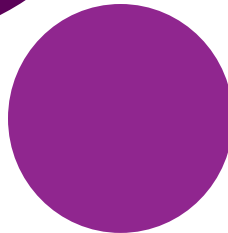
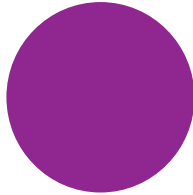




Healthline

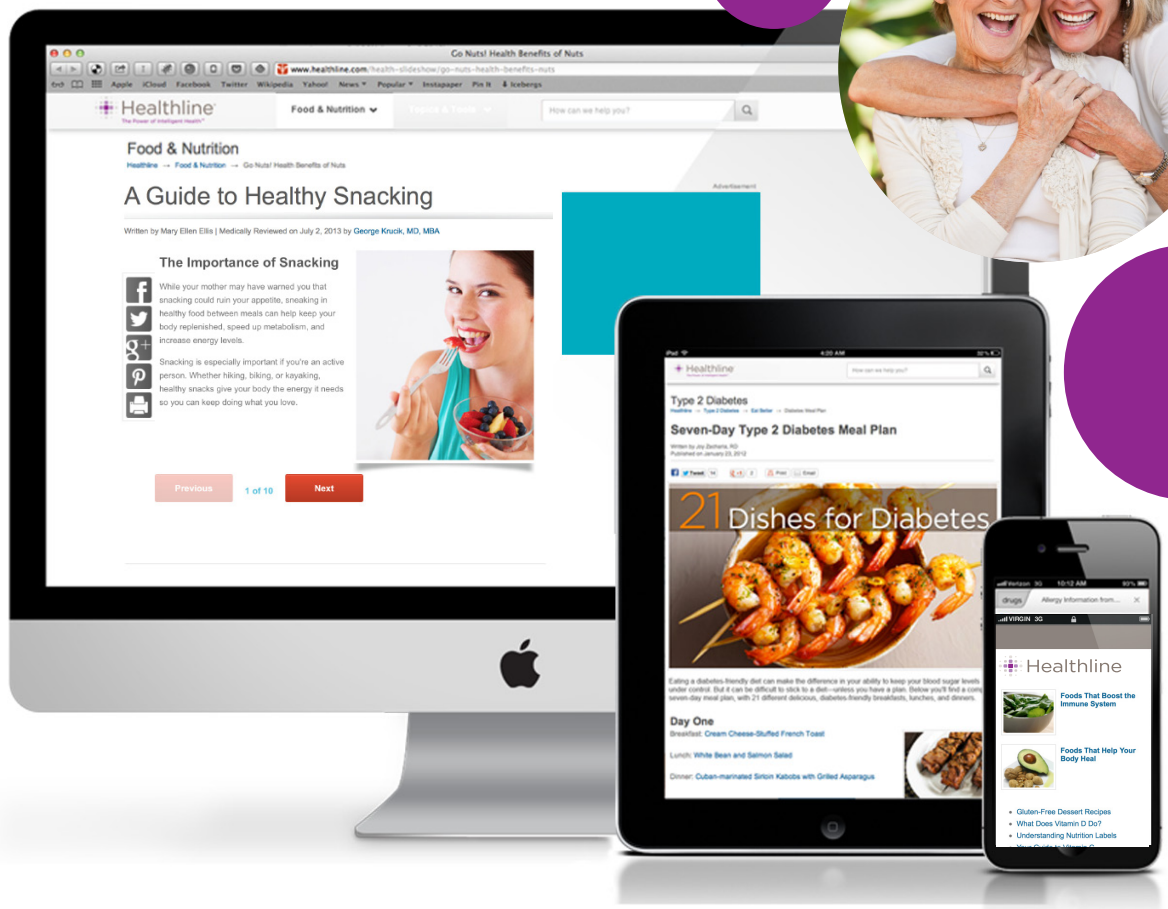




The Best Way to Reach Healthy Lifestyle Enthusiasts

Delivering Over 41 Million Healthy-Minded Consumers

Healthline, the largest consumer health media network, provides health and wellness searchers access to the highest quality health content on the web. Healthline is committed to making people healthier, by delivering the best content experience, to the most people - where, when, and how they seek it.



*Quality Scale, Content,
and Partnerships*

Source: ComScore Media Metrix Desktop Only April 2014

For more information about advertising opportunities please contact your Healthline representative or Dante Gaudio dgaudio@healthline.com



Connecting With Consumers Where They Seek Health Information

Healthline delivers digital media, content, and search solutions that engage consumers. Our technology powers the HealthWeb - a network of premium publishers including LIVESTRONG.COM, Drugs.com, Healthline.com, and others - to deliver your brand message to a valuable and motivated audience.



*Condition-Specific
Healthy Lifestyle*



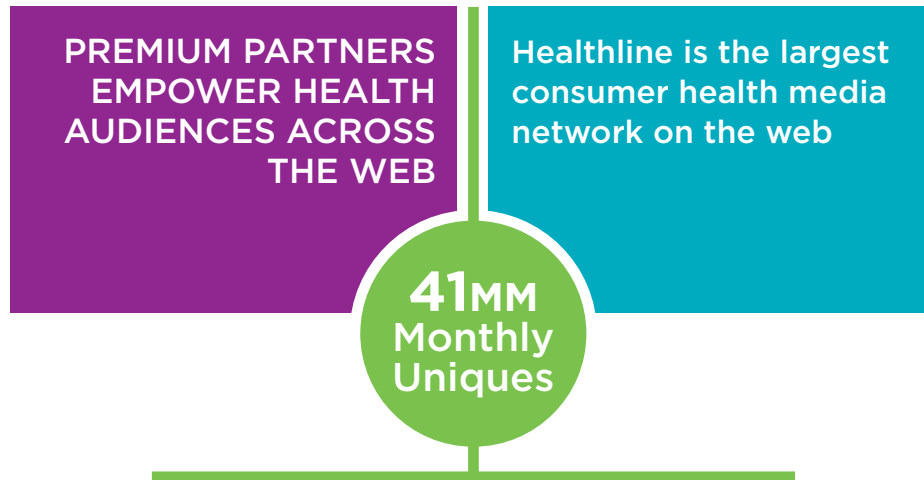
*Condition-Specific
and Healthy
Living Enthusiasts*



*#1 Treatment
Research Site*

The Web's Largest Digital Health Information Network

The Healthline Healthweb includes strategic partnerships with high quality sites that provide trusted answers to common health and wellness questions which empowers people to make healthy choices for themselves and their family.



THE POWER OF PARTNERSHIP
Healthline represents 3 of the top 10 health information sites: 16.3M UVs

Healthline.com | LIVESTRONG.COM | Drugs.com

Source: ComScore Media Metrix Desktop Only April 2014

For more information about advertising opportunities please contact your Healthline representative or Dante Gaudio dgaudio@healthline.com

Reach Over 41 Million Healthline HealthWeb Unique Visitors

Scalable reach of the health and wellness consumer audience.

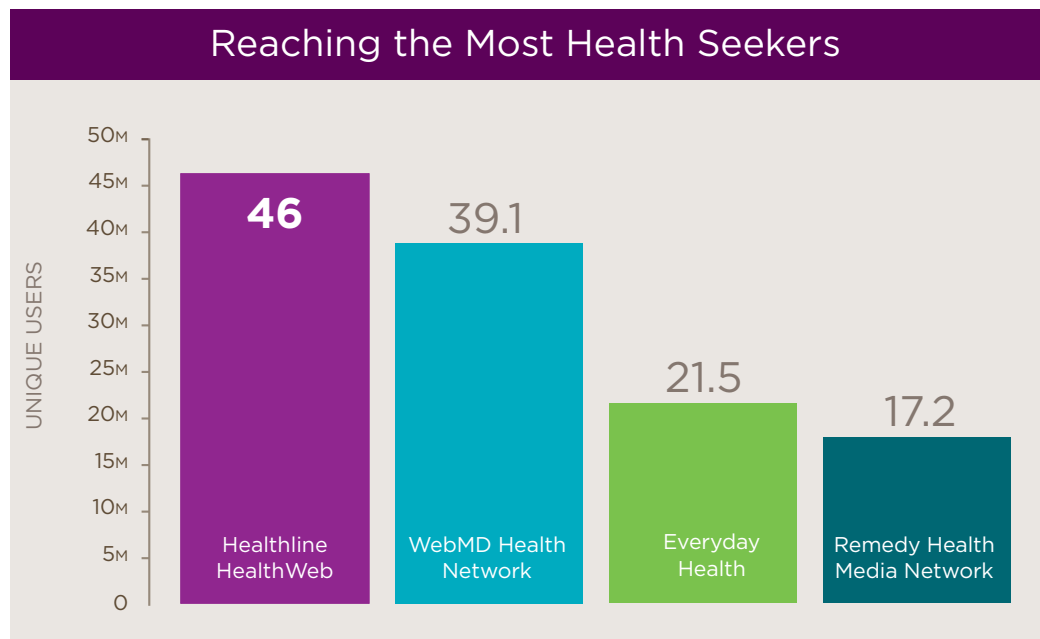
1 in Health Information Category

1 in Reaching the In-Market Consumers about to Purchase an Rx or OTC

Source: ComScore Plan Metrix- November 2013



Healthline HealthWeb has 45% reach with health information seekers across the web



Source: ComScore Media Metrix - Healthline HealthWeb, April 2014

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Meet the Health Seeker

Leverage demographics and behaviors of a motivated audience.

Gender:

Female	58%
Male	42%

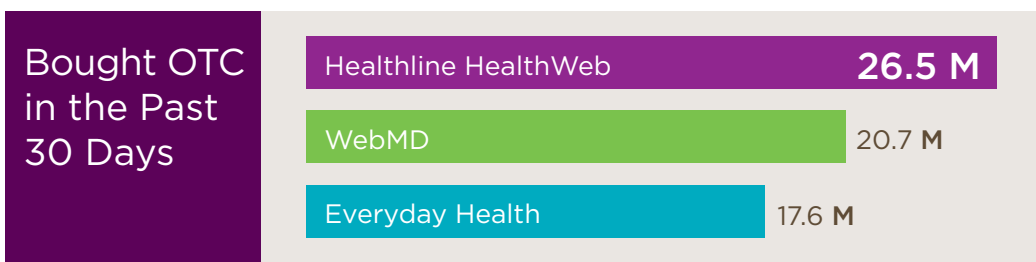
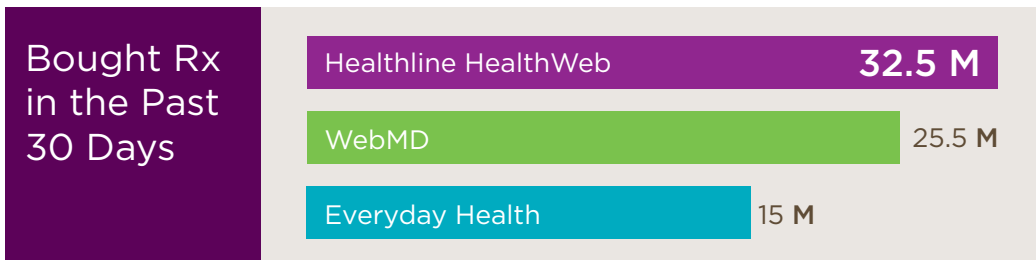
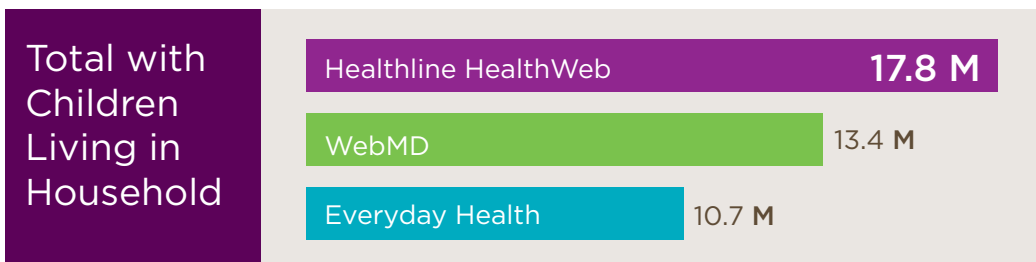
Age:

18 - 24	13%
25 - 34	19%
35 - 44	18%
45 - 54	19%
55 - 64	17%
65+	14%

Marital Status

Married/Partnered	56%
Divorced, Separated, or Widowed	21%
Single	22%

Source: comScore Plan Metrix - March 2014



Source: comScore Plan Metrix - January 2014

The Best Condition-Specific Content

Healthline.com's content is clinically accurate, contextually relevant, and most importantly, easy to understand. Our editorial team creates original content, with a clean and modern approach, that is actionable and promotes improved health and healthy habits.

Healthline's visual content and learning tools make Healthline.com an essential resource for health-conscious consumers seeking high quality, trustworthy information.

TOTAL AUDIENCE
9.3 Million

CONTENT CENTERS

Condition-focused learning centers linking to symptoms, tests, treatments, drug information, and more

SEARCH

Powered by taxonomy developed and maintained by medical informaticists

VISUAL HEALTH

Suite of multimedia products featuring animations, 3D graphics, and videos

ORIGINAL CONTENT

Original health content, medically-reviewed reference & lifestyle features

COMMUNITY

Condition specific social communities and outreach

ADVERTISER PROGRAMS

Custom program promotion

HEALTH SEARCH TOOLS

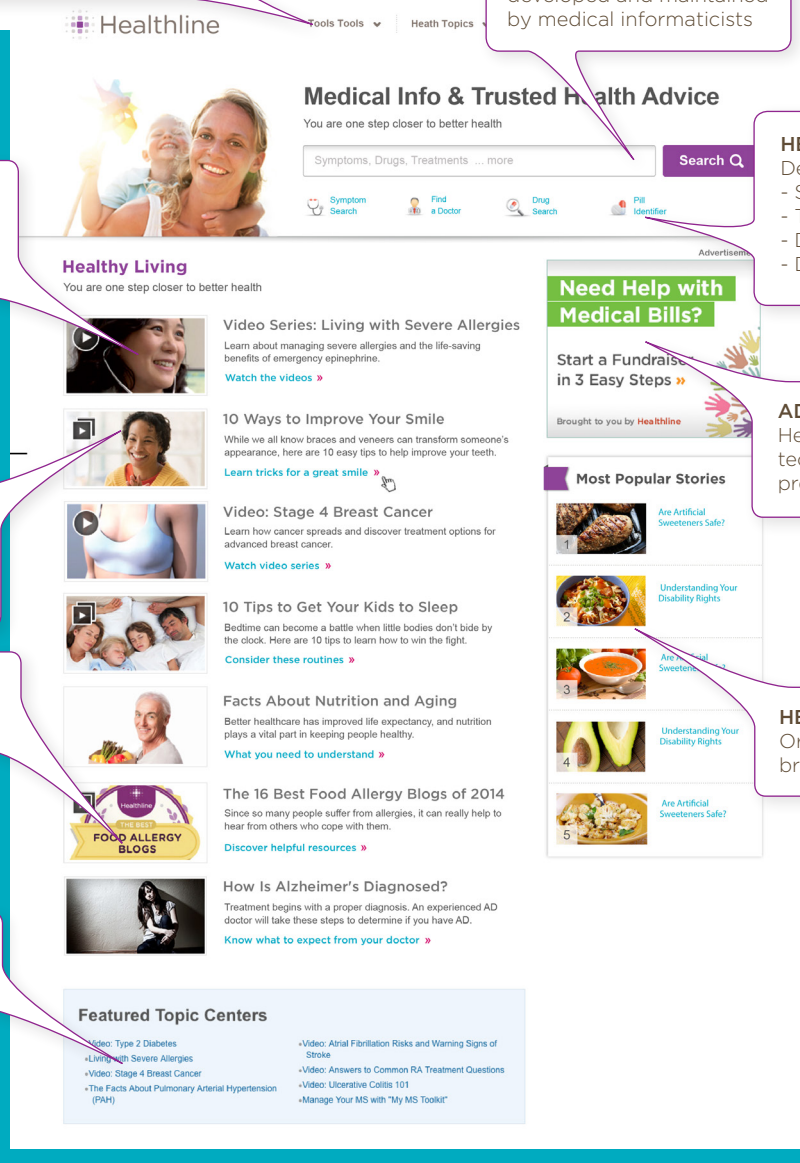
Decision support applications
- Symptom Search
- Treatment Search
- Drug Search
- Doc Search

AD TECHNOLOGY

Healthline's HealthSTAT technology is medically-precise condition targeting

HEALTH NEWS

Original stories and breaking news



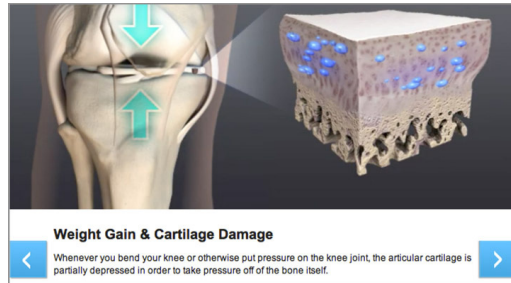
Source: comScore Plan Metrix Multiplatform Digital Population - April 2014

For more information about advertising opportunities please contact your Healthline representative or Dante Gaudio dgaudio@healthline.com

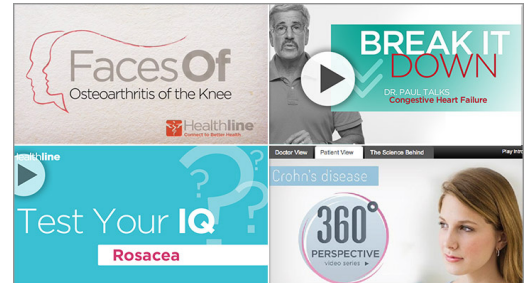
We Create, Activate, and Innovate

Strengthen your brand identity and consumer loyalty with custom content solutions that target your customers with engaging experiences, including clinical assessments, Doctor Q&As, patient videos, and medical animations.

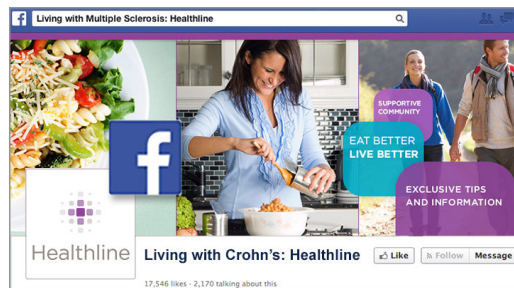
Dynamic and clinically accurate, our visual health content experiences simplify complex information and connect consumers with actionable next steps.



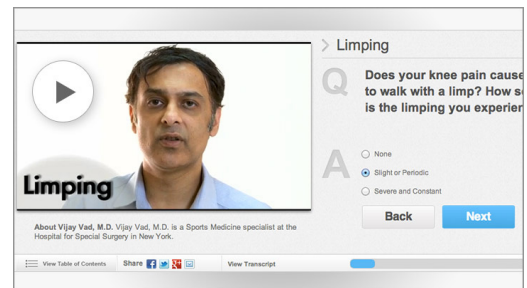
Rich 3D Medical Animations



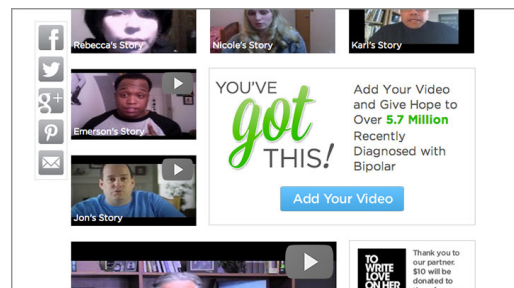
Customized Suite of Video Products



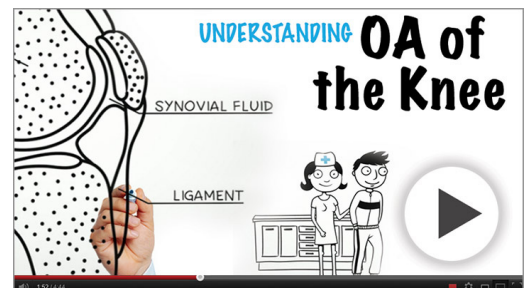
Safe Social Communities



Medically Guided Video Assessments



Socially Inspired Tools

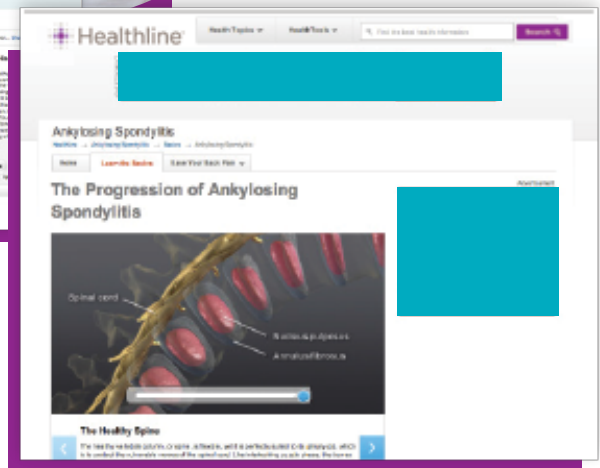


Educational Experiences

Scalable Strategic Solutions Within Trusted Brand Environments

Healthline provides innovative content-based marketing solutions across multiple distribution channels. Leverage our premium content partners to expand reach of proven experiences that drive awareness and consideration.

Delivering the Most Quality Connections at Scale



Media Opportunities

Healthline and the Healthy Lifestyle Network offer a variety of options for display advertising, including rich media, content integration, and custom editorial packages.

Standard Ad Sizes

- 728 x 90 Leaderboard
- 300 x 250 Medium Rectangle
- 300 x 600 Half Page
- 160 x 600 Wide Skyscraper

Acceptable Ad Formats

- JPEG / GIF files; unlimited loop animation
- HTML/DHTML
- JavaScript
- Flash (version 6 and above)
- Rich Media (Atlas DMT, Dart Motif, Eyeblaster, EyeWonder, Pointroll)

Healthline **does not** accept the following advertising or rich media units:

Pop-Ups, Pop-Unders, Floating Ads, Interstitials and Superstials may be approved on an exception basis and require disclosure during campaign planning.



Health Article



Topic Center



Drugs.com



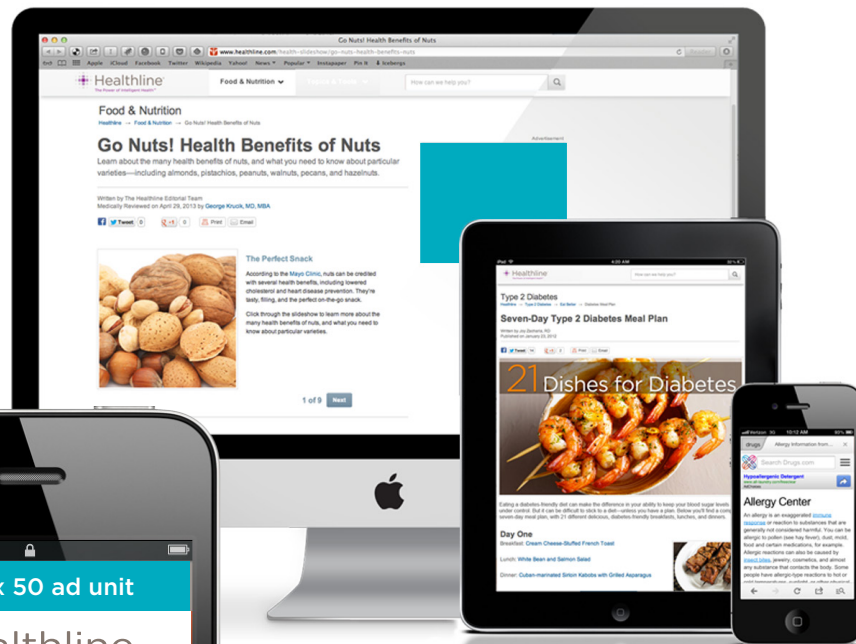
Livestrong.com

The Top Mobile Sites For Health and Wellness Information

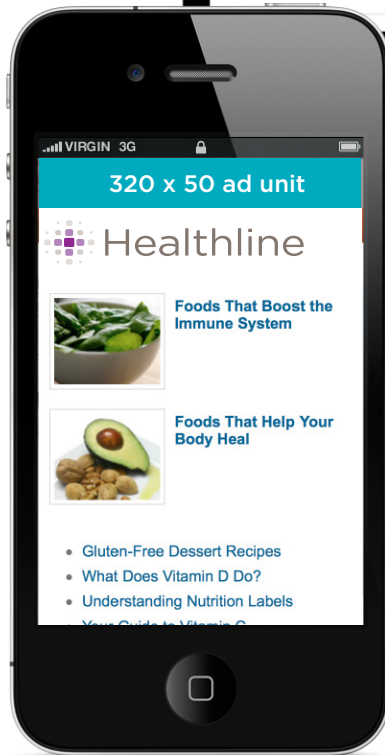
Healthline.com and Drugs.com mobile-optimized content provides advertisers with the opportunity to reach today's busy health seeking consumer through a personal and uncluttered environment.

Innovative Responsive Content, Video and Media Opportunities

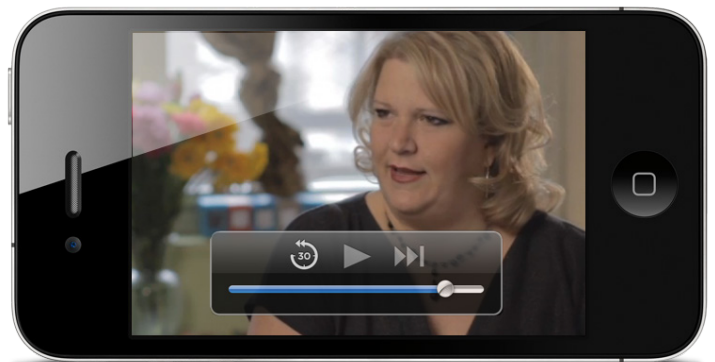
Responsive Design



Media



Engaging Video





*Empowering better health
decisions and happier lives*

.....

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