



# Healthadnet Media Kit 2011



## Overview

Healthadnet is your one stop shop to hundreds of the most popular health websites, allowing you to reach millions of users each month on a single network. Using advanced technology and targeting, we deliver your ads to the right people at the right time, bringing you the best ROI. There are over 127 million American adults searching for health information, and products according to eMarketer. Their attention is spread across 60,000 health sites. Healthadnet has aggregated **350 sites** together, reaching **42 million unique visitors** per month. Through this network, we help advertisers to engage the right audience on the right site, producing a greater response than on a single site. The large reach gives you access to an unprecedented audience of health consumers.

## Benefits

- Reach more health consumers online than on other platforms.
- A higher number and greater variety of sites provide better audience matches.
- Technology enables precise targeting and **powerful optimization**.
- **Lower rates** for better ROI.

# Channels and Conditions

Advertisers can choose to target specific channels and conditions as shown below:

## Channels

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- Men's Health
- Women's Health
- Beauty
- Pet Health
- Weight Loss
- Seniors
- Alternative & Natural Health
- Fitness
- Nutrition
- Sports
- Parents/Family Health
- Health Care Professionals

## Conditions

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- Head/Neck/Spine
- Cancer
- Mental Health
- Heart Disease
- Diabetes
- Bone Health
- Sleeping Disorders
- Pediatrics
- HIV/AIDS
- Skin Conditions
- Allergy
- Eyecare & Vision
- Respiratory Disease
- Dental Conditions
- OBGYN
- Neuro Health

# Targeting

Tell us who you are targeting and we can tailor your placements using one or a combination of targeting methods:

## Behavioral

Identifies and tracks users that frequently visit sites that match the campaign target. User is targeted with the ad anywhere on the network.

## Day-part

Any hour or time period of the day or night.

## Geographic

Country, state, DMA, city and zip.

## User Data

3rd party data allow targetable data such as interests, behaviors, demographics etc.

## Re-targeting

Users who have previously clicked on your ad and visited your website are tracked and targeted with a “follow-up” message.

## Demographic

Age, gender, HHI, occupation , etc.

## Channels

Target users by website content categories.

## Behavioral

Increase the effectiveness of your campaign with behavioral targeting. BT uses data collected on a users' web-browsing behavior they have visited or the searches they have made to select which advertisements to display to that individual. This enables ads to be delivered to those users that are more likely to be interested, thus increasing the effectiveness of the campaign.

## Geo-Targeting

For campaigns with local needs, geo-targeting is an effective way to reach your target market.

We offer geo-targeting by state, DMA, city, zip and country.



STATE

ZIP

CITY

DMA

## Data Targeting

Using third-party data that is collected through various sources such as offline purchasing history, user registrations, inferred demographic data, surveys, etc, Health Ad Net gives you the ability to target users based on this information. With this data, advertisers can predict with as much precision as possible what consumers will buy and then advertise around that intent.

# Demographics

## Gender

Male	42 %
Female	58 %

## Total HHI

\$35,000 - \$49,999	18 %
\$50,000 - \$74,999	23 %
\$75,000 - \$99,999	29 %
\$100,000 - \$149,999	22 %
\$150,000 or more	8 %

## Education

No College	45 %
Bachelor's Degree	42 %
Post Graduate Degree	13 %

## Age

Under 18	7 %
18 - 24	18 %
25 - 34	21 %
35 - 54	25 %
55 - 64	16 %
65+	13 %

## Optimization

Healthadnet applies cutting edge optimization technology to each campaign. Ads are monitored constantly and shifted to the placements and sites with the best response.

This ensures that you get the most for your ad dollars. Healthadnet further optimizes each campaign by monitoring each creative.

Advertisers may submit various banner creatives with different messages and gather valuable information on what kind of messages and products perform the best with specific audiences.



**Contact Us**

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