

Reach Over 10,000 Industry Professionals



Are YOU The Missing Piece?
Get Connected, Stay Connected

Healthcare Marketer's Exchange
Building Community and Capturing the
Hearts and Souls of the Industry

Media Kit 2024

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 Healthcare Marketers

Launched February 1, 1992

Published By Healthcare Marketer's Exchange, LLC

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

Contact Nancy Leonard at 973-420-1192 • Email: nleonard@hmexchange.com

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Circulation

We take the following steps to verify and increase our circulation:

- Use LinkedIn as a source to verify and add names – Over 9,700 connections
- Send monthly digital issue through Constant Contact, email blasts, and social media
- Check industry announcements for promotions and new hires
- Check other journals' announcements
- Advertisers comp list cross-checked
- Home addresses have also been added due to remote work

For updated circulation numbers, contact us.

Website

- Dynamic Digital Edition
- Free Web Advertising: Book 6 full-page ads, get 6 free web ads
- Contributors List with email links
- Monthly poll questions/contests
- Advertisers List with website links
- Archive of published articles

Industry Opportunities Advertising

YOU'VE GOT THE JOBS – WE'VE GOT THE PEOPLE!

Have a position you need to fill? We can help!
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**

"We needed to reach out to our industry colleagues quickly to make them aware of a new and exciting sales position at our organization. Nancy (Publisher of *The Exchange*) was flexible and creative. She came up with a unique solution that met our needs. We had posted our job opening on LinkedIn, Indeed, and a variety of other networking and job search sites, but the post in *Healthcare Marketers Exchange* print and digital platforms produced more qualified candidates than any other source. In the end, we hired someone who saw our promotion in *HME!*"

– David Horowitz, Senior Vice President, Director of Sales, BroadcastMed

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The Exchange Advantage

UNIQUE EDITORIAL NICHE

Personal, human-interest stories promote a strong sense of community—no other publication has similar style

COMPREHENSIVE COVERAGE

Reaches over 10,000 healthcare marketers every month

LOWEST AD RATES

Costs 20-30% less than competition

RELIABLE CIRCULATION

Proactive in updating mailing/email lists

GUARANTEED VISIBILITY

Cover-to-cover read assures your ad will be seen

TIMELY

First publication received each month

DYNAMIC DIGITAL EDITION

Provides access to *The Exchange* anywhere and links to advertiser websites

ONLINE OPPORTUNITIES

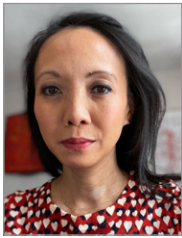
Advertising, Website, LinkedIn, Facebook, Instagram

POPULAR CONTENT

The go-to source for pharma social networking

Media People Love *The Exchange*

Here's What They Have To Say . . .



I shared *The Battles I Couldn't Pick – From COVID to Cancer* in the August 2021 issue of *The Exchange*. It was my story about a serious case of COVID that ended up revealing lung cancer...and possibly saving my life.

In my case, initially, I was very nervous even thinking about sharing my story, particularly because I went through very difficult and life-threatening moments. I had no idea how my story would be received, especially by readers who had no idea who I even was. But I shared anyway, and I felt a sigh of relief.

To my surprise, I received TONS of encouraging and positive feedback. Friends, colleagues, folks with whom I hadn't been in touch for so many years, and people who I did not even know sent me emails, direct messages on LinkedIn, comments on the link to my article (which my boss posted), comments and direct messages on Facebook (where I shared the article). My mobile phone blew up with texts from friends who did not know what I went through, and only found out via the article. I felt so moved by the words of encouragement and inspiration from everyone.

My experience participating in *Healthcare Marketer's Exchange* ended up being a very pleasant one. Nancy and the team made it easy for me to submit my article and the editing process was a breeze. It's wonderful how *The Exchange* gives people a voice and a platform to share their experiences.

— *Jeanne M. Jennings, Senior Vice President, Group Director, Media McCann Health Engagement*



"I just wanted to share with you that I got numerous responses from the article that my daughter Heather and I recently wrote regarding The Jed Foundation. I heard from people that I have not spoken to in years, as well as my colleagues that I speak to regularly. It is amazing to see what a great asset *The Exchange* is. As I buy media for a living, it is very transparent and obvious that print still works. You can conduct survey after survey, but this is a true testament to exposure potential. People are reading *The Exchange* and taking the time to act and reply, which is a real compliment to your publication and team. I am also impressed to see the levels of pharma marketing executives who are receiving and reading your publication. To me this is better than any ad test or questionnaire survey. Thank you for allowing me to communicate to this wonderful industry and I look forward to writing future articles."

— *Dora P. Shankman, President & CEO
DPS Strategic Media Enterprises, LLC*



I've been reading *Healthcare Marketer's Exchange* for 25 years now. When I first entered the workforce, I remember being amazed that there was a magazine focused on the human aspects of our industry. As I started meeting more folks, I was so excited to see them featured in *The Exchange*. It's such a perfect way to stay connected with former colleagues and even learn new things about current colleagues. I can't tell you how many times I read an article about someone I work with and gained an insight about them.

To go a step further, writing for *The Exchange* is such an honor. The first time I did it, I was so proud to see my story in black and white. I brought a copy to my parents and they thought I was a celebrity. It was a wonderful experience and I have contributed many times since. We always encourage young folks at SSCG to contribute. They have the same excitement in seeing stories about colleagues and their own stories on the pages of *The Exchange*.

Congratulations on 30 years! Looking forward to reading new issues for many years to come.

— Kerrie Sovelove, Managing Director
SSCG Media Group



"Nancy, thank you for all that you do to capture the heart and soul of the people who make our industry so special. I still enjoy reading each issue cover to cover after all these years!"

— Debbie Renner, CEO
SSCG Media Group



"I was nervous about writing for *The Exchange*, but after receiving all of the great comments and responses, I was reassured. It turned out to be a fun and great experience."

— Ivette McFarland, VP, Associate Director Multichannel Media
SSCG Media Group



"The best response was from a client who I was meeting for the first time at a larger brand meeting. When I told her that I was looking forward to meeting her, she replied, 'I know what you look like, so I will be able to find you.' She had seen my picture in *The Exchange*."

— Renee Napoli, VP, Associate Media Director
SSCG Media Group



"Some of the emails mentioned something I did for people when they were going through a rough patch; that 'paying forward' I spoke of has been terribly rewarding and good for my soul to put fingers to keyboard and say, 'Thank you.' And to you for being the vehicle through which I was able to do this, a GREAT BIG THANK YOU."

— Elaine Gaffney, Freelance



"*The Exchange* is, in my estimation, the most popular trade book we've got. I anxiously await each next issue so I can catch up with the 'people' side of our business."

— Mary A. Skoyles, Owner
Medical Media Services, Inc.



"The popularity of the human interest story has never been more apparent than in today's personal and professional 'social' world. *Healthcare Marketer's Exchange* taps into the continued desire for people to feel connected, not just informed. Devotion to this area drives its unique offering among our industry communications and maintains the balance in our reading materials."

— Robert T. Enos, Senior VP, Media
CMI/Compas



"Every time Nancy or a member of her team ask me to write an article, I jump at the opportunity. Not only do I love to share my personal stories with our industry, I find writing therapeutic and enjoyable. Writing for *The Exchange* also starts conversations. People have reached out to me, some who I know, some who I'm getting to know. We get to engage in topics outside of healthcare and learn about each other. Additionally, my family has enjoyed the articles I've contributed. My parents send hard copies to my relatives – too funny!"

— Tom Boyle, Account Group Supervisor
SSCG Media Group



"They're lying if they say they don't read
The Exchange!"

— Amy Levinson, President
A.L.L. Global Media Solutions, LLC

Media People

Media People Participation Soars in
THE HEALTHCARE MARKETER'S EXCHANGE!

- AJ Dopwell, Novo Nordisk
- Alexa Masia, Publicis Health Media
- Alexandra Andreani-Mulderry, SOLVED
- Alya Sherman, Publicis Health Media
- Amanda Preto, CMI Media Group
- Amy Levinson, A.L.L. Global Media Solutions
- Amy Novak, Strategic Media Consulting, Inc.
- Amy Winters, SSCG Media Group
- Anetra Williams-Mitchell, Compas, Inc.
- Anna Buckley, Novo Nordisk
- Anne Beck, SSCG Media Group
- Anne Connolly Pollak - Freelance
- Anne Golden-Vazquez, CMI Media Group
- Arielle Chavkin, Initiative
- Ashley Brunner, SSCG Media Group
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- Austyn Thorne, CMI Media Group
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- Brandy Colangelo, Compas, Inc.
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- Elaine Gaffney, Freelance
- Ellen O'Brien, CMI Media Group
- Elizabeth Milic, Publicis Health Media
- Elyse Rettig, Publicis Health Media
- Emilie Penny, CMI Media Group
- Emily Gray, SSCG Media Group
- Emily Choate, Tinuiti
- Erica Kovelman, Havas Media Group
- Eric Solomon, Publicis Health Media
- Eugene Lee, CMI Media Group
- Francesca Russo, Starcom
- Gia Lanzetta, Merck
- Gia Mauriello, Publicis Health
- Gillian Bailey, Publicis Health Media
- Gillian Corrigan, CMI Media Group
- Heather Klose, SSCG Media Group
- Irene Coyne, CMI Media Group
- Italia Marr Mombello, Greater Than One
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- Jackie Singley, Lumanity
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- Sarah Yung, CMI Media Group
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- Shelby Fisher, CMI/Compas
- Shelby Mathews, Group M
- Sid Chadha, McCann Health Engagement
- Simon Lindsay, Merck
- Stacy Ferreira, CMI Media Group
- Steve Underweiser, AbbVie
- Susan Dorfman, CMI Media Group
- Tayla Toros, 160 over 90
- Theresa Liddy Dolge, EvokeKYNE
- Tom Boyle, SSCG Media Group
- Valerie Cole, Revive
- Victoria Levinson, SSCG Media Group

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Mailbags

"I've been reading *The Exchange* for years, oddly, I've only submitted content one other time, way back for the January 2010 issue's Economic Exchange topic.

Following our recent pet rescue adoption I was emotionally motivated to submit our story for the January 2024 special pet's issue. Following that wonderful experience, I jump on the opportunity to submit my creative story for the March 2024 Self-Expression issue. Why did I do this, multiple times in such a short time... multiple reasons as I've outlined here:

1. An opportunity to share our stories with industry colleagues
2. An opportunity to step out of our workday lives, and share who we are, what makes us tick, our happy and uplifting life moments
3. Supports the importance of work/life balance
4. Shows how we embody art and science, left/right brain or our work to creative brains
5. Exposing an interesting aspect of ourselves that even our colleagues may not be aware of
6. Been reading other's stories for so many years, fun getting the opportunity to share my own stories
7. The welcomeness and ease of working with the staff of *Healthcare Marketer's Exchange*, creating a safe and inviting environment for some watercooler moments

Thanks for the opportunity to share my thoughts."

Brian Wagner
VP, Product Management
CMI Media Group

"I had a great experience contributing to the article. Logistically, it was a very smooth process. You checked in a few times to make sure I was still on track for delivery and gave me a sneak peek at the proof before it went live. The examples you provided from previous issues were really helpful so that I could gut check length, tone, and content.

It was a cathartic experience writing the actual article too. Even as someone who is more than comfortable with emotions and unabashedly uses the word 'love' in all areas of my life, that article was a much more personal piece than what I'm used to sharing in my professional networks. But Nancy's original outreach ran through my head, that she had loved the reflective LinkedIn post I had shared on World Mental Health Day and that she knew that story would resonate with others. So I swallowed my fear and got to writing. The greater the risk, the greater the reward, right? And I loved (see, there it is) seeing a range of responses from people across the industry. Some of the most vulnerable articles came from men, and it is so, so important to see that kind of representation when we're talking about mental health.

I got a lot of feedback from my friends and colleagues, including many whom I worked with for years and had no idea what I was experiencing on the inside. Some quotes include:

- "Well done on the *Healthcare Marketer's Exchange* article. Even though I still selfishly wished we worked together, I'm so glad you've been able to find more balance in your life."
- "I just read your article on LinkedIn. So honest and thoughtful! We're encouraged to be go-getters and do it all, but it's not realistic. I'm sure most of us feel that way!"
- "Thank you for sharing your story—so much of this resonated with me!"
- "I love this, Kristin, so inspirational. I found myself relating to all of it. Congratulations on this wonderful article."

Kristin Morris
Senior Director, Corporate Communications
inSeption Group

Mailbags

"Thank you for inviting me to contribute to the January and March issues of *The Exchange*. I really enjoyed the experience and appreciated how straightforward the whole process was. The clear deadlines, thoughtful follow-up, and the quality of editorial guidance were highlights for me. It was an honor to be featured.

I'm also excited about the possibility of my team members contributing in the future, especially given the magazine's commitment to addressing such important topics each month.

Thanks again for a great experience. I'm looking forward to seeing more collaborations between our teams and the impactful stories you continue to share."

Erika Sinner
CEO & Founder
Directorie

"Thank you so much for the chance to be part of the January issue of *The Exchange*, I had a great time putting together my write-up. The experience overall was wonderful – it's really unique to have an opportunity to share some personal experiences or anecdotes to our broader healthcare and pharma marketing community. I would love to be part of a future issue and look forward to finding a topic to write about next."

Jess Evanko
Supervisor, Paid Social
CMI Media Group

"I like the stories about people in our field. I am not a writer and I just wrote 2 articles - 1 about pets (Andy and Frank) and another about the benefits of running. I provided my idea and your team helped me make it more presentable. So I do think that there are a lot of good stories out there. If I can write an article so can you. I did get some feedback and people loved the story about Andy and they think I should continue with the idea to make a children's story, where all profits go to an animal shelter. I also wrote an article about the benefits of running. I shared this as well and, long story short, there are benefits of walking, running, and getting out in the sun. My walking/running club members thought the article was spot-on and they all try to recruit people to join us/them because it is good for you in so many ways."

Leo Tyska
Senior Sales Director
PeerDirect

"Being able to write an article again in the 2024 HME mental health focused issues was another prime advocacy opportunity. I have received excellent feedback from readership about the simple take away of spreading kindness and treating each other with respect and empathy. Try it and you are guaranteed to save a life. HME has become a predominant mental health publication and I am proud to be a small part of that."

Jon Nelson
Medical Marketing Executive, Mental Health Advocate,
and Founder of Jon Nelson Advisors, LLC

Mailbags

"Advertising in *Healthcare Marketers' Exchange* allows us to reach customers and build awareness. Its unique editorial environment reminds us we are dealing with people, not only brands and organizations. In today's world where things are moving so quickly, it's nice to pause and read about people and be reminded of the personal."

Mark Thornbury
Director, Marketing & Sales Operations
American Medical Association

"Thank you for the opportunity to contribute an article to *The Exchange*, on the important topic of Mental Health and well-being. It is a topic near and dear to all Otsuka people, and impacts virtually everyone we know in some way. *The Exchange* January edition focused on Mental Health and was a terrific forum to raise awareness around what we can all do as industry professionals to ensure we are able to bring our whole-selves to work and support others in doing so. Working with Nancy and *The Exchange* team was a delight and seamless experience. Since writing the article, I have had several people reach out to me with notes of thanks, kudos, and collaboration opportunities. Of note is the founder of Rural Minds, and we have already begun some work together in the short-term. I am eager to see where the momentum takes us from here!"

Desiree Priestley
Executive Director, Patient Experience & Support
Otsuka

"I do get the *Healthcare Marketer's Exchange* in the mail and as it's a 'People' magazine for our industry, I saw a picture of a group of executives with Steve Girgenti, (Former CEO of the advertising agency, Healthworld), and how they get together regularly. It got me thinking about sending in my own group's picture of how we get together, now that many of us have moved on. So, my first contribution was just that, a picture with a paragraph depicting 8 HBA past Presidents getting together! From there, there was a call for non-profit work, and since I am on the board of The Floating Hospital in NYC, decided to write up one of their events featuring Candy Cane Lane – a free shopping event for the women and children living in shelters. I enjoyed sharing my story and bringing some awareness to The Floating Hospital."

Charlene Prounis

"Contributing to *The Personal Exchange* in *The HM Exchange* was a truly enjoyable experience. Answering the questions provided created a unique, engaging and truly eclectic way to introduce myself to the readers and reminisce about my life to date. The process was quick, professional, easy, and well supported throughout. This would be an enjoyable experience for anyone chosen to participate. Top-notch experience."

Valorie Bellamy
Director, Design & Facilitation, University Learning Services
CMI Media Group

"It was so much fun to chat with *HME* and received so many shoutouts from current clients who saw the article in their issue."

Caytie Silvera
Senior Specialist of Client Partnerships
VDX.tv

Mailbags

"I wanted to thank you for the opportunity to share a little about my hometown in a past issue of the *Healthcare Marketer's Exchange*. When I first received the note asking for input on my favorite summer day – the task to write the submission was simple. So many folks think of Indiana as a "fly-over state" – I hoped to change that perception. After it was published, I received emails from colleagues (past and present) and asked when they could visit! Mission accomplished."

And, you and your team are so gracious and kind – making the process simple. I would encourage anyone who is asked to contribute a story about life outside of work – it's good to see the personal side of our incredibly talented marketing community.

Best regards,
Amanda J. Biedess
Vice President, Client Services
SFC Group

"I was very touched by the various emails I received regarding my article. Several people wrote and asked me to thank my son for his service. Another person contacted me because he was also a USNA graduate and felt a personal connection to my article. I also was able to send copies of *The Exchange* to family members as well as my Uncle Jack who said he had tears in his eyes while reading it. Writing the article was a great experience!"

"I think it would be great for November (Veterans Day) and May (Memorial Day) to have an Honor Issue where people can write in a short blurb with a photo of a family member who served/is currently serving or who has given the ultimate sacrifice. You could do it by service – Army, Navy, Air Force, Marines, Coast Guard/Merchant Marines. You could also do a photo contest of young military photo and then current day – sort of like the baby photos!"

Best,
Carol Timberlake
President & CEO
Timberlake Media Services, Inc.

"I have been a fan and reader of HEALTHCARE MARKETER'S EXCHANGE since its launch in the early '90s. It's a forum for the grassroots base of the Pharma industry that goes beyond business happenings. *The Exchange* offers a window into the interests and experiences of our industry family. There is no other publication – nor has there been – like *The Exchange*. The spectrum of editorial contributions enlighten, inform, and entertain. It has been my pleasure to be a contributor over the years. My most recent contribution on Pickleball (my retirement avocation) resulted in several calls from old friends and colleagues."

John R. Clay
Former President
Strategic Healthcare Alliance

Mailbags

"I received so many nice messages from former industry colleagues after publishing "A Legacy of Reading Passed Onto Our Grandson Desmond" in the September, 2021 issue of *The Exchange*.

My experience with you and Elise Daly Parker, editor, was a pleasure through the submission process. Elise recognized the importance of maintaining my voice resulting in an interesting read.

An unexpected consequence of the article was hearing from individuals who, like me, had begun a "second act" following their healthcare career.

Also, it was gratifying to receive approbation from parents and grandparents who recognize how reading to children at the earliest age benefits a child's success later in life.

Thank you for this opportunity for helping me get my message to your readers."

Sincerely,
Doug Snelson
Children's Book Author, Literacy Champion & Poet

"I really enjoyed sharing my Cuba experience and did get some great feedback! I was told it was well written, very descriptive, had folks tell me they were interested in traveling to Cuba and asked if I could share some tips. One person commented on my friend Miriam and "what the hell was Miriam thinking to smuggle those Wifi towers into the country!" And another said, "I would have left her there!" All in good fun of course, but the comments were pretty amusing. I was told it was educational and informative.

I shared the article with my family and my mom, who was against my going in the first place. She said it was a really well-written article and that she was so proud of me for going and how much she admired me for being willing to take chances and try new things.

So...there you have it! A positive experience overall!!!"

Ivette McFarland
VP, Associate Director
SSCG Media Group

"I love contributing to *The Exchange*! It's always fun to get feedback from articles and hear from colleagues that I have not seen in a while! I was able to help someone buy their own pizza oven and giving the pros and cons of the one I have."

Gina Bennicasa
National Account Manager
Pharmaceutical Media, Inc.

"It is always a pleasure contributing to the *Healthcare Marketer's Exchange*. It's a great opportunity to share something personal in my life to my professional community. Nancy Leonard and Elise Daly Parker are very professional and pleasant to work with. I look forward to contributing again in the future."

Michelle Perkel
Media Director
Eversana Intouch

Advertisers

To date over 6,500 people/companies have participated in *The Exchange*, including over 300 advertisers who have supported *The Exchange* in the past 31 years with general advertising.

- ABELSONTAYLOR
- ACP HOSPITALIST
- ACP OBSERVER
- ADVANCED CLINICAL COMMUNICATIONS, INC.
- ADVANSTAR COMMUNICATIONS
- ADVANSTAR MEDICAL ECONOMICS
- AESTHETIC SURGERY & MEDICINE
- AIDS
- /ALERT MARKETING
- ALLMEDX.COM
- ALPHAMED PRESS
- AMA - MULTIMEDIA GROUP
- AMERICAN ACADEMY OF NEUROLOGY
- AMERICAN COLLEGE OF PHYSICIANS
- AMERICAN DIABETES ASSOCIATION
- AMERICAN DRUGGIST
- AMERICAN FAMILY PHYSICIAN
- AMERICAN JOURNAL OF HOSPITAL PHARMACY
- AMERICAN JOURNAL OF MANAGED CARE
- AMERICAN JOURNAL OF PHARMACY BENEFITS
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- AMERICAN MEDICAL INFORMATION
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RATE CARD 2024

Healthcare Marketer's

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"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,

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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

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.

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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

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