



How I Turned The Table on Heart Disease, pg. 4  
▶ Latest Treatments ▶ Expert Q&A ▶ Important Lifestyle Changes

# High Cholesterol

HealthCentral

+  
New High Cholesterol Guidelines



# HealthCentral MEDIA KIT 2021

remedyhealthmedia.com

**Remedy**  
HEALTH MEDIA

# HealthCentral Overview



## HealthCentral Guides provide education, tools and resources to prepare patients to have a more meaningful and productive patient-physician discussion

- Condition-specific editorial content is aligned with sponsor’s goals, sourced from leading medical journals and written by Remedy Health Media’s award-winning editors
- Targeted distribution to high-value physician office waiting rooms with zero waste (list match available)
- Access to a network of 500,000+ physician offices nationwide addressing key health conditions
- **Category exclusivity**
- **Program verification audit** through AAM, an independent, third-party validates distribution
- Third party **ROI guarantee** available\*
- Features empowering and emotional real patient stories
- **Doctor Discussion Guide** encourages patients to open up a dialogue with their prescribing physician and increases scripts
- Establishes brand credibility via **implied endorsement** by the patient’s trusted physicians
- Self-selected by patients **actively looking for health information** about their condition
- **Print and Digital Synergy:** Exclusive Patient Support Center on Remedy Health Media’s HealthCentral.com, which reaches millions of unique visitors monthly, features additional content and tools to help patients prepare for their doctor visits

## Program Verification Audit

Remedy Health Media has partnered with Alliance for Audited Media (AAM) to implement independent, third-party verification of our point-of-care HealthCentral Guides. As part of our commitment to advertisers, we provide AAM with complete production and distribution documentation in accordance with AAM’s policies and current point-of-care industry standards. Through program audits, Remedy provides advertisers with the assurance that the planning and assessment of point-of-care media programs are done with greater confidence, heightened efficiency and full disclosure of campaign claims.



\*Crossix, IQVIA, Symphony

# HealthCentral Program Extensions

Inspirational Patient  
Stories at Point-of-Care in  
HealthCentral Print Guides



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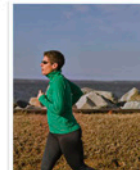
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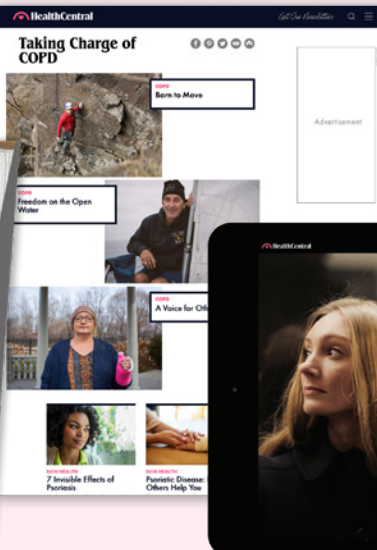
## Showcase your brand's commitment to patient education with additional program components to increase engagement and reach

- Placement of call to action on display rack
- Spanish language translation
- Overruns for Sales Force use
- Opportunity for integration with a sponsored digital program on HealthCentral

Placement of call to action on display rack



Digital Sponsorship on HealthCentral.com



Spanish Language Translation Available





▼ Expert Condition Content



◀ Doctor Discussion Guide



▶ Opportunity to Drive to Online Sponsored Content



▶ Personal Stories

# Provides Relevant Context for Your Message

HealthCentral Guides are designed to stimulate a more productive conversation between a patient and their physician. Original condition-specific content is reviewed by a Medical Advisory Board and presented in an easy-to-read and understand format.

## Featured content\* aligns with sponsor's goals and target audience

Condition Overview

Prepping for the Office Visit

Doctor Discussion Guide

Expert Q&A

Treatment & Solutions

Condition Management (worksheets, trackers, journals, etc.)

Healthy Living Tips & Advice

Caregiver Support

My Chronic Life—Inspirational Real Patient Stories

Profiles of Notable Individuals

Medical Illustrations

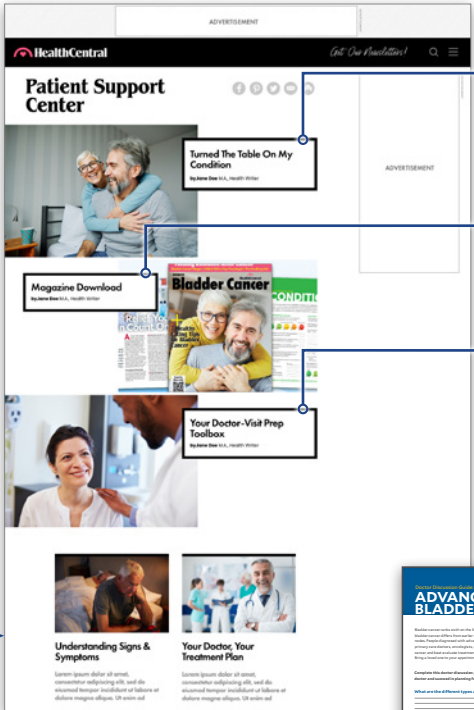
Infographics

**Print and Digital Integration:** Print publication drives to digital Patient Support Center on HealthCentral.com for additional engagement

\*may include dependent on condition



# HealthCentral Print & Digital Integration

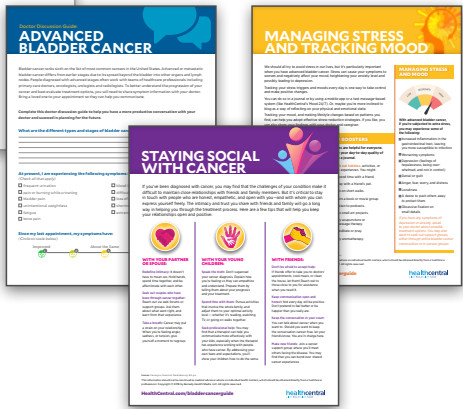


**Personal Stories**  
From real patients sharing how they are thriving with their condition to motivate others to take action

**Magazine Download**  
Digital version of the printed guide for patients to keep as reference

**Doctor Visit Prep Toolbox**  
Features tools, trackers, advice and journals to help patients prepare for their next appointment and have a more effective and productive doctor-patient dialogue

View sample at  
[healthcentral.com/  
bladdercancerguide](http://healthcentral.com/bladdercancerguide)



▲ Sample Online Tools

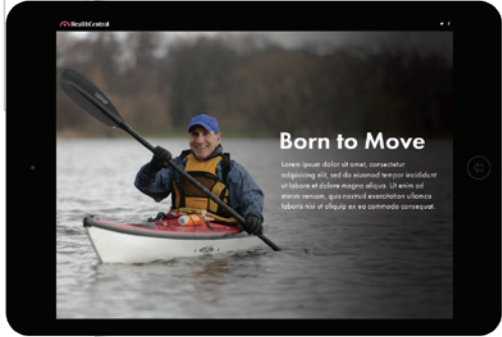
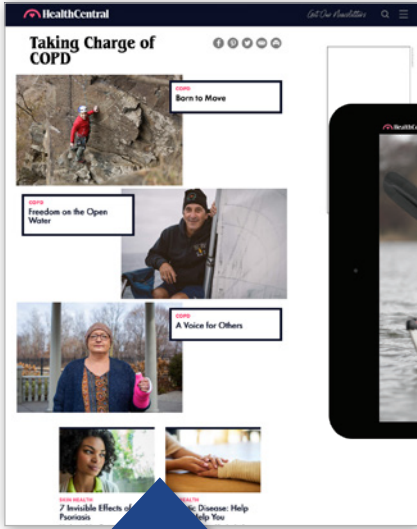
## Exclusive Digital Patient Support Center

Drive targeted and primed patients to engage with additional content designed to help patients have a more meaningful and productive doctor visit.

- With a HealthCentral Guide program sponsor receives—at no extra cost—a Patient Support Center on Remedy’s flagship website HealthCentral.com. Remedy’s network reaches 20 million unique visitors monthly
- Patient Support Center features HealthCentral Guide content and Doctor Visit Prep Tools:
  - Doctor Discussion Guide
  - Interactive Tools: quizzes, assessments, slideshows, etc.
  - Opportunity to include: Brand Coupons/Native Content\*
- Digital content focuses on further prepping patients to have a more productive dialogue with their physician and provides steps to take after their visit

\*may incur additional costs

**HealthCentral**  
**Digital Program Sponsorship Extension**



◀ Real Patient Story Digital Sponsorship on HealthCentral.com



◀ Real Patient Story at Point-of-Care in HealthCentral Print Guide

**Reaching patients online and at point-of-care**

Extend the reach and provide cross platform synergy for your sponsored digital program on HealthCentral.com through a condition specific HealthCentral Guide distributed in high-value physician offices.

HealthCentral’s emotionally charged, inspirational stories profile a real patient’s journey from diagnosis through moments of despair and lost hope; to empowerment as they take control of their health and thrive with their condition.

Content from a print HealthCentral Guide can be featured in a digital program within a sponsored content collection including:

- HealthCentral Guide content and Doctor Visit Prep Tools:
  - Doctor Discussion Guide
  - Interactive Tools: quizzes, assessments, slideshows, etc.
  - Opportunity to include: Brand Coupons/Native Content\*
  - Digital content from the HealthCentral Guide focuses on further prepping patients to have a more productive dialogue with their physician and provides steps to take after their visit

HealthCentral

# Engaging Patients



Confronting chronic migraine head-on has given this mom and blogger a new perspective on life.

**F**or Holly Harding, life with chronic migraine has been filled with challenges. Pain is a daily reality, and two or three debilitating migraine attacks per week is her "normal." Never knowing precisely when severe pain and nausea will derail her day means plans are often canceled, something that family and friends just have to understand.

"Migraine people can't always show up when we want to, which is not a reflection of our desire but of something we're living with," Harding says from her home in Chapel Hill, North Carolina. "It's a sure friend who can handle the constant cancellations that come with migraines."

Fortunately, Harding has such a friend in Renee. "I try to get together with her every Friday morning for a walk," she says. "But Renee has had to be so flexible about all the times I've had to cancel. It's not always a long walk, and it's not always in the same place. Sometimes it's just a talk on the phone, or sometimes I can't even do that!"

But after decades of managing her condition and making significant changes because of it, Harding, 46, has come to see the "gifts" that having chronic migraine has brought her. She shares this perspective in blogs on [migraine.com](http://migraine.com), where she's been a regular contributor since 2010, and in her daily interactions with others.

"Renee has given me so much love and flexibility and support, and I try to give it back every day to people."

## Unexpected Benefits

18 HealthCentral Guide

### Doctor Discussion Guide Chronic Migraine



When managing migraine, it's important to monitor your symptoms, ask the right questions, and work with your doctor to receive the appropriate care. Complete the guide below and the tracker on the opposite page. Then share these with your doctor to make the most of your appointment. This will help you and your doctor develop a better understanding of your triggers, symptoms, and treatment options.

#### Your Migraine Experience

On average, how many migraine attacks do you have in a month?

How would you describe your migraine symptoms during the past month? (Select as many below)

Not Painful  
  Mild  
  Moderate  
  Severe  
  Very Severe  
  Unbearable

How long (minutes, hours, days) do your migraine attacks last on average?

How much time (minutes, hours, days) does it take for you to feel normal again once a migraine attack has passed?

How often do migraine attacks disrupt your sleep habits?

In relation to migraine, do you ever experience: (Select all that apply)

- Aura
- Light-sensitivity
- Nausea
- Vomiting
- Small-sensitivity
- Sound-sensitivity
- None of the above

#### Your Life and Migraine

In the past month, how many days has migraine affected your ability to work?

How many social/family events have you missed in the past month due to migraine?

Has migraine interfered with your daily life?  Yes  No If yes, please explain: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### Your Migraine Treatment

Have you tried these types of migraine medications?  Yes  No

Acute:  Yes  No

Preventive:  Yes  No

Are you currently on a treatment for migraine?  Yes  No If yes, which treatment: \_\_\_\_\_

\_\_\_\_\_

On a scale of 1 to 5, how well do you believe your current migraine treatment is working? (Select as us below)

1  
  2  
  3  
  4  
  5

Find more information and tools at: [HealthCentral.com/ChronicMigraineGuide](http://HealthCentral.com/ChronicMigraineGuide)

Doctor Discussion Guide at Targeted Point of Care Offices: Encourages patients to open up a dialogue with their prescribing physician and increases scripts



Patients can access Brand's digital program on HealthCentral.com using their own device for magazine download and tools by scanning the QR code on the display rack or magazine cover

Guides can be sealed closed for patients to take with them, giving patients confidence that nobody else touched the magazine



HealthCentral

## Editorial Expertise



## Editorial Team



**Julia Savacool** – HealthCentral Executive Editor

Julia has been covering health, fitness, and wellness as a writer and editor for more than two decades. At HealthCentral, she heads up new content development for both digital and print, and produces five newsletters. She is the former Articles Director of Fitness magazine and Deputy Editor at Marie Claire. Savacool's stories have won the United Nations Friends of the World Food Program Media Award, the NARAL Pro-Choice Media Award, and the Los Angeles Commission on Assaults Against Women Humanitarian Award for domestic violence coverage.



**Linda Roman** – HealthCentral Guides Editor

Linda is responsible for developing content for the HealthCentral Guides with a focus on bringing accurate, informative and reader-friendly articles to patients with chronic health conditions. She is an experienced project manager with a proven record of producing engaging print and digital publications. Linda has held editorial positions at Remedy Health Media, Consumer Reports, RN magazine, the New York Times Syndicate, and Reader's Digest magazine.

## Editorial Reviewed by Leading Experts From Top Institutions\*

Baylor University Medical Center  
Cleveland Clinic  
Duke University School of Medicine  
Erickson School of Aging,  
University of Maryland  
Fox Chase Cancer Center  
Johns Hopkins Ciccarone Center for  
the Prevention of Heart Disease  
Johns Hopkins University School  
of Medicine  
Josline Diabetes Center  
Mayo Clinic  
Montefiore Medical Center,  
Albert Einstein College of Medicine  
NYU Langone Health  
UCLA Jules Stein Eye Institute  
University of California  
Diabetes Center  
University of Chicago Medicine  
University of Michigan  
Comprehensive Depression Center  
Vanderbilt University School  
of Medicine

\*Small Sampling



**HealthCentral**

# History of ROI Delivery & Renewals with Key Partners



**7** MERCK  
programs

GILEAD:  
2 PROGRAMS

**5** years of  
renewals  
(1 Spanish)



**4** BIOGEN  
years of  
renewals



ALLERGAN  
**6** years of  
renewals



AMGEN  
**3** years of  
renewals





# HealthCentral Specifications

## Print

### Ad Size

**Trim:** Single Page: 7-7/8" x 10-1/2" Spread: 15-3/4" x 10-1/2"  
Copy and layout should be designed so that ad can be positioned on either a right or left-hand page.

**Bleed:** Single Page: 8-1/8" x 10-3/4" Spread: 16" x 10-3/4"  
Allow 1/8" bleed on all sides.

**Safety:** Single Page: 7-3/8" x 10" Spread: 15-1/4" x 10"  
Hold live matter 1/4" from pub trim size on each side.  
Keep registration marks outside trim dimension.

**Spread Creative:** Submit as two (2) single pages.  
Keep registration marks outside trim dimensions.

**Binding Method:** Saddle-stitched on 10-1/2" side.

### File Specifications:

- PDF/X1a format is the preferred file format for file submission
- PDF/X1a file saved with only one ad per file
- All high-resolution images and fonts must be embedded
- Images must be CMYK or Grayscale and at least 200 dpi
- Total area density should not exceed 280% TAC
- Standard trim and bleed marks, offset 1/8" outside trim (No marks included in the "live" or bleed image area)
- CMYK process only. No RGB or Spot (Pantone) colors
- Flatten all transparency
- Color proof is required

Publisher will charge for any cost incurred in preparing material submitted by advertiser that does not meet mechanical requirements.

### Color Proof Guidelines:

- Digital, Press, or Off-press proofs which meet SWOP C5 (Coated #5) specifications
- After posting ad files to FTP server, e-mail rsullivan@remedyhealthmedia.com with filenames, issue date and contact information.

### Mail Proof to:

Barb Lefeber  
Times Printing, 100 Industrial Drive  
Random Lake, WI 53075  
920-994-4396



### Remedy Health Media FTP Server Instructions

Connect to the FTP server using any standard FTP Client such as FileZilla, WinSCP, or CuteFTP as long as encrypted FTP (specifically, Explicit FTP over TLS) is supported. We recommend using FileZilla. Download FileZilla here: <https://filezilla-project.org/download.php?type=client>

To connect, use the steps and settings below:

- 1 In the navigation bar go to File > Site Manager
- 2 In the Site Manager window click on New Site button. Here you can name the site whatever you choose.
- 3 Under the General tab, use these settings:  
**FTP Host:** sftp.rmdy.hm  
**Protocol:** FTP-File Transfer Protocol  
**Encryption:** Use explicit FTP over TLS if available  
**Logon Type:** Ask for password  
**Username:** sftp-advertiser  
**Password:** 8aoYk\$wE
- 4 Click connect and then upload your ad files

**Note:** *username and password are case specific*

The first time you connect, you will see the security certificate as "Unknown certificate". To bypass seeing this certificate information each time you access the FTP server, at the bottom of this window, check the box "Always trust certificate in future sessions."

### Contact Information:

**Rose Sullivan,** Production Manager

**E-mail:** rsullivan@remedyhealthmedia.com

**Phone:** 212.994.9336 **Fax:** 212.695.2936

## Digital

Standard Digital Ad Sizes Accepted

**Desktop:** 300x250, 300x600, 728x90

**Mobile:** 300x50, 320x50, 300x250

Contact your Remedy Sales Representative for full digital ad specifications