



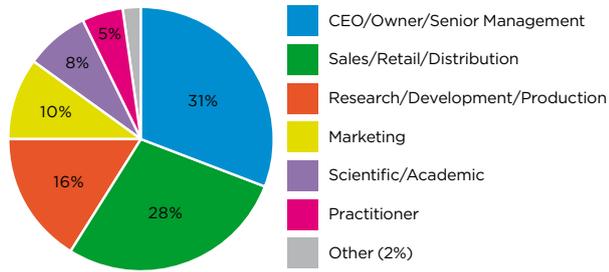
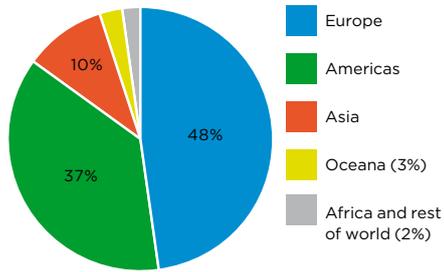
**HEALTH
GAUGE**

Global Vitality Meter



HealthGauge.com examines the latest news, concepts and trends from the world of health. Since its launch in 2012 the site's unique perspective, exploring the relationship between nutrition and physiology, has rapidly gained a strong following. Providing insights into health ingredients, functional food, sports nutrition and supplements as well as human science and technological innovation, HealthGauge.com is a unique media platform for the health industries.

HealthGauge.com Audience



Users: **24,125 per month**

Page Views: **82,270 per month**

Pages per Visit: **3-4**

Average Visitor Duration: **03:00 mins**

Bounce Rate: **<5%**



HealthGauge.com Advertising Rates

	Homepage	Channel Homepage	Articles	Newsletters	Video Production
Monthly Sponsorship	€1500 / £1200 / \$2000	€500 / £400 / \$650	€1750 / £1400 / \$2300		
CPM (1000 page impressions)	€150 / £120 / \$200	€75 / £60 / \$100	€100 / £80 / \$130		
Exclusive Mailshot				€500 / £400 / \$650	
Sponsored Newsletter				€250 / £200 / \$330	
Video Production					€1000 / £800 / \$1300

- Geographical, time of day, topic, user domain and custom targeting
- Guaranteed delivery with end of campaign reporting
- Links added in all editorial featured on the site



Homepage Advertising:
A 300x250 pixel banner on the homepage available on a CPM or exclusive sponsor basis.



Channel Advertising:
A 300x250 pixel banner on channel homepages available on a CPM or exclusive sponsor basis.



Article Advertising:
A 300x250 pixel banner alongside articles available on a CPM or exclusive sponsor basis.

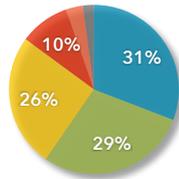


Newsletter Sponsorship:
Exclusive 300x250 pixel sponsor banner on the Nutrition Industry Update sent to 14,892 opt-in subscribers each week.



Exclusive Mailshot
Exclusive custom HTML email delivered to 9,984 opt-in subscribers with additional custom newsletter tweet.

Newsletter Subscribers



- West & Southern Europe 29%
- North America 27%
- North & Eastern Europe 24%
- Asia & Pacific 9%
- South America 3%
- Africa & Middle East 2%

HealthGauge.com is a news and trends website all about health. Multimedia content is delivered to an audience of health focused professionals in a globally accessible and convenient website format featuring a responsive design that ensures content and advertising is always displayed at an optimum size on desktop, tablet or smartphone.

Users can follow up to the minute conversations via social media streams embedded directly into the site without the need to divert their attention to external platforms and away from your advertising.

Clear and effective advertising options can be targeted with great precision using geographical, topic, date, time and delivery speed controls. Representing great value not only from a cost point all campaigns include additional benefits such as advertising reports and permanent internet links within editorial content.



Advertising Reports:
Included with every advertising campaign is a free report showing you where your advertising has been viewed and where it has been clicked, giving you a better understanding of your marketing performance whilst demonstrating measurable results.

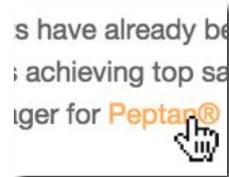
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Advertiser Information



Video Production:
Complete filming and video production service including professional editing and post production, delivered in your chosen format(s).



Permanent Internet Links:
Included with every advertising campaign are free internet links to your website added to every editorial mention of your brand or company within the articles currently posted on the site. This can help to increase your website's traffic and support SEO.