The Waiting Room Magazine

The Waiting Room Magazine is the trademark publication of The Leading Physicians of the World.

With distribution set to reach thousands of hospitals, private offices, and medical institutions your message will be received by an eager and receptive audience.
About the Leading Physicians of the World

The Leading Physicians of the World began as a yearly publication, selecting and documenting the biographies of medicines brightest minds. Over time we have evolved into the largest international exclusive medical organization, representing first rate doctors in over 30 different medical specialties in all major markets across the globe.

We are a highly regarded organization in the medical community and a resource for doctors and consumers alike; providing pertinent information on healthcare providers for patients, and a forum for physicians to communicate, share ideas, and exchange information.
INSIDE …The Waiting Room Magazine:
Published bi-annually, The Waiting Room Magazine will feature the following regular sections:

**DOC SPOTLIGHT** - This special section puts the spotlight on our Leading Physicians of the World by showcasing their varied backgrounds and experience. Highlighting members from across the globe, DOC Spotlight reflects the medical talent that make up our diverse membership.

**HEALTHY LIFESTYLE** - Our premier medical professionals are challenged to complement their successful careers by leading a healthy mentally, emotionally, and physically in a world in which 24 hours a day just doesn’t seem like enough time for all endeavors.

**HEALTHY PARENTING** - Raising a happy, healthy child is not only one of the most challenging jobs a parent can have, it's also the most rewarding. This section will focus on raising happy and healthy children in a challenging environment.

**WOMEN'S HEALTH** - Women and men have many of the same health problems, but they can affect women differently. With information on health issues and concerns with a focus on what women can do right now, no matter what their age, to improve their life.

**MEN'S HEALTH** - Articles will focus on health concerns that primarily affect men including practical lifestyle changes they can implement to improve their health and create a more positive outlook on life today.
Unlike any other publication, The Waiting Room Magazine is written exclusively by our member doctors, and distributed entirely to doctor’s offices and healthcare institutions.

With over 200 contributing physicians who are all leaders in their respective fields, The Waiting Room Magazine will provides health and wellness information that patients need to make the best lifestyle decisions for themselves and their families.
Let Your Advertisement in The Waiting Room Magazine be your Sales Rep!

Make patients aware of your product right before they see their doctor

Show support to our physician community through sponsorship

Get your own thought leaders involved, contributing articles relevant to your products

Strategically place your advertisement in the section of your choice to increase relevancy when viewed.
The Waiting Room Magazine Engages America’s Most Proactive Health Consumers

- Reaching more than 50,000 physicians nationwide with total readership over 1,000,000 consumers/patients
- Focuses on highest volume offices, in all major specialties

Put your ads in front of an audience that actively manages their health:

- According to GFK NOP Research after leaving a doctor’s office, 45% of patients shop for Rx medication.
- There is no better place to brand your product, and receive the most bang for your marketing dollars.
Beyond its printed distribution, The Waiting Room Magazine will be sent electronically to thousands of doctors and healthcare practitioners across the globe. It will also be downloadable for consumers from our patient friendly doctor search engine, findatopdoc.com
Why Advertise in The Waiting Room Magazine?

- Reach your target market when they are in the decision making environment. Studies show that consumers are two times more receptive to advertising while they are waiting.

- Allow your pharmaceutical product to be a key part of the doctor/patient conversation.

- Our ROI studies show the effectiveness of our medium in three key areas—New Script Volume, Overall Market Share and Physician Penetration

- Become part of The Leading Physicians of the World network showing your support for our extensive member base of renowned doctors.
What makes us different then other publications?

• Get your own Key Opinion Leaders involved! Upon purchasing a full page, you are able to allow your own physicians/speakers to contribute to the magazine, and write about the specific conditions that pertain to your product. You may then feature your full page ad parallel to that article.

• An email will be sent out to our entire physician member base naming you as a sponsor, and highlighting your product.

• A full press release written by the editor of The Leading Physicians of the World will be sent out to online news organizations, naming your company as a sponsor of our organization.
The Waiting Room Magazine Ad Specifications

Magazine Sponsorship Package $15,000:
- Company logo prominently featured on front cover
- Three (3) Full Page Color Ads: Inside Front Cover | Inside Back Cover | Back Cover
- Choose your own physicians/speakers to contribute to the magazine, and write about the specific conditions that pertain to your product. You may then feature your full page ad parallel to that article in the most relevant section of the magazine.

The following print guidelines should be followed:
- All high-resolution images must be included.
- CMYK or Grayscale only.
- Convert any Spot colors not intended to print into CMYK.
- Minimum resolution of 200 dpi.
- Screening set at 133 lpi.
- Apply image trapping as needed.
- Do not nest EPS files within other EPS files.
- Acceptable formats: TIFF, EPS, PDF

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Note: Diagrams are not to scale, also not all sizes are available.
Take advantage of discounted rates. As a courtesy to our first time sponsors, we will be locking in your first-time rate for future editions.

### Advertising Rates Comparison

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Receive the most bang for your marketing dollars!

There is no better place to brand your product, and receive the highest ROI on your budget.

In a day in age where Pharma Guidelines strangle your ability to be heard by physicians, partner with our organization and garner a new way to communicate with doctors and show support for the medical community.

This is not just another ad. By advertising in The Waiting Room Magazine, you are joining a select network of pharmaceutical companies who are now aligned with one of the most reputable medical networking organizations the world.