

Monmouth County's

# Ask The DOCTOR

THE HEALTH & WELLNESS MAGAZINE FOR YOU AND YOUR FAMILY



## Reaching Over 40,000 Readers in Monmouth County with Every Edition

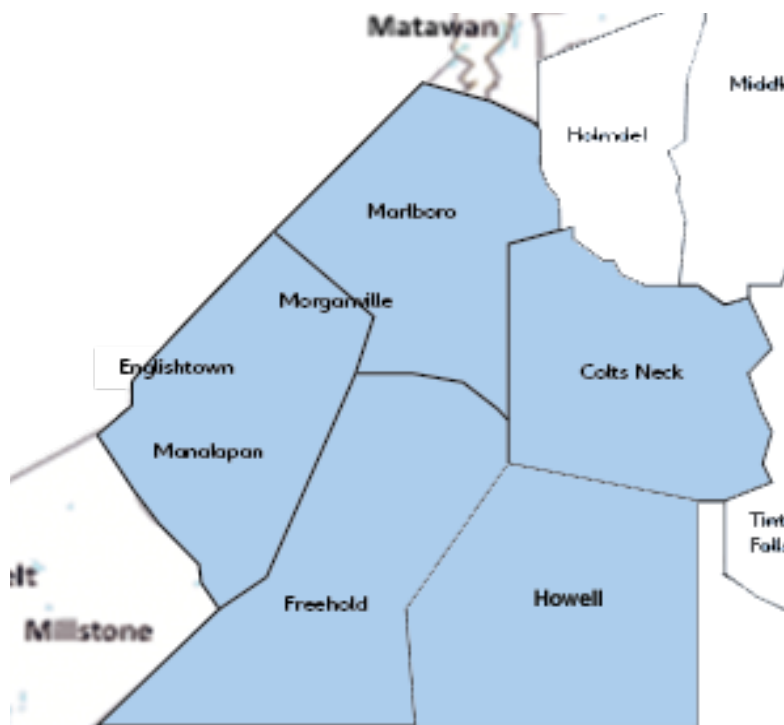


## Our Direct Mail Distribution

Yields a readership with every issue in excess of 50,000 Monmouth County residents who are health and wellness interested consumers.

**Total Direct Mail: 20,000**

**Plus People Pick-Up Locations  
Mailed to Upper Income Families**



**MANALAPAN 07726: 3,696 HOMES  
/ENGLISHTOWN**

**MORGANVILLE 07751: 3,244 HOMES**

**MARLBORO 07746: 4,342 HOMES**

**COLTS NECK 07722: 1,664 HOMES**

**FREEHOLD 07728: 3,996 HOMES**

**HOWELL 07731: 2,966 HOMES**

**DIRECT MAIL TOTAL: 19,908**



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

**GUNTHER**  
 Publishing Enterprises, Inc.

**Advertising in This Magazine WORKS**




**Dr. Gerard DeBernardis**  
 Director/Physician  
 Central Jersey Spine & Wellness  
 4251 US Highway 9, Freehold  
 732-683-1800  
[www.FreeholdChiropractor.com](http://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

**GUNTHER**  
 Publishing Enterprises, Inc.

**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](http://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

**GUNTHER**  
 Publishing Enterprises, Inc.

## PRINT ADVERTISING STATISTICS

- 89% people say they visit websites of advertisers they see in magazines
- 91% of adults read magazine media
- Magazine readership is more consistent across generations than other media
- 61% of magazine ads prompt readers to take action
- 84% purchase an item after seeing it in a magazine
- 84% keep magazines for at least a month, with 25% keeping them longer than a year
- 70% share magazines with friends and/or family borrow them from friends
- 63% use coupons from magazines to make purchases
- Print magazine advertising increases sales
- Households exposed to the print magazine campaign spent significantly more (+2% to 36%) than those not exposed

\* Facts and Statistics taken from the Association of Magazine Media: MPA FAC

## ADDED VALUE TO EVERY ADVERTISER

- MCATD offers online interactive reading and benefits of print reading with a direct link to each advertisers website
- MCATD offers monthly social media posts on all platforms with a direct link to each advertisers website
- MCATD offers Email marketing with a direct link to each advertisers website

## 2022 Publication Schedule & Deadlines

### Winter Issue

January/February 2022

Ad Deadline: January 10

In Homes: Jan 26-Feb 2

### Early Spring Issue

March/April 2022

Ad Deadline: March 10

In Homes: March 25-April 1

### Spring Issue

May/June 2022

Ad Deadline: May 10

In Homes: May 25-June 1

### Summer Issue

July/Aug 2022

Ad Deadline: July 10

In Homes: July 25-Aug 2

### Fall Issue

September/October 2022

Ad Deadline: September 10

In Homes: Sept 26-Oct 30

### Holiday Issue

November/December 2022

Ad Deadline: November 10

In Homes: Nov 24-Nov 30

## 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)**

## 2022 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

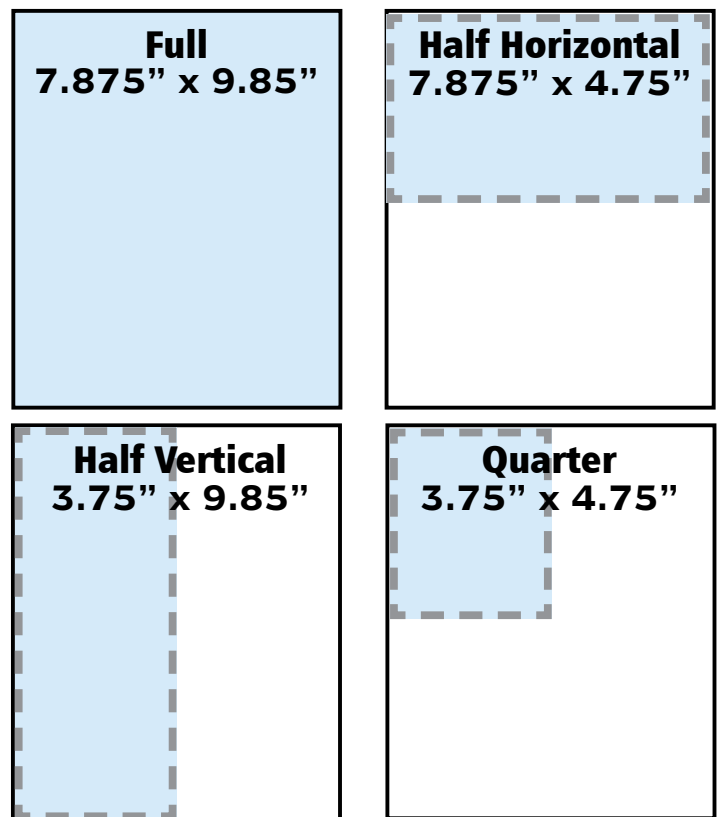
Page 2 .....	\$1,990
Page 3 .....	\$1,990
Inside Back .....	\$1,790
Back Cover .....	\$1,990

All ads are full process color.



Are Accepted For Your Convenience

## 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