

embarrassingproblems.com

Media Pack



Co-promotions featuring our CoolMax shirts

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Welcome to the embarrassingproblems.com Media Pack

embarrassingproblems.com, an award-winning site written by Dr Margaret Stearn, gives straight-talking good advice on health issues that many people may find hard to discuss.

Dr Margaret has helped our increasing number of visitors for over ten years, seeking solutions to health problems they find difficult to discuss. embarrassingproblems.com is the first and foremost site of its kind.

Our guest presenter is Dr Phil Hammond. Visitors can enjoy his witty, incisive videos, poems and guides on the site, with a new one featured every month.



The screenshot shows the homepage of embarrassingproblems.com. At the top left is the site logo. To its right is a blue banner with a large 'P' icon and the text 'What topics would you like us to cover? Click here to let us know'. Below the logo is the tagline 'Tackle it  move on'. On the right side of the top bar, it says 'Problems tackled: 3,075'. A navigation menu includes 'Home | Dr Phil's guides | Talking to your doctor | DocSpots | Problems A-Z'. A search bar is located on the right. Below the navigation is a horizontal menu of topic categories: Anal problems, Brain & nervous system problems, Brests & nipple problems, Cut problems, Hair problems, Hands, legs & feet problems, Mouth & face problems, Sex & genital problems, Skin problems, and Urinary problems. The main content area features a large 'Welcome!' message: 'Welcome! We're here to help you deal with those worrying and embarrassing health problems that are difficult to talk about with anyone.' Below this is a large image of Dr Phil Hammond. To the right of the image are three promotional boxes: 'Dr Phil' (Straight talking good advice from GP and comedian Dr Phil Hammond on what people find embar...), 'The Secret Guide to Women's Health' (embarrassingproblems.com is the online content partner for The Secret Guide to Women's Health...), and 'Free poster' (Tackle it, move on...download our free poster for your surgery, school, canteen, common room or commu...). Below the image is a 'Find out more' button. To the right of the main content are several smaller boxes: 'Ads by Google' with links for 'Women's Hair Loss', 'Ask a Doctor Online Now', and 'Stop Excessive Sweating'; 'Latest updates' with links for 'Dr Phil's latest video', 'Verrucas', and 'Penis problems'; 'Did you find what you were looking for?' with a 'Submit' button; 'Love for the site' with a link to 'The Sunday Telegraph' and 'Read the comments...'; 'Recently searched problems' with links for 'Seeing your doctor about an anal problem', 'Anal bleeding', 'Sweating', 'Lumps on genitals in women', and 'Smelly feet'; and 'Bedwetting Enurals Help International Expert - 97% Success 35 Years Treating Children/Teenager'. At the bottom, there is a footer with links for 'Praise for our website', 'Feedback', 'About the site', 'Disclaimer', 'Media pack', 'Contact us', and 'Fast Facts', along with the copyright notice 'All Rights Reserved © 2010 Health Press Ltd'.

Benefits to advertisers

Consumers are increasingly seeking to buy pharmacy products online, as long as they come from a trustworthy source.

The site offers advertisers:

- 10 years track record on web
- Niche product areas
- Visitors looking for an immediate and discrete solution
- Opportunity for advertisers to gather consumer insight
- Backed by authoritative medical publisher based in Oxford UK (Health Press Limited)

Highly targeted audience

This is what our readers think of the site:

“ Oh my goodness, this has helped me so much. ”

“ I am so relieved to read about other people struggling with the same thing. ”

“ Having read through a lot of the comments I see that I am not alone in this embarrassing plight. ”

“ This site has amazing information and an eye opener to many embarrassing problems. Great work! Thanks! ”

“ Great website ... I finally feel that a website is taking me seriously and really explains the problems. ”

Your advertising options



Site sponsorship

Details available on request

Leaderboard

Size: 728 x 90 px
File size: 5k

Medium rectangle

Size: 300 x 250 px
File size: 20k

Wide skyscraper

Size: 160 x 600 px
File size: 20k

Half page ad

Size: 300 x 600 px
File size: 40k

750,000 visits p.m.

710,000 unique visits p.m.

1,100,000 page views p.m.

Ad specifications

- We accept for the website GIF, JPEG, FLASH and widget ads.
- 30-second maximum for any animation.
- The Flash frame rate must be less than 18 frames per second; 12 frames per second is preferred.
- All Ad units can hyperlink to a specific web page. Please specify URL with submission of advertising unit.
- Ads to be submitted for content approval before being uploaded.

Advertise today

For your tailor-made quote please contact:

Angela Brown

+44 (0)1235 523233

or

angela@healthpress.co.uk

What the media are saying...



Featured in the *Top 10 Health Websites*.

Computer Active



Editorial feature on menopause, eating disorders and sexual health

Chat Magazine



Recommended in *Dear Deirdre* column

The Sun



Content partner for *Secret Guide to Women's Health* featuring Coleen Nolan

Sky



'A welcome addition to the home medicine chest... Packed with advice and backed up with well documented research'

Health and Fitness



'This friendly and informative site covers everything that might make us feel self-conscious'

Woman's Weekly

The Sunday Telegraph

'Fascinating stuff'

Dr James Le Fanu, Daily Telegraph



'Such a great idea'

Steve Wright, BBC Radio 2

'What a great idea! It is really easy to use, and is a great reference tool. I personally recommend this.'

Dame Kelly Holmes

Written by experts...

Dr Margaret Stearn FRCP



Dr Margaret Stearn qualified in medicine from Oxford University and St George's Hospital Medical School, and has a BA in Physiology and Psychology. She developed a special interest in women's problems while working in a busy genitourinary medicine clinic. She also worked for several years in a hospital diabetes clinic as part of the UK Prospective Diabetes Study of how to prevent the long-term effects of diabetes.

Dr Phil Hammond



Dr Phil Hammond is a medical doctor who has become noted as a comedian and commentator on health issues in the United Kingdom. He qualified as a doctor in 1987, from Girton College, Cambridge University and St Thomas' Hospital Medical School, London. He has worked as a Lecturer in Medical Communication at the Universities of Birmingham and Bristol and currently works as a GP.

As well as appearing on Channel 4's longest running programme, Countdown, Dr Phil has starred in the BBC Two TV series Trust Me, I'm a Doctor and in the BBC Radio 4 series Struck Off and Die and 28 Minutes to Save the NHS. He has appeared on the BBC TV news quiz Have I Got News For You, as well as the somewhat similar and longer-running The News Quiz on BBC Radio 4 and The Now Show on the same station. He also writes a column in Private Eye usually named Medicine Balls, under the pseudonym "M.D."

Health Press philosophy

This website is published by Health Press Limited. We are dedicated to offering users of our site high-quality information on a range of personal health issues - in no way do we intend this information to replace a face-to-face consultation with your doctor or pharmacist.

We support Ben Goldacre's position:

'the application of commonsense, wit, compassion and evidence is the future of medicine'

Ben Goldacre, Bad Science, Guardian 2009