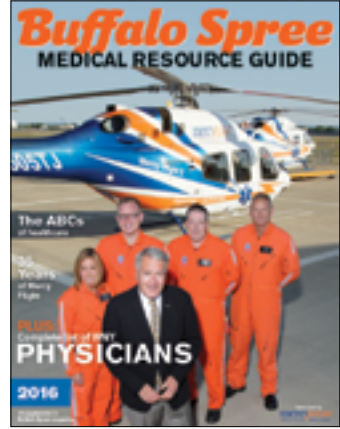


Buffalo Spree Medical Resource Guide

The *Buffalo Spree Medical Resource Guide* is WNY's comprehensive community health guide. Written and edited by an experienced team of health and medical writers, the *Medical Resource Guide* offers important information about medical trends and preventative health care measures.



Distribution, Demographics & Deadline

Distribution: 21,000

Polybagged with October 2017 issue of *Spree* and mailed to all subscribers, key community partners & a controlled circulation list including:

- Doctors' offices
- Dental offices
- Hospitals
- Relocation packages
- Real estate offices
- HR directors
- Medical facilities

Deadline: August 3, 2017

- **90%** of our readers have a college or post graduate education
- **88%** of our readers are between 25-64 years of age
- **73%** of our readers will purchase pharmaceuticals & prescription services in the next 12 months
- **68%** of our readers have income in excess of \$75,000
- **43%** of our readers have income in excess of \$100,000

The *Medical Resource Guide* reader is:

- Concerned with health care and able to spend money on it
- Highly educated and takes his/her health care very seriously
- The decision maker of multi-generational needs
- Aware of preventative and proactive care
- Aware of nutritional importance
- Family oriented
- A health insurance member

PREMIUM POSITIONS

All rates include full color.

Size	Dimensions (w x h)	Rate
Front Cover	8.625" x 11.125"	\$6,685
Back Cover	8.625" x 11.125"	\$6,540
Inside Front Cover	8.625" x 11.125"	\$4,180
Inside Back Cover	8.625" x 11.125"	\$4,180

Trim size: 8.375" x 10.875"

Add 15% for any additional guaranteed premium positions.

ADVERTISING SIZES AND RATES

Size	Dimensions (w x h)	Rate
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1/6 Page Horizontal	4.56" x 2.3125"	\$ 695

ADVERTORIAL

Ask the Expert (includes 100 reprints) \$ 2,599

The June 2015 CVC audit and reader survey have provided us with the above statistics regarding our readers.