



Increase Your SEO
with... Digital

RADIANT LIFE®

THE AESTHETIC WELLNESS MAGAZINE

*Feel the
Difference*



See the Difference

By becoming a Radiant Life Professional Associate you have a new way to stay connected with your patients. There has never been an easier - or smarter - approach to deliver a targeted message that benefits you and your patients. Radiant Life magazine will help your patients, peers and **competition SEE YOU in an inspiring new light through interaction and eye popping videos.**

Each personalized issue is packed with articles reviewed by our ABMS accredited board of advisors. The featured articles keep your readers up-to-date on the latest procedures and healthy tips to keep them looking and feeling their best. Various topics educate your patients about cosmetic skin/face and body procedures, mind-body connection, living well and so much more. It is far more effective since the digital editions offer a robust suite of innovations designed to allow you to engage and interact with your readers.

What is Interactive Publishing?

Interactive publications are PDF based platforms that allow content viewing on the internet, tablets, phones, and any other device with internet capabilities. They allow the inclusion of audio, video, links to websites and e-mails; they can take surveys, appointments, and even process orders.

Digital publications are posted on your website. Readers may be notified by email of new editions. They're compatible with MAC, PC and Smart Phones. No downloads or special apps needed - just a web browser. Digital editions may also be password protected for proprietary or subscription access.

Increase your Search Engine Optimization

With our new Interactive Digital Magazine, targeting millions of consumers, with hotlinks to your website, email, and Facebook page. Radiant Life magazine will help your patients, prospects, and competition SEE YOU in an inspiring new light through interaction and eye popping videos. Along with your website and Facebook page content may be viewed on the internet, tablets and phones. Close to 53 million tablets will be sold by the end of 2011.

How will you take advantage?

Contact: 877-754-3308, radiantlifemagazine.com

Applications

It can be used in conjunction with print. It's a marketing tool, as well as a highly effective communication platform. Whatever the application, digital publishing can *increase your reach, lower your costs, and allow you to boost awareness in your social media networks.*

New Capabilities bring New Opportunities!

Interactive ads have proven to be one of the most lucrative opportunities to hit the publishing industry in decades. They garner greater returns and coupled with our low production costs, they can do the same for your custom magazine.



Check out our digital magazine on facebook
www.facebook.com/RadiantLifeMagazine

Measurable Returns

Tired of guessing at what's working and what's not within your marketing platforms? Our pricing includes monthly reporting that let's you know...**down to the decimal point!**

- First and last visit dates
- Total visits
- Bounced visit percentage
- Total page flips and views
- Total time spent
- Total zoom clicks
- Total unique readers
- Total time in zoom
- Top 10 pages read
- Top 10 links clicked
- Search engine traffic
- Views per page
- Average read time per page
- Average zoom time per page
- Per day visits, views & zooms
- Referring URLs & percentages
- Outgoing links clicked & totals
- Internal searches with counts
- Visit breakdown by country
- Visit breakdown by state/region
- Visit breakdown by city/township
- PDFs downloaded
- Tell-A-Friend forms sent
- Print counts per page

Did You Know?

Digital Edition Readers...

Take action **91% OF THE TIME** when presented with interactive content

83% EXPLORE linked websites

41% SHARE information with friends and colleagues

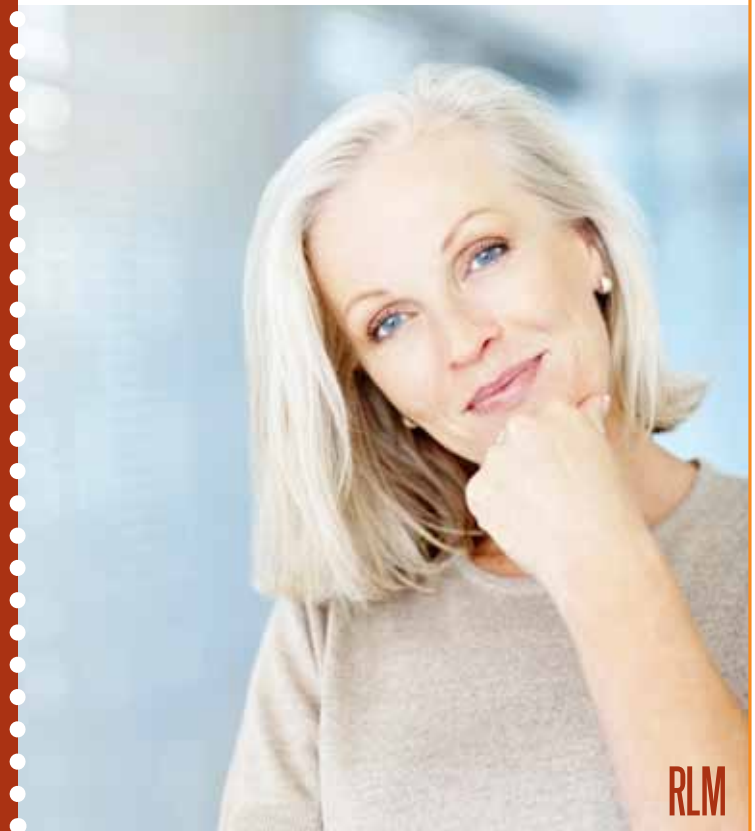
38% CONTACT advertisers for more information.

Source: Texterity BPA Certified Digital Edition Survey 2009

A Marketer's Dream as Print Comes To Life

In addition to hotlinks to emails and web pages, which give readers instant access to advertisers, audio and video can be added to any ad or editorial further enhancing the reader's experience. Statistics prove that adding media makes the difference between simply reading the message and ...

GETTING THE MESSAGE!



RADIANT LIFE

RLM

It's Time to Go Interactive



Custom effects draw attention and guarantee results!

- Anyone can tell readers, "Follow the Link". Our links can be customized and set to flash, fade, pulse and even pop. Internal linking of text and graphics for Indexes, Table Of Contents, etc. make navigating a snap.
- Our E-Commerce platforms lets readers purchase from your custom publication. We can deliver quantities and SKUs right to your shopping cart.

*Statistics prove that adding media is the difference between reading the message and . . . **getting the message!***

**FROM PDF'S TO OVER 35,000 SERVERS
WORLDWIDE**

**EXTENDED
INTERACTIVE REACH**

**MAXIMIZED
MEASURABLE
RETURNS**

**MARKETING GOALS
REALIZED**

