Our Vision
We’re The Healthy. A destination for those who value health in body, mind, & spirit. It doesn’t matter if you are in good place right now or health seems like a hard-to-reach goal. We feel you, and want to give you what you need to get (or stay) there. We know it’s about more than your body, it’s also your mind. It’s not just healthcare, but your community, caregivers, and relationships. You can’t always control everything when it comes to your health. The Healthy helps guide you to the things you can. Welcome.

Our Mission
Our mission is to provide real health solutions for real people. Health decisions can be hard. The Healthy gives you what you need to make them easier.
DIGITAL CAPABILITIES

Condition-based Targeting • High-Impact Units • Channel Sponsorships • Custom Video • Native Content

1MM Unique Visitors

5MM Projected Unique Visitors by July 2020

SOURCE comScore September 2019
The Healthy has over 100 condition centers that provide valuable and actionable medical advice. Condition centers available are as follows:

- Arthritis
- Alzheimer’s Disease
- Breast Health
- Cancer
- Cold and Flu
- Diabetes
- Digestive Health
- Ear, Nose, and Throat
- Eye Care
- Fatigue
- Foot Care
- Headaches and Migraines
- Heart Disease
- High Blood Pressure
- Incontinence
- Menopause
- Oral and Dental Care
- Osteoporosis
- Pain Management
- Prostate Health
- Respiratory Conditions
- Sexual Health
- Thyroid
- Vaccines
2020 Edit Calendar

JAN
- Cervical Cancer
- Thyroid Conditions
- Alcohol Awareness
- Body Positivity

FEB
- Heart Health
- Sex & Relationships
- Chronic Pain
- Fatigue

MAR
- Colorectal Cancer
- Sleep
- Endometriosis
- Vision

APR
- IBS
- Sleep
- Anti-Aging
- Headaches & Migraines

MAY
- Anxiety
- Arthritis
- Allergies
- Osteoporosis

JUN
- Men’s Health
- Skin Cancer
- Bug Bites

JUL
- Hydration
- First Aid
- Psoriasis
- Travel

AUG
- Vaccines
- Head Lice
- Sunburns & Sunscreen

SEP
- Ovarian Cancer
- Sexual Health
- Suicide Prevention
- Cold & Flu

OCT
- Breast Cancer
- Eye Health
- Psoriasis
- Dental Hygiene

NOV
- Lung Health
- Alzheimer’s Disease
- Healthy Holiday
- Diabetes Awareness

DEC
- Mental Health
- HIV/AIDS
Our Medical Review Board

The Healthy is committed to providing science-backed — and medically reviewed — answers to your most pressing questions about health and wellness. Our Medical Review team is made up of some of the most respected physicians, registered dietitians, exercise physiologists, and dentists in the U.S. One thing all of our reviewers have in common — they share our commitment to providing the public with the very best and most authoritative health information on the internet.

WHAT THEY DO

Review our existing and newly created clinical content, making sure our health information is factually correct

Check our content’s tone and makes sure it reflects the most up-to-date and science-based information that is available

Serve as a resource to help our roster of talented journalists identify and report on some of the most important health problems and issues facing people today

- Samantha Cassetty, RD
- Renata Chalfin, MD
- Oscar H. Cingolani, MD
- Steven Czekala, DDS
- Brian Duscha
- Russell H. Greenfield, MD
- Elizabeth Bahar Houshmand, MD
- Susanne Jackson, DDS
- Tia Jackson-Bey, MD
- S. Manjula Jegasothy, MD
- Jessica Levinson, MS, RDN, CDN
- Ashley Matskevich, MD
- Maureen Namkoong, RD
- Elisabetta Politi, CDE, MPH, RD
- Cynthia Sass, RD
- Mark Scroggs, MD
- Jill Silverman, MD
- Michael Spertus, MD
- Robert Sporter, MD
- Susan Spratt, MD
- Catherine Uram, MD
- Jessica Wu, MD
Launch Sponsorship Opportunity

As a launch sponsor Trusted Media Brands will activate the most coveted capabilities as part of The Healthy to maximize campaign visibility for an advertising partner. In addition, Trusted Media Brands will launch press efforts around The Healthy and the launch sponsor partnership to prominent B2B trades. Here’s what a launch sponsorship could look like:

**$500K LAUNCH SPONSORSHIP OF THE HEALTHY:**

- Custom Content Series (Native Articles + Videos) with Integrated Channel to House Content
- 100% SOV of Homepage
- 100% of 1 Chosen Channel
- 1 Week of FITOS Per Each Month of Campaign
- High SOV Media of Additional Contextual Target
- De-Coupled Data Passback (Including Data on Media and Custom Content)
- Data Insights Partnership Based on Audiences Targeted
- Research Study