



March Magazine

LifeCare

March LifeCare Magazine is the official publication of the March LifeCare Campus, bringing into focus the continuing development of the 6 million square foot campus that will include a hospital, medical office buildings, medical retail, senior continuum from independent and congregate care to hospice, education and research facilities, a hotel and healing institute that focuses on wellness, eastern and western medicine, and holistic care.



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March LifeCare Media Editorial Focus:

Fall 2010 Theme - 'The Heart of Healing'

Feature Story:

- **"March LifeCare HEALING INSTITUTE"**
Unique to March LifeCare, the heart of the campus will be the Healing Institute, a place where the physical aspects of healing meet the spiritual and include an integration of the arts in spaces designed for the well being of body, soul and mind, this will truly be a place where healing starts
- **Sharing the expanding dream of the March JPA**
A profile on MARCH JOINT POWERS AUTHORITY and their future Air Reserve Base development plans.
- **CARE, COURAGE AND HEALING Profiles**
Expanding March LifeCare PARTNERSHIP TEAM
- **CAMPUS UPDATE**



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Advertising

Distribution

With a press run of 25,000, March LifeCare Magazine is distributed directly around the March Life Care Campus:

- 21,000 of the 25,000 issues are distributed to homes with annual incomes above \$75,000 within a 10 mile radius of the March LifeCare Campus and March Air Reserve Base
- Available at County Government Centers in Riverside County
- Offered on Newsstands in High-Traffic Locations All Over Riverside
- Displayed In Hospitals and Medical Offices throughout the Region
- Accessible At Moreno Valley, Riverside, and Perris Businesses
- Presented at Special Events in Riverside And Moreno Valley



ADVERTISING RATES

2010 Rate Card

| Special Rates (full color) | Dimension Size | 2010 Rates |
|----------------------------|--------------------------------|------------|
| Full Page (Bleed) | 8.875 w x 11.375 d | \$1,800 |
| Full Page | 7.625 w x 10.125 d | \$1,800 |
| Half Page | 7.625 w x 4.944 d | \$1,000 |
| Quarter Page | 3.684 w x 4.944 d | \$ 600 |
| Inside Cover Pages | See above Full Page dimensions | \$3,000 |
| Back Cover | See above Full Page dimensions | \$4,000 |

(Advertisers who make an initial quarterly commitment will be given a 10% frequency discount and those who make an annual commitment will be given a 15% frequency discount.)