

# 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:** 10,550

Launched February 1, 1992

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

For a media kit, email Nancy at [nleonard@hmexchange.com](mailto:nleonard@hmexchange.com)

**WE WANT YOUR STORIES!**

**January – Pets.** Our Annual Pet Photo Contest. Grab your cameras and get creative! The winner adorns our cover. All entries are published. Also included are stories about any crazy, funny, heartwarming moments with your pets, rescue stories, how companies recognize employee pets.

**February – Mental Health: Mind, Body, and Spirit.** How do you or your company nurture mental health? Stories of struggles, tips for overcoming obstacles and challenges, finding balance. How do you stay calm amidst life's chaos. Lifestyle changes.

**March – Self Expression.** Passions, hobbies, tattoos, writing, painting, dancing, side gigs. How do you express yourself, relax, unwind, get motivated, feel fully alive?

**April – Celebrating Life.** Pictures and stories of milestones – births, birthdays, weddings, religious markers, graduations, reunions, memorials.

**May – Humanitarian Recognition.** Honor an individual. We'll conduct a simple interview. We also welcome articles about company charitable involvement.

**June – Digital Trends.** Highlights of CES and SXSW including advances in AI. Favorite podcasts, shows, and binge-worthy series, streaming services.

**July and August – Travel and Leisure.** Day trips, getaways, vacations, hiking, biking, beaches, ideal days, restaurants, bars, resorts, romantic trips and travel mishaps.

**September – Kids and Family.** Photos and stories of family trips, celebrations, fall fun and excursions. Kids quotes, embarrassing, sweet, funny moments, parenting experiences and tips, bragging rights. Ancestry discoveries.

**October – Diversity and Inclusion.** How do you or your company support diversity, inclusion, equality? Clubs, holidays, celebrations, personal experiences and stories.

**November – Thanksgiving.** Photos and stories – traditions and recipes for drinks, appetizers, sides, entrees, and desserts. Who or what are you grateful for?

**December – Holidays.** Stories and pics of gatherings, traditions, events, great gifts, games, memorable moments, plus delicious family favorite holiday food and drink recipes.

**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).

**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

**CONNECT!**



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

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

Write and engage over 10,000 readers.

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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)
- [Instagram.com/HMExchange](https://www.instagram.com/HMExchange)

# RATE CARD 2024

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

	1X	6X	12X	18X	24X
Full Page	\$4,970	\$4,590	\$4,315	\$4,150	\$4,020
2/3 Page	\$4,030	\$3,745	\$3,540	\$3,430	\$2,955
1/2 Page	\$3,150	\$2,905	\$2,770	\$2,660	\$2,535
1/3 Page	\$2,180	\$2,050	\$1,940	\$1,850	\$1,810
1/4 Page	\$1,755	\$1,605	\$1,560	\$1,425	\$1,360
1/8 Page	\$895	\$835	\$785	\$725	\$680

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

	1X	6X	12X	18X	24X
Full Page	\$7,275	\$6,915	\$6,635	\$6,470	\$6,330
2/3 Page	\$6,340	\$6,055	\$5,860	\$5,740	\$5,275
1/2 Page	\$5,470	\$5,220	\$5,085	\$4,980	\$4,850
1/3 Page	\$4,500	\$4,365	\$4,265	\$4,170	\$4,130
1/4 Page	\$4,070	\$3,925	\$3,885	\$3,750	\$3,665
1/8 Page	\$3,210	\$3,160	\$3,105	\$3,045	\$2,885

### 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:** 7-7/8" x 10-3/4"

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

**Spread Trim Size:** 15-3/4" x 10-3/4"

**Spread w/ Bleed:** 16" x 11"

**Live Area:** 3/8" from trim

### 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 – 10,550

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

## INDUSTRY OPPORTUNITIES ADVERTISING

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 9,700 connections through a LinkedIn post
- Over 8,600 connections through a verified email blast
- Over 750 connections through a Facebook post

**IT'S A TREMENDOUS VALUE AT \$2,500 FOR THE ENTIRE PACKAGE**

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

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

- Vertical Banner: 160 x 600 (Advertisers page, Article Search page, Home page, Contact page)
- Full Banner: 728 x 90 (Contest page)
- Provide click-through link

### Contact Information

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