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Health | Wellness | Prevention | Treatment | Community | Cancer

Published quarterly, *Women* is the premier women's health and wellness magazine, covering all health and wellness issues, including nutrition, exercise, disease prevention and screening, and spiritual and emotional topics. *Women* empowers readers to take charge of their own health and recognizes the unique role of women in the overall health of their family and friends. In print, and at www.awomanshealth.com, our features, news, Web site exclusives, and archived past issues are easily accessible, creating the most in-depth women's health resource available today.

Why Women?

Women shares the market with other women's health direct-to-consumer magazines, however, *Women* has established its own consumer space as a title that focuses on women's health, wellness, and disease prevention, early detection, management, and survivorship.

Research indicates that women are the main healthcare decision makers for themselves and their families, that the great majority of health information seekers are women, and that the majority of caregiving is provided by women.

Women covers the health- and wellness-related topics that women care about today, including:

- nutrition and exercise
- cancer
- aging
- skin care
- heart disease
- fertility

Reach & Distribution

Current circulation is 200,000 copies per quarter, or 800,000 copies per year. *Women* is distributed through many channels in order to reach health conscious women and cancer patients. Our multi-channel distribution also enables us to reach a broader audience of caregivers, family members, advocates, and those concerned about screening and prevention.

Doctors' Offices 62% of circulation

We send copies of *Women* to over 90% of the oncology professionals in the country, as well as a growing number of primary care providers.

- Oncology Professionals - Medical oncologists, Gynecologic oncologists, Surgical oncologists, Radiation oncologists, Hematologists, Oncology nurses
- Primary Care Providers - Internists, Family Practitioners

Women reaches the right patients at the right times—when they most want the support, guidance and information that *Women* provides. Patients are being introduced to *Women* in waiting rooms, examination rooms, and hospital resource centers across the country.

Readership Demographics & Shelf-Life

The expanding readership of *Women* is comprised of proactive, educated, female health information seekers:

- 98.5% of our readers are female
- 55% attended college; 28% attended graduate school
- 84% are more likely to purchase or inquire about a product after seeing it advertised in *Women*
- 31% search the Internet for more information on topics in *Women*

Because *Women* is only published four times a year, each issue is highly anticipated by our readers. Additionally, issues are often saved for future reference and/or shared with friends.

- 52% read *Women* from cover to cover
- 46% spend 30 to 60 minutes with each issue of *Women*; 46% spend over 60 minutes with each issue
- 43% of our readers save issues of *Women* for future reference
- 35% share *Women* with their friends

To obtain copies of *Women*, sales inquiries, media kits, or any other materials, write to advertise@awomanshealth.com or call 208.727.2108.

For editorial comments and inquiries, write to editor@awomanshealth.com or call 208.727.2108.

