

DOCTOR DIRECT

Just What the Doctor Ordered!

WE'RE IN THE RIGHT PLACE, AT THE RIGHT TIME

Through our Doctor Direct cover sticker program, advertisers can reach women at that critical moment—right before meeting with their doctor. Connect with a captive audience of consumers in waiting rooms nationwide, in an environment where they are receptive to new information.

THE DOCTOR DIRECT COVER STICKER:

- A custom designed, two-inch round, 2-color cover sticker
- Can include your brand name and/or logo, 5 words of copy, and the page number of your ad
- Choice of distribution in pre- and/or postnatal offices
- Geographic selects available for an additional cost

EXCLUSIVE OPPORTUNITY!

Doctor Direct features only one advertiser per sticker, and one sticker per magazine, so your brand won't need to share the spotlight.

ADVERTISER RESPONSIBILITIES:

- Materials are due on the closing date of the issue in which your brand is participating and are subject to editorial review
- Advertisers are to provide copy and hi-resolution b/w logo (300 DPI in EPS format)

Note: Editorial subject to change without notice.



FitPregnancy