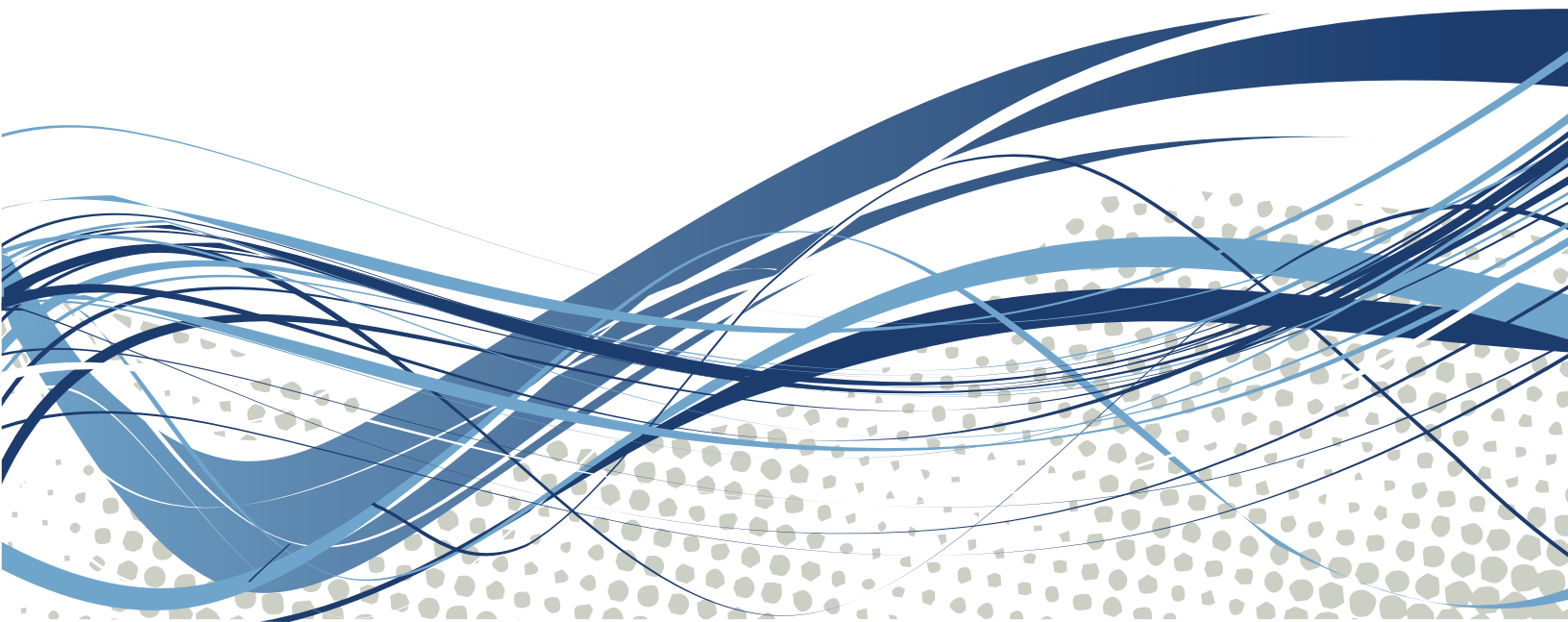




Canada's Online Health Destination



Who is Health Local?

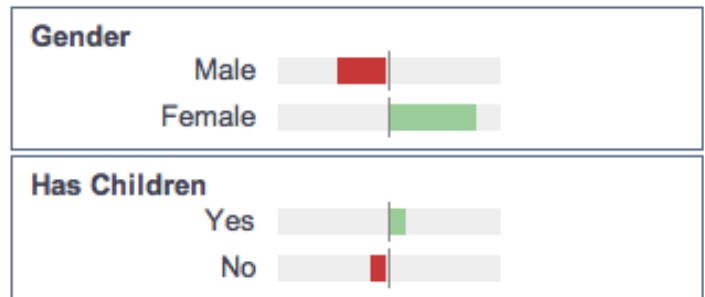
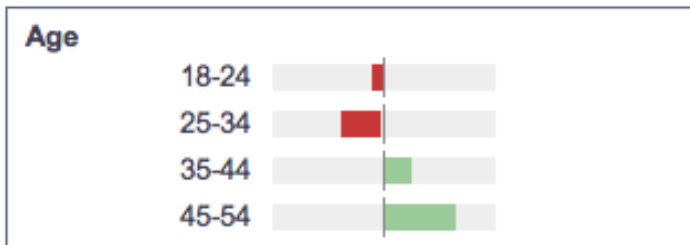
Health Local is Canada's most comprehensive online directory of health service providers, with over 50,000 health professionals, helping Canadians from Newfoundland and Labrador to British Columbia find health services professional that best suits their needs.

Your Healthy Life, our online magazine also offers Canadians a reliable resource to help them achieve optimal health. Featuring timely, informative articles by Canadian journalists and health professionals, Your Healthy Life, offers a number of features and tools designed to help Canadians take control of their overall health, from preventing and treating illnesses to diet and nutrition, to fitness and financial health.

The Health Local community

The typical Health Local visitor:

- More than 90% find Health Local as a result of searching for local health services
- More than 300,000 page views/month
- Growing at a rate of 10% per month



Health local visitors are predominantly women over the age of 35 who:

- Influence more than 80% of household spending
- Are the key decision makers in the household for health, nutrition and fitness services

The secret to a healthy life

Your Healthy Life, is designed to engage Canadians while encouraging them to take control of their health. Whether it's advice on health conditions, nutrition, weight loss, fitness, relationships or money management, we've got Canadians' health covered.

“Well done...I appreciate your efforts to enlighten folks on what approaches may be helpful for migraines, among other health concerns!” - Fred, Vancouver, B.C.

“It’s really nice to see an article like this. I wish every new mom would read this.” - Carolyn, Toronto, ON.

Up-to-date health information

Each month, we tackle a different topic on Health Local, including:

- Weight loss
- Heart health
- Nutrition
- Baby health
- Allergies and asthma
- Diabetes
- Cold & flu

PLUS: Our weekly Ask an Expert feature allows visitors to submit their most pressing health questions – answered by Health Local experts!

Get noticed by the RIGHT people

With Canada’s most comprehensive online directory of health service professionals, you get targeted advertising to your potential customers. By advertising on one of our comprehensive channels, you know your message will get to the right people – the ones looking for YOUR products or services.

Link your brand to one of the Health Local’s comprehensive channels, including:

- Medical Clinics (Both family practice and urgent care walk-in clinics)
- Dental Health
- Rehab
 - o Chiropractors
 - o Massage Therapists
 - o Physiotherapists
- Fitness & Weight Loss
- Eye Care

...and many more!

Targeted exposure on our 1,000+ “Local City” sites!

Health Local also includes our “Local City” sites across Canada. With more than 1,000 local health sites, you can choose exactly which regions are right for your product and service.



Health Local Advertising

High-visibility banners are positioned directly above, below or adjacent to the health service listings and editorial content. Through effective branding and exposure placements, your message will reach the thousands of Health Local's visitors on a daily basis.



Ad Type	All Categories	Medical Clinics	Dental	Rehab	Other
Pageviews/Month	300,000	65,000	40,000	40,000	155,000
Banner	\$2,200	\$700	\$560	\$530	\$1,050
Skyscraper	\$1,300	N/A	\$410	\$390	\$770
Square	\$1,800	\$600	\$470	\$440	\$880
Category Inclusions	All Categories plus 900+ local sites	Walk-in Clinics Family Practices	Dentists Orthodontists plus 100+ local sites	Chiro, Physio, Massage, Orthotics plus 300+ local sites	Fitness, Weight Loss, Wellness, Eye Care, Pharmacy, etc. plus 350+ local sites

*10% discount for 3 months, 20% discount for 6 months. Rates subject to change without notice.

Why Health Local?

- Reach more than 250,000 visitors each month (and growing) who are all seeking health - related services
- Target geographically (by province) and by health channel (e.g., doctors, dentists, rehab medicine, eye care, fitness, weight loss, etc.)

The power behind Health Local

Health Local is part of the Primacy group of companies. With over 100 Primacy Medical Clinics at Canada's leading food and lifestyle retail locations, Primacy is Canada's largest medical management company.