



2013 Media Kit



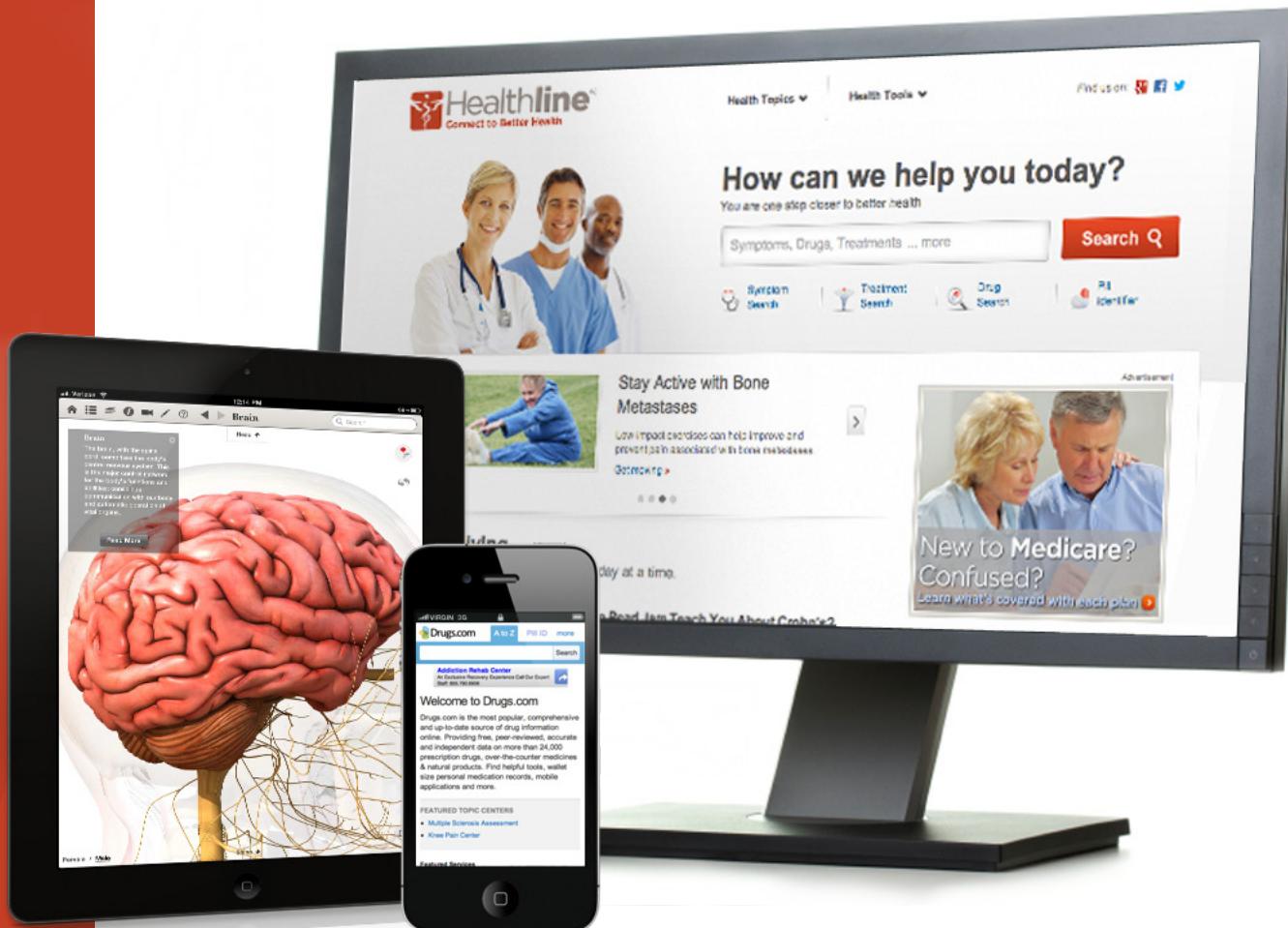
For more information about advertising opportunities please contact your Healthline representative or Dante Gaudio dgaudio@healthline.com



THE BEST WAY TO REACH HEALTH INFORMATION SEEKERS

Delivering Over 50 Million Health-Focused Consumers

Healthline, the largest consumer health media network, provides health information searchers access to the highest quality health content on the web. Healthline is committed to making people healthier, by delivering the best health content experience, to the most people - where, when, and how they seek it.



*Quality Scale,
Content, and
Partnerships*

Connecting With Consumers Where They Seek Health Information

Healthline delivers digital media, content, and search solutions that engage consumers and drive advertiser performance. Our technology powers the HealthWeb - a network of quality publishers including Yahoo! Health, Drugs.com, Healthline.com, and others - to deliver your brand message to a valuable and motivated audience.



*Authoritative,
Clinical, and
Condition-Specific
Lifestyle Content*



*#1 Treatment
Research Site*



*Reach Browsers
and Searchers*

The Web's Largest Digital Health Information Network

The Healthline HealthWeb includes strategic partnerships with more than 20 quality sites that provide trusted answers to health queries and empower consumers to make the most informed health decisions.



*Delivering Meaningful
Consumer Connections*

Reach Over 50 Million Monthly Unique Visitors

Scalable reach of the health consumer audience.

1 in Health Information Category

1 in Health Web Searches

1 in Reaching the In-Market Consumers about to Purchase an Rx or OTC



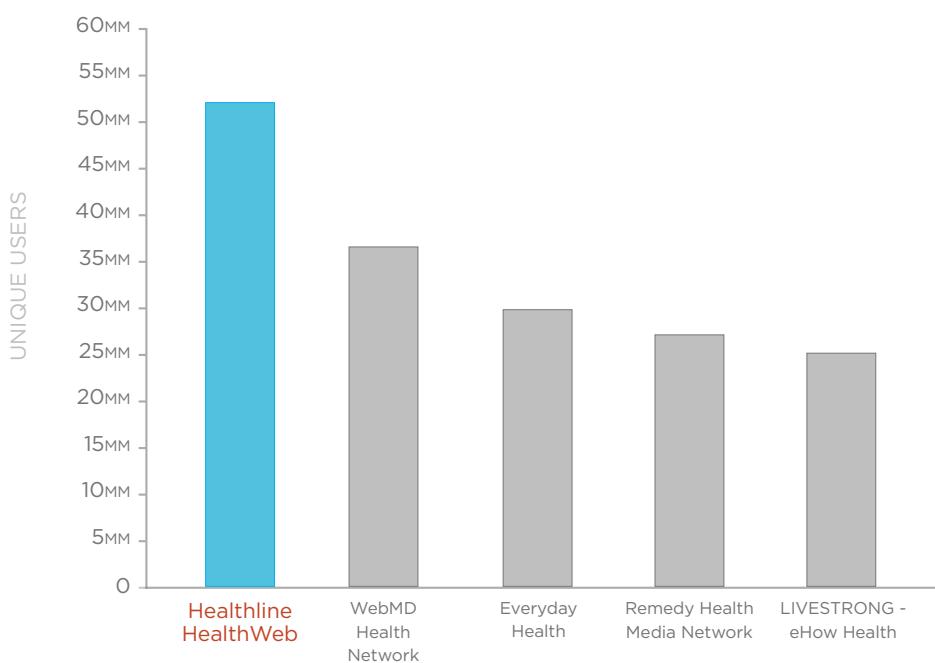
52 Million

Unique Users per month

430 Million

Page Views per month

REACHING THE MOST HEALTH SEEKERS



Source: ComScore Media Metrix- November 2012

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Meet the Health Seeker

Leverage demographics and behaviors of a motivated audience.

Gender:

Female	54%
Male	46%

Age:

18 - 24	14%
25 - 34	20%
35 - 44	19%
45 - 54	20%
55 - 64	15%
65+	12%

Marital Status

Married/Partnered	64%
Divorced, Separated, or Widowed	17%
Single	19%

Total with Children Living in Household

- 22 Million Healthline HealthWeb
- 12.6M WebMd
- 11.0M Everyday Health



Bought Rx in the past 30 Days

- 25.7 Million Healthline HealthWeb
- 16.8M WebMD
- 15.7M Everyday Health



Bought OTC in the past 30 Days

- 26.9 Million Healthline HealthWeb
- 17.7M WebMd
- 16.2M Everyday Health



Source: comScore Plan Metrix - November 2012

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Breaking Down the Condition Audience

Our condition-specific reach connects advertisers to a highly targeted consumer at scale, no matter where they are on the patient pathway.

38 Million

have been diagnosed with a major medical condition

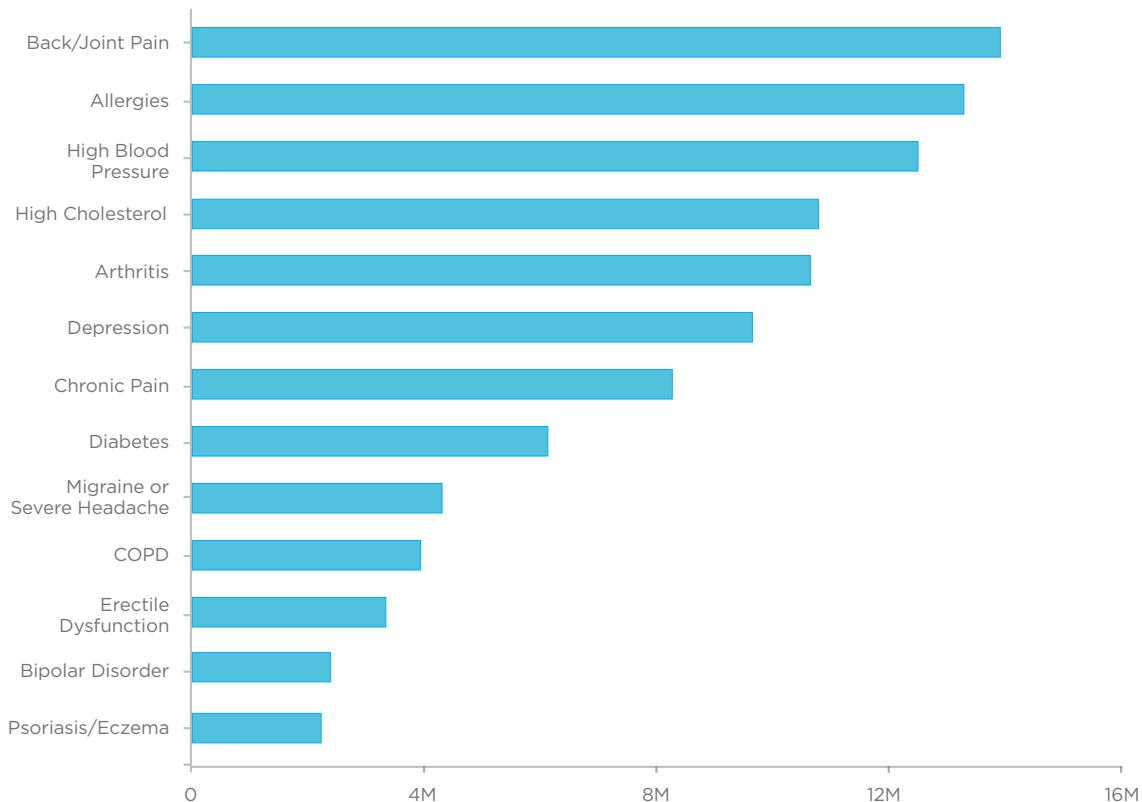
10 Million

are caregivers to someone who has been diagnosed with a major medical condition

14 Million

sought information online for a specific condition or ailment

HEALTHLINE HEALTHWEB AUDIENCE REACH BY CONDITION



Source: ComScore Plan Metrix – November 2012

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The Best Condition-Specific Content

Healthline.com's content is clinically accurate, contextually relevant, and most importantly, easy to understand. Our editorial team creates original content, with a clean and modern approach, that is actionable and promotes improved health and healthy habits.

Healthline's visual content and learning tools make Healthline.com an essential resource for health-conscious consumers seeking high quality, trustworthy information.

CONTENT CENTERS

Condition-focused learning centers linking to symptoms, tests, treatments, drug information, and more

How can we help you today?

You are one step closer to better health

Symptoms, Drugs, Treatments ... more

Search

SEARCH

Powered by taxonomy developed and maintained by medical informaticists

Find us on:

Your 7-Day Meal Plan for RA

These recipes feature ingredients that will help ease your inflammation.

[Eat right for RA](#)

Healthy Living

Learn how to manage your health one day at a time.

Your Inspiration for Quitting Smoking: A New Year

New Years is a time for making changes, so stop putting off your promise to quit and start off the New Year smoke-free. Published January 02, 2013

[Resolve yourself to quit](#)

Miracle Foam for Internal Bleeding?

This new U.S. military technology is easy for first responders to administer and increases the survival rate for severe internal injuries. Published December 18, 2012

[Read on](#)

5 Exercises to Make You a Stronger Skier

Skiing can be tough on the body—especially when you're out of practice. Strengthen problem areas for a more successful ski season. Published December 05, 2012

[Take on the slopes](#)

New Cancer Treatment on the Rise

Researchers are literally squeezing malignant mammary cells to guide them back to normal growth patterns—and it's working. Published December 17, 2012

[Find out how](#)

Yes, Famous People Get Psoriasis Too

No one is exempt from psoriasis—including celebrities. These famous people are living proof that you don't have to hide away just because of your condition. Published December 14, 2012

[See who's on the list](#)

Your Brain on Drugs

New research shows the negative impact alcohol and marijuana use has on developing brains that can last into adulthood. Published December 14, 2012

[Learn more](#)

ORIGINAL CONTENT

Over 10K unique pieces of original health content, medically-reviewed reference & lifestyle features

ADVERTISER PROGRAMS

Custom program promotion

SEARCH

Powered by taxonomy developed and maintained by medical informaticists

HEALTH SEARCH TOOLS

Decision support applications

- Symptom Search
- Treatment Search
- Drug Search
- Doc Search

AD TECHNOLOGY

Healthline's HealthSTAT technology is medically-precise condition targeting

COMMUNITY

Blogs and current news

VISUAL HEALTH

Suite of multimedia products featuring animations, 3D graphics, and videos

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Healthline[®]
Connect to Better Health

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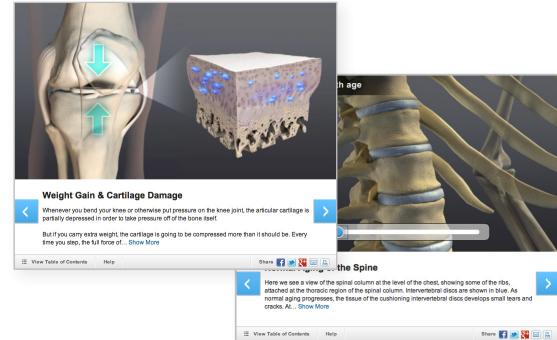
We Create, Activate, and Innovate

Strengthen your brand identity and consumer loyalty with custom content solutions that target your customers with engaging experiences, including clinical assessments, Doctor Q&As, patient videos, and medical animations.

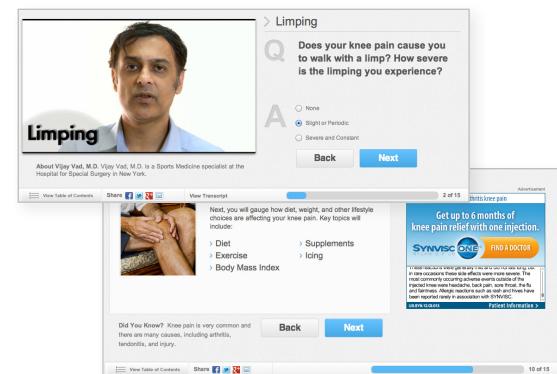
Dynamic and clinically accurate, our visual health content experiences simplify complex information and connect consumers with actionable next steps.

Inspiring Action

Rich 3D Medical Animations



Medically Guided Video Assessments



Customized Suite of Video Products



Scalable Strategic Solutions Within Trusted Brand Environments

Healthline provides innovative content-based marketing solutions across multiple distribution channels. Leverage our premium content partners to expand reach of proven experiences that drive awareness and consideration.

Delivering the Most Quality Connections at Scale



Media Opportunities

Healthline and our partners offer a variety of options for display advertising, including rich media, content integration, and custom editorial packages.

Ad Sizes

- 728 x 90 Leaderboard
- 300 x 250 Medium Rectangle
- 300 x 600 Half Page
- 160 x 600 Wide Skyscraper

Acceptable Ad Formats

- JPEG / GIF files; unlimited loop animation
- HTML/DHTML
- JavaScript
- Flash (version 6 and above)
- Rich Media (Atlas DMT, Dart Motif, Eyeblaster, EyeWonder, Pointroll)

Healthline does not accept the following advertising or rich media units:

Pop-Ups, Pop-Unders, Floating Ads. Interstitials and Superstials may be approved on an exception basis and require disclosure during campaign planning.

The screenshot shows a standard web page layout for Healthline. At the top, there's a navigation bar with links for "Health Topics", "Health Tools", and a search bar. Below the navigation, there's a large blue header area labeled "728 x 90 Ad Size". Underneath this, there's a main content area for "Heart Disease Prevention" featuring text, images, and a sidebar newsletter sign-up. To the right of the main content, there are three separate ad units: a "300 x 250 Ad Size" medium rectangle, a "160 x 600 Ad Size" wide skyscraper, and another "300 x 250 Ad Size" medium rectangle at the bottom.

Health Article

This screenshot shows a "Ask the Expert: Chemotherapy" article on Drugs.com. The page has a navigation bar at the top with links for "Drugs A-Z", "Rx Finder", "Interactive Checkers", "News", "Health Professionals", "G.R.E.", "Medicines", and "Drugs". The main content area features a "728 x 90 Ad Size" at the top, followed by a "300 x 250 Ad Size" and a "300 x 600 Ad Size" below it. The central column contains the article text, images, and a sidebar with "What you should know about Chemotherapy" and "Ask the Doctor: Questions for Your Doctor".

Drugs.com

The screenshot shows a "Heart Disease Prevention" article on Healthline. It features a "728 x 90 Ad Size" at the top, followed by a "300 x 250 Ad Size" and a "160 x 600 Ad Size" below it. The main content area discusses heart disease prevention, including smoking cessation and diet modification. The sidebar includes a newsletter sign-up and a "Boost Testosterone 40+" advertisement.

Topic Center

This screenshot shows a "The Progression of Ankylosing Spondylitis" article on Yahoo! Health. The page has a navigation bar at the top with links for "HOME", "HEALTH TOPICS A-Z", "HEALTH LIVING", "CHECK YOUR SYMPTOMS", "DRUGS & TREATMENTS", "FIND A DOCTOR", and "HEALTH VIDEOS". The main content area features a "728 x 90 Ad Size" at the top, followed by a "300 x 250 Ad Size" and a "300 x 600 Ad Size" below it. The central column contains the article text, images, and a sidebar with "Good Posture for Better Back Health" and "Understanding Ankylosing Spondylitis".

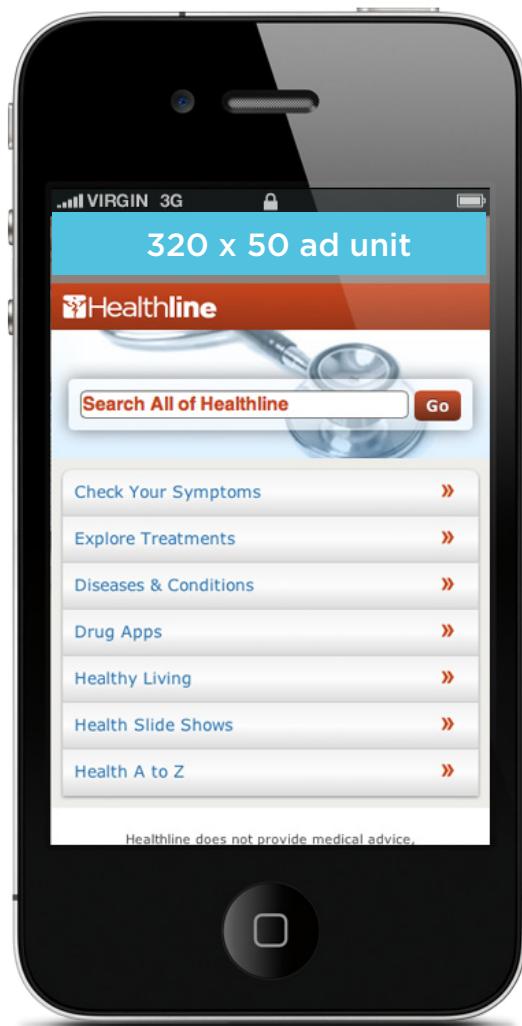
Yahoo! Health

The Top Mobile Sites For Health and Treatment Information

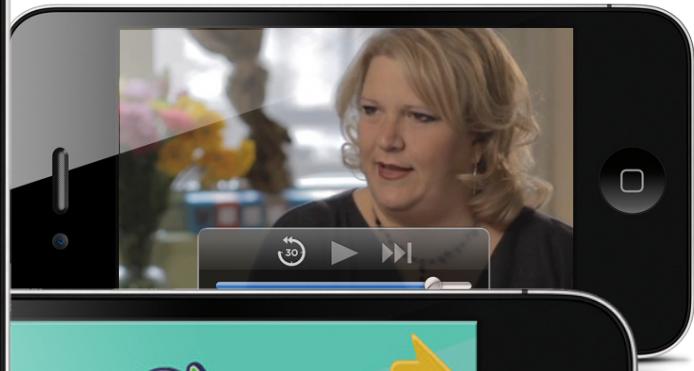
Healthline.com and Drugs.com mobile-optimized content provides advertisers with the opportunity to reach today's busy health seeker and consumer through a personal and uncluttered environment.

Innovating Mobile Apps, Content, and Media Opportunities

Media



Video



App





*Empowering better health
decisions and happier lives*

DANTE GAUDIO

National Sales Director

917.720.4387

dgaudio@healthline.com

HEALTHLINE NETWORKS, INC.
91 5th Avenue, Fifth Floor
New York, NY 10003
917.720.4400

HEALTHLINE NETWORKS, INC.
660 3rd Street
San Francisco, CA 94107
415.281.3100
www.healthline.com