



Vince Gill

Cover Feature - Winter 2017

SAN ANTONIO EDITION - LIVING WELL MAGAZINE

MEDIA KIT

WELCOME



from the Publisher's desk



LEFT to RIGHT:
Suzi Hanna, Jack Hanna and Publisher Josh Cates
on location in Beaver Creek, Colorado for a cover photoshoot.

EVERYTHING WE DO AS
A COMPANY FOCUSES
FIRST AND FOREMOST ON
PROVIDING OUR READERS WITH
THE BEST
AND MOST RELEVANT
CONTENT AVAILABLE.

San Antonio Living Well Magazine reaches one of the most sought after demographics in all of publishing. Affluent, health conscious, **educated professionals and active adults 45 and older in age with over \$65,000 in household income**, along with digital delivery to most San Antonio Doctors and Business Owners.

San Antonio Living Well Magazine stands alone in a competitive market by offering our advertisers the opportunity to showcase themselves with **exclusive editorial content geared to their local consumer**.

Our distribution guarantees mailbox and digital delivery and our **12 years as a leader in healthcare and lifestyle publishing** means you're putting your money to work with a proven and successful magazine.

Our team of designers and editors will craft an advertorial presence for your brand unlike anything you've seen before.

To growing your business,

A handwritten signature in black ink that reads 'Joshua'.

Joshua D. Cates
Publisher & Founder
Josh@COLivingWell.com



Designed in
Boerne, Texas

CIRCULATION & DISTRIBUTION

1,500

ADVERTISING PARTNERS
Copies delivered to every client for their waiting rooms, lobbies, patients, customers and marketing.

1,316

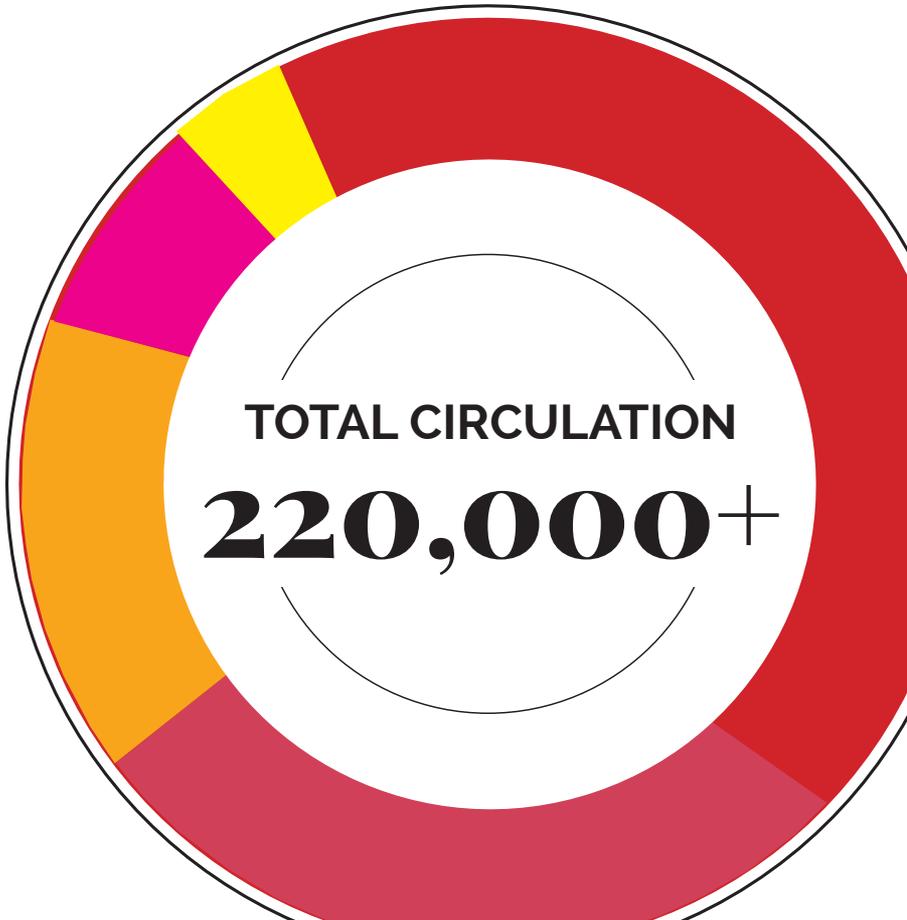
DIRECT MAIL LOCAL DELIVERY
Doctors offices & clinics, automobile dealers, restaurants, retirement homes, hotels, luxury businesses and others.

12,124

DIRECT MAIL HOME DELIVERY
Print copies to San Antonio Homeowners 47-70 years of age with household incomes of \$200,000+

205,200

DIGITAL NEWSLETTER
San Antonio Homeowners 45+ years of age Household incomes of \$65,000 and up, PLUS San Antonio Doctors and Business Owners.
720,000 total newsletter // 28.5% avg. open rate



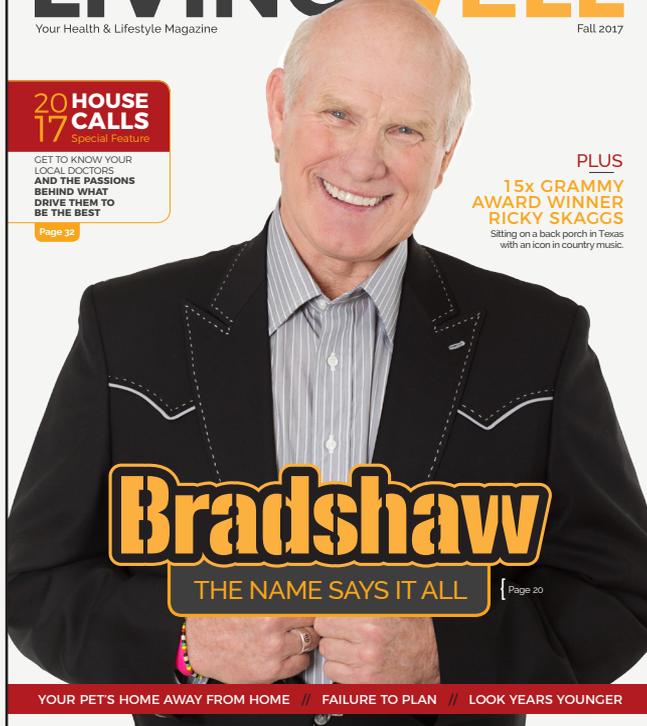


HIGH PROFILE CELEBRITY COVER STORIES >>

COLORADO SPRINGS
LIVINGWELL
Your Health & Lifestyle Magazine Fall 2017

20 HOUSE CALLS
17 Special Feature
GET TO KNOW YOUR LOCAL DOCTORS AND THE PASSIONS BEHIND WHAT DRIVE THEM TO BE THE BEST
Page 32

PLUS
15x GRAMMY AWARD WINNER
RICKY SKAGGS
Sitting on a back-porch in Texas with an icon in country music.



Bradshaw
THE NAME SAYS IT ALL Page 20

YOUR PET'S HOME AWAY FROM HOME // FAILURE TO PLAN // LOOK YEARS YOUNGER

Our goal with each cover is to bring a story into the living room of our Readers on a well-known personality who's living well and can be an inspiration to us all.

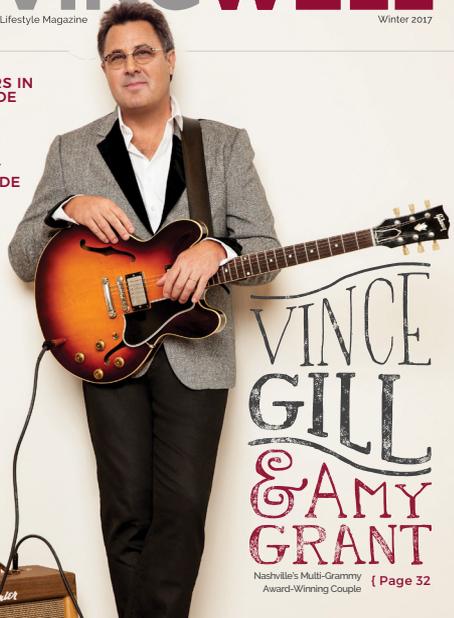
Josh Cates, Publisher



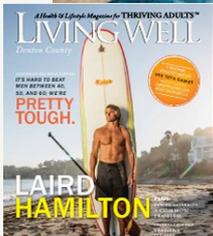
SAN ANTONIO
LIVINGWELL
 Your Health & Lifestyle Magazine Winter 2017

48 HOURS IN TELLURIDE
 Where to Stay, Play and Eat

HOLIDAY GIFT GUIDE
 | Page 24



VINCE GILL & AMY GRANT
 Nashville's Multi-Grammy Award-Winning Couple | Page 32



CUTTING EDGE

Technology Without the Knife



by: REAGAN ANDERSON, DO



Dr. Reagan treating children during a tour in Iraq where he was honored to serve the medical needs of our military men and women.



ABOVE: The U.S. Food and Drug Administration has approved the SRT-100™ as a safe and effective treatment for Non-melanoma skin cancers.

The epidemic of skin cancers in the US is only getting worse. There are four million new cases of non-melanoma skin cancers (NMSC), called basal cell carcinomas and squamous cell carcinomas, diagnosed in the United States each year. And for years, Dermatologists have focused on the treatment of skin cancer with surgical procedures followed by reconstructive plastic surgery. While surgical procedures will remain the first choice for treating these NMSC, there is a new, non-surgical approach to treating these cancers that enjoys a 95% cure rate. Patients now finally have a choice that does not involve surgery to treat their NMSC.

treatment with the SRT-100™ delivers a precise, calibrated dose of Superficial Radiotherapy that only goes skin deep. This low-dose of radiation safely destroys NMSC, with minimal damage to the healthy surrounding tissue. There is no requirement for anesthesia, no cutting or stitching, less risk for infection, and no need for reconstructive plastic surgery. Non-melanoma skin cancer patients typically have less downtime or lifestyle restrictions during and after treatment, then they would experience with surgical treatments.

The U.S. Food and Drug Administration has approved the SRT-100™ as a safe and effective treatment for NMSC. The procedure takes just a few minutes in a physician's office and offers exceptional cure rates. It is ideal for patients with health risks that prevent them from undergoing surgical treatment, or patients who wish to avoid the pain and scarring associated with surgery.

Colorado Dermatology Institute has been a leader in the delivery of Dermatology care in Colorado Springs for 15 years. It is the only Dermatology clinic in Southern Colorado to be

honored with an affiliation with the University of Colorado to facilitate the care of complex patients within a University setting. It is the only Dermatology clinic in America to have achieved the highest level of quality care accreditation by the National Committee for Quality Assurance. It houses the 2nd Dermatology Residency program in Colorado dedicated to producing exceptional Dermatologists for our community. And, now it is the only Dermatology clinic in Southern Colorado to offer this non-surgical treatment option.



TAKE ACTION: For more information on NMSC treatment options or to schedule an appointment please call 719-531-5400.

new, non-surgical treatments for these cancers are seeing a 95% cure rate

1 PAGE EXAMPLE

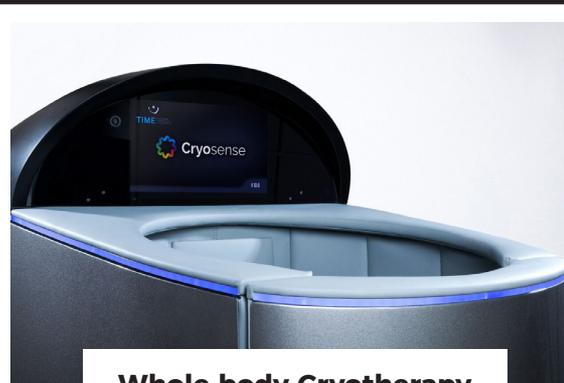
See Ad rates for pricing

2 PAGE EXAMPLE

See Ad rates for pricing

EDUCATIONAL FOCUSED ADVERTISING

WORKS!



Whole body Cryotherapy

New Cryotherapy location in the heart of Pine Creek & Briargate brings state-of-the-art, whole body recovery solutions for pain management and athletic recovery.

Q: What prompted you to start Colorado Springs Cryotherapy?
A: My wife, Rebekah and I have been very active in the Colorado Springs area. Unfortunately, over the years, we have both experienced various injuries. As a result, we have had to manage our pain through overuse of painkillers, physical therapy, and chiropractic care. We were looking for a more natural way to manage our pain. After 15 years of managing our pain through these channels, we decided to try treatment. I have always been skeptical of treatment modalities that rely on anecdotal evidence, but to be fair, it would be difficult if not impossible to do a double-blind study that involved freezing the body.

After my very first visit, the rib pain was gone and my knee felt much better. During my research, I discovered that

most people experience much better sleep. My 19-year-old son had been an incontinent since his early teens. I took him to try it, and he noticed marked improvement. At this point, I was hooked. The rest, as they say, is history.

Q: What is Cryotherapy and how does it work?
A: Though the basic healing properties behind cold cure are the same as they have been for centuries, cryotherapy as it's known today has evolved significantly. Today, instead of soaking our bodies in a tub filled with ice water for twenty to thirty minutes, which can be quite uncomfortable, we can get the same therapeutic

USES FOR CRYOTHERAPY

PAIN
Rheumatoid/Osteo Arthritis
Fibromyalgia
Neck & Back Pain
Headaches
Improved Sleep

RECOVERY
Shorter Recovery Time
Enhance Performance
Decrease Muscle Soreness
Promotes Less Fatigue

benefits and more from a three-minute session in a cryochamber. At Colorado Springs Cryotherapy, we have the most sophisticated cryochamber in the state, which was designed with client comfort among its utmost priorities. Most cryochambers have one setting: extremely cold. We allow our clients to choose from 8 different experiences. They can opt for the traditional cold only session, or they can alternate between heat and cold. If they want to focus on a particular part of the body, we can increase the intensity for that area alone.

Q: Is Cryotherapy safe?
A: Our state-of-the-art unit runs through its cycle, then stops so clients cannot be over exposed to the cold. The air in the chamber is cooled using liquid nitrogen, which makes up over 70% of the air we breathe. Unless a person suffers from cold induced asthma or another condition exacerbated by cold, they are completely safe.

Additional Cryotherapy treatment benefits:
Another category of research was focused on connective tissue growth which helps chronic pain and arthritis states. The first "modern" cryochambers were developed in Japan in the 1970s to help those suffering from rheumatoid arthritis. It also helps with things such as tendonitis and other overuse injuries. Athletes, weekend warriors and gym buffs can all benefit from cryotherapy. It speeds the rate of recovery from training and can improve performance during competition. Many people also use cryotherapy to enhance the health and appearance of their skin. It has been shown to improve tone and smoothness as well as increase elasticity and reduce the appearance of cellulite. This is due to the stimulation of collagen growth from extreme cold. And because of its anti-inflammatory properties, it can be effective for those suffering from dermatitis and psoriasis. Our immune systems can also experience a boost from cryotherapy sessions. This can cause a decrease in stress levels and improve sleep disorders.

Q: Is Cryotherapy safe?
A: Our state-of-the-art unit runs through its cycle, then stops so clients cannot be over exposed to the cold. The air in the chamber is cooled using liquid nitrogen, which makes up over 70% of the air we breathe. Unless a person suffers from cold induced asthma or another condition exacerbated by cold, they are completely safe.

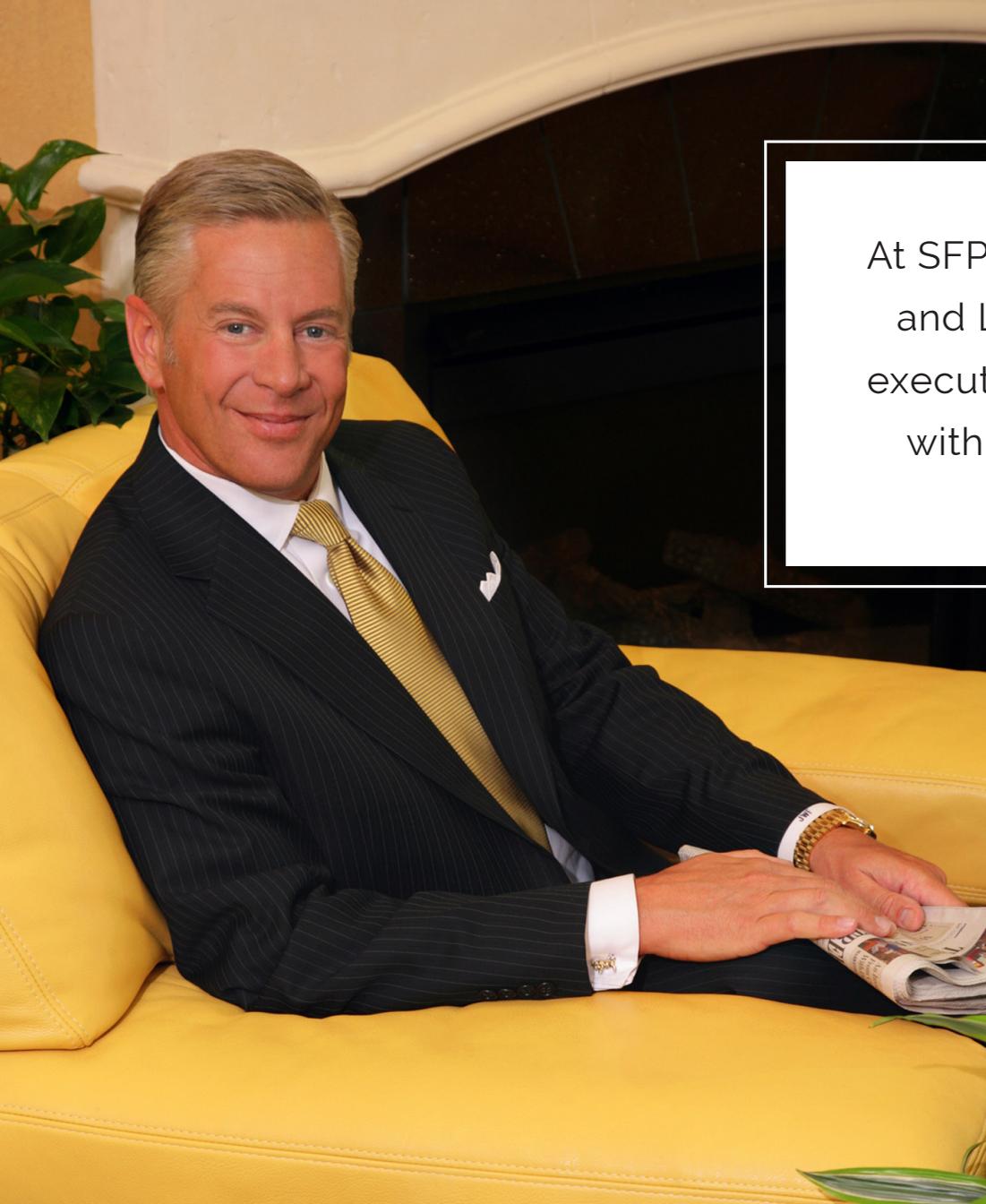


ABOVE: The air in the chamber is cooled using liquid nitrogen, which makes up over 70% of the air we breathe. BELOW: Today, instead of soaking our bodies in a tub filled with ice water for twenty to thirty minutes, we can get the same therapeutic benefits and more from a three-minute session in a cryochamber.

Colorado Springs Cryotherapy

For more information on Colorado Springs Cryotherapy call 719-888-0444 or visit them online at coloradospringscryotherapy.com

\$25 First treatment special for Living Well Readers



At SFP, we value our association with Josh and Living Well Magazine. Professional execution from Josh and his Staff coupled with the highest product quality earns our business, and more.

John W. Ferguson, Jr.
President & CEO
Strategic Financial Partners



Strategic • Financial
Partners

ONE MAGAZINE MULTIPLE PLATFORMS

YTD Stats:

Website
35,852 Unique Visitors

Digital edition
3:24 average read time

Digital magazine on Issuu.com
14,000+ additional reads

Business / MD Newsletter
27.4% open rate
= 47,561 people

Homeowner Newsletter
29.5% open rate
= 51,026 people

Colorado Springs Edition 2017 Stats

Your educational article and brand will be seen in print AND across multiple digital platforms with our mobile responsive digital online edition, newsletter, website and social sites.



PRINT • ONLINE • ON YOUR PHONE
TexasLivingWell.com/subscribe

20HOUSE
17CALLS
Special Feature



I love the diversity of amazing trails
and endless supply of wildlife.
I've seen about every animal on my rides,
except for a bear thankfully.

meet
Dr. John
BURROUGHS
Mountain Biker

About

Dr. John Burroughs

Mountain biking is a passion many enjoy and share living in Colorado Springs. For Dr. Burroughs, he will tell you one of his favorite things about riding in the Springs area, is the diversity of amazing trails and getting outdoors to enjoy the wildlife. "I've seen just about every kind of animal on my rides, except a bear thankfully," he says.

For the past 18 years, mountain biking has been a part of his consistent fitness regimen. Originally from Colorado Springs, Dr. Burroughs spent 15 years in the Air Force and served all over the country practicing medicine. "11 years ago, I decided it was time to return home and fulfill a passion of my own practice," says Burroughs.

Today that dream is a reality. With his expertise and even national recognition as a "Best Doctor," he loves to

mind in an entirely different manner. Mountain biking helps him reach his best. "I've found that being outdoors on my entire body, mind and spirit is what I need. I'm a person who enjoys cycling on every trail, we'd agree that mountain biking covers a lot of ground."

719-473-8801

DrJohnBurroughs.com

Dr. John Burroughs - Plastic Surgeon
SPRINGS AESTHETICS

"House
Calls"
Annual Doctor Feature
(See rates next page)

EDITORIAL CALENDAR

AD SPECS

EDITORIAL CALENDAR

Materials Deadline

Magazine Delivery Date

| | | |
|-------------|-------------|-------------|
| Spring 2017 | February 17 | March 10 |
| Summer 2017 | May 5 | June 9 |
| Fall 2017 | August 4 | September 5 |
| Winter 2017 | October 27 | November 30 |
| Spring 2018 | February 16 | March 9 |
| Summer 2018 | May 4 | June 8 |
| Fall 2018 | August 3 | September 7 |
| Winter 2018 | October 26 | November 30 |

AD SPECIFICATIONS

1/4 page
1/3 page vertical
1/2 page Ad
Full Page & Premium Ads

Dimensions

3.5" wide x 4.68" tall
2.45" wide x 9.87" tall
7.3" wide x 4.8" tall
8.625" wide x 11.1" tall

Bleed

no bleed
no bleed
no bleed
1/8" bleed - safe life area 1/4"

EDITORIAL SPECIFICATIONS

One Page Editorial
Two Page Editorial

Word Count Minimum / Maximum

350 words / 425 words
650 words / 800 words

PRODUCTION CONTACT:
Joshua Cates
Josh@TexasLivingWell.com
830-388-8110

ADVERTISING RATES

| PLACEMENTS (rates are per issue) | 1 issue rate | 4 issue rate (25% off) | 8 issue rate (35% off) |
|---|---------------------|-------------------------------|-------------------------------|
| 1/4 Page Ad | \$795 | \$595 | \$515 |
| 1/3 Page Vertical Ad | \$1,050 | \$787 | \$680 |
| 1/2 Page Horizontal Ad | \$1,150 | \$860 | \$745 |
| 1 Page | \$1,400 | \$1,050 | \$910 |
| 2 Pages | \$2,500 | \$1,875 | \$1,625 |
| Inside Front Cover + 1 Page Editorial | \$3,500 | \$2,625 | \$2,275 |
| First Page + 1 Page Editorial | \$3,500 | \$2,625 | \$2,275 |
| Inside Back Cover + 1 Page Editorial | \$2,800 | \$2,100 | \$1,820 |
| Back Cover + 1 Page Editorial | \$5,000 | \$3,750 | \$3,250 |

EXCLUSIVES & FEATURES (please ask your sales representative for more details)

| | |
|--|-------------------|
| "Women Who Inspire" Special Annual Feature - 1 & 2 page exclusives + Photography + Interview | \$1,850 / \$3,450 |
| "House Calls" Doctor Special Feature - 2 page exclusive + Photography + Interview | \$3,450 |
| Cover option 1 - Highlight on Cover + Photography + Interview and 2 Page Feature Story | \$5,500 |
| Cover option 2 - Entire Cover + Photography + Interview and 2 Page Feature Story | \$10,000 |

SAN ANTONIO
LIVINGWELL
Your Health & Lifestyle Magazine

CONTACT:

Joshua Cates - Founder & Publisher
(830) 388-8110
Josh@TexasLivingWell.com

Bob Cates - Co-Founder
(830) 388-9749
Bob@TexasLivingWell.com

www.TexasLivingWell.com

