

Inside Healthcare

The Pulse of Healthcare Leadership



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2019
MEDIA KIT

ABOUT US

The need for timely, intelligent information for healthcare leaders is more pressing now than ever. Many resources talk about the practices and technology needed to deliver direct patient care, but information regarding the behind-the-scenes operations that make patient care possible is harder to find.



Health insurance reform might have receded from front pages for now, but there are plenty of other challenges on the horizon. Recently, PwC Health Research Institute identified a dozen major forces impacting healthcare today. They include technological challenges like the adoption of the internet of things and AI, and serious health threats such as the opioid crisis and increasingly common natural disasters. Clearly, a healthcare executive needs the best information available to stay on top of these and other trends.












Inside Healthcare speaks with CEOs and top-level executives in all areas of this industry from policy leaders, providers and insurers to those who support the industry with consultation, technology and various operational needs. We delve deeply into the issues facing this industry and dissect the proven strategies and innovative solutions that will help ensure an organization's success. Each issue also features experts who tackle technology, management and legal and finance issues affecting healthcare today.

Through our print and digital publications, website and social media networks, we offer news on trends and regulations, as well as sound advice, case studies and best practices that offer leaders insight on the future of healthcare.



EDITORIAL CALENDAR

VOL. 14	TECHNOLOGY	MANAGEMENT	BEST PRACTICES	LEGAL/FINANCE	SHOW COVERAGE
ISSUE 1	Streamlining claims processing	Robot helpers	 Community wellness	False Claims Act liability	 American College of Healthcare Executives <i>for leaders who care®</i>
ISSUE 2	Health IT startups	Reducing HAIs	On-stage, off-stage design	Pharmaceutical and medical device recall management	  <i>Optimizing health care facilities</i>
ISSUE 3	 Environmental sustainability	Maintaining EMR systems	 Clinical analytics	Forming healthcare partnerships	 HEALTHCARE FACILITIES <i>symposium and expo</i>
ISSUE 4	Transitioning to ICD-10	 Malpractice insurance	Meeting Meaningful Use stage 2 requirements	Expanding role of nurses	 Institute for Healthcare Improvement



ARTICLE SAMPLES

HEALTHCARE SOLUTIONS SPOTLIGHTS

Every organization needs a reliable network of partners. In this section, we speak with executives of companies who support the healthcare industry in a variety of ways, from technology and supplies to consulting and training. We discuss what each company brings to the table in making a better and more efficient healthcare system.



[Click to see Healthcare Solutions Spotlights samples](#)



HEALTHCARE SPOTLIGHTS

This section highlights organizations that deliver direct patient care, such as hospitals, private practices and long-term care facilities. Our editorial team speaks with healthcare leaders to craft engaging articles that are informed by forward-thinking leaders and thoughtful research.

[Click to see Healthcare Spotlights samples](#)



READERSHIP BREAKDOWN

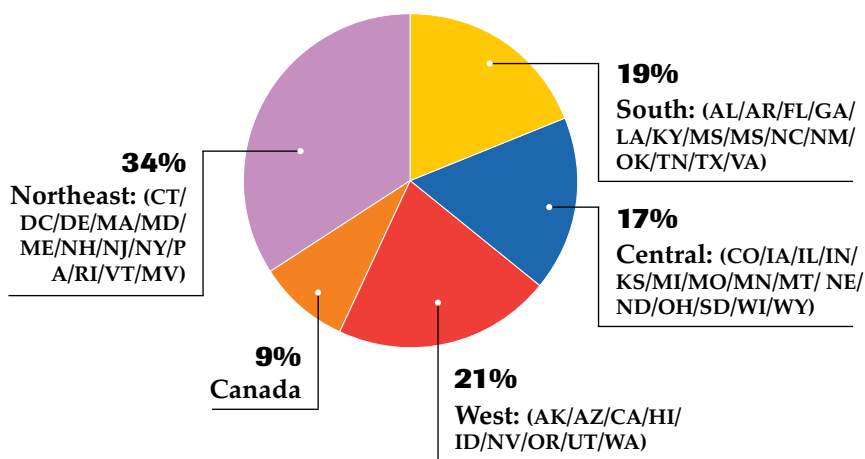
Our **126,754** readers represent some of the most powerful executives in the healthcare industry today. You may want your message to reach influencers, but you need your message to be seen by decisionmakers. That's why our readers have been carefully selected from a variety of databases, crosschecked and deduplicated, to give an extremely focused, controlled circulation.

Our editorial is positioned directly toward the people who matter, and we want your message to reach them, too. There is no need to dilute your presence by sending Inside Healthcare to job titles that don't fit our target audience.

INDUSTRY

<i>Healthcare Systems/Hospitals</i>	30,423
<i>Professional Services</i>	24,083
<i>Medical Technologies</i>	15,210
<i>Pharmaceutical</i>	13,943
<i>Supply Chain Services</i>	12,675
<i>Management & Services</i>	11,407
<i>Ancillary Services</i>	8,873
<i>Other</i>	10,140
Total Readership	126,754

REGIONAL BREAKDOWN



JOB TITLE

62,109	CEO/Pres/Chairman	5,070	VP
16,478	COO/CIO	3,802	IS/IT
15,210	CFO	2,537	Vice Chairman
20,280	Supply Chain/Purchasing Director	1,268	General Manager

RATES & SPECS

ADVERTISEMENT RATES

4/Color	1x	3x	6x	12x	Edit Mention
Double Page Spread	\$16,995	16,145	15,295	14,445	200 words
Full Page with Bleed	\$9,495	9,020	8,545	8,070	150 words
Junior Page	\$8,295	7,120	6,745	6,370	125 words
1/2 Page	\$6,395	5,220	4,945	4,670	100 words
1/4 Page	\$4,195	3,320	3,145	2,970	None
Inside Front Cover	\$14,995	14,245	13,495	12,745	None
Inside Back Cover	\$14,495	13,770	13,045	12,320	None
Back Cover	\$15,495	14,720	13,945	13,170	None

ADVERTISEMENT SIZES

Magazine Size	8.375" w X 10.75" h
2 Pg. Spread (bleed)	16.999" w X 11" h
Full Page (bleed)	8.625" w X 11" h
Full Page (non bleed)	7.273" w X 9.5" h
Junior Page	4.667" w X 9.5" h
1/2 Page Horiz.	7.273" w X 4.667" h
1/2 Page Vertical	3.551" w X 9.5" h
1/4 Page	3.551" w X 4.667" h

DIGITAL ONLY

E-Blast Full readership	\$4,500
E-Blast Half Readership	\$3,500
Bellyband	\$5,000
Overlay Ad	\$4,000
Social Media	\$75 per tweet
Special package	\$1,500 for 20

[Click here for the digital media kit!](#)

DIGITAL ADD-ONS

Content Ad+ • 1/4 Page	\$950
• 1/2 Page	\$1,450
Embedded Video • 1/4 Page	\$1,250
• 1/2 Page	\$1,550
• Junior Page	\$1,690
• Full page/DPS	\$1,790
Slideshow ad • 1/4 Page	\$990
• 1/2 Page	\$1,290
• Junior Page	\$1,375
• Full Page/DPS	\$1,450
Web Window • 1/4 Page	\$475
• 1/2 Page	\$525
• Junior Page	\$675
• Full Page/DPS	\$800
Podcast or Audio	\$1,230
LeadGen Form • 1/4 Page	\$1,650
• 1/2 Page	\$1,790
• Junior Page	\$1,870
• Full Page/DPS	\$1,950
AdGen Form • 1/4 Page	\$1,350
• 1/2 Page	\$1,490
• Junior Page	\$1,570
• Full Page/DPS	\$1,650
Leaderboard ad	\$1,800
Skyscraper ad	\$2,000



AD REQUIREMENTS: For all designed ads, the preferred file format is a hi-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, InDesign, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files.

Regrettably, we cannot accept any artwork lifted directly from a website or sent via fax, as the quality is incompatible for print. We also cannot accept designed ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes.

All supplied ads must be presented in a manner ready for press. *Inside Healthcare* does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator.

Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 5MB can be sent via e-mail to ads@khmginc.com. If you are sending larger files, please use a free file-sharing website such as [Dropbox.com](https://www.dropbox.com) or [Hightail.com](https://www.hightail.com). Please contact your production coordinator if you have any questions.

If you need our studio to design your ad, at no additional cost, or have questions or concerns regarding ad material, please e-mail ads@khmginc.com.

TERMS AND CONDITIONS OF ACCEPTANCE: These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.

The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise. Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised.

All copy MUST be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose "generic" advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher. The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. **Covers and single insertion orders are non-cancelable.**

CONTRACT ADVERTISERS: If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancelable), it relinquishes any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate. While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.

The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher. Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.

READERSHIP: The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.



INSIDE HEALTHCARE ADVERTISERS

Beyond the local and regional advertisers who benefit from reaching our targeted audience, here is a snapshot of some of the national companies who have taken advantage of advertising within Inside Healthcare:

Abbott Nutrition	Health First	Principal Financial Group
Allscripts	Henry Schein	Rittal
American Heart Association	Hill-Rom	San-i-Pak
Amerinet	Humedica	Sectra
Angelica	IBM Healthcare	Siemens
Aperio	invacare	St. Jude Medical
Aramark	JaniKing	TEAMHealth
B Braun	Johnson & Johnson	TomoTherapy
Baker Tilly	Kiewit	Toshiba
Baxter	Kimberly-Clark	TriZetto
Bayer	Kurt Salmon	Turner Construction
BD	Lincoln Financial	UBS
Beckman Coulter	McGladrey	United Concordia
BioRad	McKesson	UnitedHealthcare
Cardinal Health	Morrison	Wells Fargo
Conifer Health	NRG Energy	WHR Architects
DePuy	Optum	Willis
EcoLab	Pachulski, Stang, Ziehl & Jones	Xanitos
empowersystems	Parente Beard	Zimmer
GE Capital	Pfizer	
Haemonetics	phx	



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