

FEATURING  
BERGEN'S TOP  
DOCTORS AND DENTISTS!

# (201) HEALTH

Bergen's most comprehensive guide to better health and better living – *(201) Health Magazine* – is back!

This annual publication, arriving in late May 2012, will – for the first time ever – identify Bergen's Top Doctors and Dentists, as selected by their physician peers in the county and the independent research firm, Key Professional Media.

## Reach 50,000 strong with your ad message!

This is the first year that *(201) Health* will be mailed to every household that receives *(201) Magazine*. That means your ad will get 100% greater the exposure in 2012! What's more, *(201) Health* is designed to be a "keeper" publication – referred to over and over again by readers during the course of the year. This gives your ad long-lasting value.

- Mails to every *201 Magazine* recipient — 50,000 in all!
- Features results of Bergen's first-ever Top Doctors and Dentists poll!

## (201) Health rates and special positions

### STANDARD SIZES

	Cost
Two-Page Spread.....	\$5,210
Full Page.....	2,895
2/3 Page.....	2,175
1/2 Page.....	1,710
1/3 Page.....	1,235
1/4 Page.....	955
1/6 Page.....	695
1/12 Page.....	410

All pages are full color; rates are gross and commissionable to recognized agencies only; trim size: 8.375" x 10.875"

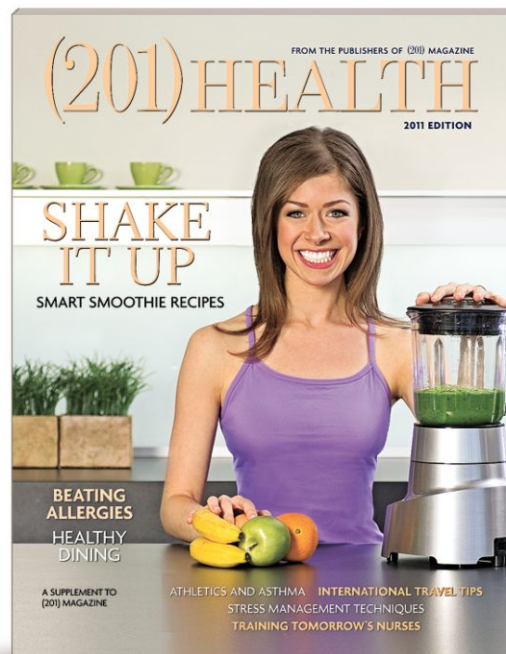
### PREMIUM POSITIONS

(subject to availability)

	Cost
Inside Front Cover.....	\$3,395
Page 1.....	3,395
Page 3.....	3,145
Opposite Contents page.....	3,145
Opposite Masthead 1 page.....	3,025
Opposite Masthead 2 page.....	3,025
Opposite Editor's Note page.....	3,025
Inside Back Cover.....	3,145
Back Cover.....	3,515

### CLOSING DATES

Ad Deadline: April 4  
Non Camera-Ready Material: April 9  
Camera-Ready Material: April 11  
Publication Date: May 30



## The following topics and more will be covered in (201) Health:

- Addiction
- Alternative Medicine
- Anti-Aging
- Cancer Support
- Child Safety
- Depression
- Family Health
- Fitness and Exercise
- Food and Nutrition
- Healthy Heart
- Pain Management
- Sleep
- Special Needs
- Sports Injuries
- Stress Management
- Weight Loss

For space reservations or further information, call your *(201) MAGAZINE* account representative or (201) 646-6955.