# Media Kit

# 2022

# Getting Your Message Front and Center

Since connecting with and serving older adults as well as 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. Now in its third year, *Caregiving* magazine's exclusive waiting-room distribution will yield a readership in excess of 1,000,000 healthcare consumers with each semi-annual print issue. The anticipated median age of its readers is in the low 60s.

Each issue of *Caregiving* provides more relevant and award-winning care-content than any other print medium 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 memory care, 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 professionals fill our stories. We seek these top expert sources from all over the Chicago region.

# Join the **MOVEMENT**

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

# Chicago Health CAREGIVING SUPPORT AND RESOURCES FOR AGING LOVED ONES

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



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



### 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 drive prospects to 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.
- Online and social media exposure with your print ad package.
- Opportunities to be used as a source for stories (as available).





# Editorial Calendar

*Caregiving* is the region's only magazine providing content to people interested in matters that will help and guide older adults as well as their adult children through the aging process. *Caregiving's* mission is to empower its readers to make better care 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 visable online.

Each issue contains stories that are both resourceful and illuminating. Our mission is to help guide older adults as well as their adult children through the matters that must be considered as one ages. Recent stories have focused 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

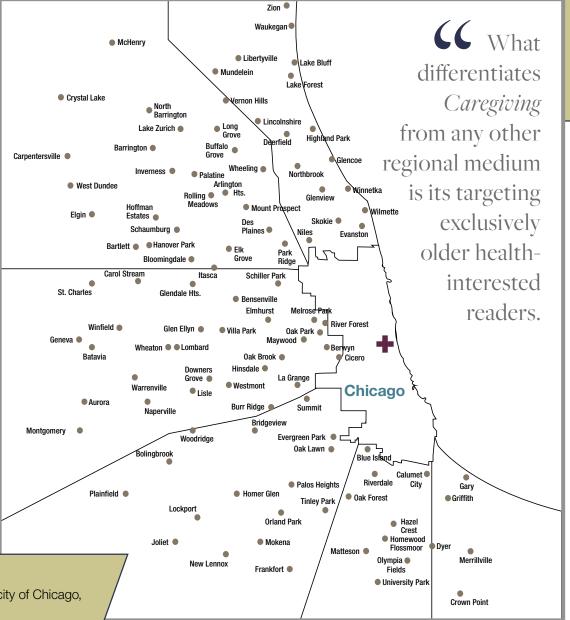
Twice each year, 65,000 copies of Chicago Health's *Caregiving* are distributed throughout Chicago, its surrounding suburbs and northwest Indiana targeting the attention of more than 1,000,000 health-interested readers.

55,000 copies in waiting rooms of physician offices, hospitals and clinics for rehabilitation, physical therapy, cancer treatment and

retirement communities

8,000

copies mailed to area physicians and healthcare executives



61% of Caregiving's 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)



 $97^{\circ}_{\sim}$  of our survey responders have a primary care physician.

 $79^{\text{O}}$  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

 $80^{\circ/}_{\circ}$  agree that our stories or advertisements influence where they will seek  $0^{\circ/}_{\circ}$  care for themselves or a loved one.

 $91^{\circ}_{\circ}$  agree that our stories influence the way they look at their health or the health of a friend or loved one.

### ...additional stats



 $61^{\circ/}_{\circ}$  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.

 $63^{\circ}$  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?

Gender: Male Female Household income: I less than 25K 25-50K 50-100K 100K+ Do you have children? ves no if ves, how old? 0-18 19-35 354 Do you have a spouse or partner? ves on 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? ves 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 nailed to the following name/address YES! Please send me your bimonthly e-newsletter of fresh Please return this survey by one 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

(Results for 2014-2015 responses)

Caregiving magazine has attracted the interest of more than 44 prestigious advertisers in the senior space. Most of them have repeated their advertising in the magazine.

### **Hospitals and Hospital Systems (5)**

AMITA Health NorthShore University HealthSystem **UI Health** University of Chicago Medicine Weiss Memorial Hospital

### **Senior or Long Term Care Companies (23)**

The Admiral The Alden Network Anthology Arden Courts Artis Senior Living **Belmont Village** Brookdale Senior Living The Carrington The Clare at Water Tower **Dwelling Spaces** Elderwerks Franciscan Sisters Service Corp. Home Care Angels Home for Life Advantage JourneyCare **Open Arms Solutions** Phoenix Home Care Reuland and Turnbough **Right At Home** The Selfhelp Home Seniors Blue Book Transitions Hospice Villa St. Benedict

# **Other (14)**

Age Options Alzheimer's Association Bottom Line Financial Burling Insurance Group Caring Transitions **Clear Spring Health** DMK Metal Medicare Solutions Network Mobility City My Personal Bookkeeper North Shore Senior Center **NShore Patient Advocates** Peck Ritchey, LLC Seniors Alone







	FOX POINT				
	CARE BARRINGTON	NORTH	NORTHE		
Lifestyle offers andent Living		LINCO	LINCO		
rd Living ry Care & I Nursina	AUTUMN G AT WRIGHT CAU	MPUS 0	AT ED	THE BREAD	ACH
		AUTUMN C	SREEN AT	63	
A TE RELA		PRI	AJRIE GRI PAY'S PO BLUE ISL		
	LE.COM/CHICAGO	AT			



Distinctive Residential Settings | Chef-Prepared Dining and Bistr Joalth and Wollporg Drograms | Enrichmont and Social Act

NOW OPEN at 700 West Fullerton Ave.









PARKINSON'S DISEASE EVERY OTHER OPPONENT SEEMS LIKE & PUSHOVER

THE UNIVERSITY OF CHICAGO MEDICINE







More than 150 prominent senior health care professionals have contributed their voices to stories reported in *Caregiving* in its first two years including those from the following companies:

Kevin Berrill Mary Beth Radeck Tanvi Bhatt. PhD Liz Birch Myleene Bosch Ifaat Bosse Barbara Bowman Jacqueline Bovd Sara M. Bradley, MD Terri Bradv Vicki Braund, MD Natasha Bryant Craig Burge Kathleen Cagney, PhD Paula Cleave Maria Cortina, MD Kate Curran Christopher D'Agostino, DO Ffrat Dallal Robin Dawson Marnie Dawson Colleen DeBoer, RD Dwavne Dobschuetz Teri Dreher, RN Michael Dropka Jason Echols Mary Eichenfeld Katie Fagan Matt Field Hadi Finerty Niki Fox Bob Gallo Molly Gaus Nadia Geigler Gay Gelman Sandra Gentry Stephanie Gerberding, LSW Donna Germann Joe Gladis Robyn Golden, LLCW Beth Gordon, RD Nichola Goss

Adam Greenerg Kristin Gustashaw. RDN Maria Hammer Claire Harper, RD Nan Haves Jeanne Heid-Grubman Elizabeth Herzberg Ann Hollander Katherine Honeywell Megan Huisingh-Scheetz, MD Sylvie Hutchings Erika Hutz, DO Randi Israel Kristyn Ivey Angela Jalloh, RN Irene Jisun Sohn Robert Jordan Judi Jordan Avi Kaufman David Kaz Erika Keegan Rahul Khapekar, DO Stacy Kissamis, LCSW Gina Knight Richard Kozlowski Phyllis Kramer Philip Krause, MD Santosh Kumar Heather Lantry Paul Lee Rachel Lessem, PhD Steve Levin Stacie Levine. MD Lori Lewis Jing Liang, MD Holly Lichtman Katherine Lott. DO Joy Loverde Lynne Lukas Joyce Mahoney Monica Malec, MD **Ruth Malutan** 

Matt Margolis Pamela Martin June M. McCov. MD Crystal McGee Samantha McGlumphy Jackie Melinger Leslie Mendoza Temple, MD Susan Angel Miller Pete Miska Katie Monahan Meghan Moran Lee Moriarty Judith Moskowitz, MD Camelia Musleh, MD Beth Myers Liz Nava Jenn Navarro Drina Nikola Sharon Oberlander Jack Olson, MD Kerry Peck **Cheryl Peneschi** Kim Placentino Matthew Post Rein Puttkammer Jeaneane Quinn, MSW Mark Rantis Murail Rao, DO Shane Rhoads Joshua Rich Kelly Richards Apsara Rosario Melissa Rowley Peggy Rubenstein Clifton Saper. PhD Susan Scatchel Jerry Schmitt Brenda Schreiber **Cindy Shaw** Lauren Sherman Lin Shook Linda Smith

**Kimberley Smith** Mike Steiner Gail Steingold Leslie Markham Stern Julie Stevens **Catherine Stowers** Katrina Stratton Linda Strohschein Benjamin Surmi Machiko Suzue **Rick Taylor-Onstott Rachael Telleen** Lydia Templin-Collins Melissa Tucker Richard Ueberfluss Joan Van Allen Joan Waxman Fredrick Weber **Rick Weiner** Bob Werdan Stacey Wilkinson Shellie Williams, MD Asim R. Zaidi, MD Peter Zollo Jimmy Zollo



### **Effective For 2021-2022** Circulation: 65,000 copies

Rate Card



**Please contact** 

your sales representative

for pricing.

## **Technical Specs**

### **Supplied Digital Files**

Digital advertisements are preferred and the specific Northwest Publishing, LLC formats must be followed. PDF-X 1/a files are preferred. Adobe InDesign, Illustrator and Photoshop, Mac-based software are also supported. Digital files for full-page ads should be constructed with the document size equal to the trim size of 8 1/8" x 10 1/2". Line copy should be kept 1/2" away from the trim size. All bleed elements must be extended over the edge of the document by 1/8" on all four sides. All four-color images should be CMYK mode at 300 dpi and either in JPG or EPS format. however Northwest Publishing, LLC will not be responsible for incorrectly prepared files.

#### Fonts

Include all fonts, font families and font suitcases that are used in your advertisement when supplying electronic materials. Advertiser will incur a production charge if not supplied. We will substitute whichever font we feel closely resembles your match proof.

#### **Production Charges**

Production charges will be applied to artwork received that is not submitted according to the specifications defined herein. Where applicable, advertisers will incur charges and agree to pay for the following items:

- Shipping/courier services (case specific)
- Special color requests
- Other, such as missing fonts per the above

#### Materials

Email materials to: erins@chicagohealthonline.com. Subject line should contain advertiser's name and Caregiving.

All files must be high resolution (300 dpi or higher) and should be sent in .pdf, .eps, or .jpg format. Online ads may be sent as .gif, .png or .jpg.



A REAL	Profile	and	Ad	Size

	Live Area	Irim
Two Page Spread	15.25 x 9.550	16.25 x 10.5
Full Page	7.25 x 9.550	8.125 x 10.5
Half Page	7.125 x 4.375	N/A
Third Page Square	4.625 x 4.375	N/A
<b>Third Page Vertical</b>	2.25 x 9.25	N/A

Please add .125 bleed to trim size on full-page ads, and allow spreads only a .375 gutter for cross-over images.



# Online Ads

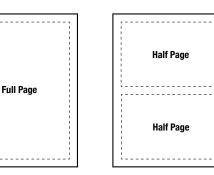
	Dimensions	Color Space
Web Banner Ad	1110 x 180	RGB
Web Square Ad	360 x 360	RGB

e Resolution 72 dpi or higher 72 dpi or higher 72 dpi or higher

Accepted file formats: .PNG, .JPG, .GIF OR .HTML. (Please provide url to landing page) Artwork deadline: 5 business days before publication. Contact your ad representative for pricing. Questions? Please contact Andrea Fowler at andreaf@chicagohealthonline.com.

# Closing Dates

Contract Closing Materials Closing Issuance



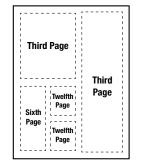
June 2021

4/23/2021

5/1/2021

6/14/2021

December 2021
10/25/2021
11/1/2021
12/13/2021



June 2022 4/25/2022 5/2/2022 6/13/2022 December 2022 10/24/2022 10/31/2022 12/12/2022

Cancellations must be in writing and will not be accepted after the published contract closing date. A cancellation after the closing date may be accepted subject to the publisher's approval and a breakage fee of \$2,000 per page.

PUBLISHED BY NORTHWEST PUBLISHING, LLC • 500 NORTH DEARBORN STREET, SUITE 1014 • CHICAGO, ILLINOIS 60654 • 312.329.0600 (PHONE) • 312.329.0610 (FAX) • CHICAGOHEALTHONLINE.COM