



medical life
the premier lifestyle magazine for doctors

Your Prescription for Success.

THE BEST PLACE FOR YOUR AD

Reason Number One

Quite simply, we are one of the most cost-effective ways you can reach the affluent consumer. Readers of *Medicallife Magazine* have a personal income of \$245,000 (Medical Economics, 2004 Survey.) And with an ad rate markedly lower than any regional or national upscale magazine, your money will be well spent.

Reason Number Two

Medicallife Magazine has an editorial environment that promotes advertiser credibility. Edited for the physician, by a physician, guided by a physician advisory board, we provide our readers with exactly the editorial content that they want. This type of credibility is the ideal backdrop for your advertisement.

Reason Number Three

This is the first genuine opportunity consumer and business advertisers have to reach this very affluent audience. Like all wealthy consumers, the physician-reader is receptive to well positioned advertising. But this rich demographic has only been seriously courted by the pharmaceutical industry. There simply has not been a hospitable editorial environment for savvy consumer and business advertisers. **Until now.**

for advertising information call 310.600.3075
or email peggy@medicallife.com

We Connect With Our Readers



Each issue contains full-length features about contemporary subjects of interest to physicians. From the human genome project to stem cell research to robotic surgery, the articles keep readers informed with in-depth reporting, incisive analysis and thought-provoking criticism.

WHO WE ARE

Our Readers

We reach more than 75,000 physicians who live in Southern California, San Francisco, Las Vegas, Phoenix, Seattle, Portland, Chicago, Miami, Dallas, Houston and New York. We are the only lifestyle magazine that targets these readers, who enjoy a personal income greater than \$245,000**. These affluent consumers are interested in quality goods and services appropriate for both their personal and professional needs.

Purchasing Power Of Our Readers**

- 40% own/lease \geq three automobiles
- 41% own/lease a luxury vehicle
- 46% own/lease an SUV
- 33% plan to purchase a \geq \$40,000 vehicle in the next 12 months
- 94% have traveled in the last 12 months
- 66% spend \geq \$2000 per pleasure trip with 65% willing to spend \geq \$4000.
- All inclusive resort 45%, cruising 34%, golf 29%, spa 29%, skiing/snowboarding 27%
- 50% paid a financial advisor in the last year
- 57% own investment property
- Mean face value of life insurance \geq \$950,000 with 31% \geq \$1,000,000
- Mean value of stock \geq \$200,000 with 31% \geq \$500,000



Profile*

Age: 35-44 (35%)
45-54 (36%)
55-64 (29%)

Gender: 74% male
26% female

Specialties: All, including the most lucrative subspecialties

Distribution:
100% direct mail to physicians

**Medical Economics, 2004 Survey

*American Medical Association, 2004 Census

EDITORIAL CONTENT

Features

Each issue contains full-length features about contemporary subjects of interest to physicians. From the human genome project, to corporate pharmaceutical policies, to space & medicine to robotic surgery, the articles keep readers informed with in-depth reporting, incisive analysis and thought-provoking criticism.

Interviews

We sit down with an extraordinary doctor each issue for an illuminating Q&A. These full-length interviews shine the spotlight on some of the most fascinating doctors in the world.

Departments

Tech Notes: Helpful technology and cool gadgets: debuted, demystified and sometimes debunked.

Fashion: Real doctors who live real lives with detailed purchase information.

Money: Strategies to keep our reader's finances healthy.

Family: Helping doctors strike the delicate balance between work and family life.

Travel: Easy destinations for one, two or more. We present getaways that are fun and enjoyable, and sure to pique the reader's interest.

Medicine in the Media: See how the world sees doctors in this amusing guide to doctors in popular culture.

The Latest and The Greatest: Because a doctor's life is too busy for mediocre books, we present the best.

In the News: An assessment of mainstream events affecting the practice of medicine.

Entertaining: How to create the right environment. Whether you are the guest or the host, this column tells you how to do it in style.

Calendar of Events: Popular regional events our readers want to know about.

Second Acts: A look at doctors who are exploring options outside clinical medicine.

Clinical News: A quick-read compilation of the most important studies recently published in the leading medical journals.

Legal News: A summary of federal and state legal events that affect doctors.



Because we have a physician editorial board, we anticipate our readers' interests. We deliver this content through magnificent design. This combination yields an editorial product unmatched in its class.

WHAT OUR PHYSICIAN READERS HAVE TO SAY

I really enjoyed reading [Medicalife.] I was pleasantly surprised that it wasn't like any other journal or magazine that I have seen. I definitely would like to keep receiving it, so please continue my subscription.
Gavin Bahadur, MD

Ophthalmologist

I just read your premiere edition of Medicalife. Wow. Impressive. I found it refreshing. It encompasses all aspects of the physician's life, from legal to science to vacation to jewelry... Most importantly, it reads like *The New Yorker*, *Sunset Magazine*, and *Rolling Stone*; not like [JAMA] and *New England Journal*.

Mark Bell, MD

Emergency Physician

Thanks and thanks and many thanks.
Terri Langford, M.D.

Psychiatrist

[Medicalife Magazine] is just what we doctors need. The writing was light and interesting. I would be interested in writing for the publication.

Leo Gordon, MD

General Surgeon

The first issue is terrific ... I'm looking forward to your next issue.

Jonathon Cole, MD

Internist

I am glad I received the winter issue of Medicalife Magazine. Your article on "Electronic Health Records" told me specifically what I need to do. That kind of information is so helpful.

James Follette, MD

Internist

Please send me information on how to subscribe to Medicalife Magazine. I thought the "Medicine in the Media" article was funny.

Frederic Karubian, MD

Nephrologist

I really liked your magazine. It was a refreshing change from all my journals!

Michelle Miller, MD

Pediatric Cardiology

I really enjoyed reading Medicalife Magazine ... I especially liked the ads!

Mark Zatzkis, MD

Cardiologist

This was fun to read. I look forward to your next issue.

Daniel Cosgrove, MD

Urologist

Finally a magazine for doctors that is actually entertaining.

Kenny Marchet, MD

Plastic Surgeon

I was surprised at [Medicalife's] look and feel as well as the extent of the content ... I also thought the articles were quite good. The physician-models were a great idea.

Richard Taw, MD

Cardiologist

We were pleased to see the section "I am not a real model, but I play one in this magazine." ... We would like to know how our group of allied health professionals and neurosurgeons can be featured in your wonderful magazine.

Kate Bailey, NP

Cedars-Sinai Neurosurgical Institute



I really liked your magazine!

It was a refreshing change from all my journals.

Michelle Miller, MD

Pediatric Cardiology

AD SPECIFICATIONS

	bleed	non-bleed
spread	16.25 X 10.875	15.50 X 9.625
full page	8.125 X 10.875	7.125 X 9.625
1/2 page	n/a	7 X 4.5
1/4 page	n/a	3.375 X 4.5

Design Submission:

Email: design@medicalife.com
Mail: Medicalife Magazine
 10940 Wilshire Boulevard
 Suite 1600
 Los Angeles, CA 90024
Fax 800.708.2755

Requirements

All ads MUST be submitted in one of the two following forms: 1) Print-Ready PDFs or 2) Flattened TIF files. All files must be sized appropriately, have all registration marks included and be at least 300 dpi in resolution. Spread and full page ads need to have 1/8 bleeds built in. PDF files should have all fonts embedded and be self-contained. Files should be sent in either CMYK or Grayscale color format. We also suggest sending a printed hard copy of the file(s) for comparison. Any ads sent that do not meet the above specifications will incur additional production charges.

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Ad Sizes

Spread



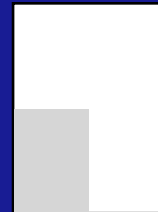
Full Page



Half Page



Quarter Page



RATES

	1x	2x	4x
Spread	\$12,750	\$12,472	\$11,315
Full Page	\$8,500	\$8,295	\$7,480
1/2 Page	\$6,375	\$6,183	\$5,610
1/4 Page	\$3,984	\$3,864	\$3,505

Back Cover: Add 40% Bleed: Add 10%
 Inside Back Cover: Add 25% Two-Color: Deduct 5%
 Inside Front Cover: Add 20% Black & White: Deduct 7%

DEADLINES

Issue	Materials Due
Spring 2008	February 13, 2008
Summer 2008	April 24, 2008
Fall 2008	July 20, 2008
Winter 2008	October 9, 2008

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