CIRCULATION/DISTRIBUTION: Doctor’s Life Magazine has been in circulation since 2008. DLM is distributed on a controlled name and title basis to Tampa Bay physicians and medical executives throughout Hillsborough, Pinellas and Pasco Counties. Our mailing list consists of over 10,000 doctors and medical executives in all fields. DLM is published (6) times a year and mailed directly to their home, medical license address or place of business.

FORMAT & CONTENT: DLM is produced as a High Gloss, full color print magazine with a Fully Interactive digital publication as an eco-friendly companion to our printed publication. Customizable options are available within the Digital Edition to help you promote your products or services. Contact the publisher for more information.

Doctor’s Life Magazine is uniquely designed to “stay off the stack” of unread journals. DLM content is specifically developed to capture and engage our readership with proven time invested.

Each issue of DLM contains a wide array of relevant information of great interest and importance to physicians in and out of their practice. Articles that highlight leading physicians, a variety of medical, business and legal topics with a focus on lifestyle content for after the white jacket is hung up for the day. Topics in Wealth Management, Real Estate, Travel, Fitness, Food and Wine, and other areas that promote life outside of the practice.

Through our highly targeted circulation strategy, DLM provides our underwriters and advertising partners valuable access to a readership with tremendous buying power. To increase the exposure and impact of your marketing messages, we also offer sponsored targeted events, a strategic reprint program that allows you to leverage your article as it appears within the publication as a stand-alone marketing resource, along with digital and web exposure.

For advertising, editorial and event consideration please submit to: publisher@doctorslifetampabay.com.
TOPICS OF INTEREST FOR OVER 80% OF PHYSICIAN READERS

Legal issues in medicine 97.1%
Healthcare legislative updates 86.2%
Insurance issues 95.3%
Clinical information 95.2%
Practice management 91.3%
Billing/Coding/Collecting 91.2%
Medical software/hardware 89.8%
Electronic Medical Record 89.8%
Managed Care Issues 88.8%
Practice Staffing 86.5%
Financial Services 86.2%
Practice Marketing 85.1%
Managed Care Contracting 83.9%
Medical Equipment 81.4%
New Drugs 80.0%
New Approaches 80.0%
Health and fitness 80.0%
Healthcare Marketing 80.0%
Real Estate 80.0%

PRINT MAGAZINE MEDIA FACTS...

Did You Know? According to data analysis from Simmons Multi-Media Engagement Study, magazines continue to score significantly higher than TV and online in ad attention and receptivity, as well as other key engagement dimensions.

Did You Know? People exposed to print magazine advertising campaigns spent significantly more (+3% to +36%) than those consumers not exposed (test vs. control), finds analysis by Nielsen for magazine publisher, Meredith Corp.

Did You Know? According to research from GfK MRI Starch, 61% of U.S. magazine readers took action, or planned to take action, based on specific advertising seen in magazines.

Did You Know? A recent AdSense study found that magazines are highly engaging, with 49% of respondents turning to magazines for ‘me-time’ and 45% to treat themselves. AdSense also discovered that regardless of the age of the consumer magazines are trusted.

Did You Know? The Most memorable advertising appears in Magazines.

Source: Affinity Research

DEMOGRAPHICS

PHYSICIAN COMPENSATION, 2015, BY DISCIPLINE

WHAT ARE PHYSICIANS’ FAVORITE PASTIMES?

WHAT CARS DO PHYSICIANS DRIVE?

WHAT ARE PHYSICIANS’ FAVORITE VACATION SPOTS?

HOW MANY PHYSICIANS TAKE MORE THAN 4 WEEKS OF VACATION EACH YEAR?

FREQUENCY OF EXERCISE

HOW DO PHYSICIANS GAUGE THE STATE OF THEIR PERSONAL SAVINGS?
EDITORIAL CALENDAR

**Issue 1**
New Technology, Planning for Your Future, Spring Travel
Space Closing 02-08-16
Ad Materials 02-15-16
Magazine Published 02-29-16

**Issue 2**
Private Practice "David vs. Goliath", Integrative Holistic Medicine, Conquer Physician Burnout
Space Closing 04-11-16
Ad Materials 04-15-16
Magazine Published 04-29-16

**Issue 3**
Practice Management, Marketing and Social Media... Oh My!, Summer Getaways
Space Closing 06-10-16
Ad Materials 06-16-16
Magazine Published 06-30-16

**Issue 4**
Eat-Drink And Be Happy, Patients Point of View, Meditation Fad or Fact?
Space Closing 08-12-16
Ad Materials 08-17-16
Magazine Published 08-31-16

**Issue 5**
Legal-Proactive or Reactive, Holiday Wishful, Physician Fashion
Space Closing 10-07-16
Ad Materials 10-14-16
Magazine Published 10-31-16

**Issue 6**
New Year Annual, Tampa Bay Top Docs, Philanthropy
Space Closing 12-05-16
Ad Materials 12-09-16
Magazine Published 12-16-16

The December Issue is published in December but strategically mailed the first week of January 2017 as our annual New Year Issue.

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**Featured Sections**
- Physician Spotlight
- Legal Corner
- Fit Life
- Money Management
- Lifestyle of the Physician and Famous
- Travel-Traveling-Traveled
- Food and Drink Prescription
- Dr. Funny

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**Rates**

- **Full Page**
  - (8 in x 10.75 in plus 0.125 in bleeds)
  - 1x
  - 3x
  - 6x
  - Contact publisher@doctorslifetampabay.com for pricing

- **Half Page**
  - (8 in x 5.25 in plus 0.125 in bleeds)
  - 1x
  - 3x
  - 6x
  - Contact publisher@doctorslifetampabay.com for pricing

- **1/3-Page Vertical**
  - (2.8 in x 10.75 in plus 0.125 in bleeds)
  - 1x
  - 3x
  - 6x
  - Contact publisher@doctorslifetampabay.com for pricing

- **Half Page Vertical**
  - (5.25 in x 8.25 in plus 0.125 in bleeds)
  - 1x
  - 3x
  - 6x
  - Contact publisher@doctorslifetampabay.com for pricing

- **Half Page Columnar**
  - (4 in x 10.75 in plus 0.125 in bleeds)
  - 1x
  - 3x
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- **1/3-Page Horizontal**
  - (8 in x 3.475 in plus 0.125 in bleeds)
  - 1x
  - 3x
  - 6x
  - Contact publisher@doctorslifetampabay.com for pricing

**Premium Positions Upon Availability**

- Outside Back Cover
- Inside Front Cover (left)
- Inside Front Cover (right)
- Inside Cover spread
- Opposite TOC
- Inside Back Cover

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**Reach Every Doctor in Tampa Bay!**

ALL RATES ARE FOR FULL COLOR, PER ISSUE
NO CHARGE FOR PREFERRED POSITION (IF AVAILABLE)
NO CHARGE FOR FULL BLEED
COVERS: TAMPA- ST. PETE-CLEARWATER-PALM HARBOR
CUSTOM AD PRODUCTION AVAILABLE BY REQUEST

**Camera-Ready File Requirements:** Advertising files provided must be PDF(XA-compliant) files in CMYK, with all included graphics at least 300 dpi and fonts embedded.

**3 GREAT WAYS TO PROMOTE YOUR PRODUCTS AND SERVICES TO EVERY DOCTOR IN TAMPA BAY**

- Increase Awareness, Mindshare, and Name Recognition
- Display Your Expertise
- Soften Doors for Outbound Sales
- Build Market Share with Ongoing Exposure

**DISPLAY ADVERTISING:**
You provide display ads, horizontal or vertical. Never any additional charge for full color or full bleed!

**ADVERTORIALS:**
You provide articles 500-800 words with content that demonstrates your expertise. We provide layout, design and a full page in the magazine, including logos, headshots, brief author bios, contact information, etc., or you may provide the finished copy per our specs.

**WEB/DIGITAL:**
You provide a static 728px x 90px and/or 336px x 280px JPG image at 72dpi in RGB format.
For advertising inquiries and editorial submissions contact:

DOCTOR’S Life MAGAZINE

813.867.0916
publisher@doctorslifetampabay.com