

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

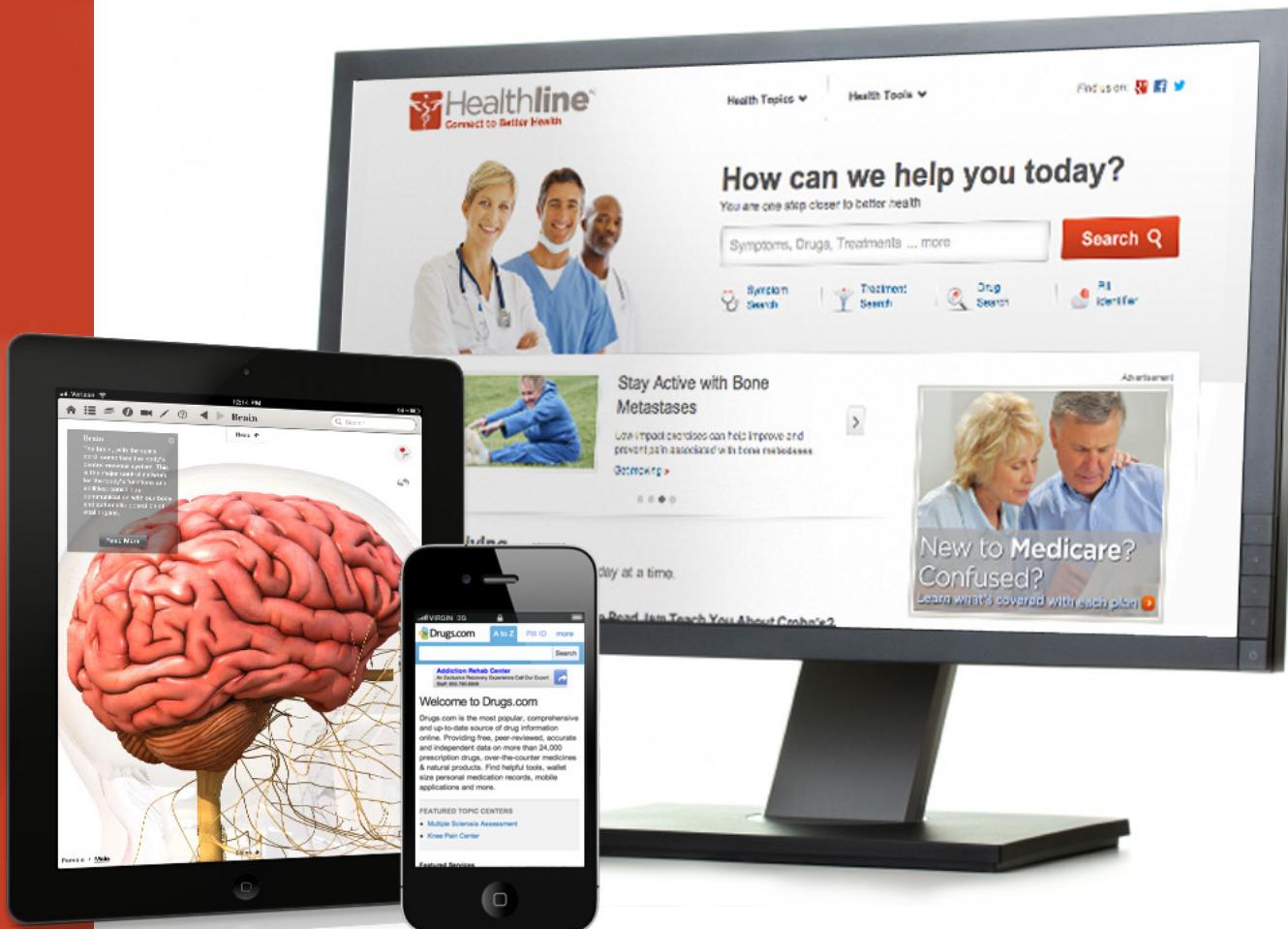




THE BEST WAY TO REACH HEALTH INFORMATION SEEKERS

Delivering Over 63 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*

Source: ComScore Media Metrix Multiplatform 2013 Year Average

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 47 Million Healthline HealthWeb Unique Visitors

Scalable reach of the health consumer audience.

1 in *Health Information Category*

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

Source: ComScore Plan Metrix- November 2013



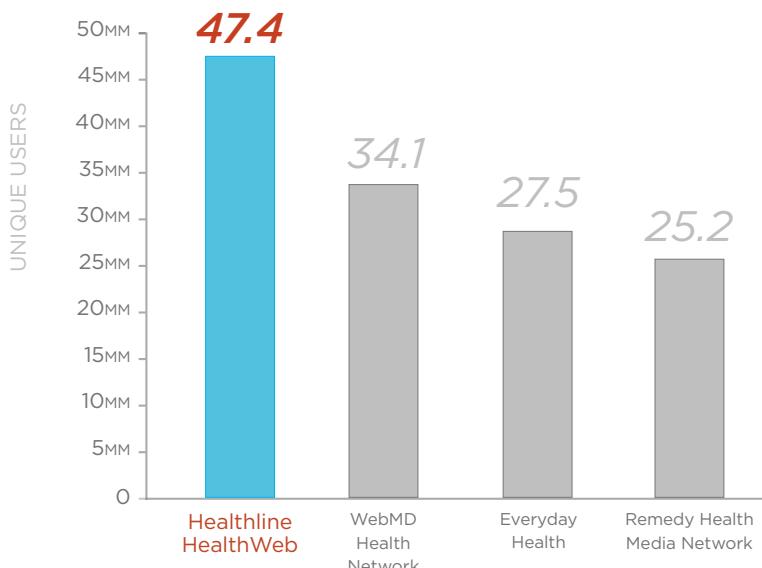
47.4 Million

Avg. Unique Users per month

432 Million

Avg. Page Views per month

REACHING THE MOST HEALTH SEEKERS



Source: ComScore Media Metrix- 2013 Average, January-December 2013

Meet the Health Seeker

Leverage demographics and behaviors of a motivated audience.

Gender:

Female	57%
Male	43%

Age:

18 - 24	13%
25 - 34	17%
35 - 44	17%
45 - 54	18%
55 - 64	15%
65+	12%

Marital Status

Married/Partnered	55%
Divorced, Separated, or Widowed	20%
Single	25%

Total with Children Living in Household

- 17.8 Million Healthline HealthWeb
- 13.4M WebMd
- 10.7M Everyday Health



Bought Rx in the past 30 Days

- 32.5 Million Healthline HealthWeb
- 25.5M WebMD
- 20.9M Everyday Health



Bought OTC in the past 30 Days

- 26.5 Million Healthline HealthWeb
- 20.7M WebMd
- 17.6M Everyday Health



Source: comScore Plan Metrix - November 2013

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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.

32 Million

have been diagnosed with a major medical condition

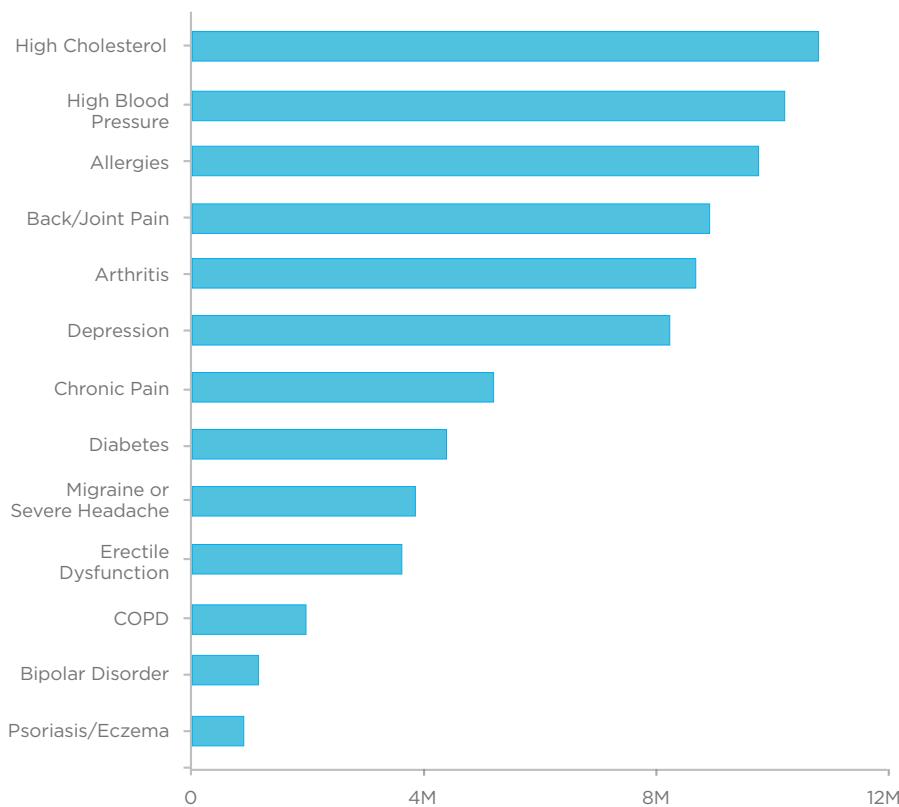
10 Million

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

13 Million

sought information online for a specific condition or ailment

HEALTHLINE HEALTHWEB AUDIENCE REACH BY CONDITION



Source: ComScore Plan Metrix – November 2013

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?

SEARCH

Powered by taxonomy developed and maintained by medical informaticists

HEALTH SEARCH TOOLS

Decision support applications
 - Symptom Search
 - Treatment Search
 - Drug Search
 - Doc Search

ORIGINAL CONTENT

Original health content, medically-reviewed reference & lifestyle features

Your 7-Day Meal Plan 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](#)

ADVERTISER PROGRAMS

Custom program promotion

Featured Topic Centers

- » Bipolar Disorder
- » Osteoarthritis of the Knee
- » Understanding Bone Metastases
- » Get Some Perspective on Crohn's
- » Understanding Cholesterol
- » All About Ankylosing Spondylitis
- » Take Control of Your Ulcerative Colitis
- » Always Have a Plan B

VISUAL HEALTH

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

Health Videos

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Healthline®

- 7 -

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.



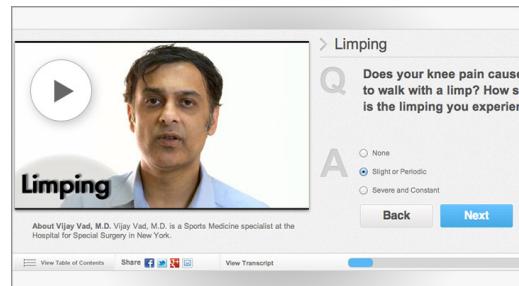
Rich 3D Medical Animations



Customized Suite of Video Products



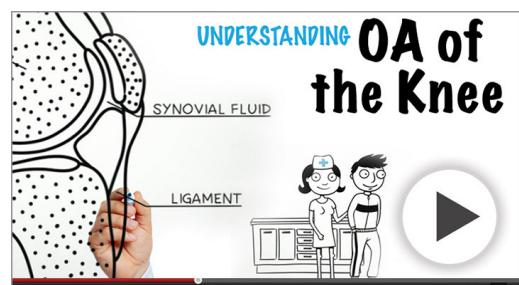
Safe Social Communities



Medically Guided Video Assessments



Socially Inspired Tools



Educational Experiences

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 page about Heart Disease Prevention. It features a 728x90 Leaderboard ad at the top, a 300x250 Medium Rectangle ad in the middle right, and a 160x600 Wide Skyscraper ad on the left side of the main content area.

Health Article

The screenshot shows a page from Drugs.com featuring a 728x90 Leaderboard ad at the top, a 300x250 Medium Rectangle ad in the middle right, and a 160x600 Wide Skyscraper ad on the left side of the main content area.

Drugs.com

The screenshot shows a page from Healthline's Topic Center. It features a 728x90 Leaderboard ad at the top, a 300x250 Medium Rectangle ad in the middle right, and a 160x600 Wide Skyscraper ad on the left side of the main content area.

Topic Center

The screenshot shows a page from Yahoo! Health featuring a 728x90 Leaderboard ad at the top, a 300x250 Medium Rectangle ad in the middle right, and a 160x600 Wide Skyscraper ad on the left side of the main content area.

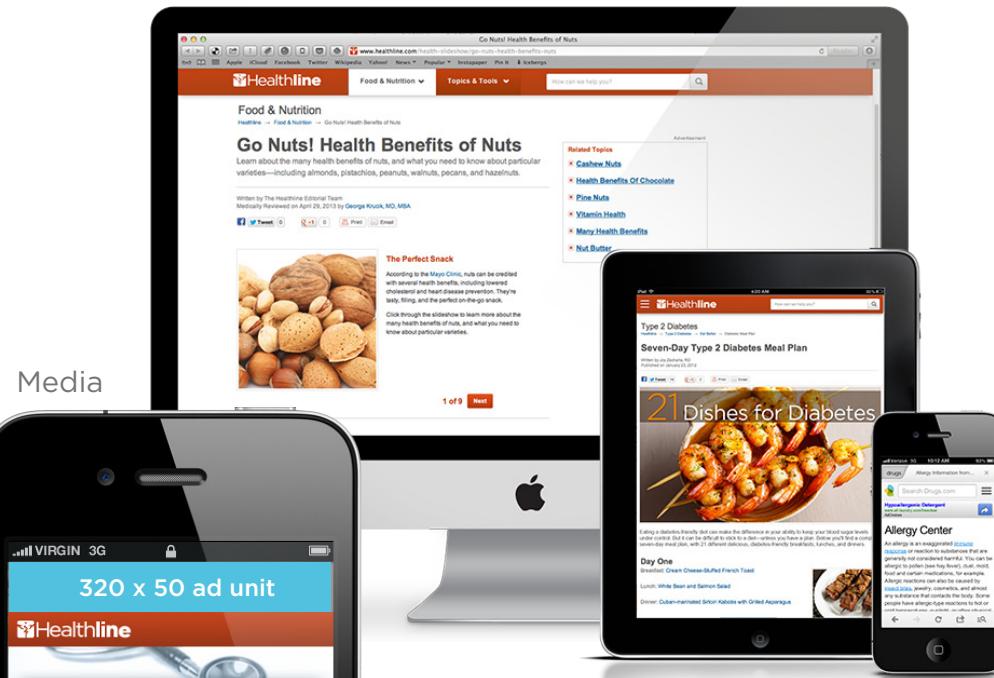
Yahoo! Health

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.

Innovative Responsive Content, Video and Media Opportunities

Responsive Design



Media



Engaging Video





*Empowering better health
decisions and happier lives*

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