

The HealthCentral Network

MEDIA KIT

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MyHeartCentral.com

“AM I HAVING A HEART ATTACK?”

Here are the facts:*

- This year about 1.2 million Americans will have a first or recurrent coronary attack
- Coronary heart disease is the nation's single leading cause of death
- About 8.9 million Americans have angina pectoris or chest pain due to reduced blood supply to the heart

There are a myriad of encyclopedic resources about heart disease, and people need a place that helps them filter out the relevant information.

At MyHeartCentral.com they'll find expert information they can understand and act on. They'll find new friends who can lend support and empathy based on their own experiences. The depth and breadth of content, and that human connection, make this site different than any other resource found online.

ACT IN TIME

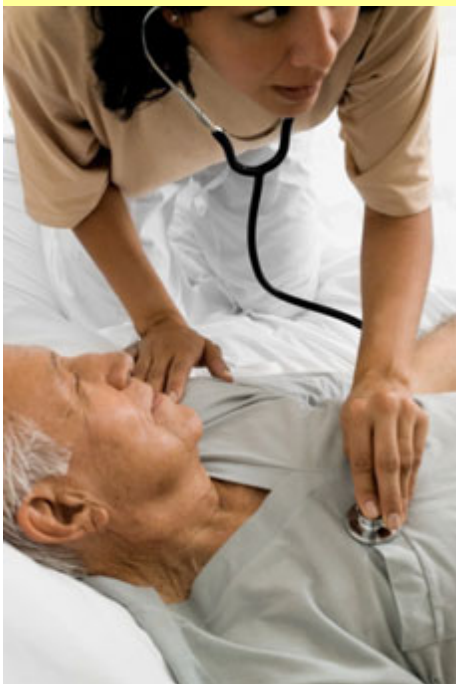
Knowing how to recognize the symptoms of a heart attack and when to act are so critical that the American Heart Association has launched a new “Act in Time” campaign to increase people's awareness of heart attack and the importance of calling 9-1-1 immediately at the onset of heart attack symptoms. MyHeartCentral.com's portfolio of Symptom Checkers is the place to start to learn what those symptoms are.

LEADERS IN THEIR FIELDS

Expert Patients bring our people-centric philosophy to life by sharing expert information, and offering advice and support via robust SharePosts.

*Source: American Heart Association

Find consumers for whom your message is relevant. Manage to reach them when they are most receptive to your message. Connect with THCN at 212.213.9200.





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