

21% OF Chinese-speaking Households in New York City Earn Over \$100,000

What Percent is Your Advertising Reaching?

Introducing **CAIPA DOCTOR**, the most direct way to reach the high-income, high-spending, highly educated Chinese-speaking community in New York City.

CAIPA DOCTOR is a Chinese-language bi-yearly magazine created by CS820 and CAIPA (Chinese American Independent Practice Association), the largest Chinese physician group in New York City with nearly 500 physician members and 3 million patient visits every year. Since its inception in March 2008, **CAIPA DOCTOR** has four issues published, and is the most complete source to find fine Chinese physicians in greater New York City areas.

- 80,000 full-color, glossy magazines, distributed free of charge at over 600 distribution points in high-density Chinese-speaking neighborhoods throughout the city, including physician offices, pharmacies, and local businesses.
- A long shelf-life, with the most complete listings anywhere, indexing 500 physicians by name, location, and medical specialty.
- Informative, entertaining articles ranging from healthcare and prevention to reader Q&A, and more.

Put the power of CAIPA DOCTOR behind your advertising.

**THIS IS A
MARKET READY
AND EAGER TO
BE REACHED.**



DEMOGRAPHICS

LOCATION	ZIP CODE	PRACTICE PTS
New York	10002	42
New York	10003	6
New York	10010	4
New York	10011	2
New York	10012	2
New York	10013	180
New York	10016	8
New York	10017	1
New York	10021	2
New York	10022	3
New York	10028	1
New York	10029	3
New York	10032	1
New York	10038	19
New York	10280	1
<hr/>		
Staten Island	10304	3
Staten Island	10308	2
Staten Island	10312	2
Staten Island	10314	1
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Long Island City	11101	3
Astoria	11105	2
Flushing	11354	67
Flushing	11355	143
College Point	11356	1
Bayside	11358	1
Bayside	11361	2
Oakland Gardens	11364	1
Corona	11368	1
Elmhurst	11373	17
Rego Park	11374	1
Forest Hills	11375	1
Ridgewood	11385	1
Richmond Hill	11418	1
Far Rockaway	11691	1
<hr/>		
Brooklyn	11201	1
Brooklyn	11203	1
Brooklyn	11204	2
Brooklyn	11209	2
Brooklyn	11214	3
Brooklyn	11219	4
Brooklyn	11220	56
Brooklyn	11223	1
Brooklyn	11226	1
Brooklyn	11228	2
Brooklyn	11229	9
Brooklyn	11232	1
<hr/>		
Other		9

TOTAL 618

THE MARKET

CONSIDER THESE FACTS:

The nearly half-million Chinese-Americans in the tri-state area comprise the second highest earning ethnic group in the region.

This rapidly-growing NYC market has:

- Incomes that are 30% higher than the national average across all ethnic groups.
- Home ownership rates that are 40% higher than the NYC average.
- Almost twice the likelihood of having a college education - with more than 50% possessing a Bachelor's degree or higher.
- Low broadcast penetration, with 55% less time spent listening to the radio and 10% less time spent watching television than the national average.
- Demonstrated strong brand and product loyalty.

2010 RATES (CIRCULATION: 80,000)

	FULL COLOR	B&W
Full Page	\$3,000	\$1,800
1/2 Page	\$1,600	\$1,000
1/3 Page	\$1,100	\$700
Spread	\$5,000	N/A
Inside Front Cover	\$5,000	N/A
Inside Back Cover	\$4,000	N/A
Back Cover	\$7,000	N/A

2010 PUBLISHING CALENDAR

	ART CLOSING	DISTRIBUTION
Spring/Summer '10	April 15*	June 2010

* Commitment needed by March 30, 2010

Put the power of CAIPA DOCTOR behind your advertising. For more information on how much advertising with CAIPA DOCTOR can do for you, please call Peter Sun or Kathy Jin at 718-614-3536. Or e-mail: ad@cs820.com.



AD SPECIFICATIONS**

	WIDTH X HEIGHT TRIM SIZE	HEIGHT WITH BLEEB
Full Page	8.375" X 10.875"	8.625" X 11.125"
1/2 Page A	4.1875" X 10.875"	4.375" X 11.125"
1/2 Page B	8.375" X 5.437"	8.625" X 5.687"
1/3 Page A	2.847" X 10.875"	3.097" X 11.125"
1/3 Page B	8.375" X 3.75"	8.625" X 3.875"
Inside Front Cover	8.375" X 10.875"	8.625" X 11.125"
Inside Back Cover	8.375" X 10.875"	8.625" X 11.125"
Back Cover	8.375" X 10.875"	8.625" X 11.125"

** CAIPA DOCTOR is a perfect bound publication. Please allow 1/2" clearance from the gutter.

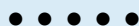
IMPORTANT

**KEEP ESSENTIAL MATTER
1/8" INSIDE FROM THE EDGES, AND
1/2" FROM THE GUTTER**

ALLOW 1/8" BLEEDS BEYOND TRIM LINES

WE ACCEPT

**PRESS-READY PDF
300DPI, CYMK OR B&W TIFF**



EMAIL FILE TO

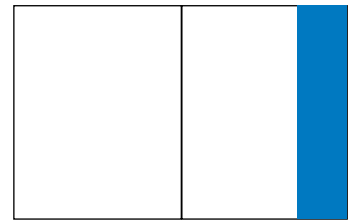
ad@cs820.com for file less than 10MB

MAIL CD TO:

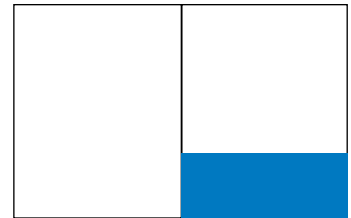
Creative Studio 820, Ltd.
95-22 63rd Rd., P.O. BOX #418
Rego Park, New York 11374

INSERT TYPES

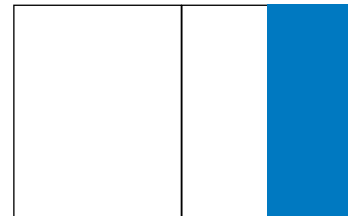
1/3 PAGE A



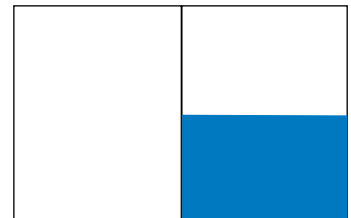
1/3 PAGE B



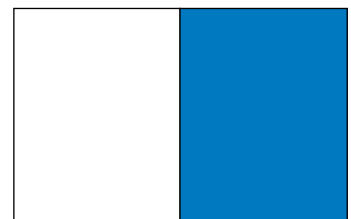
1/2 PAGE A



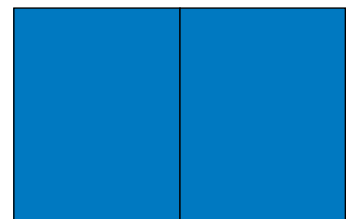
1/2 PAGE B



FULL PAGE



SPREAD



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FALL/WINTER 2009

中美醫師協會
CAIPA DOCTOR
醫生
醫療·健康·生活

專業協會刊物

紐約最佳華人醫生
489名醫生48個專科分類
名錄/診所/地址/電話

寒冬殺手腦中風
關注兒童青少年
精神衛生
常見的眼科疾病
制度保障下的
美國生活之三
糖尿病食譜

封面故事
關注前列腺癌之二
風險中的選擇

CAIPA 中美醫師協會
Chinese American Independent Practice Association | www.caipa.net

FALL/WINTER 2009

中美醫師協會
CAIPA DOCTOR
醫生
醫療·健康·生活

CAIPA
紐約華人的保障系統
紐約最佳華人醫生
400多名CAIPA醫生38個專科分類
名錄/診所/地址/電話

CAIPA 中美醫師協會
Chinese American Independent Practice Association | www.caipa.net

FALL/WINTER 2009

中美醫師協會
CAIPA DOCTOR
醫生
醫療·健康·生活

紐約最佳華人醫生
454名CAIPA醫生
46個專科分類
名錄/診所/地址/電話

制度保障下的美國生活
介紹美國國家社會安全福利制度

大腸癌
癌症預防與篩檢方針
疫苗防肺炎
最新配藥之補遺件事

CAIPA 中美醫師協會
Chinese American Independent Practice Association | www.caipa.net

FALL/WINTER 2009

中美醫師協會
CAIPA DOCTOR
醫生
醫療·健康·生活

紐約最佳華人醫生
465名醫生46個專科分類
名錄/診所/地址/電話

認識肺癌 有效防治
最新藥物與最新研究
糖尿病的飲食新觀念
制度保障下的美國生活之二

封面故事
走近自閉症
AUTISM: A CLOSER LOOK

CAIPA 中美醫師協會
Chinese American Independent Practice Association | www.caipa.net

在《CAIPA醫生》上登廣告， 還需要更多理由嗎？

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