

ADVERTISING PRESENTATION

FOR **MEDICAL OFFICE** OR **HOSPITAL**



Medical Office:
 Russian
 monthly circulation
 50,000 copies
 Full color
 Glossy
issuu.com/moo_publishing



4Health:
 English
 monthly circulation
 35,000 copies
 Full color
 Glossy
issuu.com/moo_publishing



Wellness:
 Russian
 monthly circulation
 15,000 copies
 Full color
 Glossy
issuu.com/moo_publishing



Home Doctor:
 Russian
 monthly circulation
 15,000 copies
 Full color
 Glossy
issuu.com/moo_publishing

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GOALS AND OBJECTIVES

Our mission is to build and develop appropriate awareness of medical office and hospitals in New York City and its greater area, and to gradually increase local and national client base and introduce *Medical Office* and *4Health Magazines* to expanding Russian-American and American markets in New York and New Jersey areas.

We work to create awareness and recognition of services with emphasis of medical office and hospitals and the exceptional experience and level of commitment provided by its staff and facilities. Based on the concept of services vs. price, we develop strategies to achieve long-term productive and rewarding partnerships.

CAMPAIGN HIGHLIGHTS

MOO Publishing's professional media consulting team would be glad to assist of medical office and hospitals in meeting and exceeding above specified goals and objectives. Partnership with *Medical Office*, *4Health*, *Home Doctor*, and *Wellness Magazines* can help develop service awareness, increase client base, and improve revenue stream.

We offer consistent publication in the *Medical Office* and *4Health Magazines*, which are dedicated to building recognition and brand awareness of medical office and hospitals services. As bonuses, we can give you a full page for an article about your services to the community and/or an education article in our other well-known magazines, *Home Doctor* and *Wellness*.

OVERVIEW

About *Medical Office* magazine and its targeted audience:

Medical Office magazine is a full color publication to target the Russian-American community in the New York metropolitan area, with rapid expansion to several new territories, such as New Jersey and Philadelphia. The main focus of *Medical Office* is to provide consumers and medical professionals with up-to-date information about leading medical specialists and top health-related institutions, combined with the latest scientific and technological trends and innovations in the medical industry.



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MOO SPECIALIZING IN HEALTH MEDIA Publishing Corp.

Distribution

Medical Office reaches over **300,000** targeted readers monthly and is distributed throughout the region evenly four times per month. The magazine is free to our end readers and is available at numerous medical offices, pharmacies, newsstands, major food and book stores, as well as nursing homes, assisted living homes, adult daycares, and street boxes. *Medical Office* primary areas of distribution, currently nearing **5,000** locations, include: Manhattan, Brooklyn, Queens, Bronx, and Staten Island, many areas of New Jersey and Philadelphia, while expanding all over the US. All distribution points are inspected on a weekly basis by our own distribution team to ensure quality of presentation and availability.

Marketing

We create greater market awareness of your practice. *Medical Office* is promoted through spots in New York's local Russian radio station (Davidson), TV stations (1st Channel, RTVi, NTV America), and web portal (Russianny.com), as well as through other various printed and online media. Our business relationships with these media channels are long and well established. We do have our own Premium Directory and our own phone number (**718-336-4477**), which is like the yellow pages, but only for our client database.

Response

Based on the increased number of positive feedback from our readers, both consumers and medical professionals, we are proud to state that *Medical Office* is well received by its targeted audience. Such feedback is of essence to ensure us that our magazine is quickly becoming the premium medical publication on the Russian market in the New York metropolitan area. We will continue our best efforts to provide our readers and partners with the highest quality content and professional advertising services.

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FAST FACTS 2017

- **FREE** listing in standard directory for medical professionals
- Best editorial content on the Russian market
- Quality design, translation, and article editing
- Estimated monthly readership of over **300,000**
- Strongest response from targeted audience
- Coverage in over **5,000** locations in the New York metro area
- Education of your patients about new methods of treatment
- Answers to frequently asked questions
- Maintaining a positive and professional image
- Receipt of more patient leads than from any other similar publication
- Sufficient supply of free *Medical Office* magazine issues to your office monthly

OVERVIEW

About 4Health magazine and its targeted audience

4Health Magazine (in English) is a full color, glossy publication for American community in the New York metro area. The main focus of this magazine is to provide patients with updated information on leading medical specialists, best medicine, and top health-related institutions and is the best link between patients and doctors.

Distribution

4Health reaches over **300,000** demographically targeted and diversified readers in New York metropolitan area and is distributed throughout the region evenly four times a month. All distribution points are inspected on a regular basis by our own distribution team to ensure quality presentation and availability.



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Marketing

4Health builds branding and visibility for your practice in print and online media and provides a three-tiered approach to health communication:

- physician directory for easy access to local health specialists
- professional articles written by local doctors in their area of expertise
- specific articles that address various areas of healthy living

The magazine also gives readers a highly polished tool for a specific physician care that converts potential customers into real ones. By providing you with an **800** number (linked to the office number), we can ensure feedback.

2017 FAST FACTS

- Proven way to introduce medical offices or hospitals to your community
- Estimated monthly readership of over **300,000**
- An **800** number with incoming call tracking system
- Automatic delivery of 4Health for your company's waiting room or clients
- Online visibility of your ad on our website at 4Health.net
- Glossy paper and quality design
- One of the best editorial content providers in the tristate area
- Thousands of distribution points in New York metro area
- Unique way to educate readers about new services
- 4Health includes convenient directory of doctors listed by specialty

OVERVIEW

Wellness (in Russian) is a full-color glossy publication for Russian-American communities in the New York metro area. The main focus of the magazine is to provide patients with updated information on leading medical specialists, best medicine, and top health-related institutions. The magazine's targeted audiences are women from ages **25 to 55**. The content of the magazine covers aspects of women's wellbeing and family issues. The distribution of Wellness covers **2,000** targeted locations, and it is sold in pharmacies, newsstands, and major food stores in the New York City metro area.

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**SOME OF
OUR
CLIENTS:**

MOO SPECIALIZING IN HEALTH MEDIA
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