

HISTORY:

- Recipient of **prestigious awards** for editorial excellence including:

American Heart Association:	Media of the Year
	Paul R. Ellis Award, Outstanding Achievement
Texas Medical Association:	Anson Jones M.D. Awards - First Place Science of Medicine and Merit, Science of Medicine
American Cancer Society:	Second Place, Human Interest Feature
	First Place, Feature Story
National Health Information Awards:	2004 & 2006 Merit Award, Media Publishing
Harris County Medical Society:	2004 & 2005 Francis C. Moore, MD Medical Journalism Award, Award of Merit
- Seen in the hit HBO serial drama "The Sopranos," the WB sitcom "Jesse," Vogue Magazine, on the HBO movie "Breastmen," nationally syndicated "Judge Hatchett," and numerous other media including The New York Times
- **Twenty-two years** of delivering a qualified audience to advertisers

DISTRIBUTION:

These are the results of our 22 year history in Houston:

- **96% pick up rate** (Your ad reaches its full potential)
- Estimated **2.3 readers per copy**
- Widely available to readers in Houston. Over **500 distribution outlets** including: fitness centers, hospitals, salons, restaurants, grocery stores, trade shows and special events.
- 50,000 circulation in Houston

OTHER BENEFITS:

- **www.healthandfitnessmag.com** estimated over 400,000 hits per month and growing. **Print + Internet = Power**
- Strong community events participation.

AN EFFECTIVE SALES TOOL:

No other publication offers this active, affluent niche readership ready to spend money on looking and feeling good. Seventy-two percent of our readers purchase products or services from our advertisers. Tell our readers what products and services you offer and **profit** from your wise investment decision!

HEALTH & FITNESS
 SPORTS MAGAZINE®
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