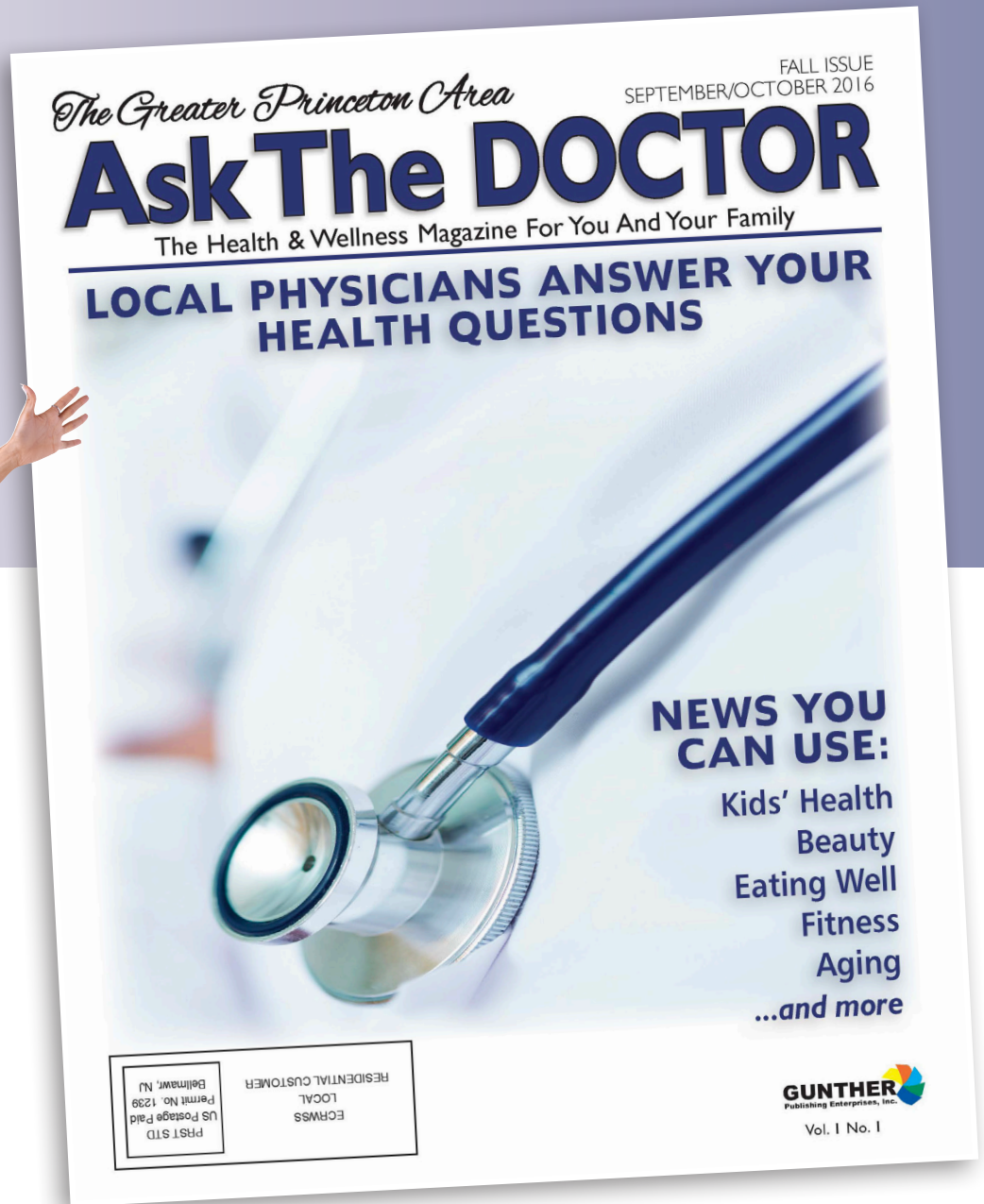


The Greater Princeton Area

Ask The DOCTOR

The Health & Wellness Magazine For You And Your Family



Reaching Over **75,000 Readers** in
The Princeton Area 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
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Who are The Princeton Area Ask The Doctor (PAATD) readers?

- 45 Median Age
- 35% Male
- 65% Female
- \$144,000 Average Household Income
- \$900,000 Average Net Worth
- \$675,750 Average Home Value
- 69% are Executive, Professional, or Managerial
- 20% hold the title: CEO, CFO, CTO, COO, President or Vice President
- 98% Attended College
- 41% Are Luxury Fashion Buyers

- 47% purchase Fine Jewelry
- 77% are Frequent Flyers
- 27% are Country Club Members
- Residents of one of the most affluent communities in New Jersey
- Well Respected Health Industry Leaders and Medical Professionals
- Call several Over 55 Communities their home
- Enjoy a sophisticated life

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

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

Kids love to eat, and their bodies need healthy fats, which boost your metabolism and keep you feeling full all day long!

If you're not sure how to cook, these recipes turn ingredients into your favorite meals in 30 minutes or less.

Green Tea Spiced Smoothie

Green tea is one of the top-selling foods, thanks to antioxidants boosting metabolism and keeping you feeling full all day long!

If you're not sure how to cook, these recipes turn ingredients into your favorite meals in 30 minutes or less.

Spicy Black Bean Chili

This hearty soup, delivers 17 grams of protein and 13 grams of fiber per cup in a delicious meal to keep you full and satisfied.

This recipe features two types of hot peppers: chili powder and jalapeno. As with all these peppers, use light if you're sensitive to spicy foods. Increasing your chili...

VACCINES AND ANTIBIOTICS - a safe combo?

Frequently asked questions in the medical world are, "Can I get my children vaccinated and get them on antibiotics?" and "Can I get my children vaccinated and get them on antibiotics?"

The answer is YES! Vaccines and antibiotics are safe to use together. In fact, they are often used together to treat infections. For example, if a child has a bacterial infection, they may need antibiotics to fight the infection. At the same time, they may need a vaccine to prevent future infections. This is why it's important to talk to your doctor about the best way to keep your child healthy.

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Dr. Pinakin R. Jethwa

Atlantic Neurosurgical Specialists (ANS)

Dr. Pinakin R. Jethwa is a native of India. He received his Doctorate in Medicine from the University of Madras, India. He completed his residency in Neurosurgery at the University of Madras, India. He is currently practicing in the United States. He is a member of the American Neurological Association and the American Neurological Society. He is also a member of the American Association of Neurological Surgeons. He is a board certified neurosurgeon. He is a member of the American Neurological Association and the American Neurological Society. He is also a member of the American Association of Neurological Surgeons. He is a board certified neurosurgeon.

Dr. Barnister, MD

Monmouth County Pain Management & Wellness Center

Dr. Barnister, MD, is a board certified pain management specialist. He is a member of the American Society of Anesthesiologists and the American Society of Pain Management Specialists. He is also a member of the American Association of Pain Management Specialists. He is a board certified pain management specialist. He is a member of the American Society of Anesthesiologists and the American Society of Pain Management Specialists. He is also a member of the American Association of Pain Management Specialists. He is a board certified pain management specialist.

Dr. Martinz

Reproductive Science Center

Dr. Martinz is a board certified reproductive endocrinologist. He is a member of the American Society of Reproductive Medicine and the American Society of Human Reproduction. He is also a member of the American Association of Reproductive Medicine. He is a board certified reproductive endocrinologist. He is a member of the American Society of Reproductive Medicine and the American Society of Human Reproduction. He is also a member of the American Association of Reproductive Medicine. He is a board certified reproductive endocrinologist.

Rebecca Cipriano, M.D., FACOG

Board Certified, OB/GYN

Dr. Rebecca Cipriano is a board certified obstetrician and gynecologist. She is a member of the American College of Obstetricians and Gynecologists and the American Society of Obstetricians and Gynecologists. She is also a member of the American Association of Obstetricians and Gynecologists. She is a board certified obstetrician and gynecologist. She is a member of the American College of Obstetricians and Gynecologists and the American Society of Obstetricians and Gynecologists. She is also a member of the American Association of Obstetricians and Gynecologists. She is a board certified obstetrician and gynecologist.

Abirah Verma, M.D., FAAP

Specializing in Pediatrics and Adolescents

Dr. Abirah Verma is a board certified pediatrician. She is a member of the American Academy of Pediatrics and the American Society of Pediatric Endocrinology. She is also a member of the American Association of Pediatric Endocrinologists. She is a board certified pediatrician. She is a member of the American Academy of Pediatrics and the American Society of Pediatric Endocrinology. She is also a member of the American Association of Pediatric Endocrinologists. She is a board certified pediatrician.

VACCINATIONS REQUIRED

With the flu season and the risk of other illnesses, it's important to make sure your child is up to date on their vaccinations. The CDC has a list of recommended vaccinations for children. It's important to talk to your doctor about the best way to keep your child healthy.

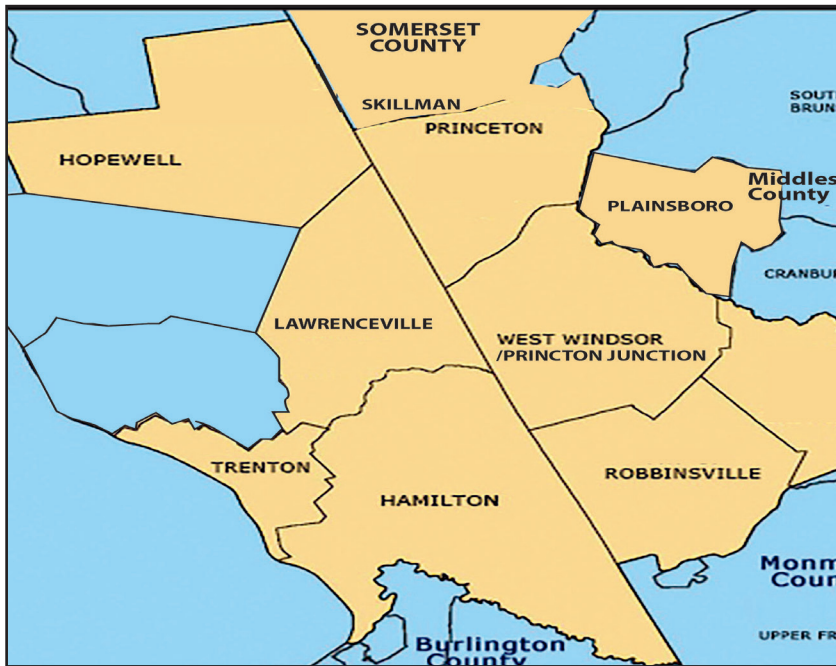
(Averages below based on U.S. postal route mailings)

Our Direct Mail Distribution

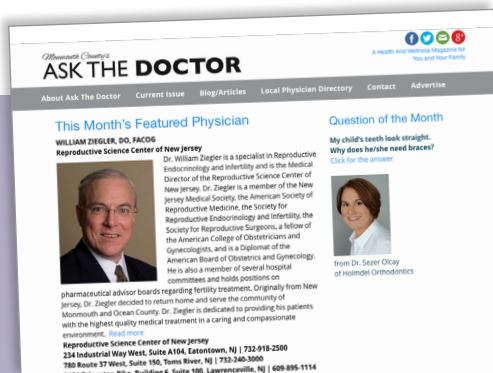
Yields a readership with every issue in excess of 75,000 Princeton Area residents who are health and wellness interested consumers.

27,000 Direct Mailed with Each Issue Mailed to Middle/Upper Income Family Homes

THE GREATER PRINCETON AREA




Skillman/ Montgomery:	08558	1,377 Homes
Princeton:	08540	2,891 Homes
Hopewell:	08534/08525	4,649 Homes
Plainsboro:	08536	2,409 Homes
West Windsor/ Princeton Junction:	08550	2,760 Homes
Robbinsville:	08691	1,903 Homes
Lawrenceville:	08648	4,849 Homes
Hamilton:	08690/ 08619/08620	2,511 Homes
Trenton/ Mercerville:	08690	2,019 Homes



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. Peter Bufano
NJ Spine & Wellness
300 Perrine Rd., Suite 305, Old Bridge
202 Mounts Corner Dr., Freehold, NJ
877.333.6579
NJSpineandWellness.com

"Ask The Doctor has allowed us to positively impact the lives of more people in the Monmouth County Area"

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. Sulla
Tender Smiles 4 Kids
122 Professional View Drive
Bldg 100, 2nd Floor
Freehold, NJ 07728
Phone: 732-625-8080
Fax: 732-625-8003
Email: freehold@tendersmiles.com

"I am very happy to advertise in this magazine as it truly represents professionalism of our field!"

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

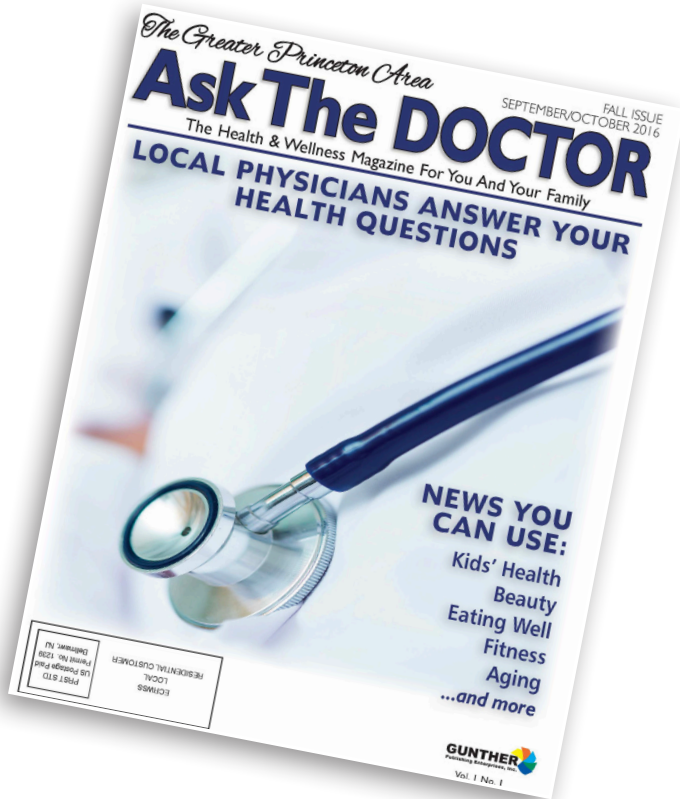
Holiday Issue

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

The Greater Princeton Area

Ask The DOCTOR

The Health & Wellness Magazine For You And Your Family

2016 EDITORIAL CALENDAR

JANUARY/FEBRUARY

Medical News & Info

- Why is it Important to See A Dermatologist?
- What Increases My Risk of Cancer?
- Men's Health-Transform Your Diet

I am Beautiful

- 10 Foods for Healthy Hair
- Anti-Aging Essentials

Kids Health

- What Vitamins Should I Give My Kids?
- How Cutting Sugar Can Enhance Kid's Health

As We Age

- Discussing Aging with Your Parents
- Alzheimer Care Giving Tips

The Healthy Mind and Soul

- What is Depression?
- Does the Weather Affect Your Mood?

The Healthy Palate

- 100 Calorie Snacks
- Foods With Healthy Fats

The Strong Lean Body

- Easy Ways to Get In Shape
- All About Yoga-The Benefits

MARCH/APRIL

Medical News & Info

- Allergies-What Are Your Options?
- Should I Be Screened for Type 2 Diabetes?
- Men's Health-Restock Your Medicine Cabinet

I am Beautiful

- Why Do I Have Spider Veins?
- How to Avoid Skin Reactions to Beauty Products

Kids Health

- How to Keep Your Kids Active
- Easy Snacks Your Kids Can Make

As We Age

- Exercise and Physical Activity
- Choosing Healthy Meals as You Get Older

The Healthy Mind and Soul

- 5 Tips for a Happier Work Environment
- Hiding Behind Social Media-The Dangers

The Healthy Palate

- Best and Worst Foods for Belly Fat
- Types of Fad Diets

The Strong Lean Body

- Boosting Your Body Confidence
- Finding your Healthy Weight

*Special Section-The Healthy Home

- Safe Household Cleaning, Building Materials, and Green Technology

MAY/JUNE

Medical News & Info

- Soda: How it isn't so Sweet For Your Health
- Tips to Finally Quit Smoking
- Men's Health-Father's Day Health Gifts

I am Beautiful

- Tips for Healthier Skin
- The Truth About Your Makeup

Kids Health

- Keeping Your Child Motivated
- Stressing the Importance of Resting

As We Age

- Can We Trust Online Health Information?
- Choosing the Right Life Insurance

The Healthy Mind and Soul

- Managing Your Stress
- 10 Ways To Boost Your Energy

The Healthy Palate

- Benefits to a Low Carb Diet
- Healthy, Tasty Seeds to Snack on

The Strong Lean Body

- Easy, 5 Minute Ab Workout
- The Right Exercises for Your Target Areas

JULY/AUGUST

Medical News & Info

- 10 Diseases Vaccines Can Prevent
- Do I Really Need a Flu Shot?
- Men's Health-Shape Up Your Summer

I am Beautiful

- 5 Must Have Makeup Tools
- Sunless Tanning Guide

Kids Health

- How to Deal With Bullies
- Leaving Bad Moods Behind

As We Age

- Menopause 101
- How Smoking Affects the Body Long Term

The Healthy Mind and Soul

- How To Love The Job You Have
- Connecting With Family to Boost Your Morale

The Healthy Palate

- Best and Worst Snack Foods
- Protein Myths and Facts: Debunked!

The Strong Lean Body

- Sports Injuries 101
- The Best Ways to Warm Up

SEPTEMBER/OCTOBER

Medical News & Info

- What is Really in Your Medicine?
- Breast Cancer Awareness Month
- Men's Health-Fall Training Guide

I am Beautiful

- Benefits of Beauty Oils
- Makeup and Sun Care: How Well Does It Protect You?

Kids Health

- Daring to Try New Veggies
- Resisting Peer Pressure

As We Age

- Ways to Keep Your Memory Sharp
- Managing Your Cholesterol

The Healthy Mind and Soul

- How to Become More Optimistic
- Does Caffeine Have Health Benefits?

The Healthy Palate

- Iron Rich Foods
- Ranking Common Fast Food Meals

The Strong Lean Body

- What is CrossFit?
- Practicing Pilates

NOVEMBER/DECEMBER

Medical News & Info

- Foods that Can Trigger Migraines
- 10 Tips for Living With Chronic Pain
- Men's Health-Grooming To Feel Your Best

I am Beautiful

- Morning Makeup Tips
- How to Conquer Winter Dry Skin

Kids Health

- Eating an Apple a Day?
- Benefits to Power Napping

As We Age

- Long term Care
- Housing Options for Seniors

The Healthy Mind and Soul

- 5 Ways Music Strengthens Your Mind
- How to Give Yourself a Break

The Healthy Palate

- Lightening Your Holiday Meals
- Juice Diet-Is it Effective?

The Strong Lean Body

- Recognizing Joint Injuries
- Exercises to Try With a Kettlebell

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2016-2017 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

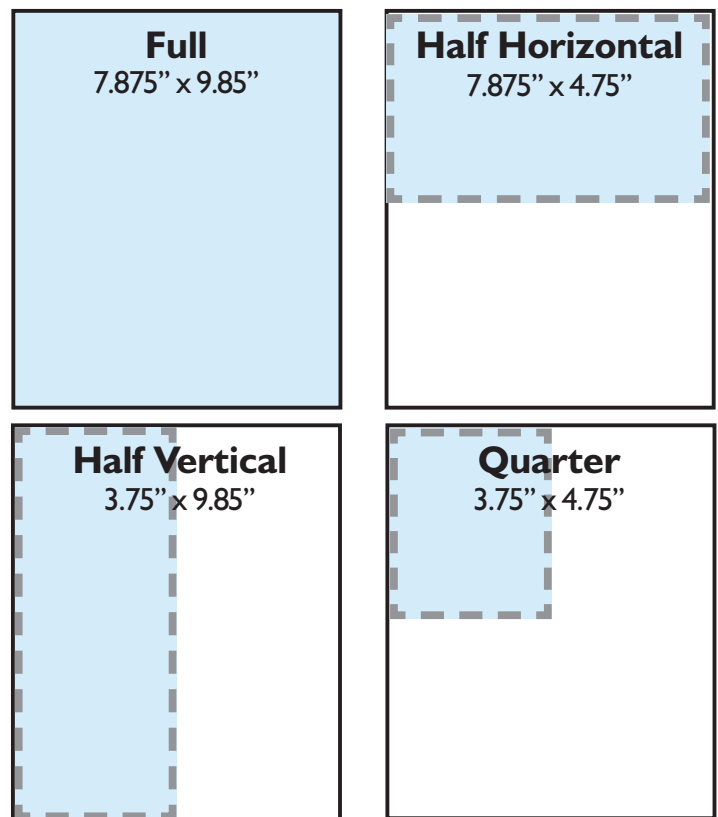
1x	\$469
3x	\$439
6x	\$399

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