

The Female Patient®

Realizing the Potential of the Female Health Market

- Peer-reviewed, Clinical Journal
- Practical, Hands-on Content
- Bilingual (English/Spanish) Patient Handouts
- Prominent, Active Thought Leaders
- Most Efficient CPM in the ObGyn Market
- Unique Circulation



www.femalepatient.com



Practical and Insightful Editorial

Physicians Rate *The Female Patient*

96% value its overall quality

92% realize its usefulness and practicality of information

91% use articles for "specific needs"

88% rely on its timeliness and breadth of information

87% express a need for the publication

Readership Prompts Action

74% of readers incorporated diagnosis or treatment information from articles into their practice

60% learned about products/services from articles

59% learned about an advertised product/service

41% discussed an article or advertised product with a colleague

44% indicated they refer to a typical issue at least 2 times

Source: *The Female Patient* Reader Feedback Studies 2007-2008

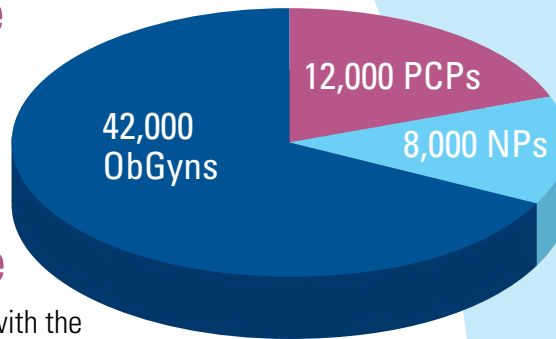
More Rx's Than Any Other ObGyn Journal

	Annual Rx's/Year by TFP ObGyns +12,000 PCPs	Annual Rx's/Year by AMA ObGyn Universe	% MORE Rx's Written by TFP's Circulation
Antidepressants	37,607,524	7,039,026	434%
Contraceptives	76,745,000	72,800,500	5%
Hormone Therapy	16,807,336	15,166,584	11%
Urinary Incontinence	3,018,764	1,093,672	176%
Migraines	3,730,088	431,936	764%
Osteoporosis	8,462,314	3,535,974	139%
Sleep Disorders	9,757,082	1,313,530	643%
Vaginitis	16,100,300	13,509,900	19%

Source: NDC Power Profiler Data, 2007-2008

A Diverse Blend of Clinicians Specializing in Female Health Care

50% more prescribers than other ObGyn journals



The Continuum of Care

Adolescent Gynecology—in partnership with the North American Society for Pediatric and Adolescent Gynecology

Contraception Update—in partnership with the American Association of Reproductive Health Professionals

Sexuality Matters—intimate advice on female sexual care

Menopausal Health—the latest in hormone therapy and bone health

The Cutting Edge—advances in minimally invasive surgery

Patient Handouts—download or photocopy for patient information (a survey favorite!)

Noteworthy Reading

CME credit in each issue

Practice Algorithms—step-by-step therapeutic decision aids

Case Reports—real-life cases from practice

Practice Management—need-to-know tips on office matters

LegalEase—expert advice on medical-legal issues

Coding Boxes—for reimbursement success

Bilingual Patient Education

76% use for their practice

84% say patients easily understand its contents

71% utilize the English version as a counseling tool

32% rely on the Spanish version as a counseling tool

44% photocopy or download from *The Female Patient* website for further distribution

Source: *The Female Patient* Reader Feedback Studies 2007-2008

Attractive Value-Added Opportunities

- Advertise the same product in 5 issues and receive the 6th insertion free*
- Advertise the same product in 10 issues and get the 11th and 12th free*
- Bonus distribution at leading medical conventions

*Clients must supply materials for free insertions. Free pages count toward frequency.



Custom Sponsored Programs

Increase awareness and expand your educational message with these high-quality programs, reaching health care professionals and their patients.

Clinical Supplements

Reach this important market segment with an effective and proven vehicle on the therapeutic category of your choice.

Bilingual Patient Editions

- Distributed by physicians for patients in exam and waiting areas
- 15 year history with proven track record
- Written for "Dr. Mom," the decision maker in 80% of households
- English and/or Spanish version

Newsletters

Gain valuable exposure to the growing female health market by providing educational content for your target audience.

Reprints

- Give your company a high-quality marketing tool that is cost-effective and helps build recognition and credibility.
- Provide an educational opportunity for your target audience.

Editorial Gatefold Programs

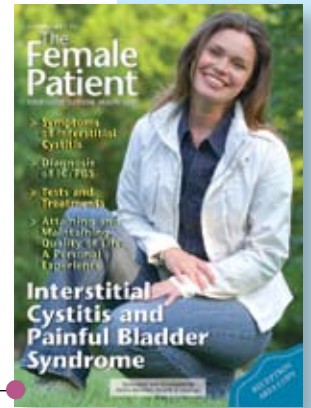
An innovative approach to highlight your message featuring educational and informative editorial content.

Cover Tips

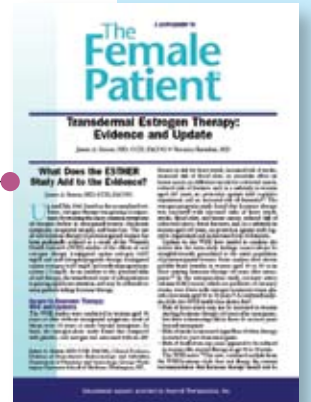
Gain premier exposure by showcasing your product on the cover of the journal



Clinical Supplements



Bilingual Patient Editions



Newsletters



Cover Tips



Editorial Gatefold Programs

THE RED HOT MAMAS Outsmarting MENOPAUSE

- A unique direct-to-patient publication designed to increase awareness and empower women entering their menopausal years
- A distinctive, single-sponsored, publication providing peer-reviewed custom content specific to menopausal issues
- Provides sponsorship exclusivity



Women spend up to 40% of their lives in the postmenopausal stage