

Monmouth County's

Ask The DOCTOR

THE HEALTH & WELLNESS MAGAZINE FOR YOU AND YOUR FAMILY



Reaching Over **90,000 Readers** in
Monmouth County with Every Edition



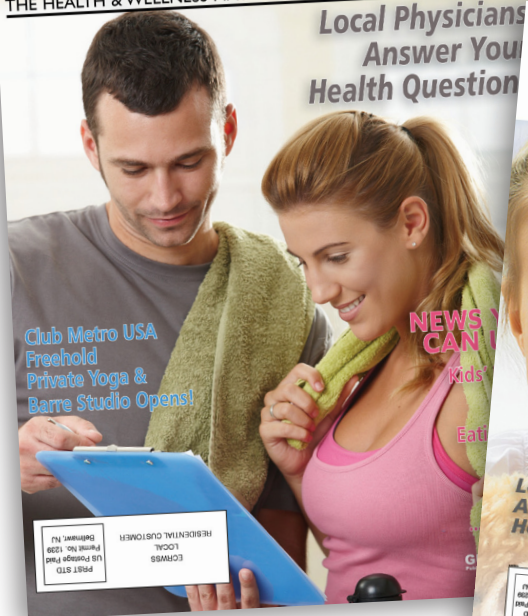
"Targeted Publications That Get Results"

Phone: 732-995-3456 | Fax: 732-677-3390 | Email: info@guntherpublications.com
Mail: PO Box 7632, Freehold, NJ 07728
Web: www.MonmouthCountyAskTheDoctor.com | www.GuntherPublications.com



Monmouth County's Ask The DOCTOR

THE HEALTH & WELLNESS MAGAZINE FOR YOU AND YOUR FAMILY



Monmouth County's Ask The DOCTOR

www.MonmouthCountysAskTheDoctor.com

Each issue includes health & wellness news, advice, and articles in select sections:

- Q & A Pages
- Doctor Profiles
- Healthy Home
- Kids' Health
- The Healthy Mind & Soul
- I Am Beautiful
- The Healthy Palate
- The Strong Lean Body
- As We Age
- Healthy Pets

Who are Monmouth County's Ask The Doctor (MCATD) readers?

- 44 median age
- 32% male
- 68% female
- \$194,889 average household income
- \$581,750 average home value
- 63% are executive, professional, or managerial
- 61% are dual income households
- 66% are married
- 96% attended college
- 77% keep at it for 5 weeks or more before discarding it
- They participate actively in social media
- They own smart phones
- They watch recorded television
- They read magazines that entertain and inform them

plus more on wellness trends, advice and news.

Story ideas are generated from reader interest as well as from trends within the healthcare industry.

These topics will help draw consumers/patients to your practice or institution.

Fight Fat Recipes

Get lots of protein, fiber, and healthy carbs which boost your metabolism and keep you feeling full all day long!

Green Tea Spiced Smoothie

Green tea is one of the top health foods. It helps to metabolism-boosting compound called EGCG. In one daily drinking cup it gives you a daily boost in metabolism. It also helps to burn fat.

Ingredients:

- 1/2 cup strong green tea, chilled
- 1/2 cup non-fat plain yogurt
- 1/2 cup orange juice
- 1/2 cup apple juice
- 1/2 cup banana
- 1/2 cup kiwi

Directions: Put all ingredients in blender. Blend until smooth. Drink cold. This is a healthy meal with only 210 calories and 6 grams of protein. It is low in sodium and has no fat or cholesterol.

Spicy Black Bean Chili

This healthy soup, delivers 17 grams of protein and 13 grams of fiber per serving. It is delicious and easy to make. It is also a great meal for those who are on a diet.

Ingredients:

- 1/2 cup strong green tea, chilled
- 1/2 cup non-fat plain yogurt
- 1/2 cup orange juice
- 1/2 cup apple juice
- 1/2 cup banana
- 1/2 cup kiwi

Directions: Put all ingredients in blender. Blend until smooth. Drink cold. This is a healthy meal with only 210 calories and 6 grams of protein. It is low in sodium and has no fat or cholesterol.

VACCINES AND ANTIBIOTICS - a safe combo?

It's a common misconception that antibiotics and vaccines are not safe to take together. In fact, they are very safe and can be taken together. Antibiotics are used to treat bacterial infections, while vaccines are used to prevent diseases. They are both essential for maintaining good health.

Dr. Pinakin R. Jethwa
Atlantic Neurosurgical Specialists (ANS)

Dr. Martiniz
Reproductive Science Center

Dr. Barnister, MD
Monmouth County Pain Management & Wellness Center

Rebecca Cipriano, M.D., FACOG
Board Certified, OB/GYN

(Averages below based on U.S. postal route mailings)

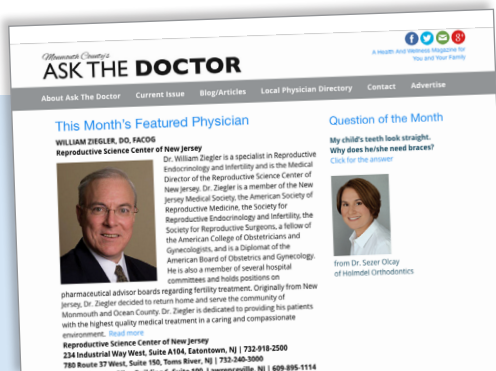


Our Direct Mail Distribution

Yields a readership with every issue in excess of 90,000 Monmouth County residents who are health and wellness interested consumers.

25,000 Direct Mailed with Each Issue Mailed to Middle/Upper Income Family Homes

Marlboro, Manalapan, Morganville, Englishtown, Freehold, Colts Neck, Holmdel, North Howell, Wall, Tinton Falls, Middletown, Lincroft, Belmar



Our powerful combination of print, social media, networking events and online communication ***provides additional exposure at no extra cost!***

Testimonials

Here's what our clients have to say about the benefits of advertising in Monmouth County's Ask The Doctor...



Advertising in This Magazine WORKS

Dr. Steven Linker, OD
Monmouth Vision Associates
50 Route 9 North, Suite 206
Morganville, NJ, 07751
Tel: 732-617-1717
<http://monmouthvision.com/>

"Monmouth County's Ask The Doctor Magazine Is The Best Advertising I have ever done for my practice. My office also gets a lot of new business and the ads always bring in quality patients and not patients who are just looking to use a coupon."

For more information about advertising, call 732-995-3456



Cami, I just saw a new patient from the ad I ran in your magazine! Thank you so much. I wanted to share the news with you!

— **DR. HOLLI ALSTER,**
FAMILY FOOT & ANKLE CENTER

I want to thank you for personally recommending me to a client that called the magazine to ask for a recommendation on my work after she saw an ad placed in Monmouth County's Ask The Doctor. I received many calls from my first ad and today I received another inquiry interested in eyebrows and eyeliner. I have also been a long time advertiser in The Millstone Times and The Family Times and recommend any business to place print ads with Cami and her publications.


— **SANDY MARINKO,**
ENVISION PERMANENT MAKE-UP

Within the first 2 days the magazine came out I got many new customers coming into my store and calls, too! I am still seeing new business from the ad. Thank you Cami!

— **CHRISTINE,**
BRAZEN BRA BOUTIQUE

I have been running ads with Gunther Publishing for many years and when Cami called me about this new publication, I decided to give it a try. I am very happy being able to meet and treat new patients and help them while growing my business too.

— **YALUNG CHEN,**
TREATMENT POINT ACUPUNCTURE




Advertising in This Magazine WORKS

Andee Plaza Pharmacy
Pharmacist: **Sailaja Nalam (Sally)**
130 Rt. 33 West, Manalapan, NJ
(732) 431-9400
www.AndeePlazaPharmacy.com

"I am very happy with the response I receive from my advertisements in Monmouth County's Ask The Doctor Magazine."

For more information about advertising, call 732-995-3456







Advertising in This Magazine WORKS

Dr. John M. Young
Shore Dental Sleepcare
273 Route 34, Suite 705
Colts Neck, NJ 07722
732-761-8300
www.shoredentalsleepcare.com

"I get many new patients from this magazine and it has been one of my greatest advertising vehicles."

For more information about advertising, call 732-995-3456






Advertising in This Magazine WORKS

Dr. Gerard DeBernardis
Director/Physician
Central Jersey Spine & Wellness
4261 US Highway 9, Freehold
732-683-1800
www.FreeholdChiropractor.com

Monmouth County's Ask The Doctor has proven to be an extremely effective way to educate the community about my practice. Unlike most of the other advertising media people receive in the mail, Ask The Doctor has a more professional appearance and design that looks more like a traditional magazine. Patients constantly compliment us about the article written about our practice in the "doctor magazine."

For more information about advertising, call 732-995-3456



2018 Publication Schedule & Deadlines

Winter Issue

January/February

Reservations: January 10th

Art Deadline: January 15th

In Homes: January 20th

Spring Issue

May/June

Reservations: May 10th

Art Deadline: May 15th

In Homes: May 20th

Fall Issue

September/October

Reservations: September 10th

Art Deadline: September 15th

In Homes: September 20th

Early Spring Issue

March/April

Reservations: March 10th

Art Deadline: March 15th

In Homes: March 20th

Summer/Back to School Issue

July/August

Reservations: July 10th

Art Deadline: July 15th

In Homes: July 20th

Holiday Issue

November/December

Reservations: November 10th

Art Deadline: November 15th

In Homes: November 20th

In Every Issue...

Health Articles and Q&A –

Your questions answered from local physicians Medical news and information

Doctor Profiles –

Here you will find physician information, including credentials, to help you choose a doctor or find out more about a doctor you go to now.

Healthy Home –

Here you will find Expert tips to make your home healthier, safe and fabulous.

Kids' Health –

Information, news & expert advice to raising healthy children from pregnancy to 18

The Healthy Mind & Soul –

Inspirational stories and advice on achieving mental balance and clarity

I Am Beautiful –

Everything from tips to trends Where to go in NJ for specialty services

The Healthy Palate –

Recipes to enjoy and local dining options for eating out

The Strong Lean Body –

Tips on how to reach and maintain a healthy fitness level

As We Age –

Articles and physician information just for seniors

Healthy Pets –

Here you will find basic care tips for your cat or dog



Partnership Package 6x Buy Includes:

- FREE Physician Spotlight on the MCATD's website's home page
- FREE social media / Facebook post per month
- FREE ad design with files to own and rights to ad designs
- FREE blog posts on website every issue to increase your SEO
- FREE newsletter exposure (display ad, article or OUR Pick)

Physician Spotlight Opportunity

ONLY \$195 with 6 Issue Campaign (Valued at \$580)

2017 Ad Rates *Display Ad or Editorial*

Full Page

1x	\$1,529
3x	\$1,439
6x	\$1,319

Half Page

1x	\$859
3x	\$819
6x	\$769

1/4 Page

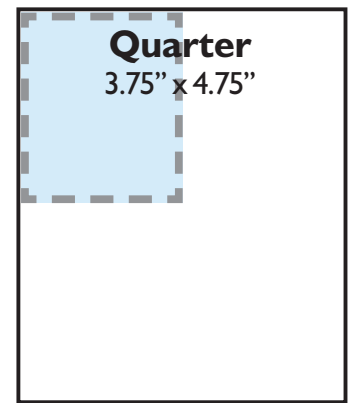
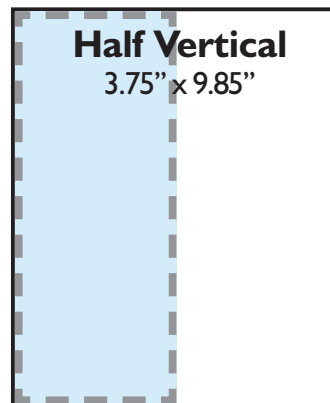
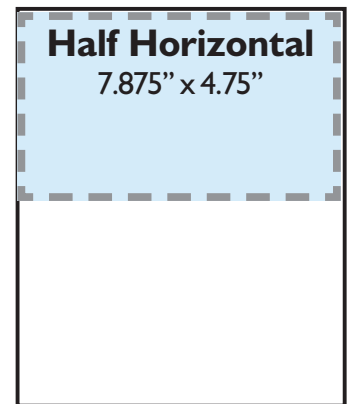
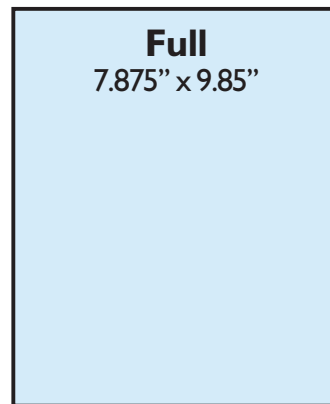
1x	\$469
3x	\$439
6x	\$399

Cover Rates

Page 2	\$1,990
Page 3	\$1,990
Inside Back	\$1,790
Back Cover	\$1,990

All ads are full process color.

Ad Sizes



*Bleed .25" on top, bottom, inside, outside
Margins .285" on top, bottom, inside, outside

Ad File Submission Guide

All ads must be set up in CMYK.

Minimum image resolution is 300dpi.

File format (display): pdf, jpg, tif, psd, eps

File format (editorial): Word doc for text with images as separate attachment

Photo format: jpeg

All ads must be created and submitted at final trim size



Are Accepted For Your Convenience