

### IMAGINIS.COM USER PROFILE

#### Audience Ratio

Male	10%
Female	90%

#### Total Adults

3 to 11	3%
12 to 17	5%
18 to 34	31%
35 to 49	34%
50+	27%

#### Age

65% are in the ages 18-49 demographic


#### Income

0 to 30k	17%
30k to 60k	24%
60k to 100k	28%
100k+	31%

#### Education

No college	38%
College	43%
Graduate school	19%

#### Dwell Time

Average user session length  00:07:24

### ABOUT IMAGINIS.COM

Imaginis is an award-winning, comprehensive resource for information on women's health. Within our thousands of original physician-edited pages our users learn, share and discuss the current health issues facing women today. With content dating back to 1997, Imaginis.com has developed the reputation of a top medical resource on the web.

### WHAT SETS IMAGINIS.COM APART?

- Imaginis is a leader in original content focused on women's health issues with the most up-to-date medical information.
- Imaginis is ideal for brands interested in social responsible advertising, sponsorship, advocacy and support.
- Imaginis has been on the web for over a decade, providing users with high-quality, physician-edited health information from a trusted team of medical advisors and doctors
- Imaginis contains 4,000 articles and over 10,000 pages of content available and searchable to our visitors.

### IMAGINIS BY THE NUMBERS

Monthly Unique Visitors: **200,000** Page Views: **950k+**



### HEALTH RESOURCE CENTERS:

Breast Health	Ovarian Cancer	Stroke	Multiple Sclerosis (MS)
Breast Cancer	Cervical Cancer	Ovarian Cancer	Sports and Orthopedic
Bone Health	Heart Disease	Cervical Cancer	

### ADVERTISING OPPORTUNITIES

Imaginis.com has a number of advertising opportunities. Please contact us for details to advertise in the following areas:

-  **Banner Advertising**
-  **Monthly Newsletter Sponsorship**
-  **Resource Center Sponsorship**
-  **Discussion Board Sponsorship**

#### Contact Information:

Carm Huntress  
 Phone: 864-421-0500  
 Email: [carm@imaginis.com](mailto:carm@imaginis.com)  
 Corporate Address:  
 25 East Court Street  
 Suite 301  
 Greenville, SC 29601



## BANNER ADVERTISING



**Ad Unit Sizes:**

Page Header: 728px X 90px

Right Page Box: 300px X 250px

Left Rectangle: 160px X 600px

## BANNER ADVERTISING ON IMAGINIS.COM

Imaginis offers homepage, inner-page, individual resource center or page banner opportunities, making it easy for you to choose the best option for your organization.

- 100% share-of-voice. No competing display-banner advertisers.
- Two premium, above-the-fold ad placements
- Opportunity to change or rotate creative(s) daily
- Week--parting, day-parting sessions available



**Homepage Ad Units:** 728 x 90 pixels, 300 x 250 pixels, 160 x 600 pixels

**Cost:** \$15 CPM net

**Inner-page Ad Units:** 728 x 90 pixels, 300 x 250 pixels, 160 x 600 pixels

**Cost:** \$12 CPM net

## RESOURCE CENTER SPONSORSHIP

One of our most popular options for companies interested in advocacy and support is to sponsor a specific resource center on Imaginis. Premium placement and high click through rates make it ideal for advertisers promoting their brand and creating awareness. Please call or email us for specific pricing.

In-line advertising and premium page placement.

Great for brands wanting to support and advocate women's health issues.

Direct sponsorship to areas that matter most to you.



## NEWSLETTER SPONSORSHIP

Our newsletter is read by over ten thousand users each month focused on the most up-to-date medical and health issues. We take the topics that gained the most interest by our visitors and share them within our newsletter readers. Your sponsorship of the newsletter makes it easy to reach thousands of middle aged women which in turn forward this information and your sponsorship to friends and family.

## DISCUSSION BOARD ADVERTISING



Our discussion boards have 18,000 users and cover the vast majority of women's health issues today. Over 1400 topics have been created with thousands of responses. Averaging 8.8 posts per day we have one of the most active women's health discussion boards on the web. Please call or email for specific pricing and options.

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