



REMEDY

When Your Community Thinks of Health Care,
Do They Think of You First?

You already provide quality health care. But to secure customer loyalty, you need to do more... Like establish trust, reach out to the community, provide credible health care information. In other words, build relationships.

You can now achieve these objectives through one unique program available only to select hospitals.

How?

Hospital-sponsored, customized editions of **REMEDY** magazine, delivered bi-monthly to our valuable subscribers in your marketing area — all of whom are 45+, health-conscious, and have given permission to send them health marketing materials.

Because **REMEDY** has already established solid subscriber relationships, your marketing message has much greater impact than materials that are sent unexpected. **REMEDY** enables you to take advantage of our relationships and build profitable relationships of your own.

Since 1992, **REMEDY** has been providing reliable and relevant health information to the 45+ market — and has built a national readership of 5.7 million.

A partnership with **REMEDY** positions your hospital as the leading health care resource in the community.

REMEDY

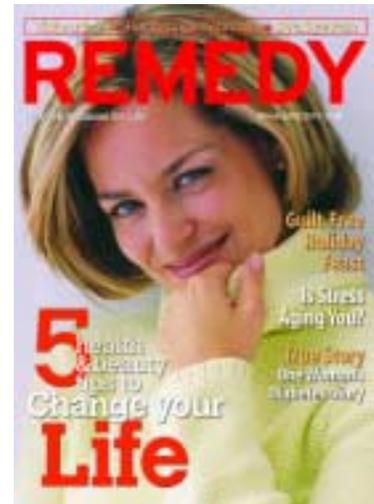
At-A-Glance

The Nation's Third Largest Consumer Health Magazine

- Quarterly circulation: 2.2 million*
- Total readership: 5.7 million**
- In publication since 1992

Bi-monthly Distribution

- 1.9 million homes
- 75,000 doctors' offices (4 copies per)



The Only Consumer Health Magazine Dedicated Exclusively to the 45+ Market

- The largest, fastest-growing, and most prosperous age segment
- Spends more on health care than any other group

Permission Marketing Model

Step 1: Readers opt in to a subscription by providing key household health information

Step 2: **REMEDY** promises a free subscription, additional relevant health information, and a strict privacy commitment

Result: Readers are more receptive to marketing messages seen in **REMEDY**

Award-Winning Health & Wellness Editorial

- Covers nutrition, fitness, mind/body, alternative therapies, and the latest in medical news
- More than 25 National Mature Media Awards

*ABC, 2002 **MRI, Doublebase 2002

REMEDY

The 45+ Market

The largest, fastest-growing and most prosperous age segment

You've undoubtedly heard the news: the aging baby boomer population is reshaping the face of the "mature" market. After all, a boomer turns 45 **every six seconds**. In fact, by 2005, it is expected that 52% of adults in the U.S. will be 45 or older — that's 108 million Americans!

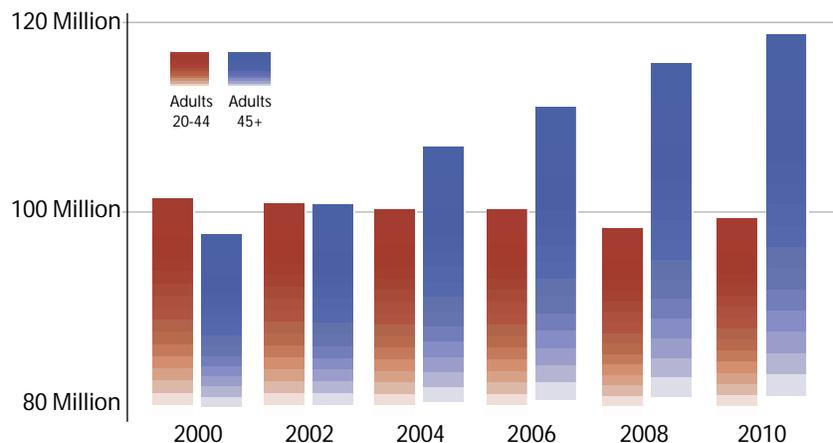
But the 45+ market brings with it more than just sheer volume. Today's 45+ consumer is more affluent, active and health-conscious than ever before. They have the financial stability that allows them to spend on what's important — their health care. Plus, they seek information that educates and empowers them to make better health decisions and live longer, healthier lives... yet no other health and wellness magazine focuses on their needs.

REMEDY is the only consumer magazine dedicated exclusively to the health and wellness interests of the 45+ age group. As consumers age, their health care needs — and spending — increase. By partnering with **REMEDY**, **your message is guaranteed to reach the most valuable market in your community.**

45+ FAST FACTS

- Currently spans 50% of the adult population*
- Controls more than 70% of the total net worth of U.S. households*
- Comprises 55% of all hospital discharges**

DEMOGRAPHIC GROWTH*



*U.S. Census, 2000 **Agency for Healthcare Research and Quality, 2000

REMEDY

Our Readers = Your Best Prospects

REMEDY readers are health-conscious adults aged 45 and older who actively seek health and wellness information that is relevant to their needs.

They realize that maintaining good health is their own responsibility and look to **REMEDY** as their guide to show them the way.



More importantly, **REMEDY** readers are active adults who defy their “mature” status — they believe the age they feel is more important than the age they are. And they know that the first step to feeling good is to stay well-informed on health and wellness issues associated with their age.

REMEDY is sent only to consumers who meet the following criteria:

- **Adults 45+**
- **Recently responded to direct mail offers**
- **Have or feel at risk for at least one health condition**
- **Subscribe to at least one magazine**

READER DEMOGRAPHICS

Median age	55
Average value of home	\$171,906
Median HHI	\$44,061
Married	63%
Female	70%

Source: MRI Spring 2002

REMEDY readers are without a doubt the best target for your marketing efforts.

Since they are eager to receive pertinent health care information, your marketing message has a profound impact on some of the most valuable consumers in your community.

REMEDY

The **REMEDY** Difference: Permission Marketing

“Permission marketing cuts through the clutter and allows a marketer to speak to prospects as friends, not strangers. This personalized, anticipated, frequent, and relevant communication has infinitely more impact than a random message displayed in a random place at a random moment.” - Seth Godin

The basic premise of Permission Marketing is that advertising is more effective when consumers give the marketer “permission” to deliver it to them. Target audiences are more receptive to marketing they are interested in receiving than they are to advertising that “interrupts” them.

REMEDY's success lies in its Permission Marketing program:

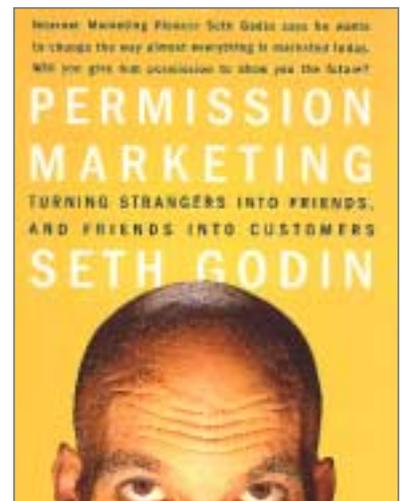
REMEDY offers subscribers:

- **Subscription to award-winning health magazine**
- **Additional health information that is tailored to their needs**
- **Strict privacy commitment**

Subscribers “pay” with valuable personal health information:

- **Existing and potential health conditions**
- **Prescription & OTC product usage**
- **Lifestyle habits**
- **And more**

Subscribers expect and look forward to receiving health information from **REMEDY** because they know it is relevant to their needs. **When your hospital sponsors REMEDY, they are sure to take notice and remember you when they need health care.**



Seth Godin, former VP Direct Marketing for Yahoo!, included REMEDY as a prime example of the success of permission marketing in his best-selling book.

REMEDY

Build Consumer Relationships

REMEDY enjoys a unique relationship with its readers.

They trust **REMEDY** for its consistently reliable health information and strict commitment to privacy. Readers look forward to receiving **REMEDY**— increasing receptivity and responsiveness to marketing messages. *That's why most **REMEDY** clients report above-average response rates to their marketing campaigns.*

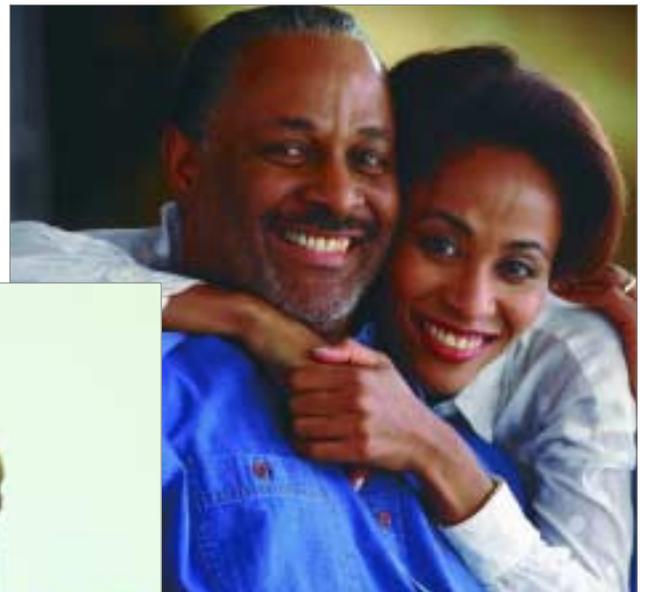
THE 3 R'S OF **REMEDY**

Relationship: Readers trust **REMEDY**, so ...

Receptive: they welcome our information into their homes ...

Responsive: and respond favorably to marketing messages

Take advantage of the **REMEDY** relationship and build valuable relationships of your own with the most receptive, responsive members of your target audience.



REMEDY

Build Physician Relationships

Strengthen professional connections by distributing **REMEDY** in the offices of your hospital's doctors.

In addition to our in-home delivery, **REMEDY** is distributed in 75,000 high-volume doctors' offices, keeping your hospital top-of-mind among both consumers and physicians in your community.

Physicians welcome **REMEDY** in their waiting rooms.

REMEDY helps to inform patients on a number of health concerns, thereby stimulating important dialogue between doctors and their patients.

100%
Doctor Requested



Be sure to ask how many physicians you can reach in your area!

REMEDY

Award-Winning Editorial

REMEDY covers a wide range of health topics of interest to the 45+ age group — including nutrition, fitness, mind/body, alternative therapies, and the latest in medical news.

EDITORIAL MISSION

As the only consumer health magazine dedicated exclusively to adults aged 45 and up, **REMEDY** offers this ever-expanding group the knowledge they need to take charge of their well-being.

Our goal is to help them become wise healthcare consumers and to have the knowledge and tools they need to remain active and vital. We strive to motivate readers not only to maintain optimum health as they age, but to increase their enjoyment of life.

In short, **REMEDY**'s mission is to establish a relationship with readers as their most trusted resource for health-related advice and support.

Our ultimate goal is to uphold and strengthen our reputation as the health and wellness authority for Americans aged 45 and up.



REMEDY is the proud recipient of more than 25 National Mature Media Awards.

REMEDY

Research

Subscriber Study: Readers Applaud **REMEDY**

In 2001, we conducted a national survey among **REMEDY** subscribers to measure opinions regarding the magazine. Here are some of the exceptional results:

SATISFIED READERS

Were satisfied overall with Fall 2001 issue **84%**

REMEDY IS A TRUSTED HEALTH AUTHORITY

Say **REMEDY** is a magazine they trust **88%**

Believe **REMEDY** is an authority on health issues **74%**

Think **REMEDY** contains articles that are believable **98%**

ADVERTISING FOUND IN REMEDY IS EFFECTIVE

Think **REMEDY** has credible advertising **77%**

READERS ACT

Will discuss information found in **REMEDY** with friends/relatives **80%**

Will discuss information found in **REMEDY** with their health care provider **57%**

Actions Speak Louder!

REMEDY readers also **take action** after seeing health and wellness marketing:

RESPONSE TO AD*

	Index
• Returned free sample card	338
• Returned card to request information	294
• Find magazine ads of personal value	142
• Made appointment to see a doctor	137

* MARS 2002 OTC/DTC Study

The results are clear: When you partner with **REMEDY**, you reach the most **receptive** and **responsive** members of your community.

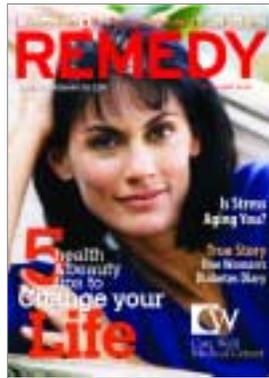
REMEDY

Base Program: Visibility + Flexibility = Results

Our base program offers exclusive sponsorship of **REMEDY**, delivered to subscribers in the zip codes of your choice.

Your hospital receives premium positioning in each issue: logo on the cover, plus inside cover and two back covers for your personal marketing message. This flexible program gives you the option of sponsoring from one to the full six issues per year.

Cover
REMEDY cover with hospital name & logo, positioning your hospital as the magazine provider

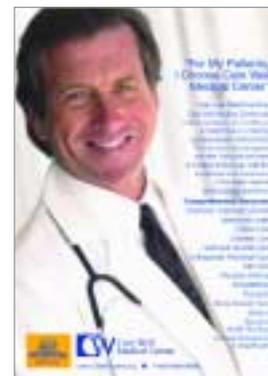


Inside Front Cover
"Welcome message" from your hospital's management, customized for each edition, communicating hospital mission, commitment to the community, etc.

Award-Winning Editorial
Top quality healthcare content provided to the community in a manner far less costly than could be achieved by your hospital alone



Inside Back Cover
Can feature your calendar of events or specific local resources and programs, making the magazine a handy resource



Back Cover
Can carry an advertisement of your own selection.



REMEDY

Build Relationships Through **REMEDY**

All hospital marketers want to get their messages in front of target consumers. In fact, they must, in order to stay alive. The only problem is - do consumers want marketing messages?

In the case of **REMEDY** magazine, they do. We know because they've told us. They've told us about their health conditions, lifestyle habits, prescription drug usage, OTC product usage, and more. Our reader relationships are unparalleled - we consistently deliver quality health information, and they trust us.

Even better, our subscribers are the ideal target for health care providers-they are all 45+, health-conscious, and have a history of responding to marketing offers.

Make our loyal customers your loyal customers by sponsoring **REMEDY** magazine in your marketing area. Each customized issue is designed to position your hospital as the community leader in health education and allows you to:

- **Build relationships with the most valuable consumers in your community**
- **Build relationships with physicians through our doctors' office program**
- **Partner with a nationally recognized leader in health education**
- **Save time and money and increase your marketing ROI**

REMEDY

Option: Special Sections

In addition to our base program, **REMEDY** offers special sections designed for additional marketing messages.

These sections will be inserted within **REMEDY** editorial pages, and all writing and design is conveniently provided by **REMEDY**.

You can use special sections to incorporate some of your current marketing programs, thereby freeing up more of your marketing dollars. For example, hospitals can use these sections for:

- Promoting open enrollment programs
- Newsletter distribution
- Foundation events and donation campaigns
- “Center of Excellence” promotions
- Raising awareness about health issues

And when you use **REMEDY** special sections in place of current direct mail programs you can:

- Reduce marketing expenditures
- Reduce postage costs
- Reduce printing costs
- Increase efficiency



REMEDY

Option: Delivery to Your Database

Secure the loyalty of your existing customers by providing them with up-to-date hospital news through **REMEDY**.

REMEDY also gives you the option of sending your sponsored editions to members of your current database who are aged 45+.

Delivering **REMEDY** to your hospital database enables you to:

- **Increase direct marketing efficiency** — Permission marketing allows you to refine your database and send only to consumers who want your material
- **Increase customer retention rates**
- **Provide your community with credible health information through a leading national health magazine**
- **Complement or replace current patient initiatives— enabling you to save on postage and printing costs**



REMEDY will compare your database with ours to ascertain any duplicate households, then “de-dupe” the list to eliminate overlap.

Your customers will be delighted to receive an attractive, full-color magazine filled with striking photo spreads, celebrity roundups, and a wealth of pertinent health features and articles... all coming free of charge from your hospital.

REMEDY

Option: Polybag Onserts

Research your target audience through attention-grabbing polybag onserts.

Polybag your promotional materials with **REMEDY** and deliver them only to the target households that meet your hospital's selection criteria. An extensive range of health profiles is available and can be customized to support your marketing strategy.

Database profiles can include any combination of the following:

- **Health Conditions – Have or Feel at Risk**
- **Health Product & Prescription Drug Usage**
- **Lifestyle Habits**
- **Demographics**
- **Geographics**

**PERFECT FOR
SPECIAL MAILINGS &
ANNOUNCEMENTS!**

Combine your polybagged promotional materials with our base program to achieve maximum impact of your marketing message.

When your promotional materials arrive at the homes of your target consumers, they read them and respond.



REMEDY

ROI You Can Count On

REMEDY prides itself on achieving superior response rates and return on investment for its clients.

In fact, **REMEDY** consistently outperforms other direct marketing vehicles and traditional media.

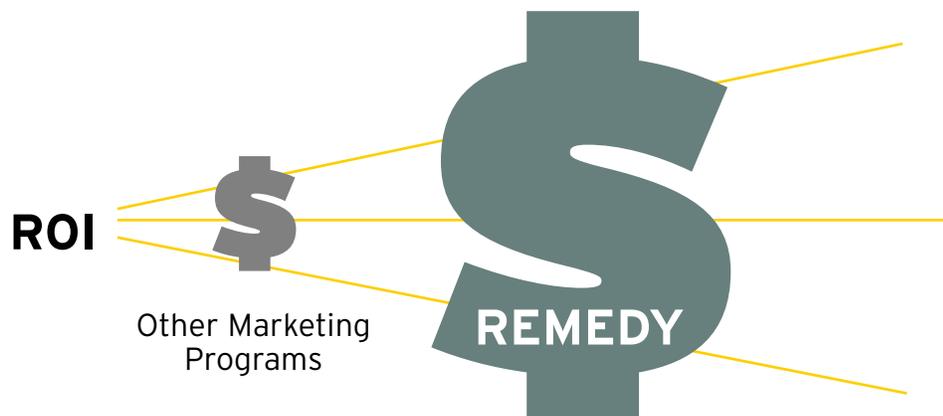
You can't find a more cost-effective direct marketing program that offers the visibility, flexibility, and high-quality households as **REMEDY**. Our base program starts at just \$.25 per household—that's less than the price of a stamp! And unlike other programs, this price includes postage.

We know ROI is important to you, too. **REMEDY** can match its subscriber files to hospital admission records to help you assess program effectiveness. This process enables you to determine:

- **REMEDY** subscribers who use your hospital's services for the first time
- **REMEDY** subscribers who increase their use of your hospital's services

Plus, **REMEDY** can help you maintain the loyalty of subscribers who currently use your hospital's services.

Partner with a proven performer.
We're confident you'll like the results.





REMEDY

About MediZine, Inc.

REMEDY is published by MediZine, Inc., a recognized leader in consumer health education since 1993.

In addition to **REMEDY**, the company publishes MediZine Healthy Living and Diabetes Focus, the nation's largest consumer health magazine and largest diabetes magazine, respectively. Both are distributed at the "Point of Care" - at the pharmacy counter in more than 60 major drug stores, supermarkets, and mass merchandiser retail chains nationwide.

MediZine, Inc. also owns and operates REMEDYDirect, one of the largest consumer health databases in the country. REMEDYDirect offers pinpoint reach to a health marketer's exact target consumers. No other database program contains more comprehensive, volunteered consumer health profiles.

Our interactive Web site, MediZine.com, allows consumers to search our health encyclopedia, get up-to-the-minute health news, review potential health care providers, and access an easy-to-use drug interaction tool. MediZine.com also provides hospitals and retailers — such as Target and Longs Drugs — with access to all of our site's interactive features, customized and integrated into their own e-commerce sites.

In addition, as a combined effort between REMEDYDirect and MediZine.com, all of our readers are given the chance to opt in to a weekly E-newsletter containing practical health and wellness information.

MediZine, Inc. Mission:

- **Provide health information that educates consumers and empowers them to make better health decisions and lead healthier lives**
- **Help health care marketers reach their most valuable, most receptive and most responsive target consumers... and achieve superior returns on their marketing investment**
- **In the doctor's office, facilitate informed conversations between patients and their doctors about medical conditions, treatment options and necessary lifestyle changes**

REMEDY

MediZine, Inc. Client List

ADVERTISERS/SPONSORS

AARP
Abkit
AkPharma
Alza
American Cancer Society
American Diabetes Association
American Home Products
American Med-Tech
Amgen
Amira
Arthritis Foundation
Astra Zeneca
Atkins Nutritional Approach
Aventis
Bausch & Lomb
Bayer
Becton-Dickinson
Beiersdorf
Beltone Electronic
Block Drug
Boehringer
Bose
Bristol-Myers Squibb
Campbell's
Cancer Treatment Centers
of America
Chattem, Inc.
CNS
Colgate
Del Pharmaceuticals
Dermik
Diabetes Self-Management
Doubleday
Duracell
Eli Lilly
Fujisawa
Glaxo SmithKline
Health Care Products
Healthgrades.com
Hoechst Marion Rouss
Johnson & Johnson
Keebler
Kimberly Clark
Knoll
Kraft
Lichtwer Pharma
Lipton
Mead Johnson
Medical Foods, Inc.
Medicis
Medi-Ject Corp.
Merck
Merisant (Equal)
Merz
Mondial
Nabisco
National Kidney Foundation
Nature's Bounty
Novartis
Novogen
Novo Nordisk
Nupharma
Nutramax
Ocean Spray
Omron
Parke Davis
People's Benefit Services, Inc.
Pfizer
Pharmacia
Pharmanex
Pharmaton
Pharmavite
Phonak
Proctor & Gamble
Puretek
Quaker Oats
Rayovac
Rexall Sundown
Rhône-Poulenc Rorer
Roche
Ross
Schering Plough
Searle
Select Comfort Mattresses
Serac
Siemens
Takeda
TAP Pharmaceuticals
Tempur-Pedic
TheraSense
Thompson Medical
Triarc
Tropicana
Twinlab
Video Eye
Warner Lambert
Windmill
Wyeth

RETAILERS

Arrow
Ahold
CVS
Duane Reade
Eckerd
Family Pharmacy
Famylmeds
Food City
Good Neighbor
Health Mart
Kerr Drug
Keystone/Medicine
Kinney Drugs
Kmart
Kroger
Leader
Legend
Lewis Drugs
Longs
Marsh
May's
Med-X
Medicap
Medicine Shoppe
Pathmark
Publix
Rainbow Food
Raley's
Randall's
Rite Aid
Save Mart
ShopRite
Snyder
Spartan
Super D
SuperValu
Thrifty White
United Supermarkets
Value Rite