

More people than ever are using the internet to search for health information. However, it is difficult for searchers to sift through the numerous sites and pages of information to get to the facts they need and can trust. **MyHealthNewsDaily** solves this condition. It is the friendly health advisor offering the simple facts about the latest medical research and health news and trends. Whether questioning a new study, investigating drug interactions or symptom checking, visitors can find what they need.

Wealth of Health News...without Jargon

Managing Editor Karen Rowan has written for *Discover* as well as the Journal of the National Cancer Institute and has a masters degree in science and medical journalism from Boston University and a masters in Cellular Biology from Northeastern Illinois University. She leads a team of equally experienced writers who provide deep and broad analysis of the body and mind in laymen's terms.

Sample Articles

- [Kids' Allergies Linked to Vitamin D Deficiency](#)
- [Learning a Second Language Protects Against Alzheimer's](#)
- ['Beauty Sleep' May be Best Beauty Treatment](#)
- [Researcher's Death from Plague Prompts CDC Warning](#)

Targeting Delivers Results

Combining advanced targeting solutions with a large, engaged audience delivers powerful results. Targeting on **MyHealthNewsDaily** allows advertisers to buy contextually across current and in-depth content and to benefit from the power of results-based optimization. Targeting options include contextual, behavioral, demographic, psychographic and more.

For more information on advertising within **MyHealthNewsDaily**, visit: techmedianetwork.com/our-brands/myhealthnewsdaily.html

Strength Through Scale

MyHealthNewsDaily is one of 16 owned and operated sites in TechMediaNetwork stable of content sites. This powerful Network **allows** you to reach your targeted audience with scale and with trusted, original, and current content.

The Network yields nearly twice the reach as CNET* against key segments that can help advertisers reach their goals:

- **Science Buffs**
 - **Adults 18-49; 25-54 and 18-54**
 - **Technology Mavens**
- *Media Darwin Study Q1 2011

MyHealthNewsDaily Categories

- **Aging**
- **Diet & Nutrition**
- **Drugs & Medicine**
- **Kids & Parenting**
- **Recalls & Warnings**
- **Beauty & Skin**
- **Diseases & Conditions**
- **Exercise & Fitness**
- **Mental Health**
- **Sexual Health**

Ad Options

From standard IAB ad units to highly engaging and immersive background skins, pushdown units and Flash overlays, all of TechMediaNetwork's owned and operated sites provide a wealth of solutions to help advertisers make an impact and maximize their ad spend.



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