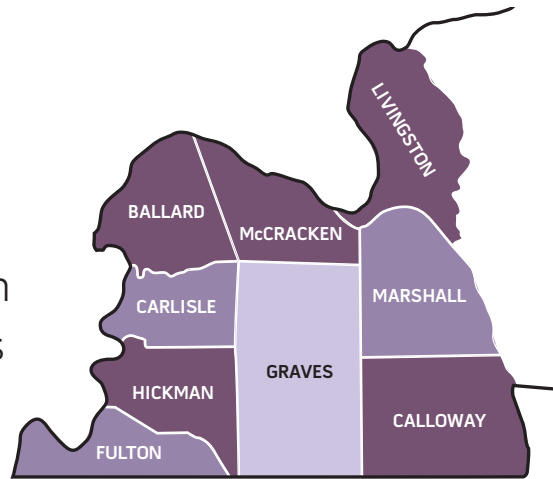


Community Health

A magazine helping people in **Western Kentucky** live healthier lives.
 READER DEMOGRAPHICS - 2012

Community Health magazine reaches about 15,000 readers in Paducah and Western Kentucky. A targeted circulation plan delivers households whose incomes are \$75,000 and higher.



Every month, the magazine provides these active consumers with the tools necessary to make better, more informed health care decisions.

Patients also can pick up a free copy of *Community Health* in hundreds of medical offices, putting your message in an environment where readers are thinking about their health.

DISTRIBUTION DETAILS:

Consumers in the nine-county area receive magazines every month.

Each ZIP code is divided evenly, with each half getting magazines every other month.

Lay-down copies in medical offices and high traffic areas are every month.

HOUSEHOLDS PER COUNTY:

Ballard	370	Hickman	128
Calloway	2180	Livingston	361
Carlisle	126	McCracken	7168
Fulton	387	Marshall	2437
Graves	1436		

Community Health readers are:

- High earners in their marketplace
- Educated and interested in learning more
- Motivated to improve their health and wellness

ADVERTISING CONTACTS

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 Sales Director
 (312) 504-3555
 Fax: (270) 554-0677
 lizlatta@cmghealth.net

Mark Hornung
 Managing Director
 mhornung@cmgms.com

EDITORIAL CONTACT

Tracey Buchanan
 Local Editor
 (270) 442-2112
 tbuchanan@cmghealth.net

Our readers live in your community. They shop at local stores and eat in local restaurants.

These middle- and upper middle-class consumers have many options when it comes to general-interest health magazines. But only *Community Health* speaks to them directly, with articles about their neighbors' health successes, local health care programs and services available to them, and advice about building wellness in a way that suits their lifestyle.

Community Health delivers your message to the right audience—local people concerned about their health care choices, and with the power to direct their wellness. They make decisions for their families, and are hungry for information about health and wellness services available to them close to home.

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ADVERTISING RATES - 2012



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MONTHLY DISPLAY RATES

AD SIZE	1 MONTH
FULL PAGE	\$ 1,240
1/2 PAGE	\$ 670
1/4 PAGE	\$ 410

AD SIZE	4 MONTHS
FULL PAGE	\$ 1,145
1/2 PAGE	\$ 600
1/4 PAGE	\$ 360

AD SIZE	6 MONTHS
FULL PAGE	\$ 1,060
1/2 PAGE	\$ 555
1/4 PAGE	\$ 335

AD SIZE	12 MONTHS
FULL PAGE	\$ 995
1/2 PAGE	\$ 520
1/4 PAGE	\$ 310

PREMIUM POSITIONS

Special advertising positions are sold in full-page, four-color increments at a 4x frequency rate

All Fixed Positions

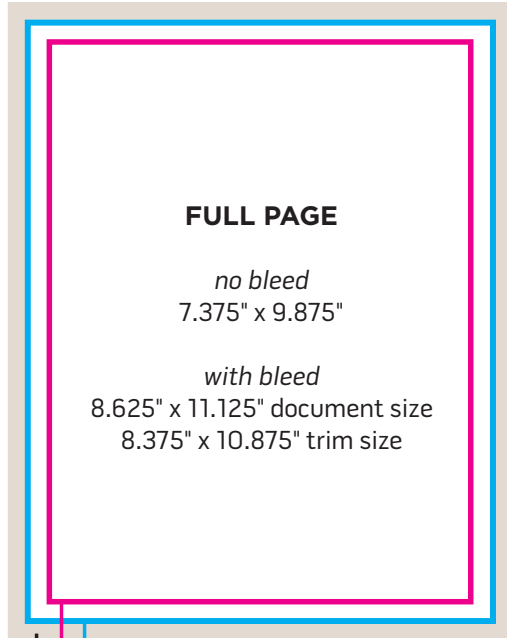
Earned Rate plus 10%

Small practices with fewer than 10 employees:

Ask about special discounts

Community Health

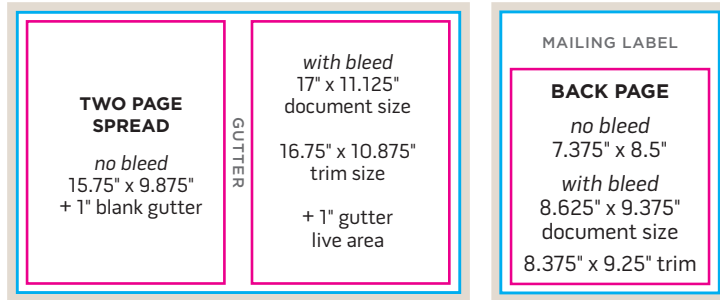
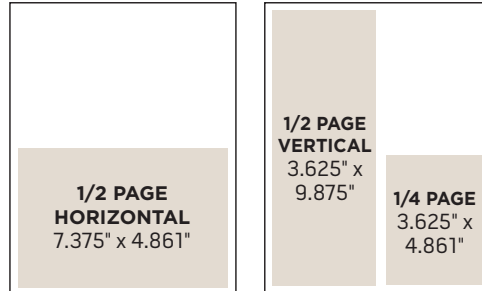
A magazine helping people in **Western Kentucky** live healthier lives.
 ADVERTISING SPECS AND DEADLINES - 2012




FINAL TRIM SIZE 8.375" x 10.875"

LIVE AREA 7.375" x 9.875"
All type must be kept within this area

BLEED (full pages only)
Allow .125" bleed on all trim edges



- Bleed only available on full page ads and multiple page spreads. Allow .125" bleed on all trim edges. Please include crop marks on full bleed ads.
- All colors must be CMYK. Please convert all spot colors.
- We accept X-1a Press Quality PDFs. Microsoft Word and Publisher files will **NOT** be accepted.
- **Use the following file naming convention:** Advertiser_edition_mmyy_Size.pdf. Example: ABC Hospital_wk_0211_HalfH.pdf

 Send final artwork to your sales representative. Include edition and advertiser name in subject line.

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DEADLINES

ISSUE MONTH	AD DEADLINE	ISSUE MONTH	AD DEADLINE
JANUARY	Dec. 7	JULY	May 24
FEBRUARY	Dec. 28	AUGUST	June 25
MARCH	Jan. 26	SEPTEMBER	July 24
APRIL	Feb. 23	OCTOBER	Aug. 17
MAY	March 27	NOVEMBER	Sept. 25
JUNE	April 25	DECEMBER	Oct. 25

Community Health

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EDITORIAL CALENDAR - 2012

JANUARY

BORN INTO THE FUTURE

Women were once whipped to induce labor. Before modern science, women managed to make it through conception, pregnancy and delivery. The basics haven't changed, but the process is dramatically different. We look at science and the modern experience through the lens of history. **In recognition of National Birth Defects Prevention Month**

OUT WITH THE OLD

For some people, the new year is a time of renewal, a chance to kick old habits. Others dread this time of year, as they look back with regret. We examine the psychological effects of the new year, why giving up regret is good for your health, and how we can resolve to change throughout the year, not just on Jan. 1.

FINDING YOUR VOICE

Imagine being a teacher who can no longer talk. Our voices allow us to entertain, inform and relate. But what happens when we can't use our voice to its fullest capacity? Specialist physicians work with people who suffer from laryngitis and other vocal maladies, to help them regain their voice.

FEBRUARY

CLICHÉ YOUR WAY TO BETTER HEART HEALTH

We've all heard the sayings. "Eat your heart out." "Take it to heart." We'll break down the ways you can improve your heart health by remembering well known heart-related clichés. **In recognition of American Heart Awareness Month**

DETOX FACTS

For years, people have used special diets to detoxify their bodies, but doctors mostly condemn plans. Even so, dieters and those hoping for a healthier self subject themselves to days of strange diets. We examine whether there is any healthy detox.

BRAIN PLAY

Certain playthings aren't just toys anymore. Educational aspects have been worked into board games, interactive toys and video games. Good old-fashioned building blocks and crayons can be great teachers too. We examine how a child's intellectual development can be improved through play, and how parents can maximize the effects.

MARCH

CATARACT ACTION

Cataracts are a leading cause of visual impairment among aging Americans and a key quality of life issue. Advancements have been made, but cataract extractions are still the most common surgical procedure in the U.S., with more than 2 million procedures each year. **In recognition of National Save Your Vision Month**

UNUSUAL EXERCISE

Do it when you're alone. Do it when no one's looking. Or do it right out in the open. Throughout the day, and the neighborhood, you can find chances and places to work out. Hitting the swings at the local playground, doing push-ups in your office, race-biking in an empty parking lot—we'll help you see workout potential in almost any situation.

THE DEEPEST CUT

You won't see the cuts, because she takes great care to cover them. Teen girls and boys who self-injure often do so out of anger, sadness and shame—and they usually hide their cuts and burns. Psychologists discuss this terrifying problem, and how parents can spot it and help their kids.

APRIL

AUTISM IN EDUCATION

As we learn more about autism, attitudes have changed. No longer do we see these as children with problems, but as those who see the world a bit differently. Many schools now offer individualized education plans, to allow a child to learn in his own way. **In recognition of National Autism Awareness Month**

FEET FIRST

They take a beating, and just keep on going. Our feet carry us everywhere, but are often ignored. How we can take better care of our conveyances down below, including what shoes to buy, how to avoid common diseases and problems, and the potential benefits of pedicures.

CELLULAR HEALTH

Cell phones have become another extension of our bodies. We're constantly connected, talking, texting and surfing. How does this altered behavior affect our health—from cocking our head to one side, to how filthy your handset is?

MAY

UNBREAKABLE

We think of our bones as solid, a dense framework that carries us every day. So it's no wonder we're surprised when those bones break down. A discussion of osteoporosis—why it's different than arthritis, what men need to know, and how we all can work toward preventing the degenerative condition. **In recognition of National Osteoporosis Awareness and Prevention Month**

FROM ZERO TO 5K

A runner's guide to help just about anyone begin a running routine. Maybe you stop at an occasional jog, or push yourself to a timed race. Whatever you choose, we'll help with the knowledge, gear and tips you need to become a runner.

JUST LIKE YOUR MOTHER

It's the phrase no woman—or man, for that matter—wants to hear. But looking at our mom's health and lifestyle can give us great insights into our own wellness. From breastfeeding when we're babies, to body issues as teens and our adult health habits, our mothers influence our health for life.

JUNE

MEN'S TOP 10

Discussion of the top 10 health issues facing men in 2012. From cardiovascular to prostate health, high blood pressure and back pain, we'll run down the list of what guys should keep an eye on, what diseases mostly plague men, and how they can help themselves be healthier. **In recognition National Men's Health Month**

UNSEEN DISEASES

Epilepsy. Crohn's. Lupus. Celiac. There are many diseases and conditions people deal with every day, but their coworkers, friends and even family may not be aware. Identifying some lesser-known diseases and the initiatives to cure them.

PHARMA-PARTY

Have you heard of it? If you're the parent of a teenager, you should know about these pharmaceutical-swapping get-togethers, where teens trade Xanax and Vicodin, likely swiped from the home medicine cabinet. A look at the growing trend of recreational pharmaceutical use among teens.

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EDITORIAL CALENDAR - 2012

JULY

TOTALLY TAN

Tanning is the latest addiction. Teens and adults seek the deepest tan they can get, but at what cost? Skin cancer can kill, and tanning creates ugly skin later in life. But still, our society screams that tans are king, and pale skin isn't pretty. Also: Examining the chemicals in spray tans, tan-in-a-can.

In recognition of UV Awareness Month

THE JUICE ON JUICE

Some people break out the juicer every morning, swearing by their carrot, beet and strawberry concoction. Others won't touch juice because of the sugar. Kids love it, but parents fear artificial flavors and colors. How to enjoy juice without the worry.

NOT NURSING HOMES

The traditional picture of a home for those in the later years of life has totally gone out the window. New senior living villages offer tasty dining options, recreation and multiple levels of assistance and care. They are changing the way seniors enjoy their golden years.

AUGUST

PSORIASIS ANALYSIS

If you're sitting on the bus next to someone with red, flaky patches on their skin, you might be inclined to find a new seat. But they may have psoriasis, a common skin disease. Medications and salves help, but one of the biggest problems is a misunderstanding among the public. **In recognition of National Psoriasis Awareness Month**

FOOD GOLD

Is healthy food really more expensive? Some say it's too expensive to eat an organic diet, especially one that's locally sourced. We'll look into the myths and realities of healthy food costs, tell you when it's worth your money to buy organic and offer low-cost, healthy shopping list suggestions.

HOMESICK OR SOMETHING MORE?

When young adults go away to college, the change can be jarring. Most adapt and grow, just like they're supposed to. Some become homesick, an adjustment disorder psychologists are understanding more about.

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What parents can do to identify and alleviate extreme homesickness in college freshmen.

SEPTEMBER

KIDS AND CANCER

Having cancer is tough enough. But when you're a child or teen, you have a whole different set of issues. Young children don't understand what's happening; teens miss out on dating and friend fun. How the process of treatment and recovery differs for young cancer victims. **In recognition of Childhood Cancer Awareness Month**

HUNTING FOR NATURAL FOOD

Organic food—it's all the rage. But we forget one group of people that has been eating organic meat since the dawn of man: hunters and fishers. Whether it's deer, mackerel or duck, hunters have the in on some of the most delicious organic meats out there.

HIT THE FLOOR

It seems everyone's cutting a rug nowadays. With the popularity of *Dancing with the Stars*, more regular folks see dancing as an accessible way to have fun and get fit. Local studios and park districts offer dance classes, and Zumba, a dance-based fitness program, has exploded in popularity.

OCTOBER

SCIENCE UPDATE

With all the money raised for breast cancer research, outcomes are improving. This story offers an update on the science behind breast cancer prevention, diagnosis, treatment, recovery and reconstruction. **In recognition of Breast Cancer Awareness Month**

GET IT WHITE

Trays and toothpaste made sense. Now even chewing gums claim to whiten your teeth. But what's in this stuff, and how does it make your teeth whiter? From lights to gels to pastes and trays, an examination of how in-office and at-home whitening systems work. **In recognition of National Dental Hygiene Month**

FAT FOODS

A study recently released from the Harvard School of Public Health followed more than 120,000 people over the course of as many as 20 years, to see what they ate and how it

Mark Hornung
Managing Director
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affected their weight. Some of the findings are surprising, including what foods made people lose weight and what made them put on pounds.

NOVEMBER

FOOD IS NOT THE ENEMY

For people with diabetes, eating right can be a real challenge. But diabetics don't have to suffer from a life without taste. Sugar-free products have improved, and we'll take a look at what kind of diet is smart—and savory—to diabetics. **In recognition of Diabetes Awareness Month**

BIONIC PEOPLE

Medical science constantly develops new technologies to fix us and keep us healthy. Some of it sounds like the stuff of science fiction movies. We'll round up some of the most impressive in-body technology, including joint replacements, pacemakers and artificial hearts.

SLEEP SOUNDLY

We spend a third of our lives under the covers. Yet many of us don't pay much attention to what we're sleeping on. What beds and pillows are best to use? How often should we wash our sheets and blankets? A guide to sleeping soundly—and safely.

DECEMBER

HEALTHY HOLIDAY GIFTS

You've been good all year long. And now it's time to be rewarded with a gift to make you healthier. The latest gadgets, comfort products and food that will help you have a healthy, happy holiday and new year.

FOUNTAIN OF YOUTH

Everyone wants to find it—that one product or food or practice that will make them feel and look young for years to come. The foods and habits you can incorporate into your lifestyle to make you feel like a kid again.

MY ACHING BACK

Back pain is one of the most common physical complaints, especially among men, yet one of the most elusive for doctors to diagnose and treat. A discussion of back problems and what you can do on your own, and with the help of medical professionals, to find relief.

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ADVERTISING CONTRACT - 2012



This agreement is made on the _____ day
of _____, _____ between
Community Health, (referred to as the Company) and

_____ (referred to as the Advertiser).

The Company and the Advertiser agree to the following:

1. The advertiser shall purchase the following ad size(s) in the following issues of *Community Health*:

- | | | | |
|------------------------------------|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> FULL PAGE | <input type="checkbox"/> JANUARY | <input type="checkbox"/> MAY | <input type="checkbox"/> SEPTEMBER |
| <input type="checkbox"/> 1/2 PAGE | <input type="checkbox"/> FEBRUARY | <input type="checkbox"/> JUNE | <input type="checkbox"/> OCTOBER |
| <input type="checkbox"/> 1/4 PAGE | <input type="checkbox"/> MARCH | <input type="checkbox"/> JULY | <input type="checkbox"/> NOVEMBER |
| | <input type="checkbox"/> APRIL | <input type="checkbox"/> AUGUST | <input type="checkbox"/> DECEMBER |

2. The Advertiser will earn a rate of \$ _____ per month and may purchase additional advertising at the earned rate as stated on the *Community Health* rate card.

3. The Company and the Advertiser agree to the following special terms and/or conditions:

CLIENT SIGNATURE

TITLE

DATE

Community Health REPRESENTATIVE

DATE

This signed agreement will serve as a binding contract under the following terms and conditions. Community Magazine Group Inc. shall be responsible for all invoicing and collections, with all payments to be made to Community Magazine Group Inc., P.O. Box 10, West Frankfort IL, 62896. Invoices will be mailed within three days of production of the magazine. Terms of payment are net 10 days.

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