

ISSUE DATE	SPACE/COPY DEADLINE	EDITORIAL FOCUS	LISTS	MONTHLY AWARENESS	EVENTS & SPECIAL PUBLS
JAN	1.5	Healthcare Workforce	<ul style="list-style-type: none"> <li>Healthcare Staffing Agencies</li> <li>Eye Care Specialists</li> </ul>	Mental Wellness Month National Volunteer Blood Donor Month National Glaucoma Awareness Month	
FEB	2.2	The Modern Hospital	<ul style="list-style-type: none"> <li>Hospitals</li> <li>Physician Groups</li> </ul>	American Heart Month National Children's Dental Health Month National Senior Independence Month	
MAR	3.2	The Aging of America	<ul style="list-style-type: none"> <li>Skilled Nursing Facilities</li> <li>Hospice Care Facilities</li> </ul>	Developmental Disabilities Month Colorectal Cancer Awareness Month Brain Injury Awareness Month	<i>Difference Makers*</i>
APR	3.30	Rehab & Sports Medicine	<ul style="list-style-type: none"> <li>Rehabilitation Facilities</li> <li>Hearing Centers</li> </ul>	National Autism Awareness Month Oral Cancer Awareness Month National Minority Health Awareness Month	
MAY	4.27	Women's Health	<ul style="list-style-type: none"> <li>Cosmetic Surgeons</li> <li>Day Spas</li> </ul>	National Arthritis Month National Physical Fitness and Sports Month Skin Cancer Detection and Prevention Month	
JUN	5.25	Healthcare Law	<ul style="list-style-type: none"> <li>Law Firms</li> <li>Insurance Companies</li> </ul>	Clean Air Month National Home Safety Month National Scoliosis Awareness Month	<i>40 Under Forty*</i>
JUL	6.22	Dental Care	<ul style="list-style-type: none"> <li>Dental Services</li> <li>Health and Dental Plans</li> </ul>	UV Safety Month Juvenile Arthritis Awareness Month World Hepatitis Day	
AUG	7.20	Healthcare Education	<ul style="list-style-type: none"> <li>Colleges with Health Programs</li> <li>Adult Day Care Facilities</li> </ul>	National Immunization Awareness Month Medic Alert Awareness Month Cataract Awareness Month	
SEP	8.17	Senior Living	<ul style="list-style-type: none"> <li>Senior Living Facilities</li> <li>Home Care Options</li> </ul>	Alcohol & Drug Addiction Recovery Month National Childhood Obesity Awareness Month Prostate Cancer Awareness Month	<i>Healthcare Heroes**</i>
OCT	9.14	Cancer Care	<ul style="list-style-type: none"> <li>Imaging Services</li> <li>Laboratories</li> </ul>	National Breast Cancer Awareness Month Down Syndrome Awareness Month National Bone and Joint Health Action Week	<i>Healthcare Heroes Awards*</i>
NOV	10.26	Behavioral Health	<ul style="list-style-type: none"> <li>Behavioral Health</li> <li>Walk-in Medical Clinics</li> </ul>	American Diabetes Month National Alzheimer's Awareness Month Great American Smokeout Month	<i>WMBExpo*</i>

Deadline: 10.26

## 2018 RESOURCE GUIDE\*\* – ANNUAL BOOK OF LISTS

DEC	11.23	Fitness & Nutrition	<ul style="list-style-type: none"> <li>Fitness Centers</li> <li>Medical Equipment Retailers</li> </ul>	National Handwashing Awareness Week World AIDS Day National Older Driver Safety Awareness Week	<i>Giving Guide**</i>
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The following departments appear in each monthly issue, with the exception of the Annual Resource Guide.

- Opinion
- Ask the Doctor
- Healthcare Law
- Elder Care
- Healthy Outlook
- Career Pulse
- On the Calendar
- Career Opportunities
- Picture This
- Medical Real Estate Listings

*\*Events \*\*Special Publications (Sponsorship opportunities available for all events and special publications)*



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## Custom publishing and special opportunities.



sample cover wrap



sample cover wrap

# HCN

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### INSERTS

\$1,500 Per Insert

#### Stand Out!

Inserts get attention! Pick an issue, or several issues, and insert your flyer, promotional brochure or postcard.

### CENTER SPREADS (double truck)

\$3,500

#### Take Center Stage!

Center spreads run in the center of the magazine and create a substantial marketing piece that commands attention.

### COVER WRAPS

\$7,500

#### A "Billboard" to the Business Community!

The *Healthcare News* nameplate graces the front of each cover wrap, otherwise the content is yours. Customize to include your logo, company information, employee profiles, client testimonials, or whatever you want to brag about: as the name suggests, this 4-page advertisement wraps the magazine.

### ADVERTORIALS

\$3,500

#### Tell Your Business Story!

*Healthcare News'* editorial and graphic design staff will work with you to create a custom advertisement to run in the magazine. We'll give you a digital copy so you can upload it to your website or print and use as a marketing piece for trade shows, conferences, meetings, etc.

### CUSTOM PUBLISHING

Starts at \$8,000

#### It's All About You!

There are several options to consider, all of which can be done in part, or entirely by, *Healthcare News*. A special 8" x 10", four color glossy brochure customized for you. We'll provide professional editorial content, design, layout, graphics and photography. We'll provide 10,000 copies – 9,000 of which are inserted into an issue of your choice to be distributed to *Healthcare News* targeted subscription audience. The rest are given to you to use as your professional marketing tool.



sample custom publishing

### PRESS RELEASES & SUBMISSIONS

#### Be Seen In *Healthcare News* and *HealthcareNews.com News & Notes* and Be The Talk Of The Town!

Press releases and submissions are a great way to compliment your print campaign and brand yourself as an industry leader. Keep your company's name, employees, accomplishments, and community or charitable involvement visible.



#### Available Opportunities:

- Health News & Notes
- Picture This
- Career Pulse
- Guest Editorial

Send information in to our editorial team:

**George O'Brien, Editor**  
(413) 781-8600 ext. 102  
[obrien@businesswest.com](mailto:obrien@businesswest.com)

**Joseph Bednar, Senior Writer**  
(413) 781-8600 ext. 109  
[bednar@businesswest.com](mailto:bednar@businesswest.com)

## Connect with the region's health care and business leaders with sponsorships.



*Healthcare News* offers several sponsorship opportunities to engage with our targeted demographics. Each sponsorship opportunity is reserved on a first-come basis and with a guarantee of industry exclusivity.

### DIFFERENCE MAKERS

#### Show Your Community Involvement!

Each year *BusinessWest* honors people who are shaping the future of Western Mass. by affecting positive change. They are making our region a better place to live and work. *BusinessWest's* Difference Makers event, staged in March, recognizes and honors these extraordinary individuals.

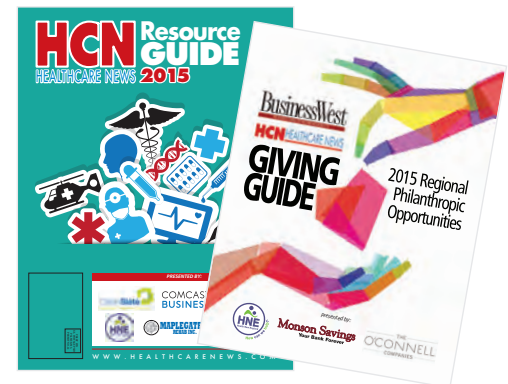
### LECTURE SERIES

*BusinessWest* and *Healthcare News* present a series of lectures, panel discussions and presentations that address timely and important business and health care information. This is a wonderful opportunity to meet industry leaders and network with area health care and business professionals.



### GIVING GUIDE

The Giving Guide is an annual specialty publication highlighting regional nonprofits and charities, and is designed to serve as a guide for philanthropic opportunities for end of year giving. Help support your favorite nonprofit or charity by sponsoring its profile in the *BusinessWest* and *Healthcare News* Giving Guide. Inserted into a fall edition of both *BusinessWest* and *Healthcare News*, the Giving Guide will reach more than 60,000 business and health care professionals, just in time for the season of giving.



### RESOURCE GUIDE

The annual book of lists is a one-stop reference and information source for the medical community. The Resource Guide offers valuable information, detailed statistics, marketing data, directories and listings. This is the most comprehensive health care directory for medical professionals in the region.

SOURCE: 2006 Readers Profile Study conducted by Readex Research, Stillwater, MN.



### 40 UNDER FORTY

#### Connect With The Region's Future Business Leaders!

*BusinessWest* recognizes the success and contributions of 40 outstanding young professionals under the age of 40 for their business accomplishments as well as philanthropic involvement and community service. This program not only recognizes young talent, it elevates expectations and perceptions of the region and serves as an instrument for economic development in Western Mass. The gala, held in June, to honor the chosen '40' draws more than 600 people!



### WESTERN MASS BUSINESS EXPO

#### The Region's Premiere One-Day Business Event!

The Western Mass. Business Expo is an annual regional business trade show produced by *BusinessWest* and *Healthcare News*. Over 160 companies of all sizes come from across the 4 counties of Western Mass., Northern CT, and beyond to showcase their products and services, and network with thousands of professional attendees. The Expo features educational and leadership seminars, a show floor theater, panel discussions, celebrated authors and dynamic speakers. The Western Mass. Business Expo is the place to be, with a full day of activities, co-located events, meetings and networking opportunities.



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## HEALTHCARENEWS.COM

Every day decision makers turn to [www.HealthcareNews.com](http://www.HealthcareNews.com) for immediate access to local health care news and information. If your goal is to get in front of the right eyes and drive them to visit your website, then this is a must-buy in your marketing plan.

### WEB AD UNITS & RATES

#### TOP FULL BANNER

(Must provide both ad sizes)  
**Web (1080 x 120 pixels)**  
**Mobile (350 x 120 pixels)**

\$400 for 30 days  
 \$800 for 60 days  
 \$1140 for 90 days  
 \$2376 for 180 days  
 \$4080 for 360 days

#### PREMIUM - ABOVE THE FOLD (300 x 250 pixels)

\$300 for 30 days  
 \$600 for 60 days  
 \$855 for 90 days  
 \$1620 for 180 days  
 \$3060 for 360 days

#### REGULAR (A & B) - BELOW THE FOLD (300 x 250 pixels)

\$240 for 30 days  
 \$480 for 60 days  
 \$684 for 90 days  
 \$1296 for 180 days  
 \$2448 for 360 days



## HEALTHCARENEWS.COM NEWS & NOTES

Local, current, and breaking news will be sent directly to inboxes once a day. With over 5,000 + subscribers and an average open rate of 16%, your message will be seen daily by the region's healthcare professionals and decision makers.

### WEB AD UNITS & RATES

#### TOP BANNER

(600 x 100 pixels)

3-Months	\$1025/month
6-Months	\$820/month
12-Months	\$715/month

#### RECTANGLE (A & B) (300 x 250 pixels)

3-Months	\$965/month
6-Months	\$770/month
12-Months	\$675/month

Rates based on 1 ad per week and invoiced monthly according to type of program.

- Ad due 1 week before start date
- Please provide URL link
- Accepted format: JPG / PNG / Single-Frame GIF



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## AD UNIT DIMENSIONS (IN INCHES)

PAGE UNIT	WIDTH	HEIGHT
Full Page	4 Col. – 9.25 in.	12.25 in.
3/4 Page Vertical	3 Col. – 6.875 in.	12 in.
Junior Page	3 Col. – 6.875 in.	9 in.
1/2 Page Horizontal	4 Col. – 9.25 in.	5.8 in.
1/2 Page Vertical	2 Col. – 4.5 in.	12 in.
1/4 Page Horizontal	4 Col. – 9.25 in.	2.8 in.
1/4 Page Vertical	2 Col. – 4.5 in.	5.8 in.
1/8 Page Horizontal	2 Col. – 4.5 in.	2.8 in.
1/8 Page Vertical	1 Col. – 2.125 in.	5.8 in.

**FULL PAGE BLEED:**  
10.25W X 14H

**FULL PAGE SIZE:** 9.25W X 12.25H

**3/4 PAGE:**  
6.875W X 12H

**JUNIOR SIZE:**  
6.875W X 9H

**1/2 PAGE HORIZ:** 9.25W X 5.8H

**1/2 PAGE VERT:** 4.5W X 12H

**1/4 PAGE HORIZ:** 9.25W X 2.8H

**1/4 PAGE VERT:** 4.5W X 5.8H

**1/8 PAGE HORIZ:** 4.5W X 2.8H

**1/8 PAGE VERT:** 2.125W X 5.8H

## AD SPECIFICATIONS

### PUBLICATION SIZE

Bleed Size: 10.25 in. x 14 in.  
Trim Size: 10 in. x 13.5 in.  
Live Area: 9.25 in x 12.75 in.

### AD CREATION DEADLINE

Materials due on or before the space/copy deadline listed on the editorial calendar.

### CAMERA-READY DEADLINE

NOON on the Tuesday following the space/copy deadline listed on the editorial calendar.

### FORMAT REQUIREMENTS

- Max file size accepted is 25MB.
- All camera-ready ads must be emailed as a high-resolution Adobe Acrobat PDF file, with images and fonts embedded. *PDF files created by Adobe Photoshop or Word are not considered camera-ready.*
- All color images and files must be submitted in CMYK at a minimum of 300 dpi resolution.
- If you wish to use black, use "PROCESS BLACK" (C-0%, M-0%, Y-0%, K-100%).
- Dot gain is approximately 20%.
- Avoid uneven color by using small areas of a single ink.
- We strongly discourage using reverse type or multi-color type that is less than 14 points in size otherwise a medium-to-bold sans-serif typeface is recommended. *We will not be held liable for bad reproduction of such artwork.*



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## READER SNAPSHOT

**103K**  
average household income

**88%**  
learn about a product or service due to an advertisement

**81%**  
find the publication helpful to performing duties of their job

**60%**  
directly involved in approving or recommending company purchases

## Reach your target audience.

*Healthcare News* is the region's leading health care publication bringing local medical news, trends, and information to nearly 12,000 readers every month. The Western Mass. medical community widely regards *Healthcare News* as an invaluable and trusted health care tool, which they heavily utilize and also puts them directly in front of their targeted audiences.

### READER PROFILE

Male:	41%
Female:	55%
25-44 years:	19%
45-54 years:	28%
55-64 years:	31%
65 years or over:	21%
Average household income:	\$103,000
Involved in company purchases:	60%
Bachelor's or Master's degree:	82%

### READER HABITS

87%	Find <i>Healthcare News</i> a timely and credible resource
97%	Spend between 1/2 to 2 hours reading each issue
78%	Read 3 out of the last 4 issues
90%	Consider <i>Healthcare News</i> RELEVANT to their business or profession
79%	Have taken action due to an ad or article which was in <i>Healthcare News</i>
88%	Learn about new products, services, or upcoming events as a result of reading <i>Healthcare News</i>

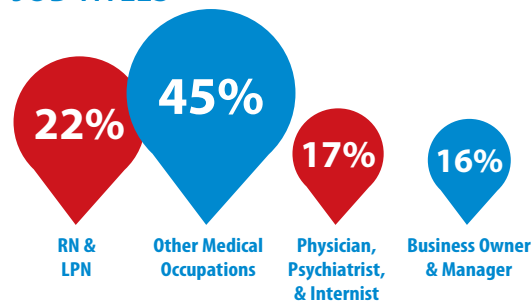
### PASS-ALONG RATE

50% of our readers pass their issues along to two or more people

### TYPE OF ORGANIZATIONS OUR READERS WORK FOR

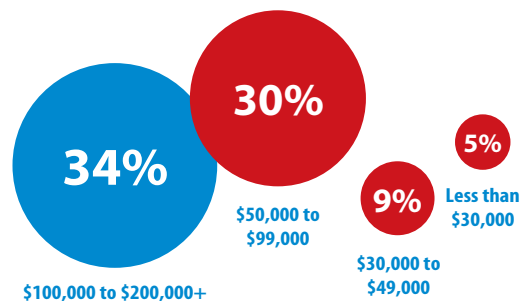
Medical	23%
Hospital	17%
Private Practice	17%
Non-Medical	11%
Elder Care	7%

### JOB TITLES



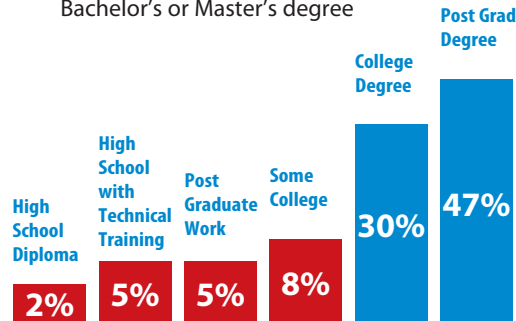
### HOUSEHOLD INCOMES

*Healthcare News* readers have an average household income of \$103,000



### EDUCATION

82% of *Healthcare News* readers have a Bachelor's or Master's degree



**HCN**  
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CIRCULATION:  
**12,000**

READERSHIP:  
**30,000**

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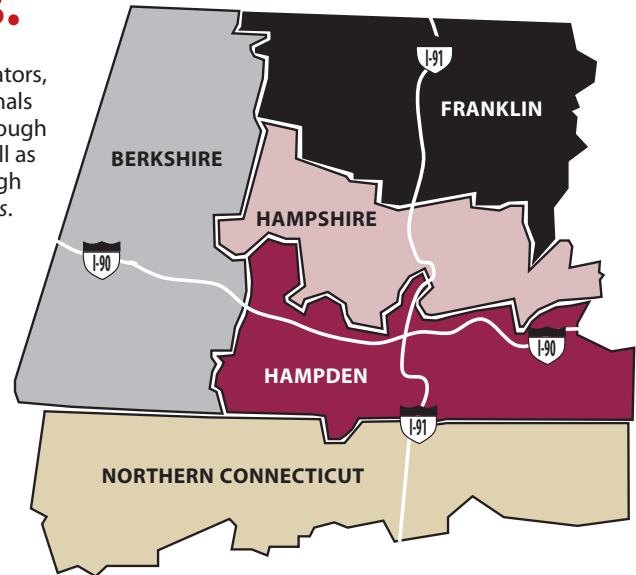
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## Delivering to the four counties of Western Mass.

RNs, LPNs, physicians, internists, administrators, business owners, managers, and professionals along the I-91 corridor from Greenfield through Springfield and into Northern Conn., as well as along I-90 from the Quaboag region through the Berkshires subscribe to *Healthcare News*.

### GEOGRAPHIC BREAKDOWN

- BERKSHIRE COUNTY
- HAMPDEN COUNTY
- HAMPSHIRE COUNTY
- FRANKLIN COUNTY
- NORTHERN CT



### TARGETED DISTRIBUTION

- 12 monthly issues per year plus an annual book of lists
- 103K is the average household income
- 60% of our readers are directly involved in approving or recommending purchases
- 90% of our readers consider *Healthcare News* relevant to their business or profession
- 79% of our readers have taken action due to an ad or article in *Healthcare News*
- 81% of our readers find *Healthcare News* helpful to performing duties of their job

### BUSINESS & COMMUNITY DISTRIBUTION

Additional issues are distributed locally at business and community events throughout the year.

### READILY READ BY

*Healthcare News* is read by health care professionals at the following hospitals:

- Baystate Franklin Medical Center
- Baystate Mary Lane Hospital
- Baystate Medical Hospital
- Baystate Noble Hospital
- Baystate Wing Hospital
- Berkshire Medical Center
- Cooley Dickinson Hospital
- HealthSouth Rehabilitation Hospital
- Holyoke Medical Center
- Mercy Medical Center
- Providence Behavioral Health Hospital
- Shriners Hospitals for Children
- Vibra Hospital of Western MA
- Western Massachusetts Hospital

SOURCE: 2006 Readers Profile Study conducted by Readex Research, Stillwater, MN.