

*Health Journal*TM

inspiration for better living



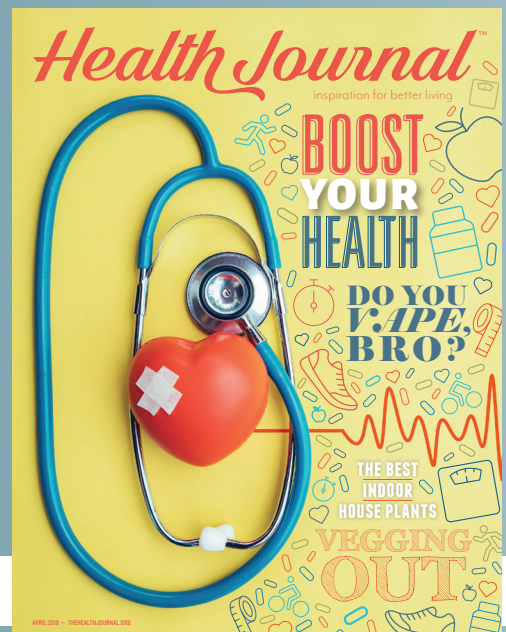
**PRINT & DIGITAL
MEDIA KIT
2019**

EDUCATING AND INSPIRING OUR READERS TO LIVE HEALTHIER, MORE INFORMED LIVES.

Since 2005, Health Journal has been Hampton Roads' premier healthy lifestyle magazine. Our mission is to provide essential knowledge about health topics and resources; we aim to empower our readers to achieve optimum physical and emotional well-being.

Health Journal features compelling content and inspired art direction and is the logical choice to influence an educated audience.

The print magazine is published monthly, and the online edition publishes content daily. Advertising in the Health Journal is your opportunity to educate consumers about your products and services.



"In today's age, where information is coming at us from all angles, it can be a challenge to have our clients' stories heard through the noise. We constantly strive to find creative outlets that align with our philosophy to tell powerful stories, be authentic and contribute to a greater good in the communities we serve. We've been proud to introduce our clients and friends to The Health Journal. They put authenticity and good storytelling at the heart of all they publish. They keep journalistic integrity and truth in advertising at their core, whether online or in their beautifully designed magazine. The end result is something the community wants to read, they want to flip open, they want to click through."

— Stephanie Heinatz
Consociate Media

"Well-curated stories our community cares about. Imagery that pops off the page. A team that cares about the advertisers and the businesses they feature in each of their pages. That is what Waypoint Seafood & Grill has found in its relationship with The Health Journal, which has so thoughtfully featured our food as it relates to living the best life possible in the Williamsburg region. Having our dishes highlighted on the cover has been a great treat!"

— Tina Schadler-Phillips
Waypoint Seafood & Grill

"When our client, VersAbility Resources, asked the Howell Creative team to create a campaign designed to share the message about adults with intellectual disabilities living productive lives through employment, we pulled out all the stops. We had a distinct creative vision for the spots — strong, dynamic, moving, caring, upbeat. Health Journal brought that to life. They delivered on our strategy, and our client loved the work. Even better, it has helped move the needle in accomplishing VersAbility's goals."

— Kathy Howell
President & Creative Director,
Howell Creative Group

OUR AUDIENCE

Health Journal readers stay current on trends in health, fitness, nutrition and the art of living an informed life.

86% of readers are female
70% have college degrees
63% household income of >\$75k
21% household income of >\$100k
23% are ages 25-39
36% are ages 40-59
36% are ages 60+

READER HABITS

55% have been reading 2+ years
30% started reading in 2014
62% have used advertised products and services
53% visit our website for further reading
20% keep copies of THJ for at least 2 months

31%

get their copy delivered to their home or office.

37%

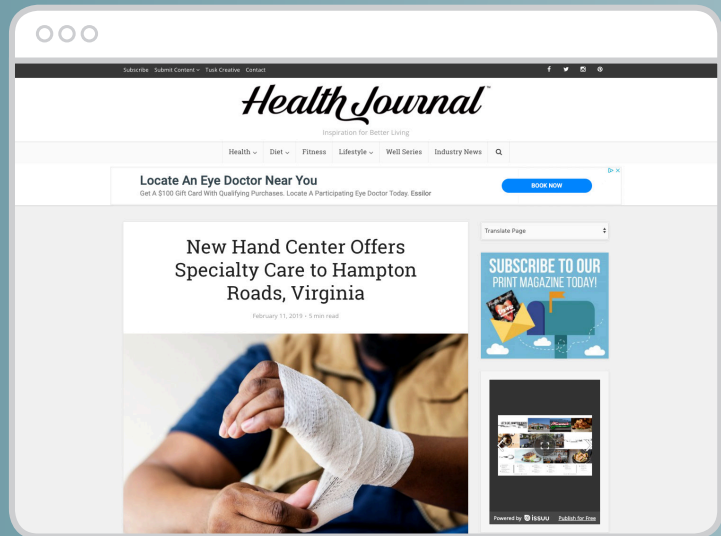
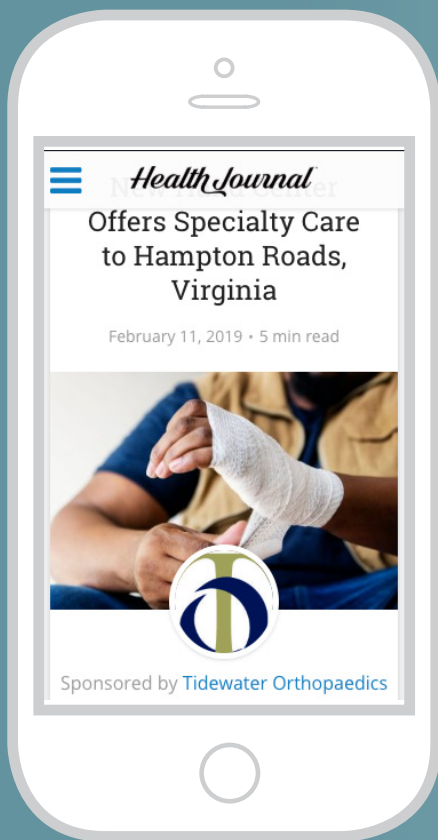
pick up their copy from a hospital, medical center or doctor's office.

25%

pick their copy up at a retail store or grocer.

SPONSORED CONTENT TAKES YOUR MARKETING TO THE NEXT LEVEL.

Optimized for Mobile



Sponsored Content is the most effective way to educate readers about your services. Sponsorship opportunities are available for digital and printed content.

Our marketing/patient education platform will promote your brand's products, services and expertise. We specialize in creating custom content designed to educate your clients about your services and products and raise awareness of your brand and its values. Sponsored Content is published and shared with social media channels and publications, allowing us to target any region and demographic.



TRANSLATE YOUR IDEAS INTO EYE-CATCHING VISUAL SOLUTIONS.

Our creative team has the skill and experience to deliver your ad campaign from original concept to the final artwork.

Print, web, collateral, we do it all.

WHOA HOT MOMMAS
ELIZABETH FORK

NOW TRAINING
Stay at Home Moms

757-345-6801
4801 Courthouse St., Suite 122
Bdefined3.com

WHOA HOT MOMMAS
ELIZABETH FORK

CHECK OUT OUR GROUP TRAINING OPTIONS
AVAILABLE TO FIT CONVENIENTLY INTO YOUR SCHEDULE.
INVITE YOUR FRIENDS AND ACHIEVE YOUR GOALS.

757-345-6801
4801 Courthouse St., Suite 122
Bdefined3.com

This Allergy Season, Think Outside the Tissue Box.

THINK TPMG ALLERGY EXPERTS
TPMG Allergy and Asthma Center
757-345-6801
4801 Courthouse St., Suite 122
mytpmg.com

We'll fix it all—except for the bruised ego.

TPMG Orthopedics, Spine and Sports Medicine
TPMG LOCATIONS
mytpmg.com

surf & paddle & rule

dolsey.com 757.652.3456
Norfolk, VA • Since 1981

When I Feel Better, I Learn Better

Hampton Roads ENT Family Care
- Advanced Allergy Care
- In-house Allergy Testing
- Asthma Treatment
- Allergy Shots

The Most Advanced Immunotherapy System
HAMPTON ROADS ENT Family Care
ENT Allergy
www.hamptonroadsent.com

A Calendar to Live By
Life itself is the most wonderful fairy tale.
Hans Christian Andersen

HERE FOR the girls
2019

Respect and Compassion

Jared Harrison, D.O.

I realized at a young age the benefits of serving others and how it brought joy to my life. What I enjoy most about family medicine is interacting with people and helping them find health. Whenever a patient has a problem, I address it with respect, caring and compassion.

To schedule an appointment, call (757) 345-0011
7564 Richmond Road | Williamsburg, VA 23185
riversideonline.com/harrison

I'm Here for You

Candace Wise, D.O.

I enjoy the continuity of care I provide as a primary care physician. I love being able to see patients year after year for their annual well visits or even years from now if problems should arise. I want to be the one doctor that you can always fall back on. I'll be here to take care of you no matter what happens.

To schedule an appointment, call (757) 220-8300
5231 John Tyler Highway | Williamsburg, VA 23185
riversideonline.com/wise

I AM THE RIVERSIDE CARE DIFFERENCE.

Amy Green, LPN
RIVERSIDE HAVES MEDICAL CENTER

I was born and raised here in Gloucester. I love this community and its people. As a Riverside nurse, I will care for you as I would my own family. At Riverside, we make an effort to get to know you. Differences in all of our healthcare services here. There is a special feeling you can't be treated like a number and at Hayes Medical Center no one will.

RIVERSIDE Hayes Medical Center
2564 George Wythe Drive | Williamsburg, VA 23185
(804) 424-0201
riversideonline.com

TURN OUR VIEWERS INTO YOUR PATIENTS



ANSWER YOUR CLIENTS' FREQUENTLY ASKED HEALTH QUESTIONS



“WELL ADVISED” VIDEO PROGRAM

“Well Advised” is a series of short programs designed to answer common health questions for consumers. “Well Advised” features qualified providers answering questions about specific topics within their field of expertise. Use them on your website and share them on social media.

DELIVER STRAIGHTFORWARD AND EFFECTIVE PR

BECOME A KNOWLEDGE BASE EXPERT

EDUCATE HEALTH CARE CONSUMERS

Health Journal partners with health care organizations and doctors interested in sharing their expertise to educate our online community.

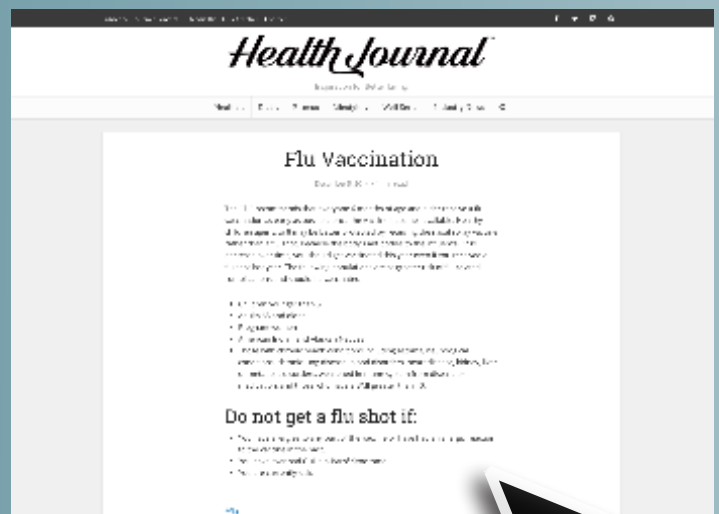
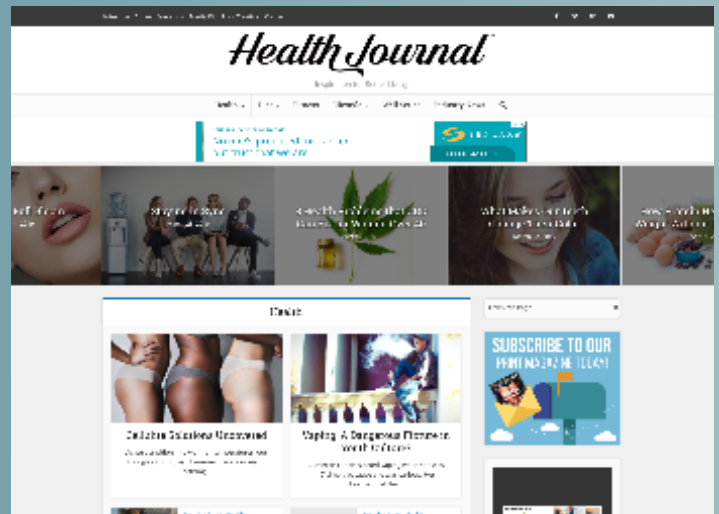
We are recruiting qualified physicians and health care professionals from all specialties to contribute to our online expert knowledge base with educational content.

Contributed medical pieces are Knowledge Base Hubs (KBH) used to build a comprehensive health library within our platform. Consumer health content on our site is linked to the appropriate Knowledge Base Hub through relevant keywords, providing readers an opportunity to deepen their understanding of important health topics.

Participating health professionals are credited in the form of a byline and short biography with back links to the sites of their choice.

TO QUALIFY:

Health professionals should have an advanced degree from an accredited university and hold board certification in their field of practice. Expert contributors can only write on topics within their specialty. Contributions may be edited as necessary for style and grammar.



SPECIAL ADVERTISING SECTIONS

SECOND OPINION

(PRINT AND DIGITAL)

Health care providers have the opportunity to establish themselves as leading experts in their fields. Health topics are addressed in a Q&A format with provider contact information included.



Can facial vein treatment be used on someone who is five months pregnant?

Dr. Steven D. Moore, MD, is a board-certified dermatologist and a board member of the American Society for Laser Medicine and Surgery. He is also a member of the American Society of Dermatologic Surgeons. He has been practicing for over 20 years and has a special interest in laser medicine and skin care.



Do you have penicillin on your allergy list?

Dr. Steven D. Moore, MD, is a board-certified dermatologist and a board member of the American Society for Laser Medicine and Surgery. He is also a member of the American Society of Dermatologic Surgeons. He has been practicing for over 20 years and has a special interest in laser medicine and skin care.



Is true Eosinophilic esophagitis (EoE) new? What are its signs?

Dr. Steven D. Moore, MD, is a board-certified dermatologist and a board member of the American Society for Laser Medicine and Surgery. He is also a member of the American Society of Dermatologic Surgeons. He has been practicing for over 20 years and has a special interest in laser medicine and skin care.

2ND

OPINION

your health care questions answered

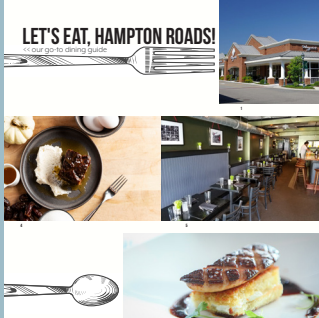
Special Advertising Section

RESTAURANT GUIDE

(PRINT ONLY)

Our local and traveling readers use this section to choose restaurants in the Hampton Roads area. Begin receiving reservations today!

LET'S EAT, HAMPTON ROADS!



1 **Wagon Wheel & Grill**
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

2 **Hampton Roads Seafood**
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

3 **Hampton Roads Seafood**
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111


4 **Hampton Roads Seafood**
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

5 **Hampton Roads Seafood**
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

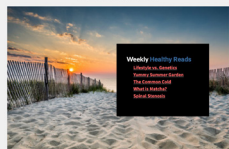
WEEKLY MUST-READS

(DIGITAL ONLY)

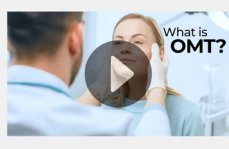
Promote your services in our popular weekly Healthy Reads e-mail.




Inspiration for better living



Healthy lifestyle reads
Healthy lifestyle reads
Healthy lifestyle reads
Healthy lifestyle reads



What is OMT?



Lifestyle vs. Genetics
What's your weight fate?

ACCEPTING NEW PATIENTS (PRINT ONLY)

Readers use this section as a resource to find health care providers, get to know them and learn about the services they provide.

ACCEPTING NEW PATIENTS

ARE YOU LOOKING FOR A PROVIDER?

Special Advertising Section

Our health care providers are committed to providing the highest quality of care to our patients. We are currently accepting new patients and would love to have you join our team. Please contact us today to schedule a consultation.

ALLERGY & ASTHMA

Dr. Steven D. Moore, MD
Allergy & Asthma
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

IMMUNOLOGY

Dr. Steven D. Moore, MD
Immunology
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

BEAUTY & AESTHETICS

Dr. Steven D. Moore, MD
Beauty & Aesthetics
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

DENTISTRY

Dr. Steven D. Moore, MD
Dentistry
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

DIETITIAN/NUTRITIONIST

Dr. Steven D. Moore, MD
Dietitian/Nutritionist
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

FAMILY PRACTICE

Dr. Steven D. Moore, MD
Family Practice
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

OPTOMETRY

Dr. Steven D. Moore, MD
Optometry
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

ORTHOPEDIC/SPORTS EXTREMITY

Dr. Steven D. Moore, MD
Orthopedic/Sports Extremity
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

PERSONAL TRAINING

Dr. Steven D. Moore, MD
Personal Training
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

SLEEP APNEA AND TMJ

Dr. Steven D. Moore, MD
Sleep Apnea and TMJ
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

WHOLE HEALTH DENTISTRY

Dr. Steven D. Moore, MD
Whole Health Dentistry
1000 Wagon Wheel Rd
Hampton, VA 23061
757-735-1111

TASTE APPEAL FEATURE (PRINT & DIGITAL)

Feature your restaurant on the cover of the Health Journal along with a spread in our Taste Appeal section and highlight your chef with behind-the-scenes content.



Taste Appeal

Waypoint Seafood & Grill

Milk Chocolate Coffee Mousse

Ingredients:
1 cup heavy whipping cream
1/2 cup milk
1/2 cup coffee
1/2 cup milk
1/2 cup coffee
1/2 cup milk
1/2 cup coffee

Instructions:
1. In a medium saucepan, heat the cream and milk over medium heat until it is just below a boil. Whisk in the coffee and milk. Remove from heat and let cool.

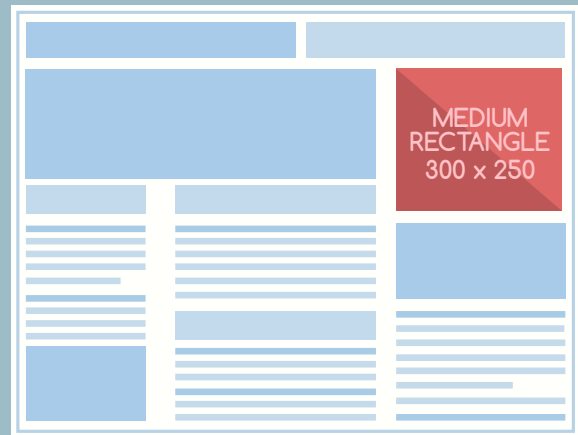


Waypoint's Shellfish and Grits

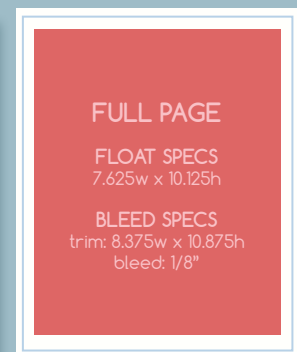
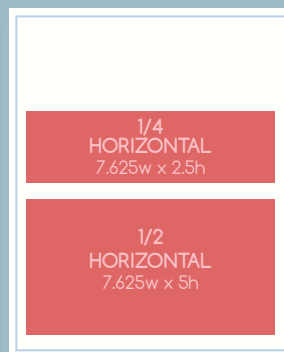
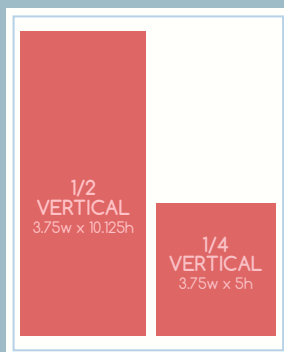
Ingredients:
1/2 lb. shrimp, peeled and deveined
1/2 lb. crab
1/2 lb. scallops
1/2 lb. oysters
1/2 lb. clams
1/2 lb. mussels
1/2 lb. squid
1/2 lb. calamari
1/2 lb. octopus
1/2 lb. squid
1/2 lb. calamari
1/2 lb. octopus

DISPLAY ADVERTISING

DIGITAL MECHANICALS

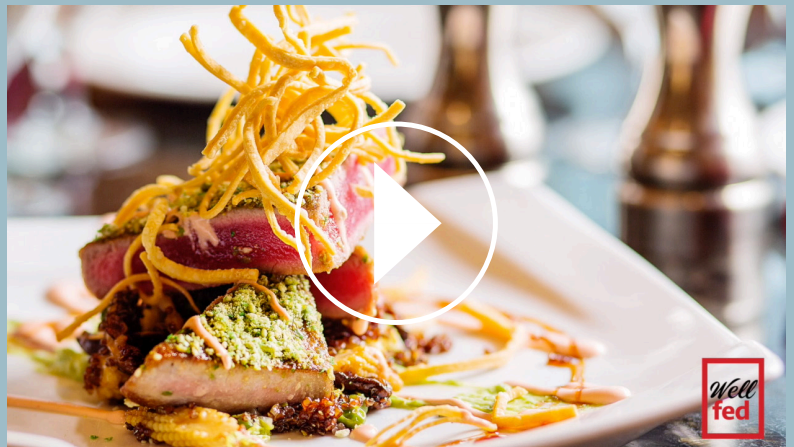


PRINT MECHANICALS



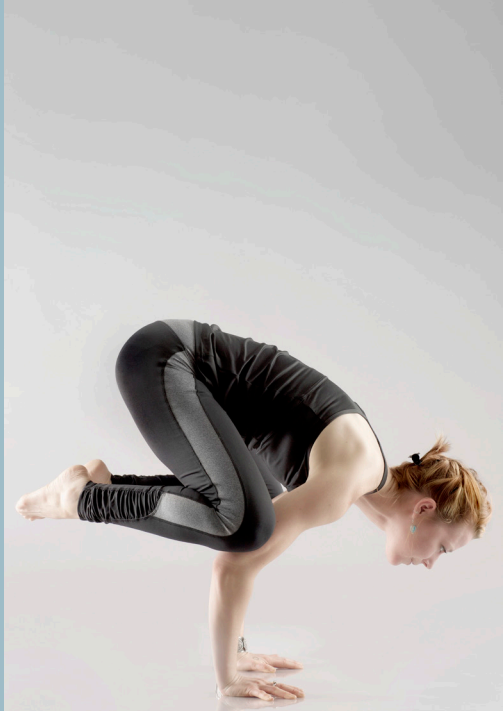
CONSUMERS ARE MORE LIKELY TO USE YOUR SERVICE AFTER WATCHING A VIDEO.

Get your clients' attention. No other medium can make a lasting statement like film. Need a 30-sec spot, a documentary-style corporate video or an animated piece for social media? Let's get the production rolling on your next project.



PHOTOGRAPHY

If light touches it, we make it look great. If there is no light, we bring our own. Fashion, studio portraits, corporate, environmental and even food photography that makes mouths water. We specialize in mind-blowing imagery.



CONTACTS

PUBLISHER & CREATIVE DIRECTOR

BRIAN M. FREER

BRIANFREER@THEHEALTHJOURNALS.COM

EXECUTIVE DIRECTOR

RITA L. KIKOEN

RITA@THEHEALTHJOURNALS.COM

MEDICAL EDITOR

RAVI V. SHAMAIENGAR, M.D.

PRODUCTION MANAGER

ASHLEY RIBOCK

ASHLEY@THEHEALTHJOURNALS.COM

EXECUTIVE EDITOR

BETH SHAMAIENGAR

MANAGING EDITOR

KIM O'BRIEN ROOT

KIM@THEHEALTHJOURNALS.COM

ART DIRECTOR

NAYA MOORE

NAYA@THEHEALTHJOURNALS.COM

VIDEO PRODUCTION MANAGER

TORIA DIESBURG

TORIA@THEHEALTHJOURNALS.COM

4808 COURTHOUSE ST., SUITE 204

WILLIAMSBURG, VIRGINIA 23188

PHONE: **(757) 645-4475**

FAX: **(757) 645-4473**

THEHEALTHJOURNAL.ORG

CALL **757-645-4475**
TO BEGIN YOUR CAMPAIGN.