

FLORIDA

DOCTOR

Florida Doctor Magazine, founded in 2004, is dedicated to celebrating the successes, challenges, lifestyles and influence of physicians with articles about their professional and personal accomplishments.

Florida Doctor magazine offers fresh insights about the healthcare profession in North Florida. Each edition is designed with content covering regional doctors, hospitals, and medical institutions, along with stories of statewide significance.

Editorial Summary

Florida Doctor Magazine's content covers doctors' innovations and breakthroughs, their passions, their practice challenges, their colleagues and their communities in an informative, concise, and engaging style. It also includes information about personal and business finance, wealth management, legal issues, faith, family, and leisure activities. It helps busy doctors stay informed about who's who, and who's doing what, in their local community as well as the broader medical community. Each issue provides insightful articles and tools that doctors can apply to their practice and personal life.

"Florida Doctor is a publication I would recommend with complete confidence."

—Kathy Jamiel, Compass Bank

"I am amazed at how many physicians have come up to me and told me that they receive the magazine and enjoy it."

—Mark A. Spatola, MD, NE FL Neurosurgery

"I am a board-certified healthcare attorney in Jacksonville, Florida. I have been advertising in Florida Doctor for two years and have found this publication is the perfect fit for my target market."

—Ann Bittinger, The Bittinger Law Firm

Our Unique Audience

The Florida Doctor Magazine readership consists of 10,000+ medical practitioners licensed in the State of Florida. Our audience typically shares not only compassion for their patients, but also an interest in their respective communities. Our readers have attained a high level of education and financial stability.

95% of readers have income over \$150k
Annual household income exceeds \$250k
70% of readers are age 35-65

Our Elite Readership

Florida Doctor Magazine readers include men and women in all medical specialties and subspecialties. Our readers are doctors at the peak of their careers, doctors new to the profession, and those nearing retirement age or planning early retirement.

Our readership includes Medical Doctors, Surgeons, Dentists, Optometrists, Physician Assistants, Chiropractors, Osteopathic Physicians, various Medical Specialists, Interns and Researchers, among others.

Why Florida Doctor?

- ✓ Opportunity to reach 10,000+ high income, high net worth doctors.
 - ✓ Generate more referrals from medical providers.
 - ✓ Share cutting-edge technologies and procedures with your peers.
 - ✓ High-quality, quarterly, perfect-bound format for extended shelf-life and readership exposure.
 - ✓ Ability to advertise across effective print and digital magazine formats.
 - ✓ Enhanced visibility for your organization's products and services presented across print, online and social media channels.
 - ✓ Cost-effective advertising targeting medical professionals with average annual income over \$250k.
 - ✓ Add videos into articles and advertisements to enhance your message.
 - ✓ Four forms of advertising
- 1. Display advertisement**
 - Variety of ad sizes and placement options provides high degree of flexibility for your message and budget.
 - 2. Article Advertisement**
 - Tell your story about your business.
 - Ideal format for presenting customer testimonials.
 - Informative style engages prospective customers.
 - 3. Custom Inserts**
 - 4-page separately printed article with custom Florida Doctor cover.
 - 4. Soles-sponsored Digital Magazine**
 - Reach 1000s of doctors with your exclusive "mini-FD issue" in cutting-edge digital/mobile-friendly format.



FloridaDoctorMagazine.com

- Compelling articles and news
- Archive of digital/mobile issues



FD Mobile

- Digital/Mobile edition delivered to 3,500+ doctors
- Video and rich media content capabilities.

FLDR eNewsletter

- Emailed to readers with current and upcoming topical stories.
- Link to current issue

Social Media

- FaceBook
- Twitter
- LinkedIn

2 Page Spread
17" x 11.125"
Includes 1/8" Bleed

Full Page
8.625" x 11.125"
Includes 1/8" Bleed

Back Page
8.625" x 9"
Please Note:
Does not bleed on bottom

1/2 Page Vertical
3.361" x 9.875"

1/2 Page Horizontal
7.375" x 4.80"

1/3 Page Vertical
2.134" x 9.875"

1/3 Page Horizontal
7.375" x 3.0"

2/3 Page Vertical
5.0" x 9.875"

1/4 Page
3.56" x 4.80"

AD SPECS

Magazine Trim Size:
8.375" x 10.875"

Full bleeds are no charge, but apply only to full page ads. Camera-Ready Artwork must be provided as either an InDesign document (including all fonts, art, and photos at no less than 300 dpi) or as a high-resolution Adobe PDF (preferred). All Pantone Process Colors must be converted to 4-Color Process.

Circulation

- Guaranteed 7,000 direct mailed issues
- Approximately 3,000 subscribers to digital/mobile edition of the magazine.
- Free distribution at select hospitals, medical centers, and industry conferences.

Quarterly Publication

- Four Issues published annually
—Fall, Winter, Spring, Summer editions.
- Print and digital, mobile-friendly editions.

◆ **Doctor Media Group**



♦ **Doctor Media Group**

3010 3rd Street South
Suite A
Jacksonville Beach, Florida 32250
OFFICE: 904.514.2360
SALES: 904.853.7768 Ext. 2
Sales@FloridaDoctorMag.com
FloridaDoctorMagazine.com

MEDIA KIT



BETTER CARE | BETTER PRACTICE | BETTER LIFE

*Celebrating the Transformation of Millions of Lives
Through Florida's Elite Medical Care Profession.*



INNOVATION | TECHNOLOGY | CAREER | FINANCES | NEWS | LIFESTYLE | RESEARCH | SUCCESS STORIES