Meet The Healthy

For almost 100 years, families have looked to Reader’s Digest for trusted health content, first in its pages, and then on its website.

That’s why we launched The Healthy — the one-stop destination for real, personal and approachable health advice, in the iconic Reader’s Digest tradition of content that informs and inspires.

At The Healthy, we meet people where they are on their health journey, providing a comprehensive and holistic view of health and wellness that is broad without being superficial, deep without being clinical.

Health decisions can be hard. The Healthy makes them easier.

Our Promise

There’s no shortage of health information—any Google search will yield millions of results. Yet users are still deeply frustrated with their inability to get clear answers and solve health issues.

Enter The Healthy: a problem-solving resource that embraces the power of trusted storytelling to provide valuable health information about causes, treatments, and recovery.

We know that people are about more than a diagnosis. That’s why The Healthy shows the human face of healthcare, addressing both the emotional and physical aspects of wellness. We help people live longer, healthier lives—wherever they’re at in their journey to better health.
## DIGITAL CAPABILITIES
- Condition-based Targeting
- High-Impact Units
- Channel Sponsorships
- Custom Video
- Native Content

## DEMOS
- 78% Women
- 46.6 Median Age

## ENGAGEMENT
- 2.2MM Unique Visitors
- +200% Increase in Page Views Since Its Launch
- 3.2 Minutes Per Visitor
- 100+ Articles Per Month
- $89k Median HHI

Contact your account manager for details or

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The Healthy has more than 100 health-related topics and solution centers that provide valuable and actionable medical advice. Here are just some of the available conditions.

- 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
## 2021 Edit Calendar

### JAN
- Nutrition & Healthy Eating
- Portion Control, Intermittent Fasting
- Alcohol Awareness
- HPV
- Thyroid & Cervical Cancers

### FEB
- Cancer
- Heart Disease
- Heart Health
- Sex & Relationships

### MAR
- Sleep
- Colorectal Cancer
- Seasonal Depression
- Fatigue

### APR
- Pain
- Rheumatoid Arthritis
- IBS
- Oral Health
- Minority Health
- Cancer Awareness Month

### MAY
- Anti-Aging
- Women’s Health
- Sunscreen, Sunburn, Age Spots/ Hyperpigmentation
- Asthma & Allergies
- Exercise, Fitness, Meditation

### JUN
- Alzheimer’s Disease
- LGBTQ Issues
- Hydration
- Skin Cancer
- Scoliosis

### JUL
- First Aid
- Bug Bites & Blisters
- BIPOC Mental Health Month
- Sunscreen

### AUG
- Digestive Health
- Heart Health
- Heart Attack

### SEPT
- Type 2 Diabetes
- Diabetes Foot Care
- Ovarian Cancer
- Overactive Bladder
- Cold Sores

### OCT
- Sleep & Anxiety
- Rosacea, Psoriasis, Eczema
- Breast Cancer Awareness Month

### NOV
- Overactive Bladder
- GERD
- Cold & Flu
- Bladder Health Awareness Month

### DEC
- CBD
- Anxiety & Depression
- Mental Health

*Editorial content subject to change*
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
- Kristyn Williamson, PharmD, BCACP
- Cynthia Sass, RD
- Mark Scroggs, MD
- Jill Silverman, MD
- Michael Spertus, MD
- Robert Sporter, MD
- Susan Spratt, MD
- Catherine Uram, MD
- Jessica Wu, MD
- Adam Spitz, MD