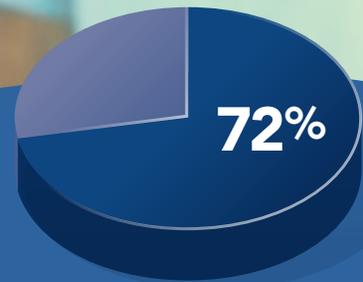




# ALL NEW HEALTH EVERY THURSDAY



## NOW EVERY THURSDAY!

Since its inception, our weekly Health section has proven to be a reader and professional favorite. Publishing every Thursday, Health creates the ideal platform for you to interact with a distinct group of highly engaged, information-seeking consumers and professionals.

Brevard County adults, in all walks and stages of life, are voracious healthcare consumers. Each week, the Health section satisfies their appetites for industry news. From life-changing medical breakthroughs to the local caregivers who provide them, Health brings the latest industry news home to Brevard County and makes it real and relevant to our readers.

## REACH 334,000

FLORIDA TODAY Communications portfolio of products reach 72% of all adults each week.

## FREQUENT READERS

40% of Women, Affluents and Boomers read FLORIDA TODAY at least 3x per week; more than 1 in 4 read us 5-7 times weekly.

**\$7,804**

## PER HOUSEHOLD

Average spent by each Brevard County household in 2010 on the things that make our lives healthier: medical services & supplies, personal care products & services, and sports & recreation.

**We own the audiences.  
We deliver the solutions.**

# AUDIENCE MATTERS

## BREVARD BOOMERS:

Each week FLORIDA TODAY Communications captures

**117,600**

local Boomer consumers

## Influential Local Consumers

Boomers drive the local market, with a median income 25% higher than the average household

## LOCAL WOMEN

Every week

**75%**

go to FLORIDA TODAY Communications

## Purchasing Decision Makers

Women control 80% of the purchasing decisions in the U.S. households

## AFFLUENT RESIDENTS

**8 in 10**

Rely on FLORIDA TODAY Communications each week

## Trend Setters. Big Spenders.

Local affluents adopt ideas earlier, spend more money and influence local lifestyles

## ENVIRONMENTS FOR BUSINESS SUCCESS

Each week, Health taps into the pulse of the local health market – its news, its providers and its consumers. Topics range from the high-tech to the high-touch: medical science, innovations, healthy lifestyles, eating well, exercise, holistic approaches, and more.

Health readers cross a wide range of lifestyles and lifestages. They are women watching out for their families, aging adults looking to capture quality of life, upscale consumers searching for enhanced lifestyles and affluent industry professionals keeping pace with the market. Health readers are dynamic, information-seeking adults and educated consumers. The Thursday Health section gives you the opportunity to expand your market reach and tell your unfolding story to this lucrative consumer segment.

Health publishes every Thursday in FLORIDA TODAY

Broadsheet section

Ad Deadline: Wednesday, eight days prior to publication

Ask your sales executive about special rate packages to maximize your advertising effectiveness.

We know the importance of health among our residents. Our Thursday section focuses on all the things that give us better health and quality of life.

- Q&A: Current dialogue pairing reader questions with local experts
- Local Success Stories
- Philanthropy: Local caregivers' favorite causes
- Industry Newsmakers
- Health Happenings
- Industry Innovations: studies, equipment, breakthroughs
- Women's Health: a wide circle of interests, including herself, her family, her parents and the paperwork

