



MEDIA KIT 2021

Healthy Living News offers the residents of northwest Ohio and southeast Michigan a monthly guide to news and information about healthy lifestyles, health care, sports and fitness and other issues related to physical, mental and emotional quality of life. The publication is an attractive, interesting and entertaining source of valuable information for all ages, especially those 35 to 50. *Healthy Living News* is locally owned, committed to quality and dedicated to serving our great community.

WE'RE LOCAL

Healthy Living News celebrated its 26th anniversary this year. Dedicated to local health care issues and news, it features articles by the Toledo area's top healthy-lifestyle writers. Indeed, *HLN* is Toledo's largest monthly publication—and the only local publication whose sole mission is to share news from the health and well-being sector.

WE HAVE ATTRACTIVE DEMOGRAPHICS

Studies show the number one topic of interest among baby boomers is the health and well-being of themselves and loved ones. This generation is particularly attractive to advertisers because of its size and buying power.

WE REACH YOUR CUSTOMERS - MORE THAN 80,000 AUDITED READERS

Targeted distribution: the targeted free distribution at more than 1,000 locations throughout the region, including hospitals and physician offices, ensures that your advertisement will be seen by consumers actively interested in improving their health.

YOUR AD WORKS FOR YOU

Healthy Living News limits ads to 50 percent of the magazine so your ad won't get lost in a sea of ads. Because *Healthy Living News* is a monthly publication, your ad will work for you for a 30-day period. Supplies are continuously restocked so that valuable frequency is achieved.

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healthy living news

EDITORIAL PROFILE



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EDITORIAL CALENDAR

JANUARY

Tips for taming credit card debt

Making those resolutions stick

The benefits of personal training

Breathe healthy indoor air at home

Protecting pets from winter's cold

FEBRUARY

No greater gift: organ, eye, and tissue donation

How to eat healthy when eating out

Go Red for women's heart health

Understanding macular degeneration

Delirium in senior loved ones: what does it mean?

MARCH

24th Annual Parkinson's Symposium

It's tree allergy season

Banish those wet-basement blues

Colorectal cancer awareness

Planning your home veggie garden

APRIL

Annual Summer Camp Guide

Experience the Maumee River walleye run

Preventing diabetic foot ulcers

The many benefits of meditation

Signs and symptoms of oral cancer

MAY

Mental Health Month feature

There's no such thing as a safe suntan

"Time is brain": stroke awareness

Hints for illuminating your home's exterior

Home improvements for your family's health

JUNE

37th Annual Marathon LPGA Classic

Recognizing PTSD

Understanding sickle cell disease

Outdoor power tool safety

The importance of proper training for your dog

JULY

Why summer is known as "trauma season"

Water safety: play it cool around the pool

How to avoid "travel tummy"

The far-reaching effects of domestic violence

Hiking trail etiquette

AUGUST

Back-to-school basics

You can help banish bullying

Food allergy fundamentals

Easy home adaptations for senior accessibility

Vehicle safety for college-bound kids

SEPTEMBER

Race for the Cure

National Recovery Month feature

Understanding atrial fibrillation

Sports and eye health

The status of HIV/AIDS today

OCTOBER

Choosing the right Medicare plan for your needs

Asthma: causes and care

How physical therapy can prevent or postpone surgery

Insights on speech disorders

Eating outside your comfort zone

NOVEMBER

COPD explained

Support your family caregiver

Hospice care myths dispelled

Reducing the risk of premature labor

The benefits of limiting screen time

DECEMBER

The characteristics of a quality senior living community

Cut Christmas tree care and safety tips

Alcohol-free holiday parties

How to avoid job burnout

Planning for a healthy pregnancy

Space Reservation: 15th of the Month / Camera-Ready Art: 20th of the Month

419.874.4491 | CHETW@PERRYSBURG.COM | HLNTOLEDO.COM



WHO READS HLN?

REACH

80,000
per issue

FEMALE

66%

MALE

34%

AGE

21-30 / 9%
31-40 / 17%
41-50 / 24%
51-60 / 19%
61-70 / 15%
70+ / 16%

INCOME

-\$30K / 30%
\$30-60K / 34%
\$61-100K / 26%
\$100K / 10%

EDUCATION

High School
30%
Some College
35%
Bachelor's
26%
Graduate School
15%

VISITS AT HLNTOLEDO.COM

MONTHLY

VISITS

2,230

TIME SPENT / PAGE

1:57

CONNECT WITH FRIENDS

WHO LIKE

HEALTHY LIVING NEWS



/HLNToledo



@HLNToledo



RATE CARD 2021

FREQUENCY	1x	3x	6x	12x
Front Page Banner	\$1250	\$1200	\$1150	\$1100
Inside Front Cover	\$1729	\$1573	\$1492	\$1409
Inside Back Cover	\$1729	\$1573	\$1492	\$1409
Back Cover	\$1879	\$1723	\$1642	\$1559
Full	\$1579	\$1423	\$1342	\$1259
3/4	\$1274	\$1083	\$1019	\$973
1/2	\$912	\$831	\$784	\$734
1/4	\$523	\$469	\$445	\$417
1/8	\$369	\$332	\$314	\$295
Business Card	\$100	\$95	\$90	\$85
Online Right Rail	\$200	\$150	\$125	\$100

TO ADVERTISE CALL:

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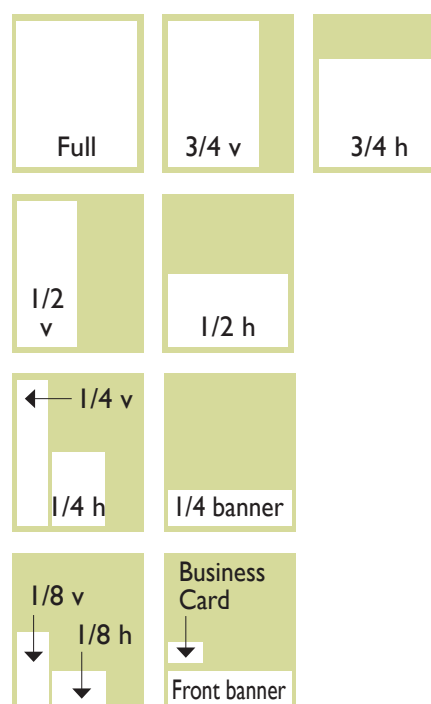
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AD SIZES / SPECIFICATIONS

PRINT AD SIZES

Full page	10 x 12
3/4 page horizontal	10 x 8.9
3/4 page vertical	7.45 x 12
1/2 page horizontal	10 x 5.9
1/2 page vertical	4.9 x 12
1/4 page horizontal	4.9 x 5.9
1/4 page vertical	2.35 x 12
1/4 page banner	10 x 3.88
1/8 page horizontal	4.9 x 2.86
1/8 page vertical	2.35 x 5.9
Front page banner	10 x 2
Business card	3.1156 x 2.1467



ONLINE SIZES

Right rail 240 x 600 pixels

MECHANICAL SPECS

- Files submitted in .pdf format (press quality/high resolution) – preferred format for files
- InDesign CS 4.0 or above. Convert type, include supporting documents
- Illustrator CS 4.0 or above, .eps or .ai files. Convert type, include supporting documents
- Photos .tif or .jpg - 300 dpi color or grayscale