

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: 10,300
Launched February 1, 1992

THE EXCHANGE INSIDE

- Announcements
- Personal Exchange
- Feature Articles
- 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 Banner Ads on Website and Eblasts 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, email Nancy at nleonard@hmexchange.com

INDUSTRY OPPORTUNITIES ADVERTISING



Announcing THE EXCHANGE Industry Opportunities
Have a position you need to fill? We can help you!
Our Industry Opportunities Package of 24,000+ touchpoints includes:

- 4-Color quarter page ad* in our print and digital issue reaching 10,000+ healthcare marketers
- Over 6,500 connections through a LinkedIn post
- Over 6,800 connections through a verified email blast
- Over 700 connections through a Facebook post

IT'S A TREMENDOUS VALUE AT \$3000 FOR THE ENTIRE PACKAGE

*Ad Size: 3-3/8 W x 4-7/8 H

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.

Editorial Calendar

- January:** Mind, Body, and Spirit
- February:** 30th Anniversary
- March:** Why Work Here?
- April:** All About Pets
- May:** Everything Digital
- June:** Life Celebrations
- July:** Travel and Leisure
- August:** Travel and Leisure
- September:** Kids and Family
- October:** Fall/Halloween
- November:** Humanitarian
- December:** Holiday

CONNECT!



Join our social network in print, online, through Email, LinkedIn, Facebook, Instagram, 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: 973-420-1192 • Email: nleonard@hmexchange.com

Turn over for advertising rates and specifications.

- [LinkedIn.com/in/HMExchange](https://www.linkedin.com/in/HMExchange)
- [Facebook.com/HMExchange](https://www.facebook.com/HMExchange)
- [Twitter.com/HMExchange](https://twitter.com/HMExchange)
- [Instagram.com/HMExchange](https://www.instagram.com/HMExchange)

RATE CARD 2022

Net Black & White Advertising Rates (Includes Discount)

	1X	6X	12X	18X	24X
Full Page	\$4,640	\$4,285	\$4,030	\$3,875	\$3,755
2/3 Page	\$3,765	\$3,495	\$3,305	\$3,200	\$2,760
1/2 Page	\$2,945	\$2,710	\$2,585	\$2,485	\$2,365
1/3 Page	\$2,035	\$1,915	\$1,815	\$1,725	\$1,695
1/4 Page	\$1,640	\$1,500	\$1,455	\$1,330	\$1,270
1/8 Page	\$835	\$780	\$735	\$680	\$635

Net 4-Color Advertising Rates (Includes Discount)

	1X	6X	12X	18X	24X
Full Page	\$6,795	\$6,455	\$6,195	\$6,040	\$5,910
2/3 Page	\$5,920	\$5,655	\$5,470	\$5,360	\$4,925
1/2 Page	\$5,105	\$4,875	\$4,745	\$4,650	\$4,530
1/3 Page	\$4,200	\$4,075	\$3,980	\$3,895	\$3,855
1/4 Page	\$3,800	\$3,665	\$3,625	\$3,500	\$3,425
1/8 Page	\$2,995	\$2,950	\$2,900	\$2,840	\$2,695

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 – 10,300

Includes healthcare manufacturers, advertising agencies, publishers, and service/support companies

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

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