

the **connection**

your guide to better living

A Health Dimensions Publication

Who We Are

The Connection: Your Guide to Better Living is a free, glossy magazine and resource guide *hand-delivered* to both corporate decision makers and employees in the workplace.

This glossy guide is dedicated to better living tips, advice and resources. It is published twice a year by Health Dimensions, the leading coordinator of Health & Lifestyle Expos held in the corporate setting.

Regular features include timely articles and information in the following categories: Health & Wellness, Fitness & Recreation, Safety & Environment and Family & Lifestyle.

With a circulation of 25,000 per issue, *The Connection* offers a unique opportunity to promote your products and services to this exclusive market.

Distribution

Distribution of *The Connection* is controlled; hand-delivered to the employees of the most prestigious companies at their employer sponsored Health & Lifestyle Expos. And after their events, companies are offered subscriptions to subsequent issues of the magazine.

This publication is featured at hundreds of events for businesses in San Diego, Orange County, and Los Angeles, such as:

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|---------------------|-------------------------|
| ▶ Boeing | ▶ Charlotte Russe |
| ▶ Qualcomm | ▶ Petco |
| ▶ Toshiba | ▶ Farmers Insurance |
| ▶ Sony Online | ▶ Pepperdine University |
| ▶ Intuit | ▶ Cox Communications |
| ▶ B. Braun | ▶ Northrup Grumman |
| ▶ Mazda | ▶ eHarmony |
| ▶ Finance America | ▶ Kawasaki |
| ▶ SD Sheriffs Dept. | ▶ Ingram Micro |
| ▶ Cricket Wireless | ▶ MySpace |

Plus many more! And after their events, these companies also receive subscriptions to future issues of *The Connection*. It's an incredible opportunity for any advertiser to reach potential clients.



Demographics

**Look who's reading
The Connection:**

- Working men and women
- Corporate decision makers
- Executives, administrators, manufacturers, scientists—employees from all walks of life read *The Connection*

Our readers are:

- Well insured
- Family oriented: 65% have children
- Most have flex-spending accounts
- 60% of readers are in the 35 to 45 age bracket
- Interested in leading healthier, better lives