

# metro boston monthly health guides

every third wednesday of the month, you can put your message in front of metro's readers with our monthly health guides, featuring advertising and advertorial opportunities.

tell readers why they should become part of your medical and healthcare community.

## rates

all rates are net & include color

ad	size	advertorial	rate (1x)	frequency rate
full page	8.75" x 11.5"	700 words	\$12,500	\$6,250
half page	8.75" x 5.65"	575 words	\$6,660	\$3,300
third page	8.75" x 3.7"	475 words	\$4,630	\$2,315
quarter page	4.29" x 5.65"	400 words	\$3,650	\$1,825
sixth page	2.81" x 5.65"	250 words	\$2,670	\$1,335
eighth page	2.81" x 4.2"	n/a	\$2,180	\$1,096

## healthy living

metro readers have the resources and knowledge to take advantage of health-related services.

**96%** have health insurance

**80%** bought prescription drugs last month

**76%** saw a medical specialist in the past year

**33%** took action as a result of a health ad in the past year

## readership

young, active and working

**41** years median age

**\$105,100** average hhi\*

## distribution

**#1** circulation in boston city zone

**155,557** daily readers

distributed in **50+** clinics and medical facilities

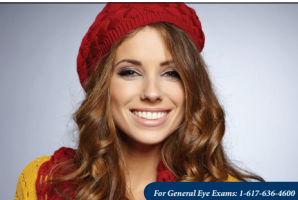
source: nielsen scarborough 2017 f2. \*employed. aam-cac (q4 2017).

# LASIK & Beyond

Taking Human Sight To The Next Level

At New England Eye Center, we truly are taking sight to the next level. Thanks to recent advances in laser and lens implant technology, our highly-trained specialists are helping patients of all ages enjoy the type of clearer, more natural vision they desire. Vision for the way we live here in New England. From our all-laser, bladeless LASIK procedure - to exciting developments like our Vision Implantable Collamer Lens - our commitment to leading edge technology is supported only by our dedication to personalized patient care. Patients of New England Eye Center find confidence in knowing we offer experience you can trust and technology you can rely on.

NASA-Approved LASIK - Our all-laser, bladeless LASIK at New England Eye Center has greatly improved results and helped take the fear out of having LASIK. The vast majority of our LASIK and PRK patients now achieve 20/20 vision at distance without glasses or contact lenses. Our method of LASIK is the same type approved for NASA astronauts and military pilots.



For General Eye Exams: 1-617-636-6600

## New YEAR, New VISION, New YOU!

Still looking at life through rose-colored glasses or contact lenses? Make 2016 the year you resolve to join the millions of men and women enjoying NEW VISION. From providing routine general eye care, to the latest breakthroughs in LASIK laser vision correction - or the recent advancements in ICL technology and Laser Cataract Surgery - our surgeons and staff are committed to making this new year the best of all.

Implantable Contact Lens - New England Eye Center is among a select group of practices in the country offering patients the benefits of the Vision Implantable Collamer Lens (V.I.C.L.). Unlike LASIK, the Vision corrects vision by inserting a delicate intraocular lens-like device atop the eye's natural lens, which is why the Vision is also referred to as the "Implantable Contact Lens." All of the refractive surgeons at New England Eye Center are qualified and experienced in performing this brief outpatient procedure to insert the Vision ICL. Because no corneal or other tissue is removed in the Vision ICL procedure, visual recovery is extremely rapid and the ICL can potentially be replaced if the eye's focus changes over time.

Refractive Lens Exchange - If not contented with reading glasses and bifocals, our refractive specialists perform a procedure known as Refractive Lens Exchange. By replacing your eye's aging natural lens with an Intraocular Lens (IOL) implanted specifically for your visual needs - and your lifestyle - allowing you to see better, look younger and never have to worry about developing cataracts.

Laser Cataract Surgery - For seniors experiencing changes in their vision - or who have been diagnosed with a cataract - New England Eye Center is among the team of Laser Cataract Surgery specialists. We are currently among only the top 1% of practices in the country to offer patients the added precision and accuracy of Laser Cataract Surgery using "OptiBlender™ Catady" Precision Laser System. This state-of-the-art vision is the NEXT LEVEL by giving yourself a head one the call of sight. Now that's a Gift that keeps on giving. A Blessed New Year from the surgeons and staff of New England Eye Center.

617-636-7800 • MyLasikDoc.com  
www.neec.com

16 HEALTH WEDNESDAY FEBRUARY 22, 2016

**Cancer and Alcohol: What Dana-Farber Wants You to Know**

Many studies have specifically linked alcohol consumption to increased breast cancer risk. An analysis of data from 23 studies concluded that the average number of alcoholic drinks consumed each day rises, so do the breast cancer risk. Women who have to three drinks a day had a 20 percent higher risk of breast cancer compared to women who don't drink at all.

2008 study, the type of beverage doesn't matter - the culprit is the alcohol itself.

Kimberly Ng, MD, MPH, a medical oncologist in Dana-Farber's Gastrointestinal Cancer Treatment Center, says she is often asked about drinking during treatment. Her recommendation is that an occasional drink is OK, but not more than one drink "on an occasional basis - not daily." Ng says she is conservative because many of her patients have metastases in their liver and are being treated with chemotherapy agents that may affect the liver. She notes that individual physicians may offer in their guidelines.

are affected by alcohol consumption changes in their vision - or who have been diagnosed with a cataract - New England Eye Center is among the team of Laser Cataract Surgery specialists. We are currently among only the top 1% of practices in the country to offer patients the added precision and accuracy of Laser Cataract Surgery using "OptiBlender™ Catady" Precision Laser System. This state-of-the-art vision is the NEXT LEVEL by giving yourself a head one the call of sight. Now that's a Gift that keeps on giving. A Blessed New Year from the surgeons and staff of New England Eye Center.

Questions often arise about the relationship between alcohol and cancer. Does it increase cancer risk? Is it safe to drink while in treatment? What about after treatment?

Several studies have linked alcohol consumption to a higher risk of many cancers, including breast, mouth, throat, larynx, esophagus, liver, and colon and rectum. The risk rises with the amount of alcohol consumed.

Worldwide, 3.6 percent of all cancer cases and 3.5 percent of cancer deaths are caused by alcohol consumption, according to

Whether it's safe to drink alcoholic beverages during treatment with chemotherapy depends on a number of factors, including which drugs the patient is receiving. Alcohol can interfere with the way some chemotherapy drugs work, so patients should speak with their doctors about any potential side effects of drinking during treatment.

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**Dana-Farber Cancer Institute**

For more information on cancer risk and prevention, visit [www.dana-farber.org](http://www.dana-farber.org).

**Dana-Farber Cancer Institute**, a principal teaching affiliate of **Harvard Medical School**, is world renowned for its leadership in adult and pediatric cancer treatment and research. Distinguished by its commitment to excellence, Dana-Farber is the National Cancer Institute (NCI) site of the largest recipient of National Institutes of Health grant funding. For more information, visit [www.dana-farber.org](http://www.dana-farber.org). Follow Dana-Farber on Facebook: [www.facebook.com/dana-farber](http://www.facebook.com/dana-farber) and on Twitter: [@DanaFarber](http://DanaFarber).

**Dana-Farber's Mammography Van**

The Van provides digital screening mammography to the women of Greater Boston. To learn more or schedule an appointment, please call us at 617.632.1916 or visit [www.dana-farber.org/mammographyvan](http://www.dana-farber.org/mammographyvan).

Unable to make one of the scheduled van dates? Come in for your mammogram at Dana-Farber's Mammography Suite at White Star Health Center. Call 617.639.3200 for more information. Most forms of insurance are accepted.

**March 2016**

- Tuesday 8: Boston Street Health Center
- Wednesday 9: Charles River Community Health - Brighton
- Thursday 10: Arjunee Arsen as Joseph Smith Community Health Center
- Friday 11: Longfellow Community Health Center
- Monday 15: South End Community Health Center
- Wednesday 16: South End Community Health Center
- Thursday 23: Charles River Community Health - Waltham
- Friday 24: Arjunee Arsen as Joseph Smith Community Health Center
- Monday 28: Longfellow Community Health - Boston Children's Hospital
- Tuesday 29: Boston Street Health Center
- Wednesday 30: The Street Center

**April 2016**

- Tuesday 8: Boston Street Health Center
- Thursday 12: South End Community Health Center
- Wednesday 13: Charles River Community Health - Brighton
- Friday 15: Arjunee Arsen as Joseph Smith Community Health Center
- Monday 19: Belmont Health Center
- The Street Center
- Tuesday 20: Boston Street Health Center
- Wednesday 21: Charles River Community Health - Waltham
- Friday 22: Arjunee Arsen as Joseph Smith Community Health Center

Dana-Farber's Mammography Van is a Dana-Farber Cancer Institute site of White Star Health Center, a 40th Boston and affiliate of Hospital affiliated by the Massachusetts Department of Health.

For more information, visit [www.dana-farber.org/mammographyvan](http://www.dana-farber.org/mammographyvan).

**DANA-FARBER**

**2018 dates**

January 17 | February 21  
March 21 | April 18 | May 16  
June 20 | July 18 | August 15  
September 19 | October 17  
November 21 | December 19