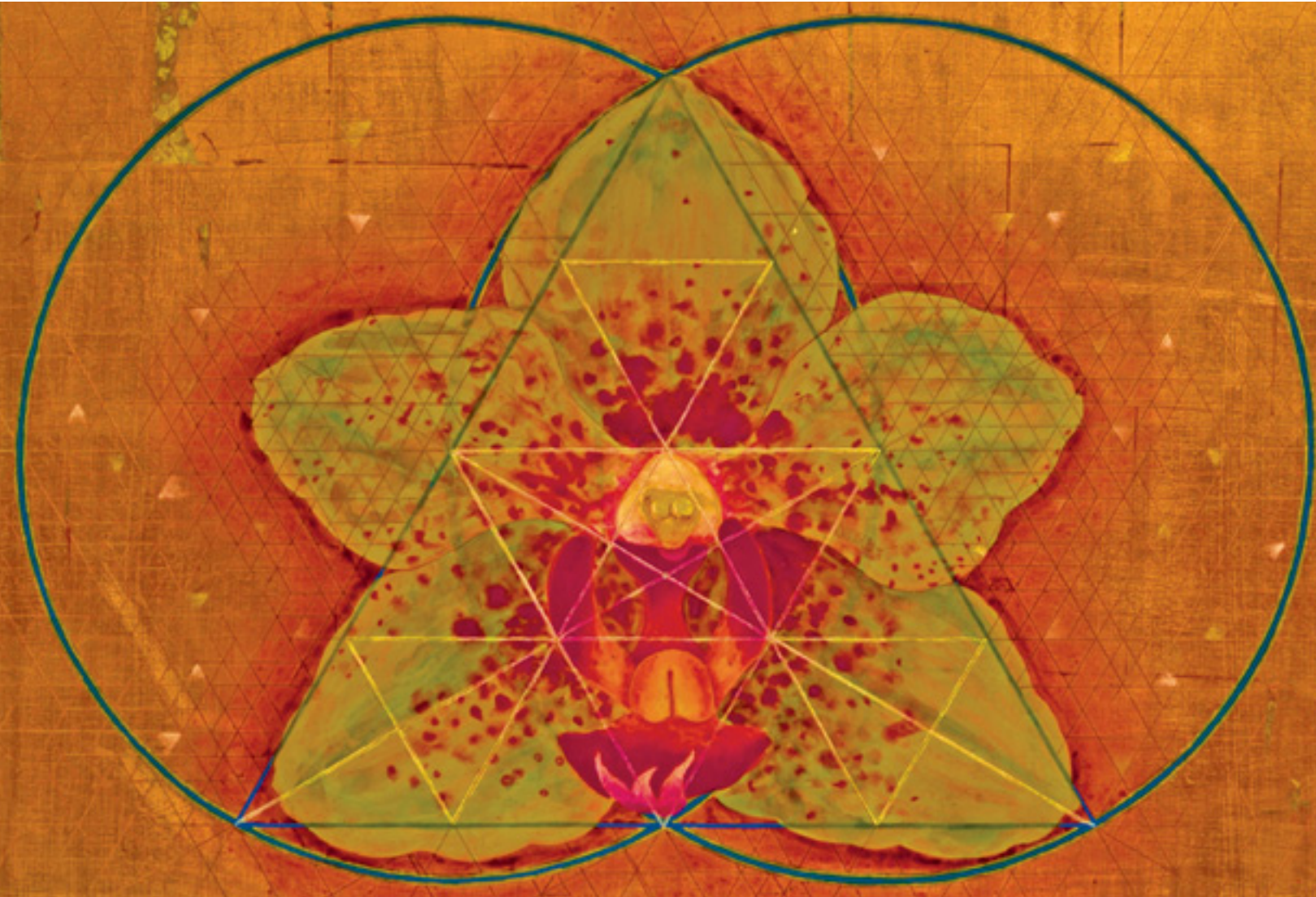


# Holistic Primary Care

NEWS FOR HEALTH & HEALING®



## 2012 Media Kit

The nation's leading holistic healthcare publication for practicing physicians and healthcare professionals

[www.HolisticPrimaryCare.net](http://www.HolisticPrimaryCare.net)

In Print

Online

Conferences

CONTACT

**Erik Goldman** | 212.406.8957

[Erik@holisticprimarycare.net](mailto:Erik@holisticprimarycare.net)

The Nation's Premier Holistic  
Medical Publication for  
Health Care Practitioners

## Holistic Primary Care

NEWS FOR HEALTH & HEALING



### Brand Influence

For over 11 years, *Holistic Primary Care* has been educating the clinical community on the values and virtues of holistic medicine, reaching ~65,000 practitioners with lively, cutting-edge editorial that's scientifically grounded yet ground-breaking in impact.

With our quarterly print publication, website, and our innovative "*Heal Thy Practice: Transforming Primary Care*" conferences, we're building bridges between conventional and "alternative" medicine, and helping physicians put the *health* back in healthcare.

In 2012, look forward to the launch of our all-new "**Healthy Self**" Resource Guide, a unique directory of healthy products & services for busy practitioners, that will expand the spectrum of HPC's innovative vehicles for bringing your company's message to thousands of medical professionals.

Whether you're introducing a new product or service, seeking effective brand-building strategies, or looking for face-to-face contact with the physicians who are transforming American healthcare, *Holistic Primary Care* can help you build enduring relationships with tens of thousands of doctors who influence the health care choices of literally millions of people!

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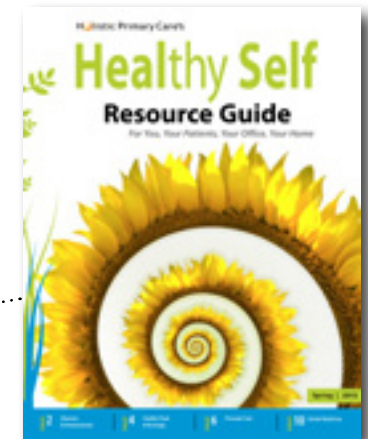
*"Holistic Primary Care provides me with information I don't get from other sources. It is more accessible than alternative medicine journals, and at the same time cites references if I want to go into more depth. I find myself cutting out articles & saving them because the information is so useful and applicable. I find more pertinent information for my practice in HPC than I do from my primary care specialty's journal!"*

*~ Laurie Radovsky, MD  
St. Paul, MN*

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Heal Thy Practice:  
Transforming Primary Care  
C o n f e r e n c e



HPC offers you the lowest cost-per-thousand ad rates and the widest reach of any publication in the integrative medical field!

**Holistic Primary Care**  
NEWS FOR HEALTH & HEALING



HPC is a membership benefit for the American Holistic Medical Association (AHMA), American Board of Integrative Holistic Medicine (ABIHM), and the American Chiropractic Association's Council on Nutrition.

**HPC in Print**

*Holistic Primary Care: News for Health & Healing* is the nation's premier holistic medical publication for doctors. Each quarterly issue reaches a qualified circulation of **~65,000 MDs, DOs, DCs and NDs**, with news and information on natural medicine in real world clinical practice.

HPC is the only natural medicine publication that brings your message to tens of thousands of MDs, as well as naturopaths, chiropractors, osteopaths and other holistic practitioners.

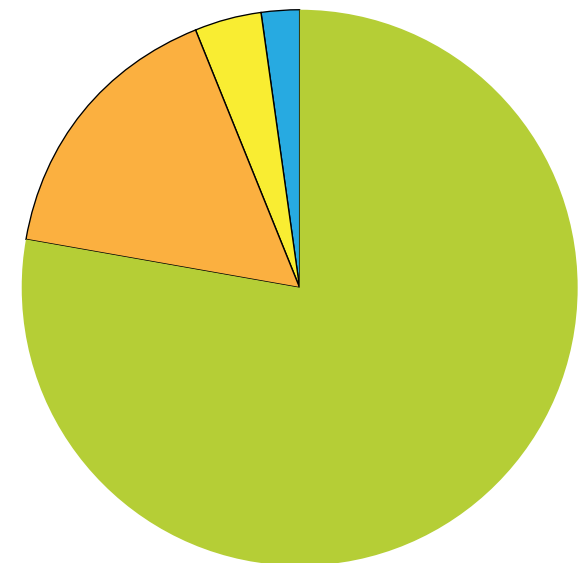
**HPC is distributed at the following schools:**

- University of Arizona's Program in Integrative Medicine
- University of Texas Medical Branch
- Bastyr University
- National College of Natural Medicine
- Southwest College of Naturopathic Medicine
- University of Bridgeport College of Naturopathic Medicine

**Bonus Distribution:**

- Integrative Healthcare Symposium
- Institute for Functional Medicine's International Symposium
- American College for Advancement in Medicine (ACAM) annual conference
- American Board of Integrative Holistic Medicine's annual Certification Review Course
- IMosaic Conference
- Heal Thy Practice: Transforming Primary Care annual conference
- And more...

- MDs 77%
- Osteopaths 16%
- Chiropractors 4%
- Naturopaths, Nurses, Other Integrative Practitioners 3%



80% of our physicians say the information in HPC is helpful in understanding the role of nutrition and natural products in patient care

**H**olistic Primary Care  
NEWS FOR HEALTH & HEALING

*“Thank you for a great publication. I copy and distribute articles to staff and patients alike. Holistic Primary Care has become a major source of education, and a good read too! I wait for it every quarter!”*

*~ David J. Blyweiss, MD  
Boca Raton, FL*

### Who Reads HPC?

#### HPC AUDIENCE

77% MDs; 16% Osteopaths, 4% DCs, 3% Naturopaths, Nurses, other Integrative Practitioners

#### GENDER

61% Male, 39% Female

#### AGE

80% are in peak earning years:

- 41% aged 41-50 years
- 39% aged 51-59 years

#### EARNINGS

82% net between \$100,000 and \$500,000

- 61% earn \$100,000-249,000
- 21% earn \$250,000-500,000

#### HEALTH CENTRIC

- 94% exercise regularly
- 97% routinely take dietary supplements
- 67% make nutrition counseling part of their practice

**80%** of our physicians say the information in HPC is helpful in better understanding the role of supplements & natural products in patient care.



### Knowledgeable Physicians = Increased Sales!

Health care practitioners have a lot of influence. Once they're convinced of the value of a product or service, they can become a company's biggest advocates, influencing the health decisions and purchases of literally millions of people.

**Physicians can only recommend the products and services they know and trust...Make sure they know about YOURS!**

Serious about the practitioner market? There's only one way to grow!

## Holistic Primary Care

NEWS FOR HEALTH & HEALING



### Why Holistic Primary Care?

*Holistic Primary Care* readers are seeing and advising an average of 18 patients every day!

Like the patients they serve, our physicians are looking for safe, non-invasive natural products and holistic approaches for preventing and treating common, chronic diseases.

- **92%** of doctors receiving *HPC* agree that, "nutritional interventions & dietary supplements are a fundamental part of patient care."
- **90%** are incorporating some form of holistic/alternative medicine in their practices
- **96%** discuss dietary supplements with patients regularly
- **80%** recommend or "prescribe" supplements & natural products

### Added "bonus" reach!

- **56%** of our readers share HPC information with patients, colleagues and family!
- **25%** leave HPC in their waiting rooms for patients!



*These reader profile data are based on a third-party survey of a random sampling of physicians receiving Holistic Primary Care in 2010. Study conducted by Signet Research.*

A fresh way to reach a highly-educated, high-SES, health-conscious market segment.

## Holistic Primary Care

NEWS FOR HEALTH & HEALING



### Healthy Self Resource Guide

**Healthy Self Resource Guide:** an in-print & electronic directory of natural products, nutraceuticals, healthy foods, green lifestyle products and innovative practice tools for physicians & health care practitioners.

**Healthy Self's** readers are dedicated to their calling as healers and equally dedicated to their families & loved ones:

- They're in their peak professional years, with a median age of 50
- A mean net income of over \$215,000

**They're active, health-conscious, values-based consumers:**

- **56%** regularly buy organic food
- **45%** buy "green" products
- **70%** prefer to cook at home.
- **78%** of consumers say physicians are a major influence on their health product purchases.

**Healthy Self** physician-readers are YOUR customers! **More than that, they can become your best advocates.**

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***"Many thanks for an extremely valuable and concise bulletin. Wonderful stuff I can use right away!"***

*~ William Morris, MD  
Mesa, AZ*

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### Why list in **Healthy Self**?

Each of our 65,000 practitioners has between 500 and 3,000 patients. You do the math!

**That's a LOT of consumer influence.**

Our practitioners only use and recommend the products & services they know about...Make sure they know about YOURS!

Looking for direct, face-to-face contact with physicians who are serious about improving the health of their patients and their practices?

**H**olistic Primary Care  
NEWS FOR HEALTH & HEALING

HEAL THY PRACTICE:  
TRANSFORMING PRIMARY CARE  
CONFERENCE

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*“Absolutely the type of attendees Protocol would like to meet. Don’t change a thing!”*

*~ Evan Zang*

*Sales Manager*

*Protocol/NOW Foods*

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HPC’s innovative **Heal Thy Practice: Transforming Primary Care**

conference provides an optimal venue for making connections & building relationships!

**Heal Thy Practice** focuses on real-world practice management & business development strategies that help doctors create successful integrative/preventive practices. At **Heal Thy Practice**, you’ll meet a select group of open-minded physicians eager for change, who recognize the value of preventive medicine and are looking for practical ways to make it work with their patients.

**HPC’s first three Heal Thy Practice conferences were praised by physician-attendees and exhibitors alike for their unique programming, excellent opportunities for dialog, and engaging, supportive settings. The 2012 conference will be even better!**



### Plan Ahead...

**Heal Thy Practice 2012** will be held in the early Fall, location still to be determined. For Exhibition/Sponsorship information, contact:

**Erik Goldman** | 212.406.8957  
Erik@holisticprimarycare.net



### Holistic Primary Care Online

HPC's newly redesigned website [www.holisticprimarycare.net](http://www.holisticprimarycare.net) puts doctors and their patients on the same page...literally!

The site features an extensive, keyword-searchable archive of everything published in *Holistic Primary Care* since it's launch in Fall 2000. Ten years' worth of the finest holistic health content on the web!

**HolisticPrimaryCare.net** features lively blogs by thought leaders and game-changers like Dr. Roby Mitchell (aka, "Dr. Fitt") as well as HPC's own editor, Erik Goldman. Frequent online-only editorial features, clinical case-studies, and practice-development tools make the site a magnet for busy integrative practitioners.

In 2012, **HolisticPrimaryCare.net** will be offering a new program of webinars & online continuing medical education activities focused on essential medicolegal & practice management topics, as well as in-depth education in clinical therapeutics.

### HPC UpShots

HPC **UpShots** is our new monthly e-newsletter that cultivates brand continuity between *Holistic Primary Care's* quarterly print editions. HPC **UpShots** reaches ~11,000 practitioners – MDs, Naturopaths, Chiropractors, Massage Therapists, and many others with lively quick-takes on emerging clinical studies and health trends, as well as healthy living tips for busy clinicians.

The monthly e-newsletter features Right Hand Square & Rectangle ads.



HPC offers a rare combination of deeply principled professionalism, impeccable credibility, and a solid understanding of business.

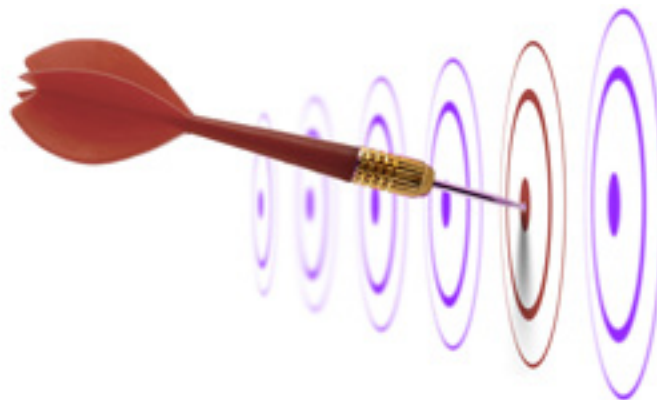
### Holistic Primary Care NEWS FOR HEALTH & HEALING



### Your Marketing Solution

Holistic Primary Care's editorial and design team can create outstanding monographs, white papers, continuing education modules, direct-mail and other special projects to help you build your brand and educate practitioners.

We draw on 25 years' experience in science journalism, pharmaceutical & natural products marketing, and medical education to develop customized enduring materials tailored to your objectives & targeted to your prospective customers



*“Holistic Primary Care’s editor, Erik Goldman, is a very capable writer, especially his ability to summarize complicated, clinical research and extract the most vital points. This skill is very useful today, as health care providers have less time to read entire studies but still need a general understanding of the latest research.”*

*~ Jeremy A. Holt  
Product Development,  
AJINOMOTO*

HOLISTIC PRIMARY CARE & PULSE: Leverage the Combined Influence of Physicians, Nurses & Health Educators



*“The monograph Holistic Primary Care produced on the health benefits of coconut water on behalf of O.N.E. One Natural Experience, is a powerful foundation for our health education campaign. HPC offers a rare combination of deeply principled professionalism, impeccable credibility, and a solid understanding of business. This combination fosters great collaboration and superb result.”*

*~ Jeff Klein  
CEO, Cause Alliance Marketing*

HPC & PULSE

Holistic Primary Care has developed a unique strategic alliance with PULSE Health & Wellness Initiatives, the nation’s pioneer in “health influencer” marketing. Together, we can bring a healthy dose of vitality to your branding efforts!

PULSE leverages the combined communication power of more than 20,000 healthcare specialists in its HCPNetwork®, who proactively participate as ambassadors for select brands.

With Holistic Primary Care’s high-quality content, credibility and broad reach to roughly 65,000 doctors and PULSE’s focused pre- and post-marketing capabilities, you’ll be able to drive your brand to top-of-mind for millions of consumers.

Individually and as a team, HPC and PULSE have helped companies like Del Monte, Unilever, Nestle, General Mills, Kellogg’s, Kashi, Ocean Spray, ONE Coconut Water, Ajinomoto, Lonza and Metagenics.



Find out how HPC & PULSE can invigorate your brand with a custom “prosumer” program that will make brand advocates of nearly 100,000 family physicians, internists, naturopaths, nurses, dietitians, fitness coaches and other health professionals who influence the healthy food & lifestyle choices of literally millions of consumers.

Contact:

**Erik Goldman** | 212.406.8957

Erik@holisticprimarycare.net



Holistic Primary Care  
Rates 2012



<u>Trim 10 3/4 X 13 1/2</u>	<u>1x</u>	<u>2x</u>	<u>4x</u>
Full Page 4c	9400	8900	8600
Standard 4c	6900	6600	6300
Half Page 4c	5750	5500	5250
Quarter Page 4c	3500	3300	3000
Double Column Square	2500	2200	2000
Announcement/Classified	1200	1100	1000

All posted rates are NET rates for four-color ads.

**Bleed:** No charge (gutter bleed accepted for spreads only)

**Premium Placement Positions:**  
Page 3: 10% Back cover: 20%

Published Quarterly by Ascending Media, LLC

<u>Issue Dates</u>	<u>Space Closing</u>	<u>Materials Due</u>
Spring 2012 (Feb 27, 2012)	Jan 25, 2012	Jan 31, 2012
Summer 2012 (May 25, 2012)	April 25, 2012	April 30, 2012
Fall 2012 (August 27, 2012)	July 25, 2012	July 31, 2012
Winter 2012 (Nov 26, 2012)	Oct 25, 2012	Oct 31, 2012

**Contact:**

**Meg Sinclair** | Publisher • Cell: 212.406.8958 • Meg@holisticprimarycare.net  
**Erik Goldman** | Editor-in-Chief • 917.639.3019 • Cell: 212.406.8957 • Erik@holisticprimarycare.net  
**Fax:** 718-243-2028

# Holistic Primary Care Ad Specs



Our preferred file format is an X-1a compliant PDF file with all images at 300 DPI at final print size. All colors must be CMYK.

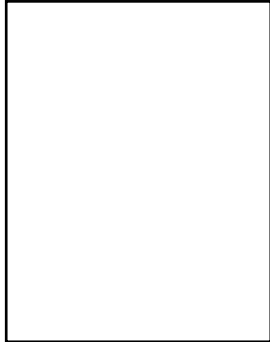
When using InDesign CS2, export as a PDF X-1A file.

When using any other program (including any other InDesign version), print Postscript and Distill in Acrobat 6 or 7 using the PDF X-1A setting.

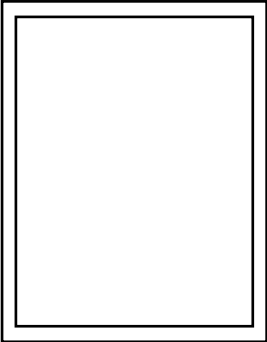
Keep all live matter at least 3/8" from trim; allow 1/8" for bleeds.

**Media:** CD-Rom or FTP or email  
**Proofs:** Matchprint or equivalent contract proof must be supplied.

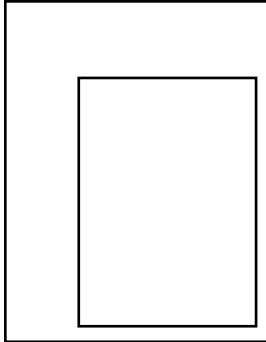
**Full Bleed**  
11.125 w x 13.75 h



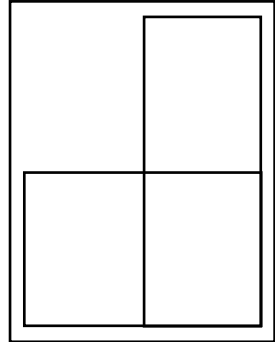
**Full Non-bleed**  
10 w x 13 h



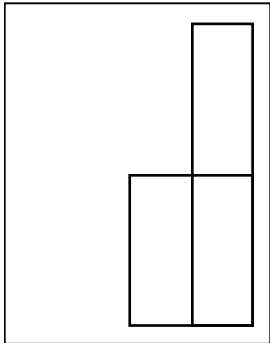
**Standard**  
7.375 w x 9.875 h



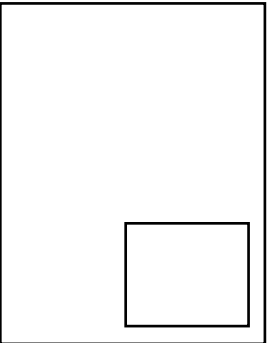
**1/2 V** 4.875 w x 12.5 h  
**1/2 H** 10 w x 6.25 h



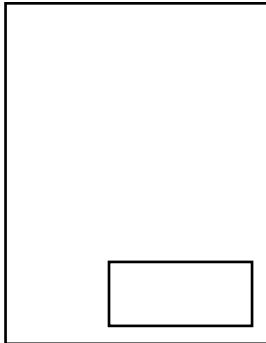
**1/4 Column** 4.875 w x 6.25 h  
2.375 w x 12.5 h



**Double Column Sq.** 4.875 w x 4.125 h



**Announcement/Classified**  
4.875 w x 2 h



**Trim Size**  
10.375 w x 13.5 h

Holistic Primary Care  
Editorial Calendar 2012



	<u>SPRING 2012</u>	<u>SUMMER 2012</u>	<u>FALL 2012</u>	<u>WINTER 2012</u>
<b>Holistic Therapeutics</b>	Rebuilding Damaged Collagen	Chronic Pain Management	Preventing/Treating Kidney Stones	Balancing Endocrine Function
<b>Healthy Aging</b>	PSA: To Test or Not to Test?	Holistic Hair Regrowth	Managing Bladder Problems	Preventing Falls
<b>Nutrition &amp; Lifestyle</b>	Gluten Sensitivity & Depression	Raw Food Diets	Blood Type Diets	Evaluating "Mock" Meats
<b>Vitamins &amp; Supplements</b>	Defining Supplement Quality	Glutathione: Clinical Applications	Humic Acid	Minerals & Micronutrients
<b>Traditions</b>	Ayurvedic Case Studies	TCM Case Studies	African & Caribbean Healing Traditions	Native American Medicine
<b>Environomics</b>	Pesticides & Parkinson's	Do GMOs Really Threaten Health?	Detoxing Xenobiotics	EMF Hygiene
<b>Women's Health</b>	B Vitamins to Prevent PMS	Herbs During Pregnancy	Preventing Post-Partum Depression	Midlife Weight Gain
<b>Herbal Medicine</b>	Restoring Depleted Adrenals	Therapeutic Teas	Antimicrobial Herbs	Safe Sleep Herbs
<b>Cardiovascular Health</b>	Optimizing Niacin Therapy	Maximizing Heart Function During Exercise	Cardiovascular Recovery	Stress & the Heart
<b>Digestive Health</b>	Enzymes & HCl Supplements	Repairing the Damaged Gut	Preventing Reflux	Optimizing Probiotic Therapy
<b>Psyche &amp; Soma</b>	Clinical Hypnosis	Therapeutic Music	Role of Narrative in Healing	New Biofeedback Tools
<b>Featured Conferences</b>	Healthy Medicine Foundation	Integrative HC Symposium	Institute for Functional Medicine	Heal Thy Practice

**Healthy Self**  
Resource Guide

**Rates 2012**

**H**olistic Primary Care  
NEWS FOR HEALTH & HEALING

All posted rates are NET rates for four-color ads.

**Bleed:** No charge (gutter bleed accepted for spreads only)

**Premium Placement Positions:**

Inside front cover – add 15%

Page 3 – add 15%

Inside back cover – add 15%

Back cover – add 20%

Published Yearly by Ascending Media, LLC

Premium Listing – Only \$750

Display Ads

**1/3 Page Square** – \$2,990

**1/3 Page Vertical** – \$2,990

**1/2 Page Horizontal** – \$4,200

**1/2 Page Island** – \$4,200

**Full Page** – \$6,300

**Full Page Spread** – \$11,500

Issue Date

**Nov 26, 2012**

Space Closing

**Oct 25, 2012**

Materials Due

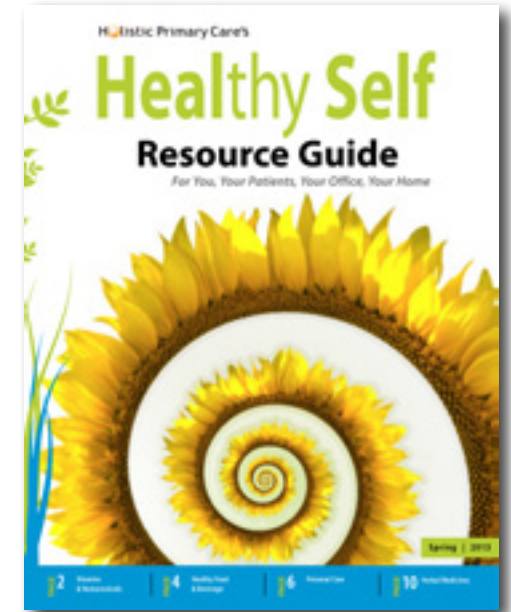
**Oct 31, 2012**

Mails with Winter 2012 Edition of Holistic Primary Care

**Contact:**

**Meg Sinclair** | Publisher • Cell: 212.406.8958 • Meg@holisticprimarycare.net

**Erik Goldman** | Editor-in-Chief • 917.639.3019 • Cell: 212.406.8957 • Erik@holisticprimarycare.net



# Healthy Self Resource Guide

## Ad specs

**Holistic Primary Care**  
NEWS FOR HEALTH & HEALING

Our preferred file format is an X-1a compliant PDF file with all images at 300 DPI at final print size. All colors must be CMYK.

When using InDesign CS2, export as a PDF X-1A file.

When using any other program (including any other InDesign version), print Postscript and Distill in Acrobat 6 or 7 using the PDF X-1A setting.

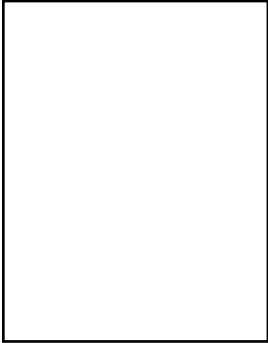
Keep all live matter at least 3/8" from trim; allow 1/8" for bleeds.

**Media:** CD-Rom or FTP or email

**Proofs:** Matchprint or equivalent contract proof must be supplied.

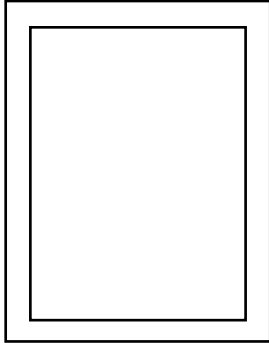
**Full Bleed**

8.625 w x 11 h



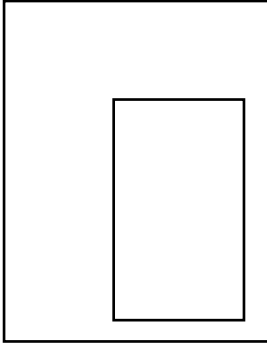
**Full Non-bleed**

7.375 w x 9.75 h



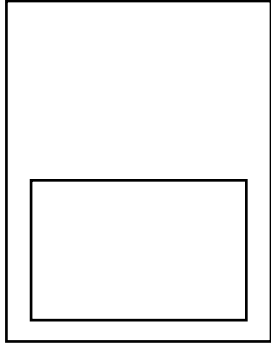
**1/2 Island**

4.8611 w x 7.25 h



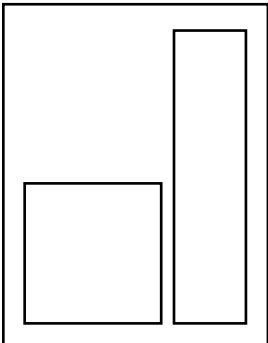
**1/2 Horizontal**

7.375 w x 4.75 h



**1/3 V** 2.3125 w x 9.75 h

**1/3 S** 4.8611 w x 4.75 h



**Trim Size**

8.375 w x 10.75 h

HPC Online  
Rates 2012



	<u>Quarterly</u>	<u>Yearly</u>	<u>Pixels</u>
Top Banner	1000	3000	728 X 90
Bottom Banner	500	1500	468 X 60
Top Rectangle	900	2800	336 X 190
Rectangle	750	2400	336 X 190
1/2 Rectangle	500	1750	336 X 90
1/4 Rectangle	300	1000	150 X 90



Acceptable File Formats

- JPG, GIF, SWF (Flash)
- Please include URL associated with the ad
- Specify advertiser and month run
- Screen-resolution (72 ppi)

Contact:

**Meg Sinclair** | Publisher • Cell: 212.406.8958 • Meg@holisticprimarycare.net

**Erik Goldman** | Editor-in-Chief • 917.639.3019 • Cell: 212.406.8957 • Erik@holisticprimarycare.net

HPC UpShots  
Rates 2012

	<u>Quarterly 3x</u>	<u>Yearly 12x</u>	<u>Pixels</u>
Top Right Square	1800	6500	200 X 200
Square	1500	5500	200 X 200
Rectangle	900	3300	200 X 120



HPC UpShots



Acceptable File Formats

- JPG, GIF
- Please include URL associated with the ad
- Specify advertiser and month run
- Screen-resolution (72 ppi)

Contact:

Erik Goldman | 212.406.8957

Erik@holisticprimarycare.net

Terms & Conditions

- Publisher reserves the right to reject any advertisement.
- Terms are 30 days net. Any and all discounts, including agency commissions, are applicable only to current accounts and may be revoked on overdue accounts. Publisher further reserves the right to charge 2% per month on overdue accounts. Advertiser and agency are jointly and severally responsible for timely remittance of all properly rendered invoices.
- Advertisements must contain no false or misleading statements. Advertiser indemnifies publisher against any claims and/or judgments arising from the publication of any ad.
- Advertisers will not use the publication's name, logo or editorial staff to imply endorsement by the publisher or in any other way.
- No conditions, printed or otherwise, appearing on an insertion order, billing or copy instructions that conflict with the publisher's policies or with Business Publications Contract and Copy Regulations, as published by Standard Rate and Data, shall be binding on the publisher.