

RATE CARD 2025

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:** 10,675

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—both professional and personal – thru coaching, playing, etc. Favorite sports memories and the stories behind them. Cherished memorabilia, traditions, and tailgating tips.

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

**March – Mental Health and Wellness.** 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.

**April – Celebrating Life and Self-Expression.** We want to hear how you embrace your individuality. Share with us your passions, hobbies, writing, painting, dancing, side gigs. Pictures and stories of milestones – births, birthdays, weddings, religious markers, graduations, reunions, memorials.

**May – Humanitarian Recognition.** Share with us 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.

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

**July and August – Travel and Leisure.** Share with us 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/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/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](http://www.hmexchange.com).

For a media kit, email Nancy at [naleonard@hmexchange.com](mailto: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

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Turn over for advertising rates and specifications. 📄

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 [Facebook.com/HMExchange](https://www.facebook.com/HMExchange)

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

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## Net 4-Color Advertising Rates (Includes Discount)

	1X	6X	12X	18X	24X
Full Page	\$7,495	\$7,120	\$6,835	\$6,665	\$6,520
2/3 Page	\$6,530	\$6,235	\$6,035	\$5,910	\$5,435
1/2 Page	\$5,635	\$5,375	\$5,235	\$5,130	\$4,995
1/3 Page	\$4,635	\$4,495	\$4,390	\$4,295	\$4,255
1/4 Page	\$4,190	\$4,040	\$4,000	\$3,860	\$3,775
1/8 Page	\$3,305	\$3,255	\$3,200	\$3,135	\$2,970

### 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

#### Color (No commissions on color charges.)

Second Color (PMS matched) .....	\$1,445
Second Color (process) .....	892

#### Positions

Cover 4 .....	\$1,030
Cover 2 .....	710
Cover 3 .....	560
Opposite <i>Personal Exchange</i> .....	435

#### Mechanical Requirements

Printed web offset and saddle stitched. Line screen of 175.  
 Publication requires PDF formatted digital files.

**Publication Trim Size:** 7-7/8" x 10-3/4"

**Full Page Bleed:** 8-1/8" x 11"

**Spread Trim Size:** 15-3/4" x 10-3/4"

**Spread w/ Bleed:** 16" x 11"

**Live Area:** 3/8" from trim

#### Ad Sizes, Non-Bleed

1 Page.....	7 W x 10 H
2/3 Page.....	7 W x 6-1/2 H
1/2 Page (Horizontal) .....	7 W x 4-7/8 H
1/2 Page (Vertical) .....	3-3/8 W x 10 H
1/3 Page.....	7 W x 3-1/4 H
1/4 Page.....	3-3/8 W x 4-7/8 H
1/8 Page.....	3-3/8 W x 2-3/8 H

#### Frequency and Closing Date

Inaugural issue, February 1992. Published *monthly*.  
 Advertising closing is on the *5th* of the preceding month.  
 Cancellations are not accepted after closing date.

#### Circulation – 10,675

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

### INDUSTRY OPPORTUNITIES ADVERTISING

Have a position you need to fill? We can help you! Our Industry Opportunities Package of 25,000+ touchpoints includes:

- 4-Color quarter page ad\* in our print and digital issue reaching 10,000+ healthcare marketers
- Over 10,700 connections through a LinkedIn post
- Over 8,600 connections through a verified email blast
- Over 750 connections through a Facebook post

IT'S A  
TREMENDOUS  
VALUE AT  
\$2,500 FOR THE  
ENTIRE PACKAGE

\*Ad Size: 3-3/8 W x 4-7/8 H

### FREE ONLINE ADVERTISING WITH A 6X FULL-PAGE AD COMMITMENT

- Vertical Banner: 160 x 600 (Advertisers page, Article Search page, Home page, Contact page)
- Full Banner: 728 x 90 (Contest page)
- Provide click-through link

#### Contact Information

- **Press Releases & Insertions:**  
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