

A HEALTHY STRATEGY: HEALTHCARE + ADVERTISING

Healthcare consumers are informed, empowered and impatient.

WIN THEIR TRUST:

- Recognize the role you are expected to play
- Build strong brand promises
- Make them aware of your services
- Help make decisions, evaluate options, manage conditions, and educate

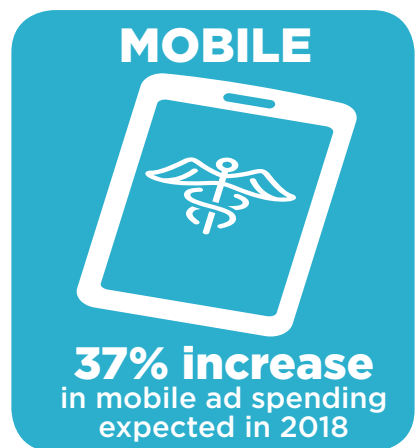


\$3.10B

Digital ad spending for healthcare will reach \$3.10 billion by 2020 (13.2% CAGR)

People spend more time searching about **health topics** than they do on e-commerce, Facebook, or YouTube.

2X
1/3 of consumers have a mobile health app...a **2X increase** since 2013



Magazine readers are...

3X as likely to visit a healthcare company online

2X as likely to seek health advice from friends

THE RIGHT AUDIENCE

7.3MM New Yorker readers are health conscious and are 20% more likely to be so

Bon Appétit readers are 50% more likely to be healthcare influential consumers

Glamour readers are 75% more likely to be super influential prescription drug consumers

81% of Allure readers are always looking for new ways to live healthier lives

CN Traveler readers plan to **spend \$1.8B on health**