

Coastal **VIRGINIA** Magazine



Over the past 16 years, Coastal Virginia Magazine has been one of the area's most trusted and authoritative medical resources. As the city and regional magazine for Coastal Virginia, our goal is to keep our 221,975+ readers informed of the area's medical advances and the wealth of expertise that we have locally in the medical industry.

In each issue, medical advertisers are included as professional references within articles related to their specialties. We have more information on these opportunities and would like to set up a time to discuss at your earliest convenience.

Special Ad Section Medical Topics Outline 2017

Below shows planned topics. Note advertisers can be used as references if contracted prior to stated deadlines.



January-February 2017- Agreement Deadline for editorial inclusion Nov.18

- Gyms/Fitness Centers: How they are helping with muscle strengthening and weight loss to stay fit and live longer.
- Weight Loss/Plastic Surgery: Surgery needed to remove extra skin after weight loss surgery or extreme weight loss.
- American Heart Association: Heart disease awareness along with a special AHA advertising section.

March-April 2017 - Agreement Deadline for editorial inclusion Jan.23

- Orthopedic: Exploring the trend towards outpatient orthopedic procedures. What are some of the most popular/beneficial procedures and how can they help?
- Allergies: Allergy Alert! The latest in testing and in treatments. Have cases been getting better or worse in our region?

May-June 2017 - Agreement Deadline for editorial inclusion Mar. 24

- Eye Care: Does my child need glasses? Expert eye care professionals tell you when you need to get your kids tested, signs they are struggling with their vision, and options for eyewear for kids.
- Skin/Dermatology: A primer on sunscreen from doctors—best kinds, how and when to apply, expiration info etc.
- Stroke Awareness: Special advertorial to match to promote latest advertiser advances.

July-August 2017- Agreement Deadline for editorial inclusion May 22

- Orthopedic: Personal success story—knees.
- Podiatry: What can your toes tell you? A change in your feet can signal a serious problem. Podiatrists tell some of the things our feet tell us about our health.
- Regenerative Medicine: What is it and what you need to know about this breakthrough in the world of medicine.

September-October 2017 - Agreement Deadline for editorial inclusion Jul. 22

- Eye Care: The dry eye dilemma—what can be done about this common but problematic condition?
- Plastic Surgery: The latest in liposuction. This popular procedure has come a long way over the years. Looking at the latest methods including Vaser, SmartLipo, Laser, Tumescant.

November-December 2017 - Agreement Deadline for editorial inclusion Sept. 23

- Geriatric Medicine/Psychiatry: Is there an increase in doctors entering this field due to people living longer? What do these doctors treat and are they right for you?
- Nephrology: Diabetes can lead to kidney failure. How can diabetics help prevent this, when should they get screened and what is the prognosis/treatment if this happens?

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