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 live people 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

2.2MM
Unique Visitors

100+
Articles Per Month

DEMOS

78%
Women

46.6
Median Age

ENGAGEMENT

3.2
Minutes Per Visitor

+200%
Increase In Page Views Since Its Launch

$89k
Median HHI

Contact your account manager for details or

LORA GIER  EVP, Ad Sales and Marketing
T 312.540.4802 • E Lora.Gier@TrustedMediaBrands.com

SOURCE: Traffic: ComScore 6-month Average ending Sep 2020; Demographic: comScore Sep 2020
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
THE Healthy

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

SEP
• 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 Porter, MD
• Susan Spratt, MD
• Jessica Wu, MD
• Adam Spitz, MD