chicago Health's* stories and advertisements have influenced where they would seek care for themselves or a loved one.

We empower seniors and their adult children to make better care choices. Be part of the movement.

Summary of what you receive



Caregiving magazine

- More than 1,000,000 active healthcare consumers will see your ad or sponsored content in more than 4,000 area waiting rooms and will be influenced to visit your web site. *Caregiving* connects you with the deepest pool of relevant senior consumers of any media in the Chicago area.
- More relevant impressions than your traditional local print vehicle. Waiting-room pass-along rates can provide 15 to 25 readers per copy during the six months each issue is in circulation. Even if you draw seniors from only a more localized radius, *Caregiving* will, in most cases, reach more than 200,000 relevant readers.
- The lowest cost per impression (less than \$.01) of any other print medium that is read in the Chicago metropolitan area.
- Enhanced credibility by being in an environment that provides Chicago's only award-winning healthcare information.
- Complimentary online and social media exposure with your print ad package.
- Opportunities to be used as a source for stories (as available).



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1,000,000

active healthcare consumers will see your ad or sponsored content in more than 4,000 area waiting rooms and will be influenced to visit your web site.

Editorial Calendar



Caregiving is the region's only magazine providing content to people interested in matters that will help and guide seniors and their adult children through the aging process. *Caregiving's* mission is to empower its readers to make better healthcare choices. Our non-advertorial content enhances health literacy and assures the magazine will be valued and saved by readers for future reference. All stories in the print edition are also available online.

COVER: Living your passions through the years. As we age, our passions stay with us, live with us and let us thrive. A photographic and editorial essay by nationally renowned photographer, Heidi Wagner, will depict in a most powerful way the passions of seniors who cherish life and look forward to making every day fulfilling.

2020

FEATURE: Elder abuse. Seniors are subject to many forms of abuse: financial, physical, psychological and others. This story will explore how to look for elder abuse, how to prevent it and what to do when witnessing its sometimes devastating effects.

Each issue will contain stories that will be both resourceful and illuminating. Our mission is to help guide seniors and their adult children through the matters that must be considered as one ages. March 2020 stories will focus on:

- **How to have “the conversation”**.....with someone who may need to transition to additional care....or who may need to leave their home.
- **Caregiving for a loved one with dementia.** What are the issues that people face when caring with someone with dementia? How do they deal with the emotional and physical aspects?
- **Self-care for seniors.** Most adults have spent a lot of time taking care of others, but what are some health self-care tips for seniors?
- **Types of communities.** The differences between assisted living, independent living, memory care facilities, nursing homes, CCRCs, etc. Critical questions you should ask when exploring a good fit for now and for the future.
- **Types of home care and home health care.** The differences between home care and home health care. When is it time to call it in? Questions to ask.
- **End of life planning/ preparing for death.** What should loved ones know about end-of-life issues and preparing for death? What are the topics to think about? How do you broach planning for this sensitive subject that no one wants to talk about
- **Long term care insurance.** What is it? What does it cover? Is it worth the investment? Differences between plans.
- **Medicare 101.** What are your needs? What are your choices? Who can guide you to make the right decisions?
- **Easy prep.** Making food prep easier
- **Exercises for balance.** The importance of strength and balance for older adults
- **Resources.** List of organizations or websites worth knowing about. Also, a checklist of services that might be of value to families, such as downsizing services, ramps/lifts, real estate services, meals on wheels.....and more.

Each issue also includes regular features on lifestyle, fitness, nutrition as well as the non-profit community that provides loving care to those that need help.



The print edition

Twice each year, **65,000** copies of Chicago Health's *Caregiving* are distributed throughout Chicago, its surrounding suburbs and northwest Indiana targeting the attention of more than 1,000,000 health-interested readers.



55,000

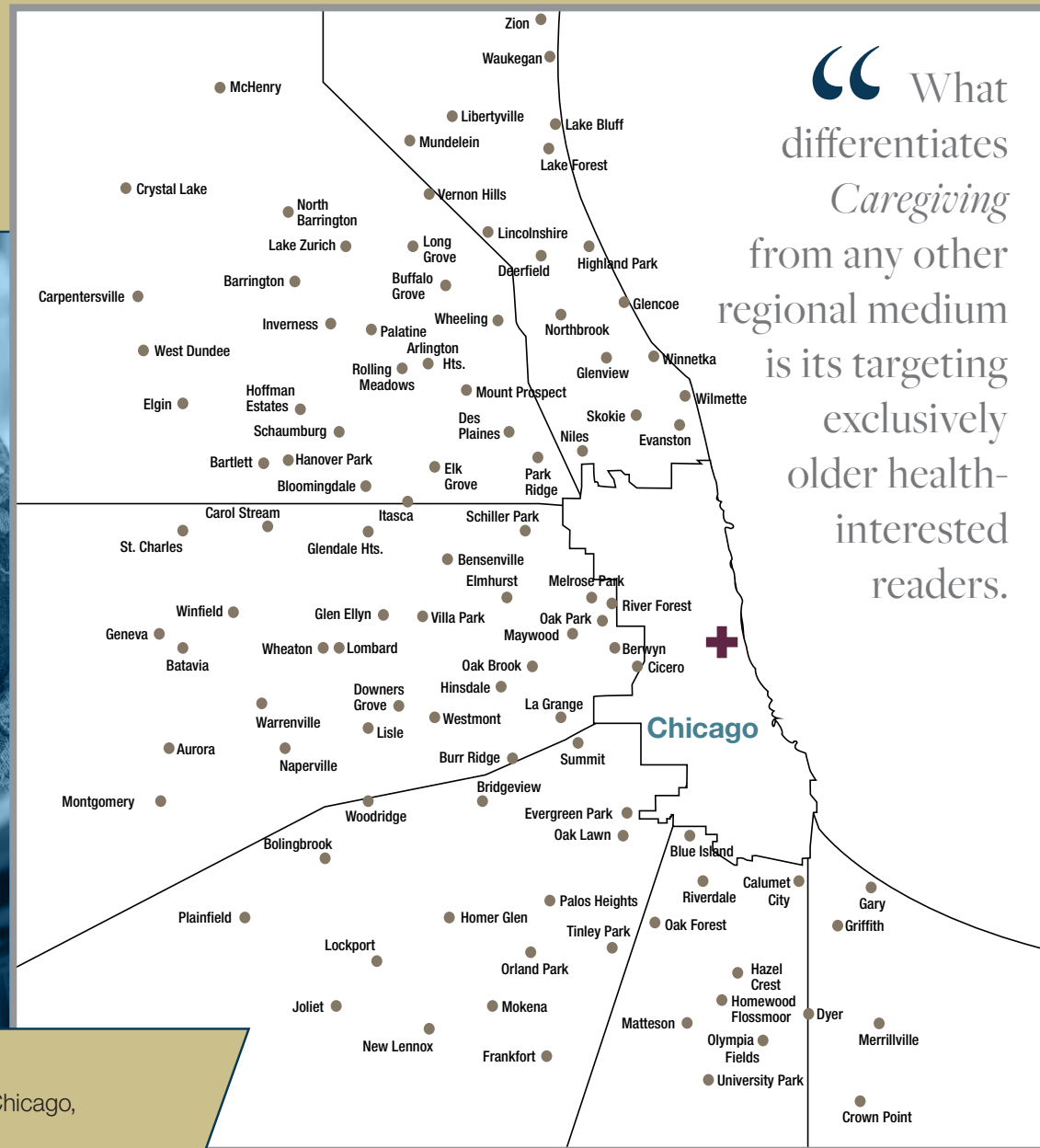
copies in waiting rooms of physician offices, hospitals and clinics for rehabilitation, physical therapy, cancer treatment and retirement communities

7,600

copies mailed to area physicians and healthcare executives

1,000

copies to discharge planners, case managers and social workers



61% of our copies are distributed to the suburbs and **39%** to the city of Chicago, reflecting the population distribution throughout the metropolitan area.

Our readers

...represent the primary growth engine in the consumption of senior services (statistics from sister publication Chicago Health readers survey)

97% of our survey responders have a primary care physician.

79% of our survey respondents visit a doctor regularly. More than 47% visit their doctors multiple times in a year.

34% of our survey respondents have been hospitalized within the past twelve months.

...are interested in consuming health information

79% of our survey respondents read additional periodicals for health information.

Their top areas of interest include prevention, heart health, brain health, aging, cancer, orthopedics, women's health, prescription drugs, arthritis, pediatrics, concierge medicine, pain and men's health.

...are influenced by what they read

80% agree that our stories or advertisements influence where they will seek care for themselves or a loved one.

91% agree that our stories influence the way they look at their health or the health of a friend or loved one.

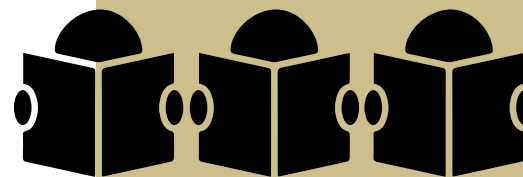
...additional stats

61% have single or employee sponsored health insurance. 39% are covered by Medicare or medicaid.

Health decisions are made 63% of the time by females, and 37% by males.

63% of our readers exercise regularly.

For additional reader information, contact your sales representative.



READER SURVEY

Help us shape future content that may interest you. Please complete and return this short survey, and we'll mail you our next issue free.

Where did you obtain your copy? _____
Age: _____ Gender: Male Female
Household income: less than 25K 25-50K 50-100K 100K+
Do you have children? yes no if yes, how old? 0-18 19-35 35+
Do you have a spouse or partner? yes no
Who makes healthcare decisions in your household? _____
Do you have a fitness or healthclub membership? yes no
Do you exercise regularly? yes no
Do you read chicagohealthonline.com? yes no
Do you have a primary care physician? yes no
How often do you visit your primary care physician? _____
Are you covered by any of these health insurance options? Employer-sponsored health insurance
 Single coverage Medicare/Medicaid ACA health insurance None
When was the last time you were hospitalized for any reason?
 0-1 month 2-6 months 7 months-1 year 1 year+ never
What other health magazines do you read? Chicago Self Prevention
 Women's Health Men's Health others: _____
Have any of our stories influenced the way you look at your health or the health of a loved one or friend? yes no
Have any of our stories or advertisements influenced where you would seek care for yourself or a loved one? yes no
What is your greatest health interest/concern: cancer heart health orthopedics
 women's health pediatrics prescription drugs aging arthritis prevention
 other: _____
Will you keep this issue and refer to it later? yes no
Would you seek out **Chicago Health** for future content in print or online? yes no
After your free issue, would you consider a subscription? yes no

By completing and returning this survey, I will receive a complimentary one year subscription to be mailed to the following name/address: _____

YES! Please send me your bimonthly e-newsletter of fresh stories to: _____

Please return this survey by one of the following ways:
Mail: Publisher, Northwest Publishing LLC., 500 North Dearborn Street, Suite 1014, Chicago, IL 60654
Fax: 312.329.0610
Scan and Email: publisher@chicagohealthonline.com

Chicago Health
Real Patients. Real Doctors. Real Healthcare.

(Results for 2014-2015 responses)

Sister publication *Chicago Health* magazine has attracted the interest of more than 100 prestigious advertisers in the senior space. Most of them have repeated their advertising in the magazine.

Physicians and Physician Practices (39)

American Center for Spine & Neuro Surgery
 Richard A. Berger, MD, Midwest Orthopedics at Rush
 Cancer Specialists of Chicago
 Chicago Center for Orthopedics at Weiss
 ChicagoENT
 Chicago Heart & Vascular Consultants, Ltd.
 Chicagoland Retinal Consultants
 Diamond Headache Clinic
 Elite Women's Care
 Hinsdale Orthopaedics
 Illinois Bone & Joint Institute
 Illinois Cancer Specialists
 Illinois Eye & Ear Infirmary
 Illinois Pain Institute
 Institute for Cardiothoracic and Venous Surgery-ICVS
 Robert S. Katz, MD, Rheumatology Associates
 MDVIP
 Me and My Doctor
 Midwest Orthopedics at Rush
 Millennium Park Eye Center
 Ajay Nehra, MD, Rush University Medical Center
 Northwestern Center for Orthopedics
 Northwestern LASIK Physicians
 Northwestern Medicine Chicago Proton Center
 Northwestern Plastic Surgery
 Northwestern Plastic Surgery Associates, SC
 RiverMend Health
 Scott Palmer, MD, Concierge/Personalized Care
 Skypoint Medical
 University Pain Centers at Rush
 Weil Foot & Ankle
 Wheaton Eye Clinic
 Yellowbrick

Hospitals and Hospital Systems (19)

Advocate Illinois Masonic Medical Center
 AMITA Health
 Cadence Health

Kindred Healthcare
 Loyola Medicine
 Mayo Clinic
 Mercy Hospital & Medical Center
 NorthShore University HealthSystem
 Northwest Community Healthcare
 Northwestern Medicine
 Rehabilitation Institute of Chicago
 Rogers Behavioral Health
 Saint Joseph Hospital, Chicago
 Swedish Covenant Hospital
 UI Health
 University of Chicago Medicine
 Weiss Memorial Hospital

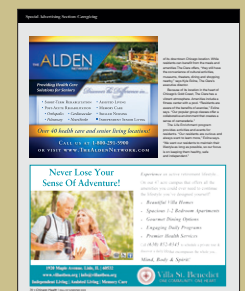
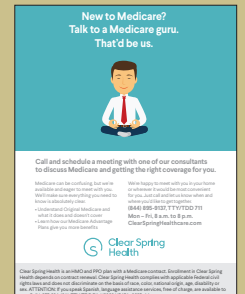
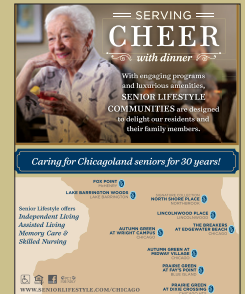
Senior or Long Term Care Companies (31)

The Abington of Glenview
 ALC Home Health Care
 The Alden Network
 Anthem Memory Care
 Auberge Naperville
 Artis Senior Living
 Belmont Village
 BrightStar Care
 Brookdale Senior Living
 The Carrington
 The Clare at Water Tower
 Elderwerks
 Franciscan Sisters Service Corp.
 JourneyCare
 Koelsch Communities
 Lexington Square
 The Merion
 Montgomery Place
 Northbrook Inn Memory Care
 NShore Patient Advocates
 Open Arms Solutions
 Phoenix Home Care
 Radford Green at Sedgebrook
 Right At Home
 The Selfhelp Home

Senior LifeStyle Corporation
 Seniors Blue Book
 Silverado
 Terra Vista of Oakbrook Terrace
 Traycee Home Care
 Villa St. Benedict

Other (16)

Alzheimer's Association
 ATI Physical Therapy
 Chuan Spa
 Clear Spring Health
 Health Plus Physicians Organization
 Insight Medical Genetics
 Novartis
 NShore Patient Advocates
 Timberline Knolls





More than 200 prominent senior health care professionals have contributed their voices to the stories reported in sister publication *Chicago Health* including those from the following companies:

2x2 Health
Accelerated Rehab Center
Access to Care
ALC Home Health Care
Alzheimer's Association
American Society Cataract/
Refractive Surgery
AMITA Health
ATI Physical Therapy
Autumn Leaves
Belmont Village
Bria Health Services
BrightStar
Brookdale Senior Living
Cancer Treatment Center
of America
Cantata Adult Life Services
Center for Enriched Living
Diamond Headache Clinic
DuPage Medical Group
East Bank Club
Edward-Elmhurst Health
Final Roadmap
Francie Stavish & Associates
Franciscan Communities
Galter Life Center
Gaples Institute
Hallmark
Illinois Back Institute
Illinois Bone & Joint Institute
Illinois Cancer Specialists
Insight Medical Genetics
JourneyCare
Kindred
Lake Behavioral Hospital
Lemont Nursing/Rehab
Loyola Medicine
MacNeal Hospital
Manorcare
Marianjoy
Mather LifeWays
Mercy Home

Merrill Lab
Mesulam Cognitive Neurology &
Alzheimer's Disease Center
Midwest Orthopedics at Rush
Mobile Care Chicago
National Association of Senior
Move Managers
National University of
Health Science
North Suburban Hearing
Services
Northbrook Inn
NorthShore Orthopaedic Institute
Northshore Patient Advocates
NorthShore University
Health System
Northwest Community Healthcare
Northwestern Medicine
Oak Street Health
Oncology Specialists
Osher Center for Integrative
Medicine
Park Place of Elmhurst
Parkinson's Disease Research
Society
Passages Hospice & Palliative
Care
Presbyterian Homes
Raby Institute
Radford Green
Rainbow Hospice
Right At Home
Rogers Behavioral Health
Rush University Medical Center
Senior LifeStyle
Shirley Ryan Ability Lab
Sunrise Senior Living
Swedish Covenant Hospital
Terra Vista
The Admiral
The Clare
The Selfhelp Home

UChicago Medicine
UI Health
United Healthcare
University Eye Specialists
US Oncology
VITAS Healthcare
Walgreens
Weil Foot & Ankle Institute
Weiss Memorial Hospital
West Suburban Hospital
Westlake Hospital
Wheaton Eye Clinic

