

# Infertility & Pregnancy



"IT TAKES JUST ONE SPERM AND ONE EGG TO CREATE A NEW LIFE, BUT THERE'S MORE TO FERTILITY THAN THAT" (The HFEA guide to Infertility, 2007/08)



## A SPECIAL INTEREST SUPPLEMENT FROM MEDIAPLANET DISTRIBUTED WITHIN THE CHICAGO TRIBUNE, MARCH 27, 2009

For many couples, having children is the ultimate dream and ambition yet up to one in seven couples experience infertility at some stage in their lives, according to the National Institute for Clinical Excellence (NICE). As a result, there is a growing demand for treatment by in vitro fertilization, commonly known as IVF as well as alternative methods. Yet access to treatment can be difficult and private clinics are not an option for all, due to the costs involved.

The aim of this specialized report is to create an informed debate and educate the readership of The Chicago Tribune, undiagnosed or diagnosed with infertility and highlight important and up to date developments.

Infertility will draw attention to this sensitive subject by exploring the newest technologies, pharmaceutical products, research and development within the field and access to treatment by focusing on the following key areas:

### Female Treatments

A comprehensive platform where advantages and disadvantages of various temporary and long term infertility treatments for women will be discussed by looking at:

- Fertility Drugs
- Artificial insemination
- In vitro fertilization (IVF)
- Donor eggs and embryos
- Blastocyst transfer
- Gestational carriers (surrogate mothers)
- New Product Review
- Surgery
- Intrauterine insemination (IUI)
- Zygote intrafallopian transfer (ZIFT)
- Assisted hatching
- Donor eggs and embryos
- Infertility Prevention

### Male Treatments

An introduction to available treatments, discussing their effectiveness and recent developments

- Assisted Reproduction (improving erectile dysfunction, inducing ejaculation, obtaining sperm, inseminating an egg)
- Drug therapy
- Surgery

### Fertility & Mature Women

Section devoted to health and late motherhood.

### Boosting Fertility

This section will cover all natural ways and stimulants to naturally boost your fertility.

### Treatment Availability

Access to treatments – how long is the wait and where to go

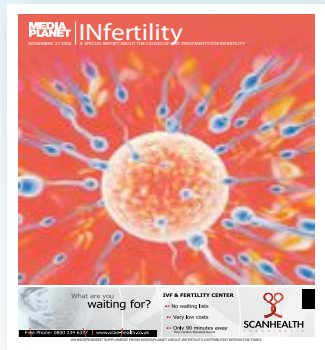
### Private Clinics

Use this space to profile your services and put forward your expertise and advice.

The publication date for Infertility has been set for March 27, 2009 with a full run distribution of 540,000 copies reaching over 1.3 MM readers. It will target The Chicago Tribune readers through a highly specialized and focused special interest supplement - reaching most professionals and influential decision makers in the Greater Chicago area.

Mediaplanet will answer all questions about advertising and editorial content. Please do not hesitate to contact me for further information.

Kind regards,  
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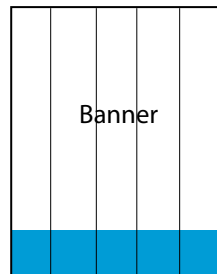
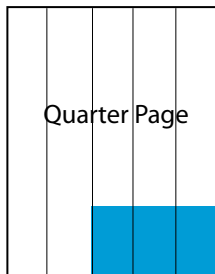
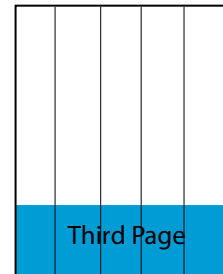
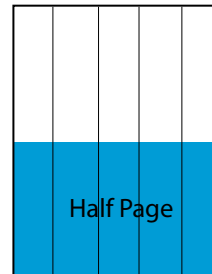
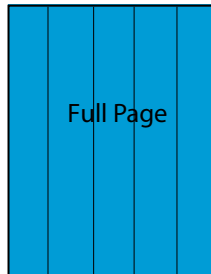
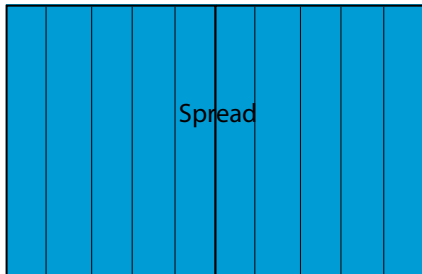
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