

# Exchange

"Where Healthcare Marketers Connect"

**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:** 10,700  
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

**Participate**

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](http://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 calendars, and more are just a

click away. And new content is added every month. Go to [www.hmexchange.com](http://www.hmexchange.com).

**Editorial Calendar**

- January:** Mind, Body, & Spirit
- February:** Everything Digital
- March:** Pets
- April:** Vacations
- May:** Heroes & Mentors
- June:** The Best Of The Best
- July:** Summertime Fun
- August:** Summertime Fun
- September:** Kids & Family
- October:** Fall/Halloween
- November:** Humanitarian
- 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](http://www.hmexchange.com)

Contact Nancy Leonard at Phone: 973-744-9505 • Email: [nleonard@hmexchange.com](mailto:nleonard@hmexchange.com)

**Turn over for advertising rates and specifications.** 

-  [LinkedIn.com/in/HMExchange](http://LinkedIn.com/in/HMExchange)
-  [Facebook.com/HMExchange](http://Facebook.com/HMExchange)
-  [Twitter.com/HMExchange](http://Twitter.com/HMExchange)

# RATE CARD 2018

## Net Black & White Advertising Rates (Includes Discount)

	1X	6X	12X	18X	24X
Full Page	\$3,965	\$3,665	\$3,445	\$3,315	\$3,205
2/3 Page	\$3,215	\$2,985	\$2,830	\$2,730	\$2,360
1/2 Page	\$2,515	\$2,320	\$2,210	\$2,125	\$2,025
1/3 Page	\$1,740	\$1,635	\$1,555	\$1,475	\$1,450
1/4 Page	\$1,400	\$1,285	\$1,245	\$1,140	\$1,085
1/8 Page	\$715	\$670	\$630	\$580	\$545

## Net 4-Color Advertising Rates (Includes Discount)

	1X	6X	12X	18X	24X
Full Page	\$5,815	\$5,515	\$5,295	\$5,165	\$5,055
2/3 Page	\$5,065	\$4,835	\$4,680	\$4,580	\$4,210
1/2 Page	\$4,365	\$4,170	\$4,060	\$3,975	\$3,875
1/3 Page	\$3,590	\$3,485	\$3,405	\$3,325	\$3,300
1/4 Page	\$3,250	\$3,135	\$3,095	\$2,990	\$2,935
1/8 Page	\$2,565	\$2,520	\$2,480	\$2,430	\$2,395

### Color (No commissions on color charges.)

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

### 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.....	6,200
Advertising Agencies.....	3,368
Publishers/Service/Support Companies.....	1,132
<b>TOTAL</b>	<b>10,700</b>

## FREE ONLINE ADVERTISING WITH A 6X FULL-PAGE AD COMMITMENT

- Vertical Banner: 160 x 600 (Advertisers page, Archive page, Home page, Contact page)
- Full Banner: 728 x 90 (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

### Contact Information

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• <b>Press Releases &amp; Insertions:</b><br/>Nan McArdle<br/><a href="mailto:nmcardle@hmexchange.com">nmcardle@hmexchange.com</a></li> <li>• <b>Advertising:</b><br/>Nancy Leonard<br/>973-744-9505<br/><a href="mailto:nleonard@hmexchange.com">nleonard@hmexchange.com</a></li> </ul> | <ul style="list-style-type: none"> <li>• <b>Editorial Submissions:</b><br/>Elise Daly Parker<br/>973-919-1067<br/><a href="mailto:editorial@hmexchange.com">editorial@hmexchange.com</a></li> <li>• <b>Ad Materials:</b><br/>Jim Ticchio<br/>201-327-6985<br/><a href="mailto:jim@directm.com">jim@directm.com</a></li> </ul> |
|---|---|