

# Columbus Monthly Health Rates

## PROFILE RATES

**Two-page spread profile (practice profile):**  
\$5,050 net, one full-page photo, 500 words of copy maximum

**One full-page profile:**  
\$3,995 net, one photo, 250 words of copy maximum

**Enhanced listing:** \$965 net, one photo, additional information



## DISPLAY RATES PER INSERTION

Discount	12 Issues 20%	6 Issues 10%	3 Issues 5%	Single Issue
<b>Four color</b>				
Full Page	\$3,105	\$3,495	\$3,690	\$3,880
2/3	\$2,330	\$2,620	\$2,765	\$2,910
1/2	\$1,800	\$2,025	\$2,140	\$2,255
1/3	\$1,275	\$1,435	\$1,515	\$1,590
1/6	\$720	\$810	\$855	\$895

<b>Black &amp; white</b>				
Full Page	\$2,265	\$2,545	\$2,690	\$2,825
2/3	\$1,700	\$1,910	\$2,020	\$2,120
1/2	\$1,320	\$1,485	\$1,565	\$1,645
1/3	\$930	\$1,045	\$1,105	\$1,160
1/6	\$520	\$590	\$620	\$650

Add \$200 for spot color

<b>Covers</b>				
Cover 2 (Inside Front)	\$3,820	\$4,300	\$4,535	\$4,775
Cover 3 (Inside Back)	\$3,650	\$4,110	\$4,335	\$4,565
Cover 4 (Outside Back)	\$3,995	\$4,495	\$4,745	\$4,995

## Special Positions

Add 10% to earned frequency rate. Subject to availability.

## Inserts

Rates furnished upon request.

## Ad Enhance

Qualifying print ads will appear on DMG websites for seven days and be integrated within the advertiser local business directory to boost search engine results for your business for a \$30 automatic add-on fee. DMG websites include Columbus Dispatch, Columbus Monthly, Columbus CEO, Columbus Weddings, Columbus Alive, Columbus Parent and ThisWeek newspapers.

## Creative Services

Advertising design by our award-winning graphic design team is available for a nominal fee, based on ad size. Consult your account executive.

## Magazine Advertising Dimensions

width x height (inches)

V = vertical • H = horizontal • SQ = square

Minimum .125" bleed is required on all sides of bleed ads.

# COLUMBUS MONTHLY Health

## 2019 GUIDE TO LIVING WELL IN CENTRAL OHIO

BE SURE YOU ARE A PART OF THIS EXCLUSIVE ANNUAL GUIDE TO GOOD HEALTH!



Hurry, space is limited. Call your *Columbus Monthly* account executive today at 614.888.4567 or email [advertise@columbusmonthly.com](mailto:advertise@columbusmonthly.com).

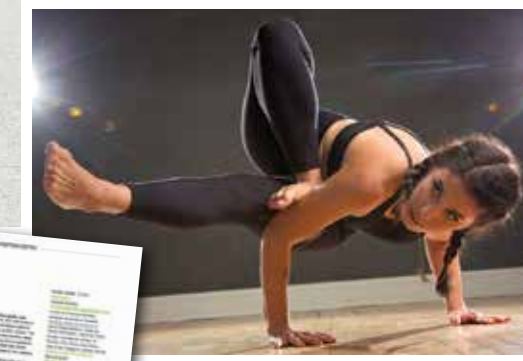
Call your *Columbus Monthly* account executive today at 614.888.4567 or email [advertise@columbusmonthly.com](mailto:advertise@columbusmonthly.com).



Be sure you are a part of this exclusive annual guide to good health!

Hurry, space is limited!

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### Coming in January 2019

*Columbus Monthly Health*, an annual magazine, is the one-stop resource for health and wellness information. This definitive guide to good living in Central Ohio provides readers with a mix of in-depth reports and quick reads on tips, trends and issues relevant to leading a healthy lifestyle in Columbus. Also included are resource directories of medical facilities and independent, assisted and nursing living options, as well as the ever popular listings of the area's top health providers, including doctors, dentists and chiropractors based on peer review surveys. You can't miss this comprehensive guide to health and wellness in Central Ohio.



**PREMIUM EDITION** Copies of *Columbus Monthly Health* will be polybagged and mailed to subscribers with the January issue of *Columbus Monthly* AND inserted and delivered to 80,000 subscribers of *The Columbus Dispatch* with the December 30 issue. *Columbus Monthly Health* will also be sold on newsstands throughout the year. This mass distribution of more than 100,000 copies offers your advertising extremely wide reach and continuous exposure all year long.



### TWO-PAGE PROFILE (Practice)

A two-page spread practice profile is the perfect environment to spotlight your practice's services, staff and specialty techniques. This profile includes one full-page photograph (by a *Columbus Monthly* photographer), design and layout, written copy based on a completed questionnaire and editing. *Columbus Monthly* reserves the right to edit provided copy.



### 2019 Issue deadlines

Closing date for profile space:  
November 9, 2018

Closing date for display ad space:  
November 16, 2018

Available on newsstands:  
December 21, 2018



### FULL-PAGE PROFILE (Doctor/Dentist)

A single-page profile is the perfect environment to spotlight your practice and specialty areas. This profile includes one photograph (by a *Columbus Monthly* photographer), design and layout, written copy based on a completed questionnaire and editing. *Columbus Monthly* reserves the right to edit copy provided by advertiser.

### ENHANCED LISTING (1/4 page)

Enhanced listing includes:

- One hi-res color photo, approx. 3.5" x3.5" (supplied by advertiser)
- Additional listing information: Education, specialty, professional memberships
- Investment: \$965 (additional enhanced listings \$395)

