

Celebrating 34 years of building a Pharma Community of over 10,000!



Media Kit 2026

Advertise in The Exchange

It's the go-to source for connection in the industry that leads to new business, sales, and lasting friendships.

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 upcoming issues include a **Sports Edition, Digital Trends, Pets, Mental Health and Wellness**, and more. Plus, our new **Omnichannel Advertising Package** reaches readers right where they are with thousands of touchpoints every month through print, digital, email, social media, LinkedIn, and more.

Circulation: 10,700 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

 [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)

Circulation

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

- Use LinkedIn as a source to verify and add names – Over 11,700 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
- 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
- Archive of published articles
- Contributors List with email links
- Monthly contests
- Advertisers List with website links

The Exchange Advantage

NEW! OMNICHANNEL ADVERTISING PACKAGE

High impact, all-encompassing package amplifies your message. Thousands of touchpoints through print, digital, social, email, editorial, and LinkedIn

UNIQUE EDITORIAL NICHE

Compelling, human-interest stories foster a deep sense of community – no other publication offers this distinct style

EXPANSIVE REACH

Engages over 10,000 healthcare marketers every month – your message targets the right audience

UNMATCHED VALUE

Save 20-30% with unbeatable ad rates, maximizing your return on investment

DEPENDABLE CIRCULATION

Updated mailing/email lists – guaranteed reach

OPTIMAL EXPOSURE

Cover-to-cover readership means your ad will never be overlooked

DYNAMIC DIGITAL EDITION

Access *The Exchange* anywhere with clickable links to advertisers' websites that amplify online footprint

ROBUST ONLINE PRESENCE

Maximum advertising and content visibility through Website, LinkedIn, Facebook, and Instagram

Celebrating 34 years of building a Pharma Community of over 10,000!



Advertise in The Exchange

It's the go-to source for connection in the industry that leads to new business, sales, and lasting friendships.

Our Omnichannel Advertising Package includes:

- Print and Digital
- Social Media
- Email blast with your banner ad
- Website with your banner ad and pop-up
- Our 11,700 connections on LinkedIn to share what's new at your company **We are a top connector on LinkedIn**
- Editorial - Articles and Announcements
- Employment package – 25,000 touchpoints to get you the right person for the job

Healthcare Marketer's Exchange Captures the Hearts and Souls of the Industry

Harness the power of our monthly must-read publication, interactive website, and dynamic digital network to reach the vibrant, dedicated healthcare marketing community.



THE Original Social Network of the Pharma Industry
Contact Nancy Leonard at NALeonard@hmexchange.com or 973-420-1192.



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 25,000+ touchpoints includes:

- 4-Color quarter page ad in our print and digital issue reaching 10,000+ healthcare marketers
- Over 11,700 connections through a LinkedIn post
- Over 8,600 connections through a verified email blast
- Over 1000 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 Marketer's 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!*"

Media People Love *The Exchange*

Here's What They Have To Say . . .



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.

Congratulations on 33 years! Looking forward to reading new issues for many years to come.

— **Kerrie Sovelove, VP**
CMI 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, Media Director**
A.L.L. Global Media Solutions



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, Vice President, Group Director, Performance Media Sosemo**



"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**



"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, Group Director Initiative**



"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 CMI Media Group**



"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, Media Director**
Spring & Bond



"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 Castaldi III, Deerfield Group
- AJ Dopwell, Novo Nordisk
- Alexa Masia, Publicis Health Media
- Alexandra Andreani- SOLVED
- Alexis Marcin, SSCG Media Group
- Allie Raplee, Greater Than One
- Alya Sherman, Freelance
- Amanda Preto, CMI Media Group
- Amy Cartolano, Greater Than One
- Amy Levinson, A.L.L. Global Media Solutions
- Amy Novak, Strategic Media Consulting, Inc.
- Amy Winters, Underscore Marketing
- Anetra Mitchell, Compas, Inc.
- Anna Buckley, Pfizer
- Anne Beck, SSCG Media Group
- Anne Connolly Pollak - Freelance
- Anne Golden-Vazquez, CMI Media Group
- Annie Demetroules, CMI Media Group
- Arielle Chavkin, Havas Media Network
- Ashley R. Davis, CMI Media Group
- Austyn Thorne, CMI Media Group
- Bailey Haag, Eversana InTouch
- Bianca Kroupa, Organon
- Brandy Colangelo, Compas, Inc.
- Brett Marvel, Merck
- Brian Cunningham, CMI Media Group
- Brian Wagner, CMI Media Group
- Briann Cruz, Mindshare
- Brielle Facciollio, OMD
- Bryan Sternlieb, Fingerpaint
- Camila Gini, CMI Media Group
- Candace Thornton, SSCG Media Group
- Carla Edmunds, Pfizer
- Carly Kuper, CMI/Compas
- Carly Murphy, Initiative
- Carmen Lo, CMI Media Group
- Carol Timberlake, Timberlake Media Services, Inc.
- Cathy Siedlecki, Pharma Media Corp.
- Charles J. Hecht, Novo Nordisk
- Chris Hermann, CMI Media Group
- Chris Olencha, Publicis Health Media
- Christine Boylan, Tinuiti
- Christine Mormile, CMI Media Group
- Cole Decker, CMI Media Group
- Colleen Fackler, Compas, Inc.
- Dani Barsky, CMI Media Group
- Dana Piccoli, Freelance
- Danielle Tate, Publicis Health Media
- Dana Trimborn, FCB Health
- Dante Gleason, CMI Media Group
- Dave Braskey, CMI Media Group
- Dayna Roomey, SSCG Media Group
- Dean Connolly, SSCG Media Group
- Debbie Makrakis, CMI Media Group
- Debbie Renner, SSCG Media Group
- Diana Noce, Compas, Inc.
- Dominique Wolf, CMI Media Group
- Dora Shankman, DPS Strategic Media Enterprises, LLC
- Eimear Allen, CMI Media Group
- Elaine Gaffney, Freelance
- Ellen O'Brien, CMI Media Group
- Elizabeth Milic, Spring & Bond
- Elyssa Kaufman, CMI Media Group
- Elyse Rettig, Publicis Health Media
- Emilie Penny, Eversana
- Emily Chau, SSCG Media Group
- Erica Kovelman, Havas Media Group
- Eric Solomon, Real Chemistry
- Eugene Lee, CMI Media Group
- Gia Lanzetta, Merck
- Gia Mauriello, Publicis Health
- Gillian Bailey, Publicis Health Media
- Heather Klose, SSCG Media Group
- Inela Salkic, CMI Media Group
- Irene Coyne, CMI Media Group
- Italia Marr Mombello, Greater Than One
- Ivette McFarland, SSCG Media Group
- Jackie Bayliss, CMI Media Group
- Jackie Singley, Lumanity
- Jaimie Allen, GSK
- Jaime Sokoloff, SSCG Media Group
- Jeanne Jennings, Sosemo
- Jen Ferreira, Compas, Inc.
- Jenn Serin – CMI Media Group
- Jenna Weinstein, CMI Media Group
- Jennifer Tesoroni, Eli Lilly & Co.
- Jess Evanko, CMI Media Group
- Jessica Calo, CMI Media Group
- Jessica Carmody, SSCG Media Group
- Jessica Crowley, Initiative
- Jillian Bain, CMI Media Group
- Johanna Jarvis, Minds+Assembly
- Johanna Tompetrini, CMI Media Group
- Joseph Tufano, Icon International
- Joy Kolicus, Compas, Inc.
- Joyce Cheung, SSCG Media Group
- Julia Missaggia, CMI Media Group
- Julianne Valle, Pfizer
- Juliet Lee, SSCG Media Group
- Kaitlyn Macisco, Spring & Bond
- Karima Sharif, Doceree
- Katelyn Alderfer, CMI Media Group

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

 [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)

Media People

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

- Katelyn Inman, Eversana Intouch
- Kate Zwizanski, CMI Media Group
- Kathleen Doyle, ab+c Creative
- Kathy Sullivan, Initiative
- Katie Gerner, CMI Media Group
- Kelli Bishop, Timberlake Media Services, Inc.
- Kelly Morrison, CMI Media Group
- Kelsey Screnci, CMI Media Group
- Ken DiEnna, Publicis Health Media
- Kerrie Sovelove, CMI Media Group
- Kevin Woodworth, CMI Media Group
- Kimberly O'Grady, FleishmanHillard
- Kristen Kohler, CMI Media Group
- Kristine Dyer, CMI Media Group
- Kyle Hufnal, Web MD Ignite
- Lakesha Simpson, SSCG Media Group
- Laura Savino, Publics Health Media
- Lauren O'Donnell, CMI Media Group
- Lee Ann Qualls, Aloysius, Butler & Clark
- Leanna Chin, CMI Media Group
- Lexi Hamilton, Initiative
- Lisa Gower, Freelance
- Lisa Healy, BioPharma Media Services
- Liz Marchini, CMI Media Group
- Lisa Medding, Compas
- Makenzie Koonrad, CMI Media Group
- Mallory Bugowski, SSCG Media Group
- Mandy Graziani, SSCG Media Group
- Marc Snitzer, CMI Media Group
- Maria Maguire, CMI Media Group
- Marissa George, CMI Media Group
- Mark Pappas, CMI Media Group
- Marti Paster, VML Health
- Mary Skoyles, Medical Media Services, Inc.
- Maygan Crockett, CMI Media Group
- Melanie DiMuro, Novartis
- Micaela Lyons, Heartbeat
- Michael Woodland, CMI Media Group
- Michelangela Cammarata, SOLVE(D)
- Michelle Perkel, Eversana InTouch
- Michele Sirkin, Initiative
- Mike Palencia, Freelance
- Morayea Pindziak, Digitas Health
- Morgan Semon, CMI Media Group
- Nancy Pantaleo, SSCG Media Group
- Natalie Mattes, CMI Media Group
- Nate Diener, CMI Media Group
- Nick Salvatore, Iqvia
- Nicole DeCeglie, Swoop
- Nicole Houston, Havas Media Network
- Nicole Woodland-De Van, Compas, Inc.
- Priscilla Segnini, Pfizer
- Priya Desai, FCB Health
- Rachel Giacoppello, Pfizer
- Rebecca Gamsby, CMI Media Group
- Rebecca McCulloch, Iqvia
- Rebecca Solis, Greater Than One
- Renee Napoli, SSCG Media Group
- Rob Muller, CMI Media Group
- Roseann Sorg, Compas, Inc.
- Roshen Mathew, SSCG Media Group
- Samantha Bogus, Genentech
- Samyu Ganesh, Sanofi
- Sarah Baumann, Initiative
- Sarah Nicholson, Mindgruve
- Sarah Yung, CMI Media Group
- Sara Loughran, SSCG Media Group
- Shelby Fisher, CMI/Compas
- Shelby Mathews, Group M
- Sid Chadha, Interpublic Group
- Simon Lindsay, Merck
- Stacy Ferreira, CMI Media Group
- Steve Underweiser, AbbVie
- Susan Dorfman, CMI Media Group
- Tara Kaufman, Healio Strategic Solutions
- Tayla Toros, 160 over 90
- Theresa Liddy Dolge, EvokeKYNE
- Tom Boyle, Spring & Bond
- Valerie Cole, Spring & Bond
- Victoria Levinson, SSCG Media Group

***Companies were updated to show current affiliations instead of those at the time of publication.**

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

 [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)

Mailbags

"I can say, the July *Personal Exchange* was the first publication I've ever been featured in and I'm so grateful for the opportunity. The number of colleagues in the industry that have reached out to me to personally congratulate me has been both overwhelming but very much appreciated at the same time. The process itself was seamless, professional, and top-notch. Thank you to you and your team for a flawless (and memorable) experience!"



Nicole Peddicord
Account Director
RXNT Media

"Submitting an article to *The Exchange* is always easy. Nancy and Elise are a pleasure to work with, and *The Exchange* is the top industry magazine for our close-knit community. I received lots of positive feedback from friends and colleagues on my article."



David Horowitz
Vice President of Sales & Strategic Growth
TriStar

"The experience was great, super easy to tailor content and get everything prepped for the issue. Staff is super friendly and nice!"



Drew Glenn
Director of Digital & Performance Analytics
SFC Group

"I've always enjoyed submitting articles. Remember in particular one Charley and I did with Rita and Harry Sweeney about our visits to China. Always happy to help out and always enjoy your issues. Keep up the good work!"



Barbara Pritchard
Veteran Industry Professional and
Vice President of the Delegation for Friendship Among Women

"I recently wrote an article for the holiday issue about "traditions", sharing my experience that while traditions can oftentimes be in flux, they can be deeply meaningful no matter what form they take. It was a fun article to write and share; I enjoyed hearing from colleagues and connections reaching out to tell me how much my experience resonated with them. HME is a great space to connect on the more human side of things!"



Laura Bartmess Goeglein
SVP, Strategic Development & Growth
SFC Group

Mailbags

"Thank you again for the chance to tell the story behind my new novel, UNBRIDLED. It was such fun hearing from friends and colleagues who did not know what I was up to. I have been invited to speak at a number of book clubs, some of them via Zoom, thanks to the exposure in *The Exchange*. As always, working with you and Elise was a dream. You make it so easy. I will keep you posted on the next book!"



Michael Springer
Retired

"Nancy, it's always a pleasure writing for *The Exchange* because you never know who you're going to hear from, and this time was certainly no exception. While I heard from former colleagues and friends it was really nice to exchange texts with another 'author' from the same issue, Amy Levinson. Amy was a client of mine back when I was hawking ad space for Bobit and McGraw-Hill and we hadn't touched base in more than 10 years. Now we have plans for a get together this Spring. The next one hit a little differently because I heard from a colleague of my father's, who I first met back in the mid-70s when they worked together at McGraw-Hill. Yep, none other than the infamous Mike Mrvica Sr. Nancy and team, thanks for everything that you do to keep our little world connected through the years and even generations!"



Steve Bender
President
FACTORx

"Working with *The Exchange* was truly a seamless experience! Everyone I was in contact with was extremely efficient and personable and it was a joy to be a part of one of their summer issues. Nancy was great in that she always responded to my emails within an hour and was communicative through the whole process. After my spotlight was featured I had a lot of positive feedback and congratulatory emails from clients and coworkers which was heartwarming."



Anna Hughes
Sales Account Executive
Jun Group

"I enjoyed being a part of the process! Thank you for being a platform that allows us to connect. Looking forward to future publications, thanks!"



Lexi Hamilton
Senior Communications Designer
The Practice at J3

Mailbags

"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 of 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

"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

Mailbags

"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 two articles - one 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. 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
Vice President of Client Services
BioPharm Communications

"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 takeaway 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

"Advertising in *Healthcare Marketer's 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
(Retired)

Mailbags

"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 eight HBA past Presidents getting together! From there, there was a call for nonprofit work. Since I am on the board of The Floating Hospital in NYC, I 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
Retired

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



Caytie Silvera
Senior Specialist of Client Partnerships
VDX.tv

"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) who 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

Mailbags

"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

"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

Mailbags

"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
Media Director
A.L.L. Global Media Solutions

"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 give the pros and cons of the one I have."



Gina Bennicasa
Account Executive, Digital Advertising Sales
Conexiant

"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

"I have shared the article with my friends and colleagues and overall feedback received was great. I think the *Personal Exchange* article adds a 'personal touch' to get to know people in the industry as well as colleagues. It's also a good way to bring up questions that are adventurous and exciting to ask (travel, food, etc). The whole process was smooth, and I loved how the article is framed."



Sid Chadha, MSC
Senior Media Planner
McCann Health Engagement, New York

Mailbags

"I had a great experience submitting my summer article to *The Exchange*. This was my first time being featured in any kind of professional newsletter or media, so it was exciting for me to get picked! Summer is my favorite season, and many of those things are very enjoyable to me, so it was great to have an opportunity to share my interests with other professionals in the healthcare marketing space. The process of submitting my survey answers and giving some background for the article was very easy, which was convenient for me since things can get busy at work. I also enjoyed getting to read about the many summertime favorites from the other contributors!

I shared the article with some of my family members as well as my network on LinkedIn and quite a few people enjoyed it! My Grandmother LOVED to hear that I was featured, so thank you for helping me to make her happy!"



Chris Hermann
Associate Analyst, SEM
CMI Media Group

"I really enjoyed participating in the June Digital issue of *The Exchange*. The process was seamless and engaging, and it was a great opportunity to share my insights with a wider audience. I appreciated the collaboration and support from the team, which made it an enjoyable experience overall.

I did receive some positive feedback on the article, with several readers mentioning how it resonated with them and sparked interesting discussions with family and friends as well as with some coworkers. It's always rewarding to know that our contributions can have an impact!"



Bhavya "Raj"-Diasio
Sr. Speaker Bureau Compliance Specialist
CM Gather

"I'd like to thank *Healthcare Marketer's Exchange* for giving me the opportunity to participate in April's *Personal Exchange*. I was excited to share more about myself with the healthcare marketing community. Hopefully, if people read about how conquering my fear of change lead to growth and a more fulfilling career, it will motivate them to make changes as well. I think the best part of taking part in the *Personal Exchange* was sending the article to my high school teacher, Debra Stein, and how over the moon she was to find out she was my favorite teacher and how she shaped my career path. I look forward to each month's issue of *Healthcare Marketer's Exchange* and reading each new *Personal Exchange*."



Debbie Kenney
Director, Video Investment
CMI Media Group

"Thank you *HME* magazine for including me in the Humanitarian issue. I was humbled to be among such amazing people in our industry. Putting the article together was simple, took only a little bit of time, and having a professional editor review it was a big help! I'm always eager to learn about the fascinating hobbies and activities people get up to outside work. We're all far more than our job titles. The response to the honor from my friends, family, and colleagues was wonderful, and I have something to add to my resume! Thank you again!"



Larry Nocella
Senior Specialist, Ad Tech Services
Compas

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 33 years with general advertising.

- ABELSONTAYLOR
- ACP HOSPITALIST
- ACP OBSERVER
- ADVANCED CLINICAL COMMUNICATIONS, INC.
- ADVANSTAR COMMUNICATIONS
- ADVANSTAR MEDICAL ECONOMICS
- AESTHETIC SURGERY & MEDICINE
- AIDS
- /ALERT MARKETING
- A.L.L. GLOBAL MEDIA SOLUTIONS
- ALLMEDX.COM
- ALPHAMED PRESS
- AMA - MULTIMEDIA GROUP
- AMERICAN ACADEMY OF DERMATOLOGY
- 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
- AMERICAN MEDICAL ASSOCIATION
- AMERICAN MEDICAL GROUP ASSOCIATION
- AMERICAN MEDICAL INFORMATION
- AMERICAN MEDICAL NEWS
- AMERICAN SOCIETY OF HEMATOLOGY
- AMPLUS HEALTHNET
- ANNALS OF INTERNAL MEDICINE
- ANNALS OF LONG-TERM CARE: CLINICAL CARE AND AGING
- ANNALS OF SURGERY
- APPLIED NEUROLOGY
- ARCHIVES JOURNALS
- ASCEND MEDIA
- ASSOCIATION OF MEDICAL MEDIA, INC.
- BALDACCI PRODUCTIONS
- BETA RESEARCH CORPORATION
- BILL HAHN ASSOCIATES
- BIOLINK COMMUNICATIONS
- BLANCHARD-BEDFORD, INC.
- BLUNT HANN SERSEN, INC.
- BMJ GROUP
- BRAINWEEK/PAINWEEK
- BRAND INSTITUTE, INC.
- BULLETPROOF
- BUSINESS AND HEALTH
- CAPLAN ASSOCIATES, INC.
- CARDIOSOURCE
- CARDIOLOGY TODAY
- CARLSON HEALTHCARE COMMUNICATIONS
- CDM
- CHEST PHYSICIAN
- CIRCULATION
- CLARK O'NEILL, INC.
- CLEVELAND CLINIC JOURNAL OF MEDICINE
- CLIGGOTT PUBLISHING
- CLINICAL ENDOCRINOLOGY NEWS
- CLINICAL NEUROLOGY NEWS
- CLINICIAN REVIEWS
- CLINICIANS PUBLISHING GROUP
- CLINIFORMS
- CLOSERLOOK
- CMI INTERACTIVE
- CMI MEDIA GROUP
- CMP HEALTHCARE MEDIA PUBLISHING
- COMPAS, INC.
- CONCENTRIC
- CONRAD COMMUNICATIONS
- CONSULTANT
- CONSULTANT FOR PEDIATRICIANS
- CONTEMPORARY NURSE PRACTITIONER
- CONTEMPORARY OB/GYN
- CONTEMPORARY PEDIATRICS
- CONTEMPORARY UROLOGY
- CONTEXT MEDIA HEALTH
- CORTLANDT FORUM
- COSMETIC SURGERY TIMES
- CURRENT PSYCHIATRY
- CURRENT SCIENCE
- CURRY, MARTIN & PALAZZOLE
- CURTIN & PEASE/PENECO
- CUSTOM MADE MEETINGS
- DECKER PUBLISHING
- DEMAYO MAIL MANAGEMENT
- DERMATOLOGY TIMES
- DIMARK, INC.
- DIRECT MAIL SERVICES, INC.
- DIVERSION
- DMD
- DOCTORS + DESIGNERS
- DOWDEN HEALTH MEDIA
- DPS STRATEGIC MEDIA ENTERPRISES, LLC
- DRUG BENEFIT TRENDS
- DRUG THERAPY
- DRUG TOPICS
- DTW MARKETING RESEARCH GROUP, INC.
- DUDNYK HEALTHCARE COMMUNICATIONS
- DUGAN/FARLEY COMMUNICATIONS
- EDUCATIONAL RESOURCE SYSTEMS, INC.
- EDWARD NEWLAND ASSOCIATES
- EHEALTHCARE SOLUTIONS
- ELSEVIER
- ELSEVIER ONCOLOGY
- EMERGENCY MEDICINE
- EMRON, INC.
- ENDOCRINE SOCIETY
- ENTELECHY GROUP, LTD.
- EXCERPTA MEDICA
- EXECUTIVE CONNECTIONS, INC.
- EXECUTIVE SEARCH, INC.
- EXCITANT HEALTHCARE ADVERTISING
- FALA DIRECT MARKETING
- FAMILY PRACTICE MANAGEMENT
- FAMILY PRACTICE RECERTIFICATION
- FAST TRACK CONCEPTS
- FINGERPAINT MARKETING
- FMR COMMUNICATIONS
- FORMEDIC
- FORMULARY
- FRANKLIN COMMUNICATIONS
- FRONTLINE COMMUNICATIONS
- GERBIG SNELL/WEISHEIMER & ASSOCIATES
- GERIATRICS
- GLICKMAN RESEARCH ASSOCIATES
- GLOBAL DM SOLUTIONS
- GROUP PRACTICE JOURNAL
- GUIDELINE CENTRAL
- HARBORSIDE PRESS
- HCI, INC.
- HEALIO STRATEGIC SOLUTIONS
- HEALTH CARE BUSINESS DIGEST
- HEALTH CARE MARKETING SERVICES, INC.
- HEALTHLINK DIMENSIONS
- HEALTH & SCIENCES RESEARCH
- HEALTH MEASURES
- HEALTHSTAR COMMUNICATIONS
- HEALTHWAYS COMMUNICATIONS
- HEART INSIGHT
- HEM/ONC TODAY
- HIPPOCRATES
- HMP GLOBAL
- HOSPITALIST NEWS
- HOSPITALS & HEALTH NETWORKS
- HOSPITAL PHARMACIST REPORT
- HOSPITAL PRACTICE
- IM
- INFECTIONS IN MEDICINE
- INFECTIOUS DISEASE NEWS
- INFECTIOUS DISEASES IN CHILDREN
- INFECTIOUS DISEASES IN CLINICAL PRACTICE
- INFOSCAN, INC.
- INNOVATIVE MEDIA RESEARCH, LLC
- INTELIHEALTH
- INTERNAL MEDICINE NEWS
- INTERNATIONAL MEDICAL NEWS GROUP
- INTERNATIONAL TRAVEL BUREAU
- INTROKNOCKS
- IT'S ABOUT TIME
- JAMA
- JAMA ONCOLOGY
- JAAPA
- JACKSON GAETA GROUP
- J. KNIPPER AND CO., INC.
- JOBSON
- JOURNAL OF ACQUIRED IMMUNE DEFICIENCY SYNDROME
- JOURNAL OF BONE AND JOINT SURGERY

Advertisers

- JOURNAL OF CLINICAL ONCOLOGY
- JOURNAL OF HOSPITAL MEDICINE
- JOURNAL OF THE AMERICAN COLLEGE OF CARDIOLOGY
- JOURNAL OF THE AMERICAN COLLEGE OF SURGEONS
- J. P. CAHILL & ASSOCIATES, INC.
- KELLY/WALDRON & COMPANY
- KLINE & COMPANY, INC.
- KNOLLS PUBLISHING GROUP
- KNOWLEDGEPOINT360 GROUP
- KROW ASSOCIATES
- LARK MARKETING SUPPORT SERVICES
- LIBERATE IDEAS, INC.
- LIFE IN MEDICINE
- LIPPINCOTT WILLIAMS & WILKINS
- LIST INFORMATION SERVICE TECHNOLOGY, INC.
- LOUIS SCOTT ASSOCIATES
- MANAGED HEALTHCARE
- MANAGED HEALTHCARE NEWS
- MARKETING ADVERTISING PROMOTIONS, INC.
- MAYO CLINIC PROCEEDINGS
- MCGRAW-HILL COMPANIES
- MCKESSON
- MCMAHON PUBLISHING GROUP
- MDCHOICE.COM
- MD COMMUNICATIONS
- MD NET GUIDE
- MDWEB.COMPENDIUM
- MEDCOM JOB
- MEDIA CONTENT MARKETING
- MEDIA MARKETING SERVICES, INC.
- MEDICAL ASPECTS OF HUMAN SEXUALITY
- MEDICAL ECONOMICS/THOMSON HEALTHCARE
- MEDICAL ECONOMICS MAGAZINE
- MEDICAL ECONOMICS OB/GYN
- MEDICAL TRIBUNE
- MEDICAL WORLD COMMUNICATIONS
- MEDIIMEDIA USA, INC.
- MEDI-PROMOTIONS, INC.
- MEDISOLUTIONS
- MEDIWIRE
- MEDLEARNING, INC.
- MEDSITE.COM
- MEDSCAPE
- MENOPAUSE MANAGEMENT
- META PHARMACEUTICAL SERVICES, INC.
- METROMAIL
- MICROMEDIA SYSTEMS
- MJH ASSOCIATES
- MMS, INC.
- MOBILE PDR
- MODERN HEALTHCARE
- MODERN MEDICINE
- MODERN PHYSICIAN
- MONTHLY PRESCRIBING REFERENCE
- MULTIMEDIA HEALTHCARE/FREEDOM, LLC
- NATURE PUBLISHING GROUP
- NEUROLOGY NOW
- NURSING 98
- NURSING MANAGEMENT
- OBSTETRICAL & GYNECOLOGICAL SURVEY
- OFFICE NURSE
- OPHTHALMOLOGY
- OXFORD UNIVERSITY PRESS
- P&T
- PACE, INC.
- PARTNERS IN MEDICAL COMMUNICATIONS
- PATIENT CARE
- PATIENT CARE NURSE PRACTITIONER
- PDO COMMUNICATIONS, INC.
- PDR MONTHLY PRESCRIBING GUIDE
- PDR.NET
- PEDIATRIC EMERGENCY CARE
- PERQ RESEARCH CORP.
- PFN COMMUNICATIONS
- PHARMACEUTICAL DIRECT, INC.
- PHARMACEUTICAL MARKETING SERVICES, INC.
- PHARMACEUTICAL MEDIA INC.
- PHARMACY TIMES
- PHARMADESIGN, INC.
- PHOENIX MARKETING GROUP
- PHRESIA
- PHYSICIAN ASSISTANT
- PHYSICIANS' DESK REFERENCE
- PHYSICIAN'S MANAGEMENT
- PHYSICIAN'S MONEY DIGEST
- PHYSICIANS' ONLINE, INC.
- PHYSICIAN'S TRAVEL & MEETING GUIDE
- PHYSICIAN'S WEEKLY
- PLASTIC AND RECONSTRUCTIVE SURGERY
- POCN
- POSTGRADUATE MEDICINE
- PPS MEDICAL MARKETING GROUP
- PRACTICAL GASTROENTEROLOGY
- PREMIER HEALTHCARE RESOURCE
- PROFESSIONAL DETAILING, INC.
- PROFESSIONAL DETAILING NETWORK
- PRR, INC.
- PULMONARY REVIEWS
- P.V.D. AND PARTNERS, INC.
- QUADRANT HEALTHCOM, INC.
- RAPID SCIENCE PUBLISHERS
- RAVEN PRESS
- REED ELSEVIER
- RELAX
- RESPIRATORY REVIEWS
- RN
- ROBERT A BECKER, INC. EURO RSCG
- ROMAINE PIERSON PUBLISHERS
- RXCENTRIC
- Rx EDGE
- RXNT
- SADDLE RIVER MARKETING CONCEPTS, INC.
- SALTHOUSE, TORRE, NORTON, INC.
- SANDBOX
- SANDLER & RECHT COMMUNICATIONS
- SAINT JOSEPH'S UNIVERSITY
- SCHERAGO INTERNATIONAL
- SCIENS WORLDWIDE ADVERTISING
- SCIENTIFIC AMERICAN
- SCP COMMUNICATIONS
- SFC GROUP
- SHERBURNE MEDICAL MEDIA, LLC
- SICOLA & JAFFE COMMUNICATIONS
- SK&A INFORMATION SERVICES, INC.
- SLACK, INC.
- SMITH BARNEY
- SPANGLER PRINTERS
- SPORTS IN PRIMARY CARE
- SPRINGHOUSE CORPORATION
- SSCG MEDIA GROUP
- STITCHES
- SURGICAL PHYSICIAN ASSISTANT
- SYNAVANT
- TARGETED MEDIA FOR MEDICINE
- TBWA\WORLDHEALTH
- TELERX
- TELE-SCRIPTS
- TELESESSION
- TELEVISION BUREAU OF ADVERTISING
- THE AIDS READER
- THE CORPORATE COMMUNICATIONS GROUP
- THE ENDOCRINE SOCIETY
- THE FEMALE PATIENT
- THE HOSPITALIST
- THE INTERNIST: HEALTH POLICY IN PRACTICE
- THE JOURNAL OF CRITICAL ILLNESS
- THE JOURNAL OF FAMILY PRACTICE
- THE JOURNAL OF GENDER-SPECIFIC MEDICINE
- THE JOURNAL OF MUSCULOSKELETAL MEDICINE
- THE JOURNAL OF SUPPORTIVE ONCOLOGY
- THE JOURNAL OF URGENT CARE MEDICINE
- THE LARYNGOSCOPE
- THE LITTLE BLUE BOOK
- THE MEDICAL HERALD
- THE MEDICAL PHONE COMPANY
- THE NEW ENGLAND JOURNAL OF MEDICINE
- THE NURSE PRACTITIONER
- THE ONCOLOGY REPORT
- THE PEDIATRIC INFECTIOUS DISEASE JOURNAL
- THE PHYSICIAN AND SPORTSMEDICINE
- THE VANDERVEER GROUP
- THE WALCHLI TAUBER GROUP, INC.
- THOMSON PDR
- THORACIC SURGERY NEWS
- TRIPLE I
- UBM MEDICA
- UCLA/THE ANDERSON SCHOOL
- U.S. PHARMACIST
- URGENT CARE
- UROLOGY TIMES
- TOP CENTRE, INC.
- TORRE LAZUR MCCANN
- V A PRACTITIONER
- VASCULAR SPECIALIST
- W.B. SAUNDERS CO.
- WEBMD
- WHITTLE COMMUNICATIONS
- WILEY
- W.I.T. MAGAZINE
- WOLFF MARKETING GROUP, INC.
- WORLD YACHT
- YOUNG MEDICAL COMMUNICATIONS

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

 [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)

Celebrating
34 Years!

RATE CARD 2026

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

In its 34th year, **THE EXCHANGE** circulates to over 10,000 healthcare marketers and remains one-of-a-kind in the industry. It is 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

Advantages to Advertising

- Unique Editorial Niche
- Expansive Reach – Over 10,000 Healthcare Marketers
- Unmatched Value
- Dependable Circulation
- Optimal Exposure
- FREE Banner Ads on Website and Eblasts With at Least 6 Full-Page Print Ads

WE WANT YOUR STORIES!

January – Sports Edition. Unforgettable moments – professional and personal – coaching, playing, etc. Favorite sports memories and the stories behind them. Memorabilia, traditions, tailgating tips, fantasy leagues, sports betting. Everything Super Bowl – recipes, watch-parties, live experience.

February – Wellness and Mental Health. How do you or your company nurture mental health? Stories of struggles, tips for overcoming obstacles and challenges, finding balance. Fitness trends, stress-reduction, yoga, brain support, lifestyle changes, best apps.

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

April – Humanitarian Recognition. Share what you, your colleague(s), or your company do to make a meaningful impact in your community and beyond. What initiatives are you or your company involved in to create positive change in the world? From environmental sustainability to supporting the less fortunate.

May – Celebrating Life and Self-Expression. We want to hear how you embrace your individuality. Share your passions, hobbies, writing, painting, dancing, side gigs. Pictures and stories of milestones – births, birthdays,

weddings, religious markers, graduations, reunions, memorials.

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

July and August – Travel and Leisure. Share your day trips, vacations, hiking, biking, beaches, ideal days and stays, restaurants, bars, resorts, romantic trips, travel mishaps. Tips for finding deals and trip planning.

September – Family Issue. Photos/stories of family trips, celebrations, fall fun. Funny kids' quotes, memorable moments, parenting experiences/tips. How do you navigate aging parents/the sandwich generation. Ancestry discoveries.

October – Social Impact. Why work here? Explore the social impact our workplaces can have. Experience with clubs, Employee Resource Groups (ERGs), personal experiences and stories, business etiquette, interviewing techniques, and strategies on finding and nurturing talent.

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 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, sports, charities, mental health, fitness, digital trends, 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.

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.

For a media kit, email Nancy at naleonard@hmexchange.com

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.

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: naleonard@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)

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

RATE CARD 2026

Net 4-Color Advertising Rates (Includes Discount)

	1X	6X	12X	18X	24X
Full Page	\$7795	\$7405	\$7110	\$6930	\$6780
2/3 Page	\$6790	\$6485	\$6275	\$6145	\$5650
1/2 Page	\$5860	\$5590	\$5445	\$5335	\$5195
1/3 Page	\$4820	\$4675	\$4565	\$4465	\$4425
1/4 Page	\$4355	\$4200	\$4160	\$4015	\$3925
1/8 Page	\$3435	\$3385	\$3330	\$3260	\$3090

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 – 10,700

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

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.

OUR OMNICHANNEL ADVERTISING PACKAGE INCLUDES:

- Print and Digital
- Social Media
- Email blast with your banner ad*
- Website with your banner ad and pop-up
- Our 10,500 connections on LinkedIn to share what's new at your company *We are a top connector on LinkedIn*
- Editorial - Articles and Announcements
- Employment package – 25,000 touchpoints to get you the right person for the job

* *Email Specs: Please send coded HTML file in .html format. All graphics should link to files on your server. Do not send graphics separately. Make sure all links are functional.*

Call for Pricing Details

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

- **Press Releases & Insertions:**
Laura Dingman
Laura@hmexchange.com
- **Advertising:**
Nancy Leonard
973-420-1192
nleonard@hmexchange.com
- **Editorial Submissions:**
Elise Daly Parker
973-919-1067
editorial@hmexchange.com
- **Ad Materials:**
Jim Ticchio
jim@directm.com