



2026 MEDIA KIT

The Trusted Health Media Ecosystem That
Helps Patients Find Care

How Patients Discover Trusted Healthcare Providers

For more than 30 years, Your Health Media has focused on one mission:

Helping People Find The Healthcare They Need.

When people are worried about their health, they begin searching for information they can trust. The medical expertise they encounter in credible health information becomes the provider they ultimately trust, and choose.

Through credible health education in print, online, on social media, and via email, we have built a trusted platform that carries forward into Google and AI search – where healthcare decisions begin.

The Your Health Media Ecosystem



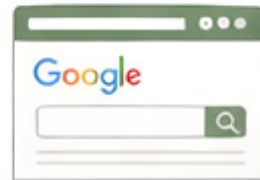
Print Authority

Long-standing print health media builds credibility and recognition, by introducing providers in a format patients recognize and trust.



Digital Authority

Provider features and educational articles live on our high-domain-authority (DA) website, YourHealthMagazine.net



Search Engine Visibility

Your content on our high authority site strengthens *your* authority and helps you show up in search results.



AI Discovery

AI systems like ChatGPT and Google Gemini surface information from trusted editorial sources, such as YourHealthMagazine.net.



Email & Social Reinforcement

Repetition builds recognition. Consistent visibility keeps providers familiar and top-of-mind.

Consistency creates trust.

Repeated exposure across trusted channels builds confidence and long-term patient visibility.

The Audience Behind the Your Health Media Ecosystem



Since 1990, we've built trusted health authority that modern search and AI systems rely on for discovery.

For more than three decades, the Your Health Media ecosystem has connected healthcare providers with the people who make care decisions.

At the center is *Your Health Magazine* – the trusted foundation, in print and online, where authority is built, recognized, and carried forward into **Google** and **AI-driven discovery**.

When doctors are featured in credible, long-standing health media, that authority follows them – influencing how they appear, rank, and are surfaced across modern search engines.

HEALTHCARE DECISION MAKERS

- **Readership:** 80% women / 20% men
- **Age:** 18% under 30 / 44% 30–50 / 38% over 50
- Women are the primary healthcare decision-makers for themselves, spouses, children, and aging parents

LOCAL REACH YOU CAN COUNT ON

Each month, *Your Health Magazine* is distributed via the *Washington Post* to thousands of high-traffic community locations in Washington DC, Suburban Maryland, and Northern Virginia, including:



Plus, Doctor's Offices, Libraries, Community Centers and More.

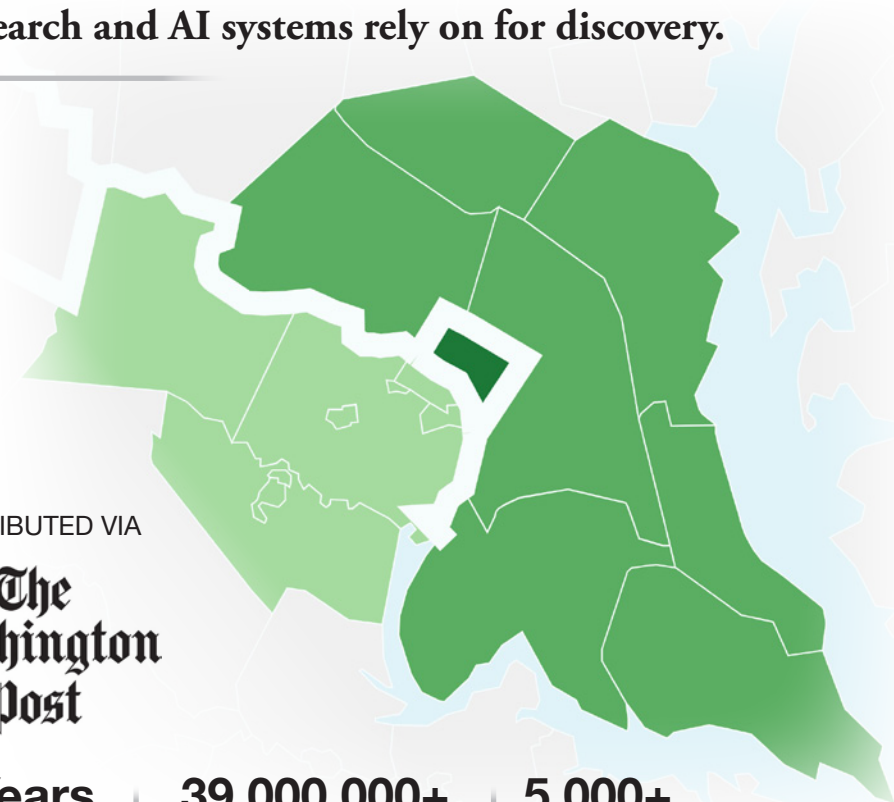
DISTRIBUTED VIA



36 Years
Publishing Health
Information

39,000,000+
Copies Distributed
Across MD/VA/DC

5,000+
Featured Doctors
& Practitioners



Digital Reach & Search Visibility



YourHealthMagazine.net

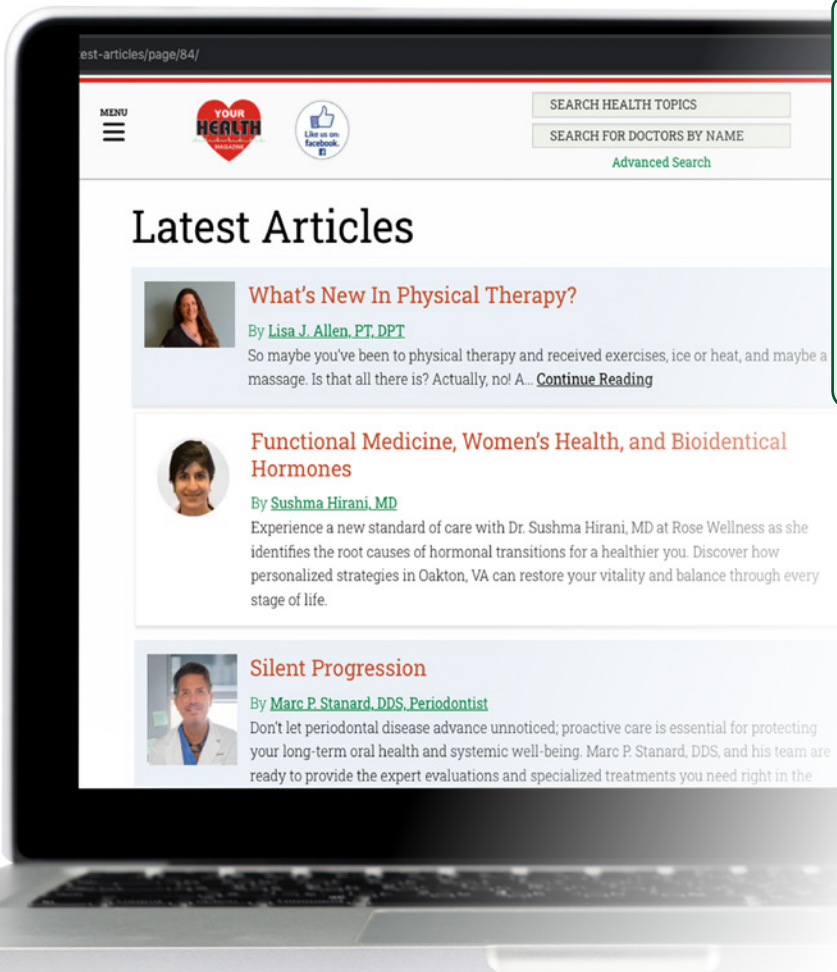
- ✓ ~360,000 monthly organic visits
- ✓ Hundreds of thousands of ranking keywords
- ✓ **Trusted health authority** built since 1990
- ✓ Education-first health content patients actively seek

How Patients Find Providers & Health Content

- ✓ Patients search doctors by name, specialty, and city
- ✓ Articles and provider profiles surface in Google & AI search results for conditions, symptoms, and local care options
- ✓ Strong visibility across local and condition-based searches
- ✓ Long-standing health authority with editorial roots in print

Search visibility is reinforced through email newsletters and the @YourHealthDMV Social Media Network.

Doctor Features and select Educational Articles from the print magazine are published as permanent, searchable content on [YourHealthMagazine.net](https://www.yourhealthmagazine.net), supporting ongoing visibility in Google & AI search.



Social Media *Visibility*

Extending Health Content Across the @YourHealthDMV Network



@YourHealthDMV



550,000+ MONTHLY CONTENT VIEWS

Content We Share

- Educational health articles from the print magazine
- Featured doctors and healthcare providers
- Health tips and short educational videos
- Community health topics and seasonal wellness guidance

Digital reach extends beyond the website, helping readers discover trusted health information across the @YourHealthDMV social media network.

Included With Print Advertising

Advertisers with a Front Half ¼ Page or larger receive:

- Online publication on **YourHealthMagazine.net**
- Visibility across the **@YourHealthDMV Social Media Network**

at no additional charge.

Optional Social Media Promotion

Advertisers may also request additional social media promotion of their article, announcement, or practice content.

Social posts can highlight:

- **Health Articles**
- **Practice Announcements**
- **Featured Doctors**
- **Educational Health Content**

Posts are shared across the @YourHealthDMV social media network.

Please inquire regarding sponsored social media post opportunities.

Make a Difference *In Print*

When people are searching for answers about their health, credible information helps them understand their options and feel confident taking the next step toward care.

Our print magazine places trusted medical expertise directly in front of those readers – building recognition that carries forward into digital search and discovery.



Why TMJ Technology Is So Important

By Jeffrey L. Brown, DDS
Sleep & TMJ Therapy

When a patient goes to their TMJ doctor, it is vitally important to make sure that certain technologies are used in order to get a good diagnosis and even greater treatment. In this article we will be looking at the merits of the dedicated Tesla coil, the x-rays to look at the jaw joint, the digital impression scanner, and the ever so important computer.

When it comes to getting a really great MRI of your TMJ joints, it is really important to be sure that the imaging center has a Tesla coil dedicated for this kind of work because it is so sensitive and can allow us to see the articular discs much better than some older technology. In so many cases, the MRI is done with an inferior machine and the reading is simply not that precise. This will often lead to a misdiagnosis and a path of treatment that looks like of money, time, and frustration.

Another piece of technology in getting proper TMJ treatment involves the x-ray equipment. It is important first of all to go with "progress" technology, i.e. low dose radiation and three-dimensional imaging. The 3-D imaging centers in reality hardly when the doctor wants to see what's going on behind and around the corners of various bones, especially the condyle or jaw bone. This information helps when trying to correlate to the findings of the MRI, do the slipped discs make sense and if that why the jaw bone has shifted in that direction?

A very fun and very special advancement when it comes to doing braces to finish up a TMJ patient is the digital impression system. This system basically uses a camera to videotape the teeth and the computer collectively "stitches" all the videos together to show the full what the teeth look like. In addition, the digital impressions are the most accurate way to see the teeth and jaw bones.

Then, the braces manufacturer uses a device to "test" each bracket to the best fit possible for every individual tooth. This means that each bracket is custom made, to hand the hand of a computer guided laser that is to the proper fit and torque needed to achieve the best result in the shortest time possible. Thank a God for your trip up to Canada the computer will design the teeth difficult, quick, and most efficient path to get you there.

Let's not forget give mention to our old friend, the computer, which has advanced so much in recent years that we have become used to it missing our teletypes, our keyboards, our mouse, and our low fat, low protein, low calorie. Without the computer, we could not show the patient the wonderful world of digital x-rays and show them how their progress has changed. The computer and all these other technologies have nearly changed our world, and made treatment better and easier for patients.

We Are NOT Your Typical Dental Office

We Can Help With:

- Jaw Pain, Clicking or Popping
- Head, Neck and Shoulder Pain
- Migraines
- Craniofacial Pain
- Sleep Apnea
- Orthodontics

Dr. Jeffrey Brown has limited his practice to focus only on TMJ Disorders, Craniofacial Pain Management and Sleep Apnea. By using slipped discs in the jaw joints, Dr. Brown can significantly reduce the pain patients experience in the forehead region and other symptoms associated with jaw joint problems. Sleep & TMJ Therapy may be able to improve the quality of life for you or a loved one – we encourage you to contact us with any questions or concerns.

SCHEDULE YOUR APPOINTMENT TODAY: 703-821-1103

2841 Harland Road, Suite #301, Falls Church, VA 22043 • www.sleepandtjtherapy.com

Jeffrey L. Brown, DDS
TMJ & Sleep Apnea Treatment
SLEEP & TMJ THERAPY

2841 Harland Road, Suite #301, Falls Church, VA
703-821-1103

YOUR HEALTH

The Heart of Whole-Body Health

February 2019 Northern Virginia
Mental Health Awareness

Complementary & Integrative Healthcare

LOCAL DOCTORS & ARTICLES AT YOURHEALTHMAGAZINE.NET

www.SleepandTMJTherapy.com

Full Page	1/8 Page
1/2 Page	1/8 Page
	1/4 Page

Front Cover Feature

High-visibility placement tied to the monthly Editorial Calendar. Providers featured on the cover immediately signal authority to readers, and are also featured on the website and on social media.

Additional Print Options

Full-page, half-page, quarter-page, eighth-page, and add'l size options are available throughout the magazine. Each placement includes space for an accompanying educational article, up to 400 words.

Exclusive Page (Most Popular Placement)

A full-page ad/article combination dedicated entirely to your practice. An Exclusive Page combines a patient-focused educational article with a professionally designed layout on a single, dedicated page.

TMJ & SLEEP DISORDERS

Jeffrey L. Brown, DDS
Sleep & TMJ Therapy

2841 Harland Road, Suite #301, Falls Church, VA
703-821-1103
sleepandtjtherapy.com

Dr. Jeffrey Brown grew up in the state of Maine and went to Bowdoin College, where he graduated Magna Cum Laude in 1982. He accepted early admission into the Georgetown School of Dentistry, and graduated from there in 1986. While at Georgetown, Dr. Brown worked on the Neurology Department as an assistant on a project that involved studying the regeneration of nerve tissue in the spinal column after major trauma.

Dr. Brown graduated from Georgetown Dental School. Dr. Brown studied for a short time as an associate in a practice in Falls Church, VA. Upon leaving, he opened one of the largest practices ever seen on the East Coast.

Dr. Brown took a short sabbatical to help raise his four young children and to continue his education. It was then that he began the process of understanding sleep apnea and craniofacial medicine. His knowledge in the combined fields of TMJ, sleep and orthodontics has given him a perspective unlike other practitioners who perform both dentistry and orthodontics. Dr. Brown has also learned the advanced techniques involved in expanding an airway so that both children and adults can breathe better. His training continued over time at the Levine Sleep Medicine Center near the James University Hospital. He is a certified Fellow of the American Academy of Craniofacial Pain, awarded the Level of Legacy with the AAD American Academy and holds membership with many societies.

In 2013, Dr. Brown and Dr. Brandon Stack and was immediately impressed with the success Dr. Brown, helping people by dealing with many debilitating TMJ issues became his greatest hobby. And, as they say, the rest is history!

Professionals Biographies

Provider profiles published in a dedicated section appearing only twice per year (January and July). These 1/6-page biographies are organized alphabetically by specialty and focus on credentials, areas of care, and patient approach. *Front Cover Photo and Online/Social Media Feature opportunity.*

Featured Doctors and select Articles also appear on **YourHealthMagazine.net**, where patients search by doctor name, specialty, city, and health topics, with added reach across the **@YourHealthDMV Social Media Network**.

Print Visibility Rates & Specs



Print placements are designed to inform, reassure, and establish lasting credibility with healthcare decision-makers.

PREMIUM PLACEMENTS		1x Front Half*	1x Back Half*	BEST VALUE:	
				12x Front Half*	12x Back Half*
Back Cover	8.75 x 11	-	\$975	-	\$595
Inside Covers	8.75 x 11	\$850	\$775	\$525	-
Exclusive Page	8.75 x 11**	\$510	-	\$395	-
Cover Feature†	4 x 9.5	\$600	-	-	-
Biography†	4 x 3	\$225	\$175	-	-
STANDARD PLACEMENTS					
Full Page	8.75 x 11	\$750	\$510	\$450	\$395
1/2 Page	6.5 x 5 3/8 or 4.25 x 11	\$430	\$350	\$295	\$250
Mini 1/2 Page	6.5 x 5 3/8	\$360	\$250	\$250	\$195
1/4 Page	4.25 x 5 3/8	\$295	\$170	\$200	\$140
1/6 Page	4.25 x 3 5/8	\$200	\$125	\$150	\$100
1/8 Page	4.25 x 2 5/8	\$150	\$ 90	\$100	\$ 75

BONUS DIGITAL VISIBILITY

Advertisers with a **Front Half 1/4 Page or Larger** also receive:

- **FREE** article publication on **YourHealthMagazine.net**
- **FREE** article publication across the **@YourHealthDMV Social Media Network**

DISCOUNTS: 10% off when you reserve more than one edition
3 months: 5% off • 6 months: 7% off

* Front Half ads appear in the first half of the magazine; Back Half ads appear in the second half.
** Exclusive Page Ad dimensions: 6.5 x 8 † Availability based on editorial calendar and issue focus.

EDITIONS AVAILABLE (prices per edition)

Washington DC • Northern Virginia
Maryland (specific coverage areas available upon request)

ARTICLE & DESIGN CONTENT

All print placements include space for an educational article of up to 400-500 words. Ad files and article content should be submitted according to our guidelines at YourHealthMagazine.net.
Editorial & design assistance are available.

For integrated visibility across print, digital, email, and content distribution, see additional options on the following pages.

Questions or next steps: 301-805-6805 | publish@yourhealthmagazine.net

EDITORIAL CALENDAR

JANUARY



**Biographies –
Meet Your Local
Health
Professional**

Deadline:
December 3, 2025

Featuring:
Primary Care
Specialists
Integrative
Fitness
And More!

FEBRUARY



**Cardio Health,
Diabetes, Stroke
plus
Mental Health**

Deadline:
January 7th

Featuring:
Endocrinologists
Cardiologist
Neurologists
Nutritionists
Psychiatrists
Psychologists
And More!

MARCH



**Complementary
& Integrative
Healthcare
plus
Colon Cancer**

Deadline:
February 4th

Featuring:
Chiropractic
Hypnotherapy
Holistic Healthcare
Nutritional Therapy
Acupuncture
Physical Therapy
And More!

APRIL



**Beauty, Skin Care
& Gorgeous Smiles
plus
Women's Health**

Deadline:
March 4th

Featuring:
Dermatology
Aesthetics
Body Contouring
Plastic Surgery
Cosmetic Surgery
Weight Loss
And More!

MAY



**Healthy Vision
plus
Active Aging**

Deadline:
April 1st

Featuring:
LASIK
Eye Glasses
Contacts
Surgery
New Technology
Seniors
And More!

JUNE



**Pain Management
& Rehabilitation
plus
Health Technology**

Deadline:
April 29th

Featuring:
Pain Management
Physical Therapy
Chiropractic
Massage
New Health
Technology
And More!

EDITORIAL CALENDAR

JULY



Biographies – Meet Your Local Health Professional

Deadline:
June 3rd

Featuring:
Primary Care Specialists
Integrative Fitness
And More!

AUGUST



Women's Healthcare plus Women In Healthcare

Deadline:
July 1st

Featuring:
Gynecology
Dermatology
Aesthetics
Plastic Surgery
Women In Healthcare
And More!

SEPTEMBER



Dental Health plus Weight Control, Exercise & Nutrition

Deadline:
July 29th

Featuring:
Cosmetic Dentistry
Periodontics
Orthodontics
Oral Surgeons
Gyms
Weight Loss
And More!

OCTOBER



Cancer Awareness plus Health Technology

Deadline:
August 26th

Featuring:
Dermatology
Oncology
Gynecology
Oral Surgeons
New Health Technology
And More!

NOVEMBER



Beauty, Skin Care & Gorgeous Smiles plus Women's Health

Deadline:
September 23rd

Featuring:
Dermatology
Aesthetics
Body Contouring
Plastic Surgery
Cosmetic Surgery
Weight Loss
And More!

DECEMBER



Healthy Holidays plus New Year, New You!

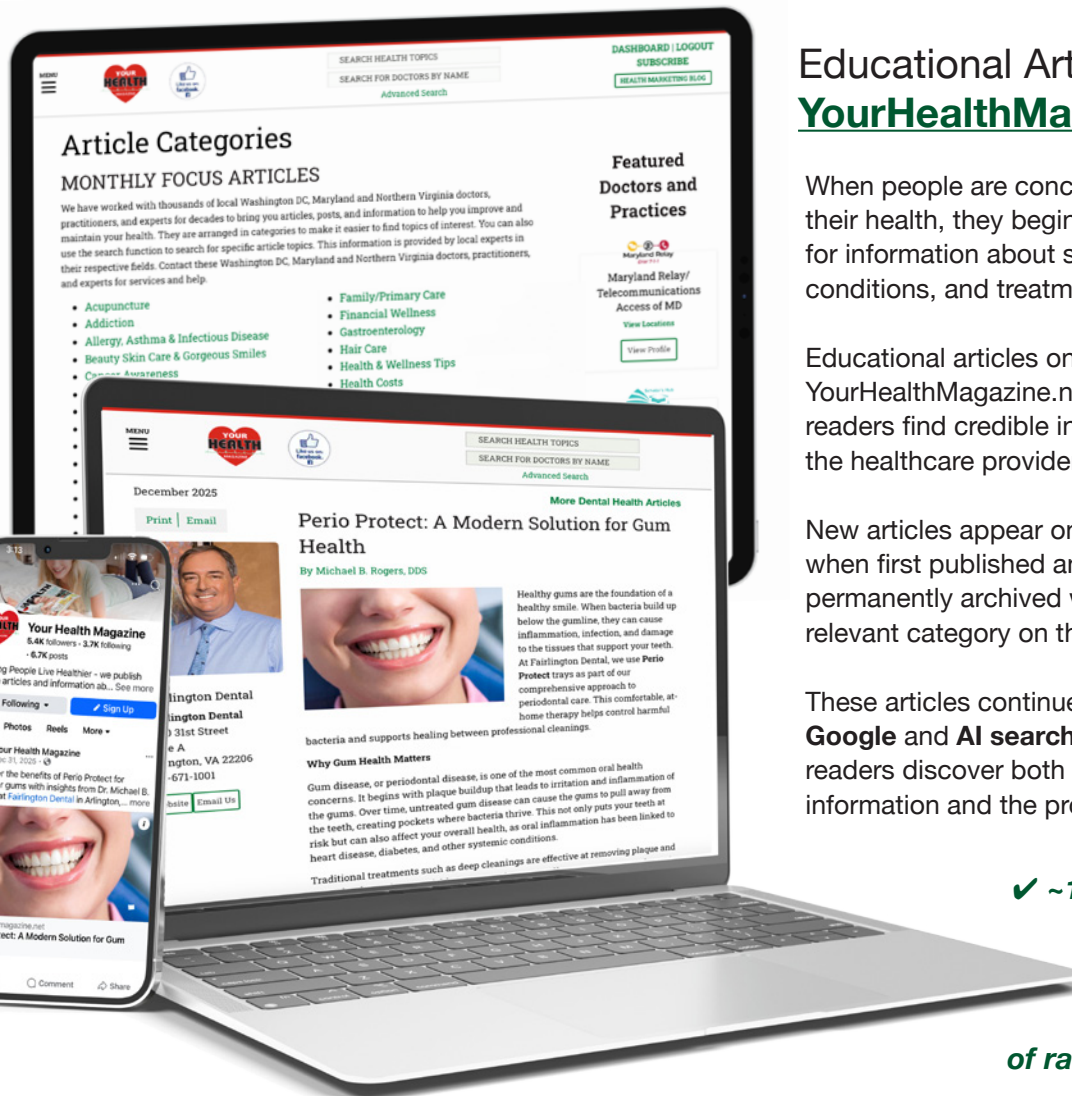
Deadline:
October 21st

Featuring:
Primary Care Specialists
Integrative Fitness
Weight Loss
And More!

View the Latest and Archive Editions at YourHealthMagazine.net/Latest-Editions

Digital Editorial Features

Educational Health Articles Published Online



Educational Articles on YourHealthMagazine.net

When people are concerned about their health, they begin by searching for information about symptoms, conditions, and treatment options.

Educational articles on YourHealthMagazine.net help those readers find credible information – and the healthcare providers behind it.

New articles appear on the homepage when first published and remain permanently archived within the relevant category on the site.

These articles continue to appear in **Google** and **AI search results**, helping readers discover both the health information and the provider behind it.

✓ ~150,000 monthly organic visits

✓ Hundreds of thousands of ranking keywords

EDITORIAL FEATURE PACKAGE

\$295 per article

Print advertisers with a Front Half 1/4 page or larger receive a Digital Editorial Feature for no additional charge.

Includes:

- Publication on YourHealthMagazine.net
- Homepage placement when first published
- Permanent placement within the article category archive
- Social media posts across the @YourHealthDMV network



CONTENT CREATION (Optional)

If writing assistance is needed, editorial support is available.

+\$150 article writing & editing

ARTICLE SPECS

- Recommended length: 400-500 words, optimized for SEO
- Up to 2 do-follow links allowed

Educational articles remain permanently published on **YourHealthMagazine.net**, continuing to generate search visibility and patient discovery.

Featured Doctor & Practice Profiles

Permanent Visibility on YourHealthMagazine.net

When patients search for trusted local healthcare providers, a dedicated profile on **YourHealthMagazine.net** helps them quickly learn about your expertise and credentials.

Featured profiles appear throughout the website and are displayed in the right-hand sidebar across most pages, increasing visibility to readers exploring health articles, searching for information, and looking for providers in their area.

Each profile page highlights your credentials, specialties, and services, helping patients connect the health information they are reading with the provider behind it.

Profiles remain active while your subscription is active and may be updated as needed.



Why Featured Profiles *Matter*

Patients researching health conditions often look for trusted local providers at the same time. Featured profiles help readers quickly connect the information they are learning with the doctors and practices who provide that care.

Profiles appear alongside educational health content across the site, reinforcing your credibility while helping patients discover your practice.

FEATURED PROFILE SUBSCRIPTION

\$295 per month

Includes:

- Dedicated doctor or practice profile page on **YourHealthMagazine.net**
- Prominent placement in the **Featured Doctors & Practices** sidebar across the website
- Do-follow link to your practice website
- Provider photo and/or practice logo
- Degrees, training, certifications, and professional background
- Specialties and conditions treated
- Office locations and contact information
- Images and optional additional practice information
- Monthly Featured Doctor/Practice Social Media Posts across the @YourHealthDMV Network

SPECIAL PRICING FOR PRINT ADVERTISERS

- **FREE** when you are featured in the print magazine that month.
- **80% OFF** when you run any other print advertisement in *Your Health Magazine*.

Website *Banner Advertising*

Be Seen While Patients Explore Health Information



Banner Rates

Top Leaderboard \$895 per month
980 x 120 – top of most pages

Body Leaderboard \$695 per month
595 x 130 – appears within content

Sidebar Tower \$495 per month
250 x 200 – appears in right sidebar

SAVINGS:

3 months – 5% off

6 months – 7% off

12 months – 10% off

50% DISCOUNT

on Website Banners when combined with print placements in *Your Health Magazine*.

Why Banners *Work*

Readers researching health topics are often actively looking for a provider at the same time.

Banner placements appear throughout the website, keeping your practice visible while readers explore health articles and search for local providers.

Banner Specs

- JPG, PNG, GIF, or HTML5
- Ads should include a destination URL
- Files should be optimized for fast loading
- Creative assistance is available if needed

Email Visibility

Reach Local Readers Directly in Their Inbox

Your Health Media's weekly email newsletter delivers trusted health content to approximately **100,000+ local subscribers**, offering opportunities to feature articles, place display advertising, or send a dedicated email broadcast.

WEEKLY EMAIL NEWSLETTER OPTIONS

Print Advertisers Receive 50% Off All Newsletter Placements

1. FEATURED EMAIL ARTICLES

Each weekly newsletter includes health articles published on YourHealthMagazine.net.

Featured placements highlight articles within the email and link readers directly to the full article on YourHealthMagazine.net.

ARTICLE PLACEMENTS:

Top Article Placement – **\$595**

2nd Article Placement – **\$295**

3rd Article Placement – **\$250**

4th Article Placement – **\$195**

2. NEWSLETTER DISPLAY ADVERTISING

Each newsletter also includes a limited number of display advertisements.

\$695 per newsletter (275 x 305 pixels)

- Linked banner ad within the newsletter
- Direct traffic to your website
- Visibility alongside trusted health editorial content

DEDICATED EMAIL BROADCAST

Send a dedicated email message directly to the entire Your Health Media audience.



\$3,000 per send

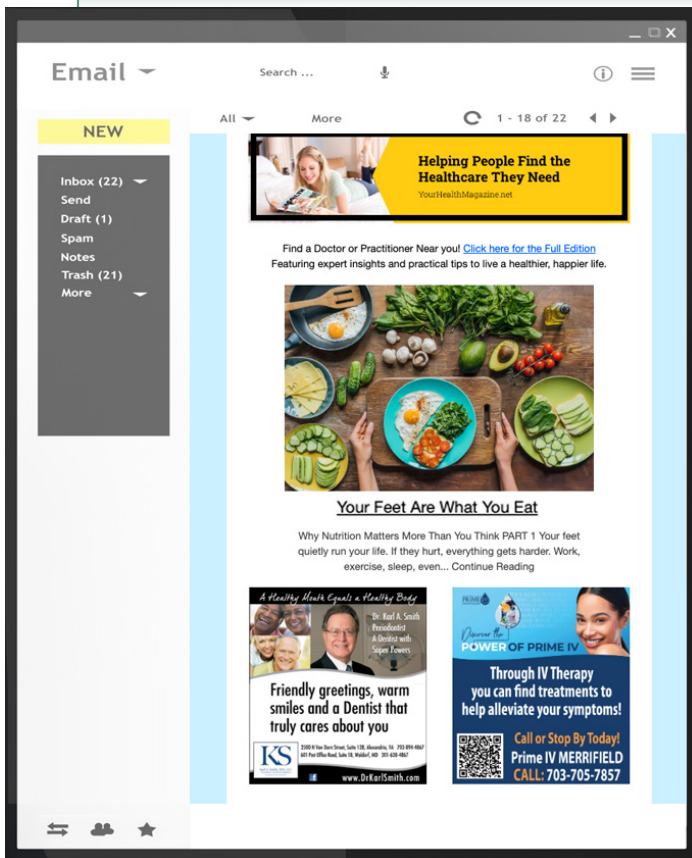
Includes:

- Full email dedicated to your message
- Sent to ~100,000 local subscribers
- Links directly to your website

LIMITED: A limited number of Dedicated Email Broadcasts are available each month.

Specifications:

- 600 x 1000 pixels (recommended layout)
- JPG or PNG accepted
- File size under 1MB



View a sample Email Newsletter at:
YHM.news/email

Authority Press Distribution

Get Your Story Published Across 300+ Media Platforms



Your Health Media offers press-style distribution that publishes your story across 300+ online media platforms, helping your brand appear in search engines, news outlets, and digital discovery channels.

This multichannel distribution helps practices and healthcare brands build authority, credibility, and search visibility across the web.

What This Service Does

One campaign distributes your story across multiple digital channels:

- Online news and media sites
- Google-indexed publications
- Video platforms
- Podcast networks
- Social media platforms
- Blog and authority content sites

Your story is republished in multiple formats, expanding reach and increasing discoverability across search engines and AI-powered platforms.

Why It Works

Modern discovery happens across many channels. Multichannel distribution helps your brand:

- Increase search visibility
- Build online authority
- Reach audiences across multiple platforms
- Appear in news-style publications
- Improve credibility when patients research providers online

Authority Distribution Campaign – \$395
Print Advertisers – \$195

- News-style article creation
- Multi-format content campaign
- Distribution to 300+ media platforms

Multichannel distribution helps healthcare providers build authority, credibility, and visibility.



We Put Your Practice Where Patients Are Looking.

Every day, people across Washington, DC, Maryland, and Northern Virginia search for answers about their health – often unsure where to turn or which doctor to trust.

Your Health Media exists to make that search easier.

Through print and digital multichannel distribution, credible medical expertise reaches the people who need it – helping readers discover trusted physicians, understand their options, and take the next step toward better health. ***This Makes A Difference.***

Be part of the ecosystem helping people find the care they need.

Call 301-805-6805

or schedule a quick consultation: calendly.com/yourhealthmagazine