

2020 Editorial & Advertising Planning Calendar

ISSUE DATE	SPACE/COPY DEADLINE	EDITORIAL FOCUS	LISTS	EVENTS & SPECIAL PUBLS
JAN	12.27	Healthcare Workforce Medical R.E. & Construction	Staffing Agencies General Contractors	
FEB	1.31	Aging of America Eye & Ear	Eye Care Hearing Centers	
MAR	2.28	Behavioral Health Population Health	Behavioral Health Hospitals	
APR	3.27	Rehabilitation COVID-19	Rehabilitation Services (Outpatient) Skilled Nursing (Inpatient)	
MAY	5.1	Memory Care Alternative Medicine	Memory Care Services Day Spas	
JUN	5.29	Nursing Education Dental Care	Colleges with Nursing Programs Dental Services	
JUL	6.26	Behavioral Health Senior Planner	Senior Resources Senior Living	<i>Senior Planning Guide**</i>
AUG	7.31	Healthcare Education Special Needs Services	Colleges with Health Programs Adult Day Health	
SEP	8.28	Healthcare Heroes Men's Health	Physicians Groups Fitness Centers	<i>Healthcare Heroes**</i>
OCT	9.25	HCN 20th Anniversary Milestones		<i>Healthcare Heroes Awards*</i>
Deadline: 10.16 2021 RESOURCE GUIDE** – ANNUAL MEDICAL DIRECTORY				
NOV	10.30	Senior Living Sleep Disorders	Home Care Medical Equipment (DME)	
DEC	12.3	Addiction Services Cancer Care	Addiction Services Cosmetic Surgeons	
<i>*Events **Special Publications (Sponsorship opportunities available for all events and special publications)</i>				
FEATURED IN EVERY ISSUE:		<i>The following departments appear in each monthly issue, with the exception of the Annual Resource Guide.</i> <ul style="list-style-type: none"> • Opinion • Healthcare Law • Healthy Outlook • Career Pulse 	<ul style="list-style-type: none"> • On the Calendar • Picture This • Medical R.E. Listings • Provider Profile 	<ul style="list-style-type: none"> • Giving Back



CIRCULATION:
12,000

READERSHIP:
30,000

HCN

HEALTHCARE NEWS

1441 Main Street
Springfield, MA 01103
p 413.781.8600

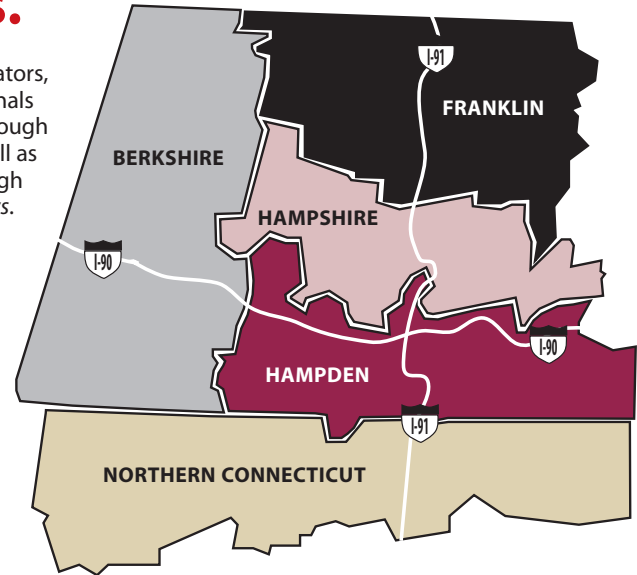
www.HealthcareNews.com

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 medical directory
- 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
- Western Massachusetts Hospital

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

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>

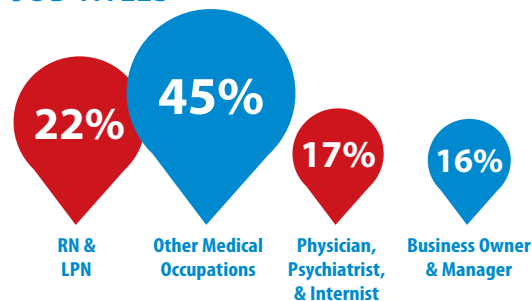
PASS-ALONG RATE

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

TYPE OF ORGANIZATIONS OUR READERS WORK FOR

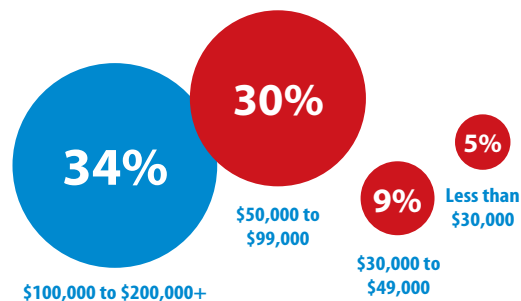
Medical	23%
Hospital	17%
Private Practice	17%
Non-Medical	11%
Elder Care	7%

JOB TITLES



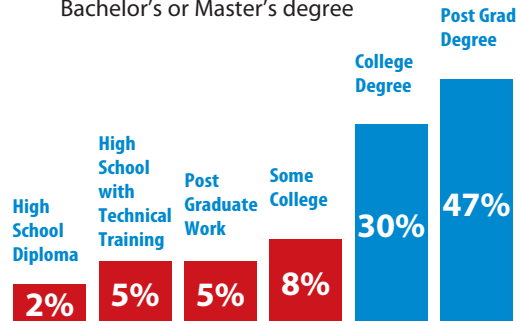
HOUSEHOLD INCOMES

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
HEALTHCARE NEWS

1441 Main Street
Springfield, MA 01103
p 413.781.8600

www.HealthcareNews.com

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.*



1441 Main Street
Springfield, MA 01103
p 413.781.8600

www.HealthcareNews.com



HEALTHCARENEWS.COM

Every day decision makers turn to 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, & C)

(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

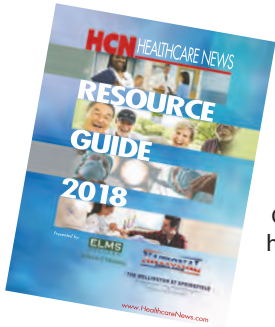


1441 Main Street
 Springfield, MA 01103
 p 413.781.8600

www.HealthcareNews.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.



RESOURCE GUIDE

This annual medical directory is a comprehensive guide to healthcare in Western MA. Used year-round by medical professionals and patients, the Resource Guide is available in print and online at healthcarenews.com



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* Giving Guide. Inserted into a fall edition of *BusinessWest* and *The Healthcare News*, the Giving Guide will reach more than 60,000 business and health care professionals, just in time for the season of giving.



LECTURE SERIES

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



1441 Main Street
Springfield, MA 01103
p 413.781.8600

www.HealthcareNews.com



HEALTHCARE HEROES

BusinessWest & *Healthcare News* have created Healthcare Heroes to honor those who are making a significant impact and reaching extraordinary new heights in the health and wellness community. This region's health and wellness sector is large, diverse, and dominated by heroes of all kinds. They're on the front lines, in the administrative office, the research lab, the neighborhood clinic, the family dentist's office, the college health and science building. They're making real contributions to the quality of life in our communities. Healthcare Heroes takes place in October.



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.



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!



WOMEN OF IMPACT

BusinessWest has created the Women of Impact awards to honor women who have the authority and power to move the needle in their business; are respected for accomplishments within their industries; give back to the community; and are sought out as respected advisors and mentors within the field of influence. The Women of Impact awards takes place in December.

Custom publishing and special opportunities.



sample cover wrap



sample cover wrap

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.

MILESTONES

Price Varies

Celebrate Your Business!

When your business reaches a milestone anniversary, let your clients and colleagues know about it! BusinessWest's and *Healthcare News'* editorial staff and graphics department will work with you to create a custom advertisement. Three display options available.

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.

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

Joseph Bednar, Senior Writer
(413) 781-8600 ext. 109
bednar@businesswest.com



1441 Main Street
Springfield, MA 01103
p 413.781.8600

www.HealthcareNews.com



sample custom publishing

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