



WebMD[®]

FOR WHAT MATTERS MOST

2021 MEDIA KIT

Contact us:
SalesInquiries@webmd.net

THE LEADING HEALTH & WELLNESS SITE

Millions come to WebMD for the unsurpassed knowledge, insights, and inspiration that helps them and their families live happier, healthier lives.

Our award-winning content is influenced and inspired by some of the top minds in medicine and wellness—from thought leaders advancing the latest trends, to practicing physicians with an exam-room perspective, to wellness experts on a mission to inspire a healthier lifestyle.

WebMD's commitment to fresh, unbiased, and fact-based content balances technical accuracy with interest-driven storytelling in easy-to-understand language, helping consumers make better health decisions every day.

1 in 3 U.S. ADULTS USE WEBMD EACH MONTH

+6 MORE MINUTES THAN THE NEXT COMPETITOR

2.6x THE PAGE VIEWS THAN THE NEXT COMPETITOR

85% OF TRAFFIC FROM ORGANIC SEARCH

WEBMD DEMOGRAPHIC OVERVIEW

Gender

Male 36%

Female 64%

Age

18-34 36%

35-54 36%

55+ 28%

18-49 64%

25-54 59%

Education & Work

College Grad 59%

Employed FT 55%

Household Income

\$50k+ 77%

\$75K+ 62%

\$100K+ 46%

WE REACH YOUR AUDIENCE TO DRIVE RESULTS



CANCER
PATIENTS

1.7 MM

Monthly
Unique
Visitors



BABY/
PREGNANCY

9 MM

Monthly
Unique
Visitors



DIET &
WEIGHT LOSS

3.2 MM

Monthly
Unique
Visitors



SURGERY
PATIENTS*

9 MM

Monthly
Unique
Visitors



COPD

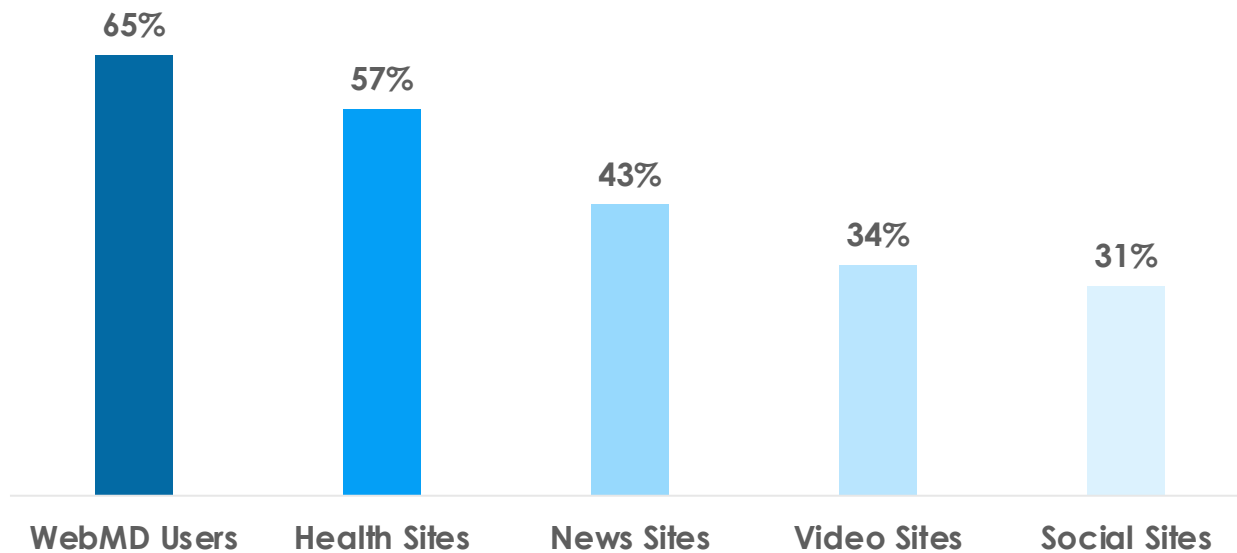
2.5 MM

Monthly
Unique
Visitors

CONTEXT MATTERS FOR EFFECTIVE HEALTH MESSAGING

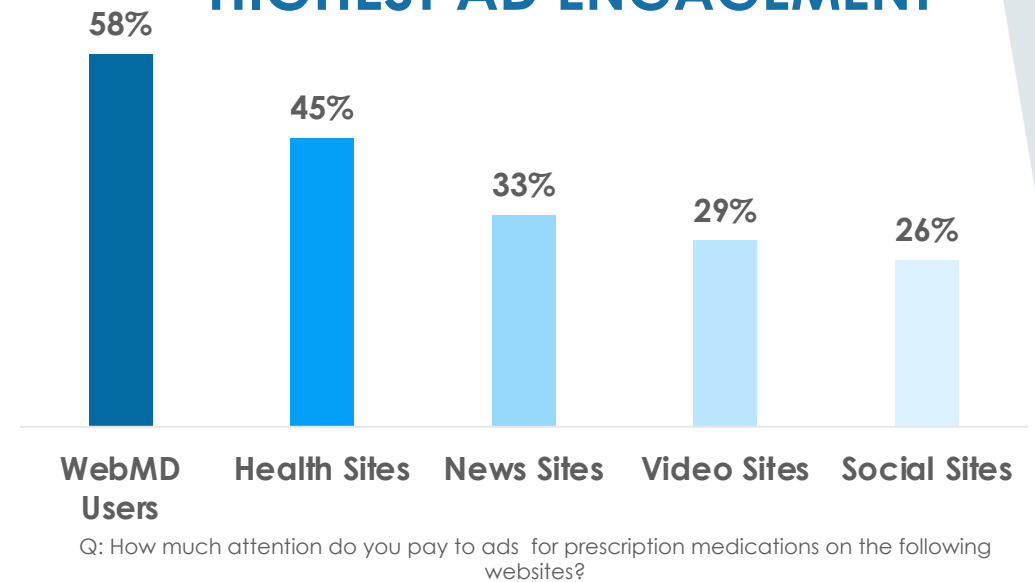
WebMD's delivers better audience quality and consideration — allowing your brand to convert faster and maximize ROI.

HIGHEST CREDIBILITY

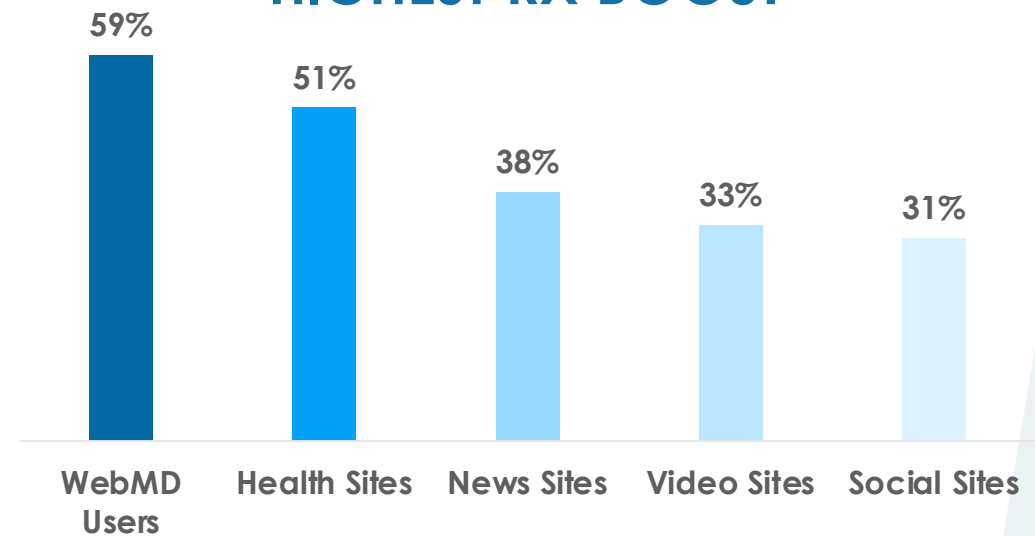


Q: How much do you believe the prescription medication will perform as claimed when seeing an ad on the following sites?

HIGHEST AD ENGAGEMENT



HIGHEST RX BOOST

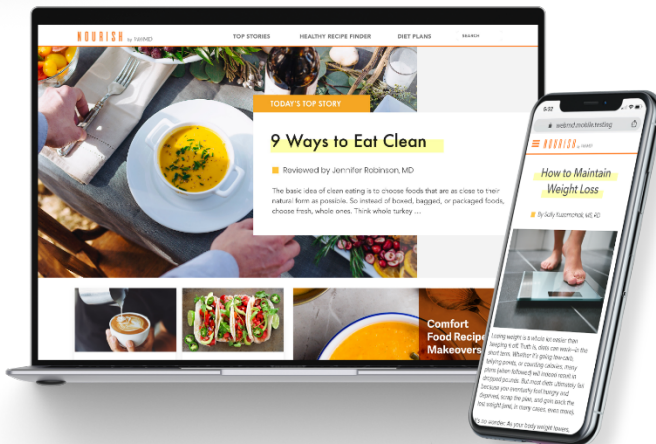


FOCUSED ON WHAT MATTERS MOST

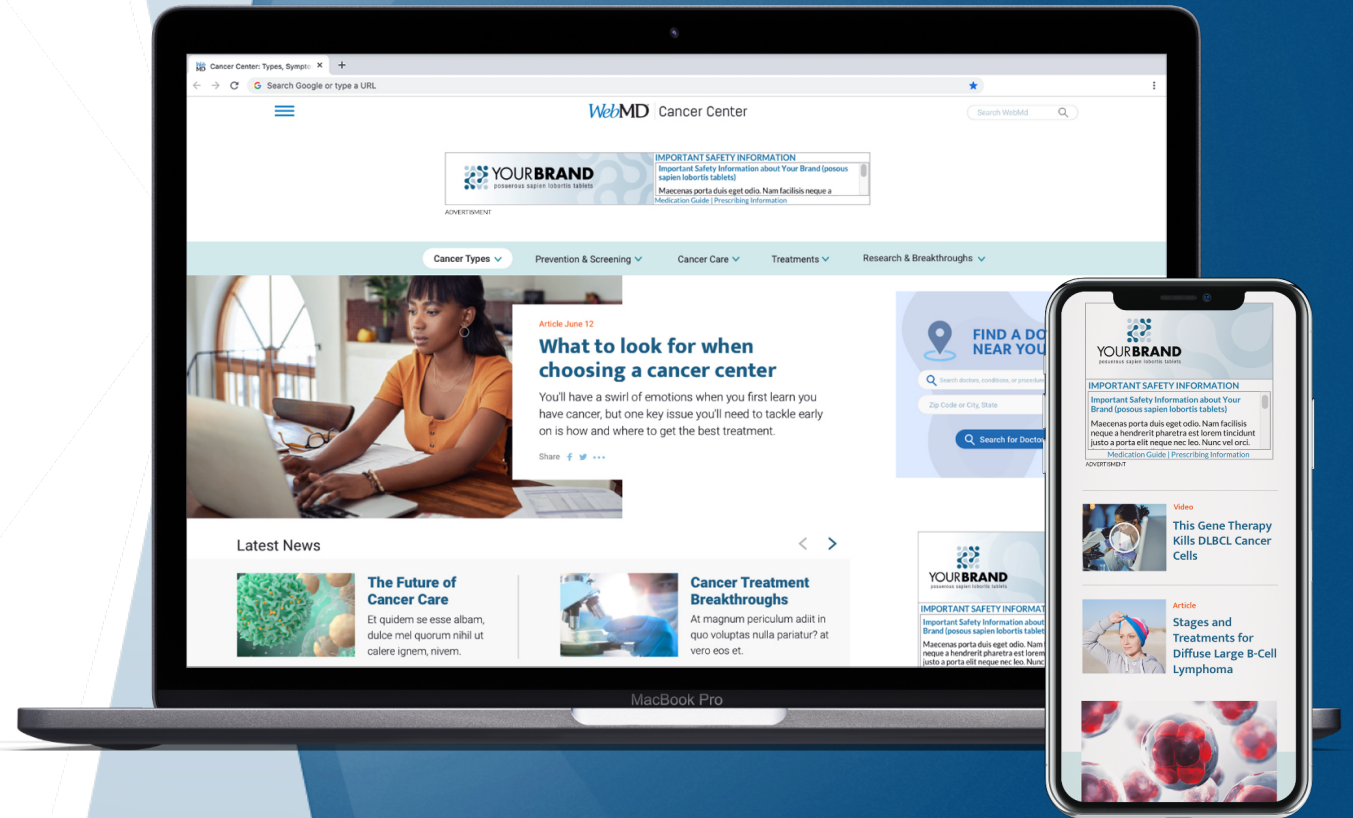
From the editors of WebMD, **COMPASS** is a new site devoted to healthy lifestyle for Adults 50+



NOURISH is WebMD's destination for better, healthier eating for you and your family.



A better guide to health and wellness and a true partner in your treatment, WebMD has revolutionized the way it thinks about content. New site experiences encourage engagement, discovery and education across key lifestyle and condition centers.



The **WebMD Cancer Center** will become the go-to resource for cancer patients and caregivers to learn about care options, treatments, and breakthroughs.

SOLUTIONS THAT ENGAGE THE BREADTH OF HEALTH & WELLNESS



PHARMACEUTICAL MANUFACTURERS

EFFICIENT SOLUTIONS
DESIGNED FOR PHARMA
TO GENERATE SCALE AND
BOOST PRESCRIPTIONS



CPG COMPANIES

CONTENT TO ENGAGE AND
INSPIRE CONSUMERS WHO
BELIEVE THAT GOOD
HEALTH IS THEIR LIFESTYLE



HOSPITALS

PATIENT TOOLS AND
PRODUCTS BUILT FOR
HEALTH SYSTEMS TO
AUTHENTICALLY **CONNECT**
CONTENT TO CARE AND
GROW CAPACITY

TRUSTED SOLUTIONS & CONTENT, WHERE THEY NEED IT MOST

In the doctor's office, at home, on the go, WebMD extends across every platform to empower health-interested consumers anytime, anywhere. Integrate your brand where it matters most.



PRECISION TARGETED MEDIA

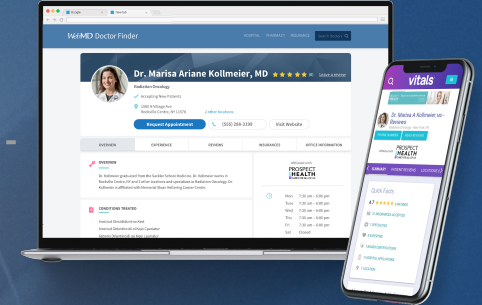
Harness the deep scale and proprietary data of WebMD with industry-leading audience targeting, on and off WebMD

CUSTOM CONTENT

Let WebMD's DNA brand studio tell your story through the creation of emotive content that is grounded in editorial insights and designed to influence action and drive emotional connections

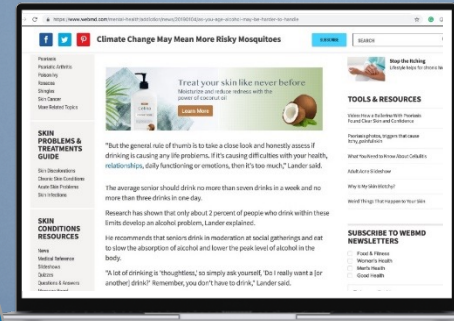
DIRECTORIES

The largest online physician directory connects in-market patients with doctors and allows them to book appointments directly through detailed profile pages.



PERFORMANCE SOLUTIONS

Measure your program's effectiveness through qualified audience, KPI shifts, and transactional performance measurement



PROGRAMMATIC AD SOLUTIONS

Increase transparency and save time with WebMD's automated reservation process

MOBILE CONNECTIONS

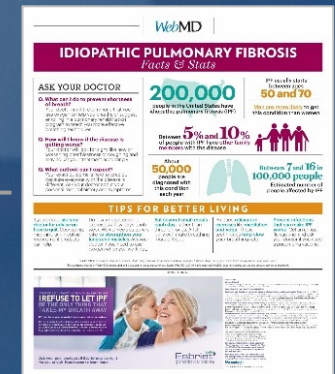
Reach patients who have researched relevant conditions and are in proximity to a physician's office or pharmacy on their mobile device to boost prescriptions and to keep them adherent to therapy.

EDITORIAL SPONSORSHIPS

The leading voice in health and wellness editorial creates a trusted alignment opportunity for your brand to connect with patients and inspire better doctor discussions at the moment of care

POINT OF CARE

Supporting the patient - physician as a care team with personalized guides and exam room posters, sharing Health literacy, condition education and emotive story-telling.





WebMD[®]

LEARN MORE ABOUT OUR UNIQUE AND EFFECTIVE
ADVERTISING OPPORTUNITIES.

CONTACT US: SALESINQUIRIES@WEBMD.NET