Since 2005, Health Journal has been Hampton Roads’ premier healthy lifestyle magazine. Our mission is to provide essential knowledge about health topics and resources; we aim to empower our readers to achieve optimum physical and emotional well-being.

Health Journal features compelling content and inspired art direction and is the logical choice to influence an educated audience.

The print magazine is published monthly, and the online edition publishes content daily. Advertising in the Health Journal is your opportunity to educate consumers about your products and services.
“In today’s age, where information is coming at us from all angles, it can be a challenge to have our clients’ stories heard through the noise. We constantly strive to find creative outlets that align with our philosophy to tell powerful stories, be authentic and contribute to a greater good in the communities we serve. We’ve been proud to introduce our clients and friends to The Health Journal. They put authenticity and good storytelling at the heart of all they publish. They keep journalistic integrity and truth in advertising at their core, whether online or in their beautifully designed magazine. The end result is something the community wants to read, they want to flip open, they want to click through.”
— Stephanie Heinatz
Consociate Media

“Well-curated stories our community cares about. Imagery that pops off the page. A team that cares about the advertisers and the businesses they feature in each of their pages. That is what Waypoint Seafood & Grill has found in its relationship with The Health Journal, which has so thoughtfully featured our food as it relates to living the best life possible in the Williamsburg region. Having our dishes highlighted on the cover has been a great treat!”
— Tina Schadler-Phillips
Waypoint Seafood & Grill

“When our client, VersAbility Resources, asked the Howell Creative team to create a campaign designed to share the message about adults with intellectual disabilities living productive lives through employment, we pulled out all the stops. We had a distinct creative vision for the spots — strong, dynamic, moving, caring, upbeat. Health Journal brought that to life. They delivered on our strategy, and our client loved the work. Even better, it has helped move the needle in accomplishing VersAbility’s goals.”
— Kathy Howell
President & Creative Director,
Howell Creative Group

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**OUR AUDIENCE**

Health Journal readers stay current on trends in health, fitness, nutrition and the art of living an informed life.

- 86% of readers are female
- 70% have college degrees
- 63% household income of >$75k
- 21% household income of >$100k
- 23% are ages 25-39
- 36% are ages 40-59
- 36% are ages 60+

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**READER HABITS**

- 55% have been reading 2+ years
- 30% started reading in 2014
- 62% have used advertised products and services
- 53% visit our website for further reading
- 20% keep copies of THJ for at least 2 months

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31% get their copy delivered to their home or office.

37% pick up their copy from a hospital, medical center or doctor’s office.

25% pick their copy up at a retail store or grocer.

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*“In today’s age, where information is coming at us from all angles, it can be a challenge to have our clients’ stories heard through the noise. We constantly stride to find creative outlets that align with our philosophy to tell powerful stories, be authentic and contribute to a greater good in the communities we serve. We’ve been proud to introduce our clients and friends to The Health Journal. They put authenticity and good storytelling at the heart of all they publish. They keep journalistic integrity and truth in advertising at their core, whether online or in their beautifully designed magazine. The end result is something the community wants to read, they want to flip open, they want to click through.”

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We are recruiting qualified physicians and health care professionals from all specialties to contribute to our online expert knowledge base with educational content.

Contributed medical pieces are Knowledge Base Hubs (KBH) used to build a comprehensive health library within our platform. Consumer health content on our site is linked to the appropriate Knowledge Base Hub through relevant keywords, providing readers an opportunity to deepen their understanding of important health topics.

Participating health professionals are credited in the form of a byline and short biography with back links to the sites of their choice.

To Qualify:

Health professionals should have an advanced degree from an accredited university and hold board certification in their field of practice. Expert contributors can only write on topics within their specialty. Contributions may be edited as necessary for style and grammar.
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Feature your restaurant on the cover of the Health Journal along with a spread in our Taste Appeal section and highlight your chef with behind-the-scenes content.

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The go-to source for finding health and medical services in Hampton Roads. Listings appear in the Health Journal for one full year.

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Chef's wine suggestion: A well-balanced chardonnay is perfect for this dish. To design your plates, begin with a base of grits. Arrange lobster, shrimp and scallops, ladle on a generous portion of sauce and enjoy.

16 each U-10 dry pack scallops
4 each 1½ - 2-lb. lobsters, boiled
⅓ cup (4 oz.) honey
½ cup egg yolks
3 cups heavy whipping cream
½ tsp. garlic, minced
2 tsp. shallots, minced
8 oz. bittersweet chocolate, chopped
⅓ cup water (chop the chocolate if in bar form) and heat until melted

1. In a large skillet, heat the olive oil over high. Add the pepper. In a heavy bottom non-stick pan, heat the olive oil on high, then add the scallops to the pan in a single layer, leaving a ½ inch gap between scallops. Cook for one minute, turn them over and cook for one minute longer. Remove and keep warm.
2. Add more oil to the skillet and add the shrimp. Let the shrimp simmer for 45 seconds to one minute, turn them over and cook for one minute longer. Remove and keep warm.
3. In a heavy bottom non-stick pan, heat the remaining oil over high. Add the shallots and pepper. Cook for 2 minutes. Add the garlic and stir for another 2 minutes. Add the honey and stir for another 2 minutes.
4. Add the cream and stir for 2 minutes. Add the scallops and shrimp. Cook for 3 minutes.
5. Add the chocolate and heat until melted.
6. Add the vanilla.
7. Remove to a serving plate and garnish with fresh herbs.

For more information on TASTE APPEAL FEATURE, visit www.tastemagazines.com

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1/4 HORIZONTAL 7.625w x 5h

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