



# Be Healthy

A PUBLICATION OF THE BAY STATE BANNER

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MEDIA KIT  
2017

# Be Healthy

Winter 2015

Banner Be knowledgeable. Be well. Be healthy.

**PASS THE SALT, PLEASE**  
AMERICANS CONSUME MORE  
THAN TWICE THE RECOMMENDED  
QUANTITY OF SODIUM

**IT'S COMPLICATED**  
KIDNEY AND HEART FAILURE ARE  
ONLY TWO OF THE POSSIBLE  
COMPLICATIONS OF HYPERTENSION

**+**  
FITNESS TIPS AND  
HEALTHY RECIPES

# Be Healthy

Fall 2016

Banner Be knowledgeable. Be well. Be healthy.

REGULAR AND  
WEEKEND EDITIONS

**SURGERY?  
NOT SO FAST**

GOING UNDER THE  
KNIFE IS OFTEN A  
LAST RESORT FOR  
LOW BACK PAIN

## LOW BACK PAIN

THE LOW BACK IS  
A WORKHORSE,  
BUT SUBJECT TO  
WEAR AND TEAR

**+**  
PATIENT  
STORIES

# Be Healthy

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Spring 2016

## High cholesterol PLANT-BASED GOOD M

**+**  
PREVENTION  
METHODS  
FITNESS TIPS AND  
HEALTHY RECIPES

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Winter 2016

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**WHAT'S IN  
A NAME?**  
STORE BRAND  
GROCERIES IN  
HIGH DEMAND

**+**  
CHANGING  
NUTRITION  
LABELS  
AT-HOME  
EXERCISES  
HEALTHY  
RECIPE

## Good health on a budget

HELPFUL TIPS ON HOW TO  
STRETCH THAT DOLLAR

## Background

**BE HEALTHY WAS DEVELOPED BY THE BAY STATE BANNER IN RESPONSE TO THE BOSTON PUBLIC HEALTH COMMISSION'S DISPARITIES PROJECT**

that determined that the incidence and death rates of several illnesses were significantly higher in blacks than any other group in the city. Many of these illnesses and conditions are preventable or highly controllable once diagnosed.

Another report — “Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care” — by the Institute of Medicine brought to light the difference in quality of treatment for racial and ethnic minorities nationwide. Added to this problem is a patient's lack of health literacy, or inability to understand health care information.

## Purpose

THE PURPOSE OF BE HEALTHY IS TO INCREASE AWARENESS AND UNDERSTANDING of diseases, their signs and symptoms, risk factors and appropriate screening tests. Its emphasis is on healthy lifestyles — exercise, healthy eating, weight control and smoking cessation — key factors that contribute to the incidence of many preventable illnesses.

## Response to Be Healthy

BE HEALTHY HAS BEEN WELL RECEIVED BY THE COMMUNITY as well as several health organizations. It won the 2007 Sword of Hope Media Award from the American Cancer Society and the 2011 Excellence in Local Media Award from the National Marrow Donor program. It has been linked to or requested by several nationally recognized public and private institutions, such as the World Cancer Campaign of the International Union Against Cancer, the Vitamin D Council and the National Cancer Institute's Office of Communications and Education.

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Contact: **Karen Miller**, Dr.P.H., Health Editor,  
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## Editorial Calendar \*

### SPRING 2017

Cancer prevention

### SUMMER 2017

Sleep medicine

### FALL 2017

Heart failure

### WINTER 2017

Asthma

While each issue of Be Healthy focuses on a particular health topic, it also includes information on healthy living. It is estimated that a high percentage of chronic diseases are preventable through lifestyle changes.

### EACH ISSUE MAY INCLUDE SUGGESTIONS ON:

- Exercise
- Smoking cessation
- Healthy eating
- Healthy recipes

*\* Topics are subject to change*

## Distribution

BE HEALTHY IS INSERTED INTO EVERY ISSUE OF THE BAY STATE BANNER, WHICH IS DISTRIBUTED AT 350 LOCATIONS THROUGHOUT THE GREATER BOSTON AREA as well as other cities with large minority populations including Randolph, Brockton, Cambridge and Worcester. It is estimated that 100,000 people read the Banner every week. In addition, Be Healthy is available through the paper's website at [www.baystatebanner.com](http://www.baystatebanner.com). Each issue of Be Healthy remains online permanently.

In addition to its print and online circulation, Be Healthy has been distributed to a number of private and public organizations for numerous health fairs, seminars and conferences. It has been included in the curriculum of both secondary and post-secondary educational institutions.

### PROFESSIONAL/PUBLIC ORGANIZATIONS

- Alzheimer's Association of Massachusetts
- American College of Nurse Midwives
- American Diabetes Association
- American Heart Association
- American Stroke Association
- Boston Public Schools
- Center for Information and Study on Clinical Research Participation (CISCRP)
- Central Boston Elder Services
- The Family Van
- Greater Boston Sickle Cell Disease Association, Inc.
- Massachusetts Mental Health Association
- National Cancer Institute Office of Health Disparities
- Centers for Disease Control and Prevention
- Vitamin D Council

### SCHOOLS AND UNIVERSITIES

- Boston University School of Public Health
- Dorchester High School
- Health Careers Academy
- Madison Park Vocational School
- Suffolk University
- Tougaloo College, Mississippi

### SPECIAL EVENTS

- Aware for all
- Back to School Jamboree
- Whittier Street Health Center Men's Health Summit
- Health and Fitness EXPO
- Diabetes EXPO
- El Planeta Health and Family

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AD SIZE	NON-BLEED	BLEED	TRIM	PRICE
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Half-page Horizontal	7.5" x 4.8125"	8.75" x 5.4375"	8.5" x 5.3125"	\$1,500
1/3 page Vertical	2.33' x 9.875'	2.955' x 11.125'	2.83' x 10.875'	\$1,200
1/4 page	3.625" x 4.8125"	n/a	n/a	\$750
Back Cover	n/a	8.75' x 11.125'	8.5' x 10.875'	\$3,500
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Inside Back Cover	n/a	8.75" x 11.125"	8.5" x 10.875"	\$3,500
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AD SUBMISSION DATE	ESTIMATED PUBLICATION DATE
MARCH 2	MARCH 16
JUNE 1	JUNE 15
SEPTEMBER 7	SEPTEMBER 21
NOVEMBER 30	DECEMBER 14

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