

Media Information

NEW JERSEY
HEALTH VIEW
MAGAZINE



NJV PUBLISHING
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healthviewmagazine.com

About Health View



Health View Magazine, New Jersey's premiere wellness and fitness magazine published by NJV Publishing, will now be a stand-alone publication. NJV Publishing has signed an agreement and will be distributed at CVS/pharmacy stores within New Jersey. *Health View* has been published since 2007 as an insert in *New Jersey View Magazine*. *Health View* will now be a totally stand-alone health publication.

Health View will be direct mailed to physicians, hospitals, doctors' offices, lawyers, dentists, chiropractors, health clubs, libraries, senior facilities, health & wellness centers, high-end spas, salons and service areas in new auto dealerships throughout New Jersey. With the additional distribution to the CVS stores we will reach more than 125,000 readers per issue.

"We're proud to partner with CVS, the No. 1 pharmacy in America and a leader in the health care industry," says publisher Ralph Adinolfi. "By being distributed at CVS stores, we are capturing an audience that is focused on their health and well-being. *Health View* is not governed by any particular health care facility, but will give readers a broader option to choose the facility and services that best fits their needs."



Every issue of *Health View* will have feature sections that will include a Health Calendar, Pediatrics, Senior Services, Woman's Health, Men's Health, photos of drugs and their side effects and interactions with other medications. We will be highlighting what is new or what is happening in our ever-changing health industry.

Not only will readers benefit from *Health View Magazine*, but local businesses can also maximize their customer base and increase revenue through advertising. Our target advertising markets include physicians, hospitals, health-care services, long-term care facilities, surgical supply companies, pharmaceutical companies, senior services and fitness centers.

As a special added value by placing an ad in *Health View Magazine*, businesses **receive FREE ad placement on the Health View Magazine website** - www.healthviewmagazine.com - which gets more than 40,000 unique views per month and we include a FREE link to the advertiser's own site, now with capabilities to show videos of advertisers and/ or their facilities. We have ad space available on our website with banners and the purchasing keywords on sight.

If your practice or business does not have a web site or if you are unhappy with the one you now have, NJV Publishing is offering a FREE WEB SITE to all advertisers who commit to an annual contract. We have partnered with A3 Graphics, to offer this promotion of a one page full functional web site. Please view our parent web site, www.njvpublishing.com, to see the quality of web site you will be receiving.

In Every Issue:

Health Calendar
Geriatric – Senior Services
Pediatrics
Woman's health
Men's health
Drug interactions



January-February

Cardiac
Assisted Living - Nursing Homes - Hospice

March-April

Dental Guide
Holistic Medicine
Podiatry
Wound Care

Spring 2010
DR Reference Guide
SPECIAL ISSUE



May-June

Diabetes
Dermatology
Profile: New Jersey Hospitals

July-August

Chiropractors
Surgery Centers
Pulmonary Diseases

September- October

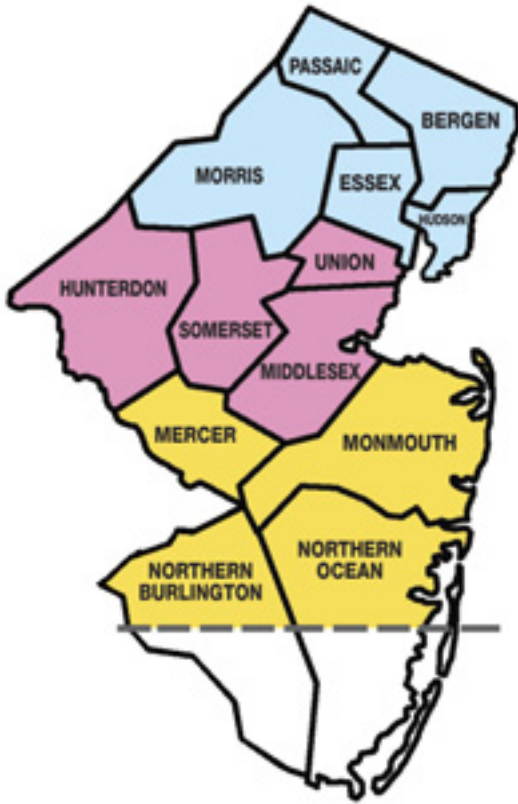
Oncology
Breast Cancer Awareness
Audiology
Ophthalmology



November-December

Orthopedics
Plastic Surgery
Pain Management

Distribution



- **ZONE A**
Bergen, Essex, Hudson, Morris & Passaic Counties
- **ZONE B**
Hunterdon, Middlesex, Somerset & Union Counties
- **ZONE C**
North Burlington, Mercer,
Monmouth & North Ocean Counties



	ZONE A BERGEN-ESSEX-HUDSON MORRIS-PASSAIC	ZONE B HUNTERDON-MIDDLESEX SOMERSET-UNION	ZONE C NORTH BURLINGTON-MERCER MONMOUTH-NORTH OCEAN
DOCTORS & DENTISTS	2360	2217	2354
SENIOR FACILITIES	107	101	129
CHIROPRACTORS	239	225	239
LAW FIRMS	219	209	207
TOTALS	2925	2752	2929
MAGAZINES DISTRIBUTED PER ZONE	22,000	22,000	22,000
TOTAL MAILED	8606		
TOTAL DISTRIBUTION	74,606		
CVS PER ZONES	69	53	92

AD SIZES



AD RATES

ANY ONE ZONE

Full Page	1200.00
2/3 Page	1000.00
1/2 Page	900.00
1/4 Page	600.00

ANY TWO ZONES

Full Page	1600.00
2/3 Page	1400.00
1/2 Page	1100.00
1/4 Page	900.00

ALL THREE ZONES

Full page	2000.00
2/3 Page	1800.00
1/2 Page	1400.00
1/4 Page	1200.00

COVERS & INSIDE GLOSSY PAGES

Covers & Glossy Insides are sold in all zones

Back Cover	3000.00
Inside Front	2600.00
Inside Back	2400.00

INTERNET ADVERTISING

Banners on www.healthviewmagazine.com

Small	500.00 per year
Medium	750.00 per year
Large	1000.00 per year

KEY WORDS PRIORITIZING ON OUR WEB SITE

Your practice will appear when your specialty is typed; your web page will come up before chosen article.

First when page opens

	2000.00 per year
2	1800.00
3	1500.00
4	1200.00
5	1000.00
6-10	700.00

SPECIAL NOTES:

- Placement of multiple insertions are subject to discounts call for pricing
- Inserts supplied by client 10 cents each based on up to 2 pages; insert minimum of 10,000 per issue.
- Larger insert pieces 4 pages and larger will be priced on weight for inserts because of mailing

ZONES:

ZONE A
BERGEN-ESSEX-HUDSON
MORRIS-PASSAIC

ZONE B
HUNTERDON-MIDDLESEX
SOMERSET-UNION

ZONE C
NORTH BURLINGTON-MERCER
MONMOUTH-NORTH OCEAN