

Best Healthcare Consumer Media Brand

GOLD AWARD

POZ

POZ magazine, which is published monthly, and its companion website POZ.com provide comprehensive content for people living with HIV and AIDS. The brand's mission is to inform, inspire and empower its readership, which comprises 70% of the estimated 1.2 million people living with HIV/AIDS in the US who are aware of their HIV status.

"Very newsy and informative," said one judge. "If I were in this community, I'd check every day."

Unique visitors to POZ.com were up nearly 10% to more than 375,000. Monthly page views top 4.5 million.

All judges were impressed by content, design and format. One judge praised the site's "great content presented in



a fresh and relevant way," while another noted that the "daily news format with highly relevant content ensures repeat site visits and broad interest."

The brand also provides community sharing platforms. Engagement increased last year on several fronts. "Personals" section membership jumped from 122,000 to 140,000, and the "Forums" section went from 13,500 members to 16,000. Subscribers to a twice-weekly newslet-

ter rose from 30,000 to 35,000.

Recent enhancements include a "Hot Topics" box on the website homepage; updates to the forums software to improve navigation; and a redesign of the POZ Blog homepage. New pages focusing on the cure for AIDS and on HIV criminalization laws were launched, as was a free mobile app that allows users to store lab results and medical information and generate easy-to-read charts.

SILVER AWARD

WebMD the Magazine



Judges praised the magazine's outstanding content, high production value and organization. They were also impressed with the connection between print and digital, including iPad content.

"A warhorse," noted one judge. "They've kept the brand relevant and useful."

Numerous enhancements and additions were made last year, and circulation increased from 1.1 million to 1.3 million. Readership topped 9 million, and total revenue was up 35% over 2010.

The Award

Recognizes excellence from any print publication and/or web property carrying editorial content directed at consumers and patients, including: magazines, newspapers, newspaper sections, custom publications, websites and online versions of print brands

The Finalists

- dLife — It's YOUR Diabetes Life!
- Walgreens Diabetes & You
- POZ
- Spirit of Women Magazine
- WebMD the Magazine

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PHARMA ADVERTISING

Concentric Pharma Advertising is focused on achieving the clinical and commercial potential of specialty pharmaceutical brands through an integrated, multi-channel approach. We strive to engage and enhance customer connectivity, creating a single idea that is relevant, drives educated healthcare decisions and builds a lasting customer experience.