

Media Information



**PENNSYLVANIA**  
**HEALTH VIEW**  
**MAGAZINE**



NJV PUBLISHING  
1812 Front St., Ste. 1-CF  
Scotch Plains, NJ 07076  
Ph: (908) 663-2188  
Fax: (908) 317-8311

[healthviewmagazine.com](http://healthviewmagazine.com)

# About Health View



**Health View Magazine**, New Jersey's premiere health and wellness magazine published by NJV Publishing will now be available in Pennsylvania from Philadelphia, lower Bucks, lower Montgomery and Northampton counties to Easton, Pennsylvania. NJV Publishing has signed an agreement to be distributed at CVS Pharmacies within these counties. *Health View*, published since 2007, is the premier magazine among NJV Publishing's award-winning health publications.

*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 Philadelphia.

"We're proud to partner with CVS, the No. 1 pharmacy in America and a leader in the health care industry," says publisher Ralph Adinolfo. "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 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](http://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](http://www.njvpublishing.com), to see the quality of web site you will be receiving.

# 2010 Schedule

## In Every Issue:

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



## March-April

Dental Guide  
Holistic Medicine  
Podiatry  
Wound Care

## May-June

Diabetes  
Dermatology  
Profile: Area Hospitals

Spring 2010

DR Reference Guide  
**SPECIAL ISSUE**



## July-August

Chiropractors  
Surgery Centers  
Pulmonary Diseases

## September- October

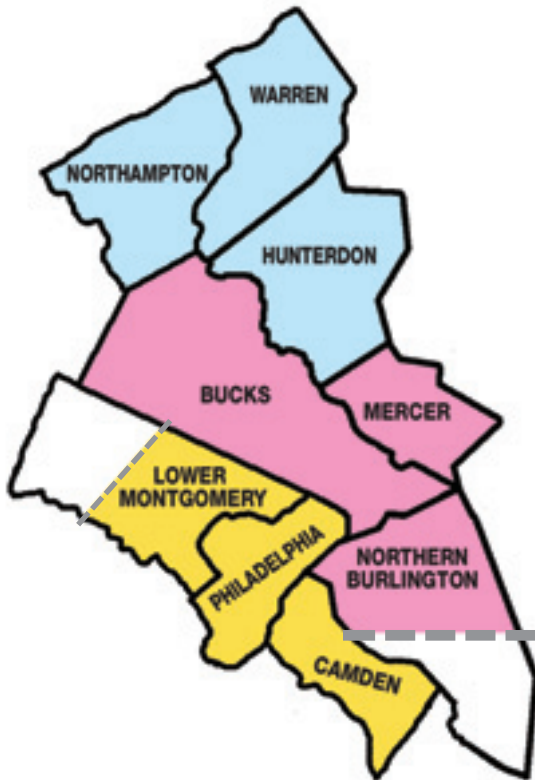
Oncology  
Breast Cancer Awareness  
Audiology  
Ophthalmology


## November-December

Orthopedics  
Plastic Surgery  
Pain Management




# Distribution




**ZONE A**  
 Camden County, NJ, Lower Montgomery  
 & Philadelphia Counties, PA


**ZONE B**  
 Bucks County, PA, Northern Burlington  
 & Mercer Counties, NJ

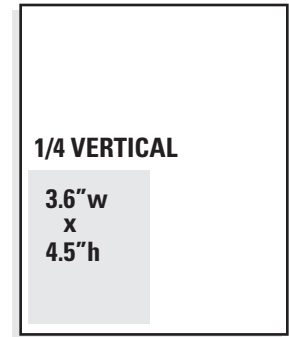
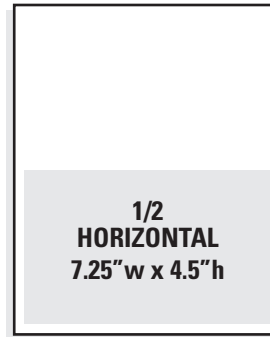
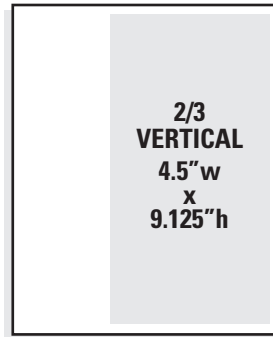

**ZONE C**  
 Northampton County, PA, Hunterdon  
 & Warren Counties, NJ



	<b>ZONE A</b> CAMDEN COUNTY, NJ LOWER MONTGOMERY & PHILADELPHIA COUNTIES, PA	<b>ZONE B</b> BUCKS COUNTY, PA NORTHERN BURLINGTON & MERCER COUNTIES, NJ	<b>ZONE C</b> NORTHAMPTON COUNTY, PA, HUNTERDON & WARREN COUNTIES, NJ
DOCTORS & DENTISTS	2489	1848	1775
SENIOR FACILITIES	115	79	88
CHIROPRACTORS	186	122	147
LAW FIRMS	229	113	122
<b>TOTALS</b>	<b>3119</b>	<b>2162</b>	<b>2132</b>
MAGAZINES DISTRIBUTED PER ZONE	20,000	15,000	15,000
<b>TOTAL MAILED</b>	<b>7413</b>		

# Ad Sizes & Rates

## 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](http://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**  
CAMDEN COUNTY, NJ  
LOWER MONTGOMERY &  
PHILADELPHIA COUNTIES, PA

**ZONE B**  
BUCKS COUNTY, PA  
NORTHERN BURLINGTON  
& MERCER COUNTIES, NJ

**ZONE C**  
NORTHAMPTON COUNTY, PA,  
HUNTERDON &  
WARREN COUNTIES, NJ