

Celebrating 25 Years

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Have Connected for 25 Years"

THE EXCHANGE remains one-of-a-kind in the industry as the only monthly magazine for healthcare marketers that consistently creates and promotes a strong sense of community through personal, human-interest editorial that is friendly, entertaining, and engaging. Our monthly must-read magazine, interactive website, and dynamic digital network together enable readers to engage in a community that leads to new business, sales, and lasting friendships. It's a place to share personal stories that open doors to help healthcare marketers make connections they might not otherwise make. **HEALTHCARE MARKETER'S EXCHANGE** is the go-to source for pharma social networking.

Circulation: 10,675
Launched February 1, 1992

THE EXCHANGE INSIDE

- Announcements
- Personal Exchange
- Feature Articles
- Calendar of Events
- Events in the Cities
- Poll Results

THE EXCHANGE ONLINE

- Digital Edition
- Polls/Contests
- Article Archive
- Contributor List
- Advertising

Broad Readership

What do high-level pharma execs, product managers, media professionals, account managers, human resource professionals, medical publishers/editors, and more have in common? They all read **THE EXCHANGE**. With its focus on the human side of healthcare marketing, **THE EXCHANGE** appeals to over 10,000 loyal readers who rely on it to make professional and personal connections throughout the industry.

Advantages to Advertising

- Unique Personal Editorial Niche
- Comprehensive Reach – Over 10,000 Healthcare Marketers
- Lowest Ad Rates
- Reliable, Updated Circulation
- Guaranteed Visibility
- Timely – First received each month
- FREE Online Advertising with at least 6 Full-Page Print Ads
- Online Opportunities – Digital Edition, Interactive Website, Social Media

Write

Write for **THE EXCHANGE** – it's fun, easy, and a great way to network

For a media kit, call
973-744-9505 or go to
www.hmexchange.com

GET CONNECTED, STAY CONNECTED TO OVER 10,000 COLLEAGUES

Advertise!

- Low ad rates
- Guaranteed read
- FREE web ads with 6 full-page commitment

Write!

- Reach over 10,000 industry professionals
- Everyone has a story, and **THE EXCHANGE** is the place to share it

Network!

- Join our Social Media Communities – LinkedIn, Facebook, Twitter
- Sign up for Email Updates
- Get the latest issue of **THE EXCHANGE** in your Inbox

with your colleagues. Contribute articles about travel, hobbies, humor, second careers, charities, fitness, and life experiences, plus dining, book, and website reviews, recipes, and travel tips. Participate in our popular monthly feature *Personal Exchange*. The possibilities are endless! If it interests you, it interests our readers.

Online

Our Digital Edition, media kit, ad rates, article archive, contests, polls, editorial cal-

endars, and more are just a click away. And new content is added every month. Go to www.hmexchange.com.

Theme Issues

January: Health & Wellness

February: 25th Anniversary

March: Everything Digital

April: Vacations

June: Restaurants, Recipes, and Spirits

September: Kids & Family

November: Humanitarian Awards

December: Holiday

CONNECT!

Join our social network in print, online, through Email, LinkedIn, Facebook, and Twitter.

Advertise for low rates, high reach, and guaranteed read.

Write and engage over 10,000 readers.



Published By Healthcare Marketer's Exchange, LLC

P.O. Box 64, Verona, NJ 07044 • www.hmexchange.com

Contact Nancy Leonard at Phone: 973-744-9505 • Email: nleonard@hmexchange.com

Turn over for advertising rates and specifications.

LinkedIn.com/in/HMExchange

Facebook.com/HMExchange

Twitter.com/HMExchange

RATE CARD 2017

Black & White Advertising Rates

	1X	6X	12X	18X	24X
Full Page	\$4,485	\$4,145	\$3,900	\$3,750	\$3,625
2/3 Page	3,635	3,380	3,200	3,085	2,670
1/2 Page	2,845	2,625	2,500	2,400	2,290
1/3 Page	1,970	1,850	1,760	1,670	1,640
1/4 Page	1,580	1,455	1,410	1,290	1,225
1/8 Page	810	760	710	655	615

Color (No commissions on color charges.)

Four Color (process).....	\$1,775
Second Color (process)	892
Second Color (PMS matched)	1,445

Positions

Cover 4	\$1,030
Cover 2	710
Cover 3	560
Opposite <i>Personal Exchange</i>	435

Mechanical Requirements

Printed web offset and saddle stitched. Line screen of 175.
 Publication requires PDF formatted digital files.

Publication Trim Size: 8" x 10-3/4"

Full Page Bleed: 8-1/4" x 11"

Spread Trim Size: 16" x 10-3/4"

Spread w/ Bleed: 16-1/4" x 11"

Ad Sizes, Non-Bleed

1 Page.....	7 W x 10 H
2/3 Page.....	7 W x 6-1/2 H
1/2 Page (Horizontal).....	7 W x 4-7/8 H
1/2 Page (Vertical)	3-3/8 W x 10 H
1/3 Page.....	7 W x 3-1/4 H
1/4 Page.....	3-3/8 W x 4-7/8 H
1/8 Page.....	3-3/8 W x 2-3/8 H

Frequency and Closing Date

Inaugural issue, February 1992. Published *monthly*.
 Advertising closing is on the **5th** of the preceding month.
 Cancellations are not accepted after closing date.

Circulation

Healthcare Manufacturers	6,214
Advertising Agencies.....	3,343
Publishers/Service/Support Companies	1,118
TOTAL	10,675

Commissions and Discounts: A commission of 15% on black and white rates is allowable to bonafide advertising agencies on general advertising for payment made within 30 days of invoice date. No agency or frequency discounts are offered on ads placed in the *Industry Opportunities* section. Advertisers and advertising agencies assume liability for all content including text, representation, and advertisements printed, as well as any liability for products bought or sold. The Publisher reserves the right to reject or cancel any advertising at its sole discretion. The Publisher is not liable for any typographical error beyond the cost of the space occupied by the error.
Subscription: U.S. & Canada—\$36/year. **Single Copy:** \$4.00.

Brand-New Job Listing Ad Bundle

*Have a job to post?
 There's no better place to share
 than THE EXCHANGE.*

\$500 Flat Rate Includes:

- Ad in Print and Online
- Social Media Support – LinkedIn, Facebook, and Twitter
- Monthly Email Blast

Call for Details: 973-744-9505

FREE ONLINE ADVERTISING*

- Vertical Banner: 160 x 600 (Advertisers page, Archive page, Home page, Contact page)
- Full Banner: 468 x 60 (Contest page)
- A linking URL (click through) button action must be included in .SWF file
- Target="_blank" is required to make sure the click through opens a new window
- File size 40K or smaller

*With a 6x full-page ad commitment.

Contact Information

- | | |
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