

# to your Health

This consumer magazine is dedicated to educating and informing today's health-minded individuals on practical and applicable alternative health choices and products that can positively impact their lives.

- Reach the estimated 15 million patients that doctors of chiropractic see each year.
- Deliver your message to consumers at the point of sale (their doctor's office)
- Create demand from the chiropractor AND from their patient

## CHIROPRACTIC PATIENT DEMOGRAPHICS

- 97.5% - Purchase health products
- 41.9 years - Median age
- 61.7% - Female
- 66% - Graduated from or attended college

### ADVERTISING RATES • RATE BASE 63,000

Four-Color	1 Time	4 Times	6 Times	12 Times
Full Page	\$3,670	\$3,376	\$3,229	\$3,083
1/2 Page	\$2,205	\$2,029	\$1,941	\$1,852
1/3 Page	\$1,507	\$1,386	\$1,326	\$1,266

### PRIME PLACEMENT

Two-Page Spread	\$6,168	\$5,675	\$5,428	\$5,182
Back Page	\$4,646	\$4,274	\$4,088	\$3,903
Inside Back Page	\$4,011	\$3,690	\$3,529	\$3,369
Page 2	\$4,599	\$4,231	\$4,047	\$3,863
Page 3	\$4,389	\$4,038	\$3,862	\$3,686
Page 4 + 5 Spread	\$7,029	\$6,467	\$6,186	\$5,905
Page 6 1/3 Under Directory	\$1,885	\$1,734	\$1,659	\$1,583
Page 7	\$4,153	\$3,820	\$3,654	\$3,488
Featured Product (one)	\$1,002	\$922	\$882	\$842

Ad requirements, terms and conditions available at [mpamedia.com](http://mpamedia.com)

## FROM THE EDITOR

Why do readers like *To Your Health* so much? Because every issue features content they can relate to on the most fundamental level. *TYH* is a personal guide to health and wellness for the young, old and everyone in between, educating health-minded consumers about nutrition, exercise, chiropractic care and more.

## 2008 PUBLISHING SCHEDULE

Issue Date	Space Closing Date
January 2008	November 20, 2007
February 2008	December 14, 2007
March 2008	January 15, 2008
April 2008	February 12, 2008
May 2008	March 25, 2008
June 2008	April 22, 2008
July 2008	May 20, 2008
August 2008	June 16, 2008
September 2008	July 15, 2008
October 2008	August 26, 2008
November 2008	September 23, 2008
December 2008	October 21, 2008

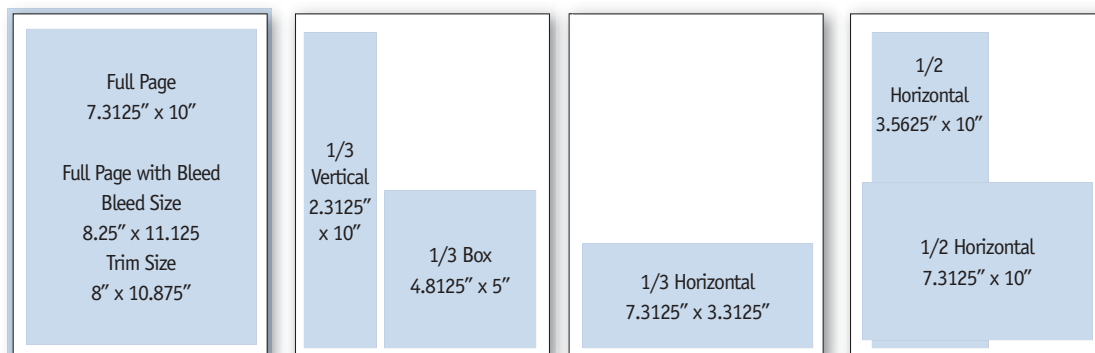
## 2008 ADVERTISING SPECIFICATIONS

Ad Sizes:	Width	x	Height
Two-Page Spread (2 Full Pages)	7.3125"	x	10"
Two-Page Spread Bleed	16.25"	x	11.125"
Full Page	7.3125"	x	10"
Full Page Bleed	8.25"	x	11.125"
1/2 Horizontal	7.3125"	x	5"
1/2 Horizontal Bleed	8.25"	x	5.6875"
1/2 Vertical	3.5625"	x	10"
1/2 Vertical Bleed	4.1875"	x	11.125"
1/3 Box	4.8125"	x	5"
1/3 Horizontal	7.3125"	x	3.3125"
1/3 Horizontal Bleed	8.25"	x	4"
1/3 Vertical	2.3125"	x	10"
1/3 Vertical Bleed	2.9375"	x	11.125"

2008 editorial calendar and guidelines available at [mpamedia.com](http://mpamedia.com)

Of all our advertising in the Chiropractic niche in 2007, we have received more leads from *To Your Health* than any other publication. Not only does this publication generate consumer leads, but we got a large response from the doctors as well. They have told us that since they know patients will be seeing our ads in *TYH* that they realized they better get educated on our product since they will be asked about it from appearing in that publication.

**Brenda Stoner**  
President  
Drucker Labs



Call *To Your Health* today 1-800-324-7758