healthcare design

print — digital — events

MEDIA KIT 2023

contents

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our audience
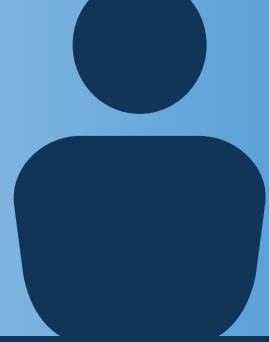
> *"I read Healthcare Design for information and inspiration. I'm always on the lookout for new products and innovation useful to my organization."*
>
> —
>
> *Facilities space planner for a hospital*

The Healthcare Design brand serves an audience of hospital administrators, architects, interior designers, facility managers, engineers, and key members of the construction community as the premier source of insight, information, and inspiration for planning, designing, and constructing new or renovated healthcare facilities.

Through our various channels—magazine, website, events, social media, and custom content—we actively engage this community with highly focused content written by professional journalists and industry experts. Our goal is to help our audience navigate the current healthcare landscape and manage the evolving expectations surrounding design/architecture/construction in order to build environments that improve patient outcomes and satisfaction while also embodying high design standards. With every story we write, we aim to serve the very specific perspective of our healthcare design community.

our audience

TOTAL REACH

35,600+
magazine subscribers

28,500+
unique website visitors
per month

48,200+
social media follows

14,600+
Weekly Pulse newsletter
subscribers

10,500+
opt-in marketing
e-mail subscribers

... plus hundreds of thousands
of pass-along readers
and "look-alike"
prospects on social
media

READER BREAKDOWN

- **38%** architecture or A/E firm
- **25%** hospital/healthcare facilities
- **11%** interior design firm
- **7%** contractor/builder/ construction or engineering firm
- **6%** design-build firm
- **13%** others allied to the field (incl. research firms, associations, consulting firms, universities)
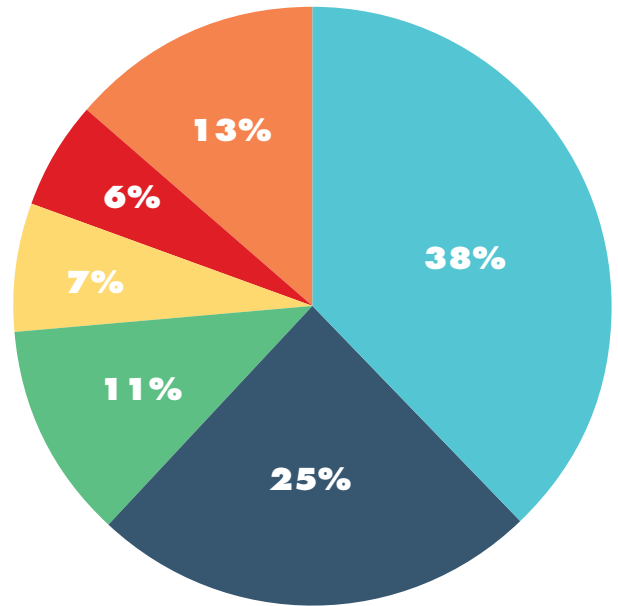
Source: Publisher's Circulation Statement, June 2022
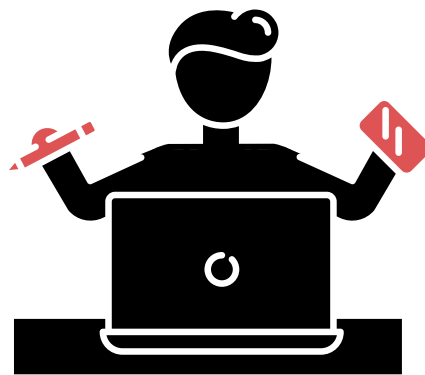
87%
of our readers will be involved in at least one construction/renovation project in the next 12 months*
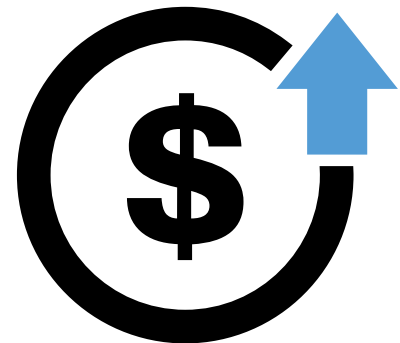
84%
of readers expect their budgets for purchasing healthcare design-related projects to increase or stay the same over the next 12 months**

*Publisher's Circulation Statement, June 2022. **Harvey Research third-party study, April 2022.

our audience
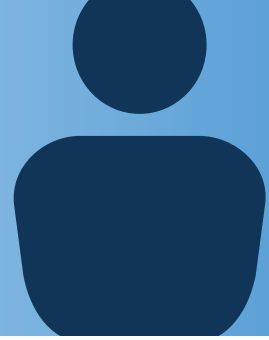
HCD advertisers are valued

89% of readers say that *Healthcare Design* provides the best, most up-to-date industry information

61% say that *Healthcare Design* helps in making purchasing decisions

97% say the advertising in *Healthcare Design* is an important part of the publication

85% say they are more likely to trust a company that advertises in *Healthcare Design*

HCD readers are decision makers

93% of readers recommend, specify, and/or authorize purchasing decisions

Top products readers regularly buy

|	
46%	ARTWORK
69%	BUILDING PRODUCTS
69%	CARPET/FLOORING
70%	CEILING/WALL SYSTEMS
64%	DOORS/LOCKS/HARDWARE
56%	FABRIC/TEXTILES
65%	FURNITURE/CASEGOODS
64%	HANDRAILS/WALL GUARDS
53%	HEADWALLS/WALL MOUNTS/BOOMS
70%	LIGHTING
61%	SEATING
57%	SIGNAGE/WAYFINDING
65%	SURFACES (SOLID/OTHER)
39%	TECHNOLOGY (AV/SOFTWARE/ELECTRONICS, ETC.)
61%	WALLCOVERINGS

Source: Harvey Research third-party study, April 2022

HCD readers act on what they see
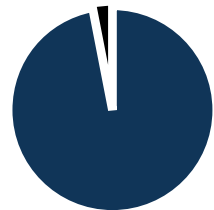
97% of readers have taken one or more actions as a result of ads/articles they've seen in Healthcare Design

44% bought or recommended products or services based on an ad in Healthcare Design
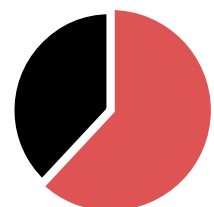
62% visited an advertiser's website

37% requested additional information directly from an advertiser

the magazine

DESIGNERS LOVE PRINT.

Print is the ideal medium for detail-rich photos, deep-dive content, and rip-it-out-and-tape-it-to-the-wall inspiration.

> *"I hate staring at a computer screen all day and then reading off a monitor. I take the print magazine in my bag and read through it between meetings. It's easier–plus, I rip out pages I like for future ideas."*
>
> *—*
>
> *Senior project manager for a hospital/medical center*

Healthcare Design magazine serves **35,600+ qualified subscribers** every month.

Our subscribers share their copy with at least one colleague—bringing our total audience reach to **more than 71,000** per month.*

*Source: Harvey Research third-party study, April 2022

79%

of readers rely on print magazines for purchasing guidance

66%

of readers are more likely to click on an online ad if they've seen the advertiser's print message

Source: Harvey Research third-party study, April 2022

editorial calendar

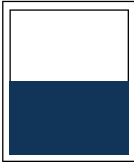| Month	Ad Close	Ad Materials Due	Issue Highlights (see p. 10 for more on sections in blue)	Featured Editorial Content	Product Spotlight	Events & Show Distribution
January/ February	12/21/22	12/29/22	**The Product Issue** **Buyers Guide**	• Nightingale Awards: Winner spotlights, jury perspectives, and more		HCD Conference + Expo
March	1/20/23	1/27/23	**Corporate Profiles**	• Building update: Prefabrication and modular construction in healthcare	Flooring	ASHE PDC
April **Ad Impact Study**	2/16/23	2/24/23	**Thought Leader Q+As**	• Designing for neurodiversity	Textiles	Environments for Aging Conference + Expo
May	3/24/23	3/31/23	**Interior Design Portfolio** **Product Innovation Awards**	• The rise of retail-inspired healthcare environments	Furniture & Casegoods	NeoCon
June/July	5/4/23	5/11/23		• State of sustainability: Reducing carbon footprint by design	Artwork & Wayfinding	
August	6/23/23	6/30/23	**Healthcare Design Showcase** **Thought Leader Q+As**	• Design Showcase coverage: Winner insights, trends, and more	Surfaces (countertops, solid surface, paint, tile, wallcoverings, flooring, etc.)	HCD Conference + Expo
September	7/21/23	7/28/23		• 2023 HCD Conference + Expo preview • The HCD 10 winners	Building Products (ceiling/wall systems, hardware, controls, doors, HVAC, sound masking, roofing, windows, etc.)	HCD Forum HealthPoint
October	8/24/23	8/31/23	**2023 HCD Conference + Expo Issue** **Project Watch** **Product Gallery**	• 2023 HCD Expo exhibitor products roundup • Rising Star awards	Lighting	HCD Conference + Expo
November	9/27/23	10/4/23	**Design Portfolio**	• Designing for community health and wellness	Behavioral Health	
December	11/1/23	11/8/23	**Remodel/ Renovation Competition**	• 2023 HCD Conference + Expo wrap-up	Seating	
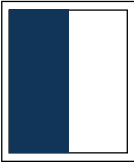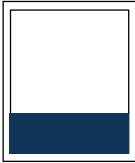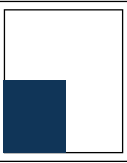
print rates & specs

Ad Size	1x	3x	5x	10x
Spread	$13,789	$12,459	$11,866	$9,788
Full Page	$7,229	$6,916	$6,467	$6,014
1/2 Page	$4,049	$3,977	$3,620	$3,365
1/3 Page	$3,391	$3,242	$3,031	$2,830
1/4 Page	$2,778	$2,647	$2,445	$2,306

Bleed sizes:

Spread	Full Page	1/2-vert.	1/2-horiz.	1/3-horiz.	1/3-vert.	1/4-page
18-1/4" x 11-1/8"	9-1/4" x 11-1/8"	4-1/2" x 11-1/8"	9-1/4" x 5-1/2"	9-1/4" x 4-1/4"	3-1/8" x 11-1/8"	—

Non-Bleed (Live Area) sizes:

Spread	Full Page	1/2-vert.	1/2-horiz.	1/3-horiz.	1/3-vert.	1/4-page
17-1/2" x 10-3/8" (gutter bleed only)	8-1/2" x 10-3/8"	3-7/8" x 10"	7-7/8" x 4-7/8"	7-7/8" x 3-5/8"	2-1/2" x 10"	3-7/8" x 4-7/8"

Trim sizes:

Spread	Full Page	1/2-vert.	1/2-horiz.	1/3-horiz.	1/3-vert.	1/4-page
18" x 10-7/8"	9" x 10-7/8"	4-1/4" x 10-7/8"	9" x 5-1/4"	9" x 4"	2-7/8" x 10-7/8"	—

Display four-color process — GROSS RATES
Number of units used within 12 months from date of first insertion in contract period determines frequency rate.

Publication trim size: 9" width x 10-7/8" height
Live matter should be 1/4" from trim. Allow 3/8" safety in gutter for spreads.

Ad Size	Bleed (width x depth)	Non-Bleed (Live area) (width x depth)	Trim (width x depth)
Spread	18-1/4" x 11-1/8"	17-1/2" x 10-3/8"	18" x 10-7/8"
Full Page	9-1/4" x 11-1/8"	8-1/2" x 10-3/8"	9" x 10-7/8"
1/2 Page Vertical	4-1/2" x 11-1/8"	3-7/8" x 10"	4-1/4" x 10-7/8"
1/2 Page Horizontal	9-1/4" x 5-1/2"	7-7/8" x 4-7/8"	9" x 5-1/4"
1/3 Page Horizontal	9-1/4" x 4-1/4"	7-7/8" x 3-5/8"	9" x 4"
1/3 Page Vertical	3-1/8" x 11-1/8"	2-1/2" x 10"	2-7/8" x 10-7/8"
1/4 Page Square	——	3-7/8" x 4-7/8"	——

Cover rates
Extra charge on space and color rates:
Second cover   (inside front)   additional 10%
Third cover   (inside back)   additional 10%
Fourth cover   (outside back)   additional 15%

Bleed ads
No additional charge for bleed ads.

Inserts
For insert specs and pricing, contact Publisher.

Preferred or specified positions
10% extra on space and color.
Cancelable (in writing only) with 90-days notice.

Agency commission
15% of gross billing to recognized agencies on the following charges only: display space, color and position.

Black & white rates
Subtract 12% from four-color gross rate.
Contact your *Healthcare Design* representative for Standard 4A Color rates and Matched Color rates.

print specs

Ad materials are to be supplied as digital files in the preferred **PDF/X-1a:2001** format.

To match the color expectations of our advertisers, Emerald Expositions requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Emerald Expositions is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1a:2001 File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.

- **Color: Define all colors as CMYK process.** Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC-based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- **Images:** Must be high resolution SWOP-compliant with a **resolution of 300 dpi for CMYK** and 1200 dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Total area density for color images should not exceed SWOP standard of 300%.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. **Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.**
- **Type:** Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened.
- **Opacity:** All objects, artwork or effects in the document should be set at a maximum of 99% before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Direct export option out of Adobe InDesign® CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

Proofing Requirements

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

Ad Submissions

Submit PDF/X-1a:2001 advertising materials via email or wetransfer.com

- **File naming:** Publication abbreviation, issue date and ad name.
  -Example: hcd_0123_XYZfloors.pdf
  -Do not exceed 25 characters in the naming convention.
  -When sending a revised file, include _REV at the end of the file name and contact the production manager to alert of the revised submission.
  -Example: hcd_0123_XYZfloors_REV.pdf

More Info

For more information regarding these specifications or shipping address, contact:

Terri Hill
Production Manager
terri.hill@emeraldx.com
770-291-5481

specialty advertising

Healthcare Design offers special product and vendor listings for our readers, both in print and online, to maximize your reach and keep your name and products top-of-mind.

Buyers Guide (January/February)

Ask about enhanced listing opportunities with your logo, images, and more.

Product Gallery (October)

Choose your ad size and provide text and images and we'll design your ad to appear in this special section.

Rates:

1/6 page: $1,150
1/3 page: $1,589
1/2 page: $2,028

Product Alert (March, June, September, December)

Take part in our quarterly email focused on healthcare design products. Reach our complete opt-in email list.

Rate: $1,250 per newsletter

Product Innovation Awards (May)

Submit your latest product to our annual Product Innovation Awards program. All participants will receive a 1/6-page ad in the Product Innovations Gallery and three will be named our Gold, Silver, and Bronze award winners by our elite panel of expert judges. Winners will be upgraded to full-page coverage in the magazine.

Rates: $979/first entry; $555 each additional entry

For more information on specialty advertising, contact Elana Ben-Tor, elana.bentor@emeraldx.com.

digital content

Digital content is the go-to source for truly up-to-the-minute insights and inspiration, and Healthcare Design serves it up daily to the buyers and influencers you need to reach.

WEBSITE:

28,500+ unique visitors/month

Our popular Weekly Pulse newsletter, along with our growing social media presence on Facebook, Instagram, Twitter, and LinkedIn, delivers our award-winning content directly to readers—because great digital content does not sit around and wait to be discovered!

WEEKLY PULSE:

14,600+ subscribers per week
Open rate: 25%

SOCIAL MEDIA FOLLOWERS:

LinkedIn: 26,000+
Twitter: 17,900+
Facebook: 5,600+
Instagram: 3,100+

The Healthcare Design Connection	@HCD Magazine	@Healthcare DesignMag	hcdmagazine	healthcaredesign magazine.com

digital rates & specs

Digital Platform	Placement	Dimensions	2023 (Net)	Monthly or Weekly
HCDmagazine.com All placements served ROS; pricing based on SOV	Top Leaderboard*	728x90	$3,100	Monthly
	Top Large Rectangle	300x600	$4,300	Monthly
	Top Rectangle	300x250	$3,550	Monthly
	2nd Rectangle	300x250	$2,900	Monthly
	3rd Rectangle	300x250	$2,050	Monthly
	Anchor*	728x90	$1,450	Monthly
	Native Advertising		$4,450	Monthly
High-impact Placements All high-impact placements served once per unique per 24 hours	Prestitial	600x400	$3,250	Monthly
	Interstitial	600x400	$1,300	Weekly
	Wallpaper	Multiple	$3,600	Monthly
	Sliding Billboard	1000x30	$3,150	Monthly
HCD Weekly Pulse eNewsletter Sold monthly, 4 issues	Top Leaderboard*	728x90	$3,400	Monthly
	Top Rectangle	300x250	$3,400	Monthly
	2nd Rectangle	300x250	$2,750	Monthly
	Anchor*	728x90	$2,250	Monthly
Custom eBlasts Sent to entire HCD eBlast audience	Custom eBlast	Custom HTML	$6,550	Each
Digital Edition	Cover Sponsor (left of cover & top right logo)	472x570 88x31	$1,950	Monthly
	Skyscraper Left	120x600	$2,450	Monthly
	Skyscraper Right	120x600	$2,450	Monthly
	Top Leaderboard	1450x100	$2,450	Monthly
Lead Generation	See Custom Content Media Kit			
Social Targeting Extension Program (STEP)	See Custom Content Media Kit			

*Optional 300x50 mobile leaderboard should be submitted in order to serve the leaderboard/anchor on mobile devices.

All rich media ad units should be 3rd party served. Serving fees apply if client/agency does not pay directly. Our ads are served through Dart for Publishers (DFP).

Creative Delivery Deadline: 5 full business days for standard media. Ten full business days for rich media and video. Email all creative submissions to Ad Operations and Media Trafficking at: creative@emeraldexpo.com; please include IO.

custom content

WE KNOW YOU'VE GOT YOUR OWN STORIES TO TELL.
LET US HELP YOU TELL THEM.

*The **custom content** division of Healthcare Design is powered by talented, knowledgeable writers and graphic designers who know how to connect with this industry. You tell us the message you want to get across, and we'll create the perfect custom content piece—and deliver it to our highly qualified, highly engaged audience of providers and healthcare design professionals. Alternately, you can provide your own content, and we'll get it in the right hands.*

SEE THE HEALTHCARE DESIGN **CUSTOM CONTENT MEDIA KIT** FOR DETAILS AND PRICING

CONTENT OPTIONS

- benchmark studies
- trend reports
- ask the expert Q+As
- audience survey research
- checklists
- white papers
- webinars

DELIVERY AND LEAD GEN OPTIONS

- native advertising
- print advertorials
- social media marketing
- retargeting campaigns
- email blasts

events

We've all learned just how important face-to-face interactions are. In addition to bringing you HCD Conference + Expo, Healthcare Design is the best vehicle for getting quality time with high-level providers and healthcare design executives through our Healthcare Design Forum.

events

HCD
HEALTHCARE DESIGN
CONFERENCE + EXPO

New Orleans | Nov. 4-7, 2023

Each fall, *Healthcare Design* magazine brings you the Healthcare Design Conference + Expo—the industry's best attended and most respected conference and trade show. Bringing together thousands of industry professionals for unparalleled access to education and new products/services, HCD Expo is a can't-miss opportunity to build your business through exhibiting, sponsoring, and networking with decision-makers.

FOR MORE INFORMATION: HCDEXPO.COM

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Companies A-G, T-Z, #s

National Account Manager
Scott C. Goist
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Companies H-S

events

healthcare design forum

September 6-8, 2023
Thompson Hotel | Savannah, Ga.

Invited industry professionals will join *Healthcare Design*'s esteemed editorial advisory board (see page 2) for an unrivaled networking and educational event. As a sponsor, you'll have unparalleled access to networking opportunities and thought-provoking discussions with high-level healthcare executives, designers, and industry leaders as you learn more about what's driving this industry today.

> *The amount of time to build relationships as well as discuss live topics was strong. Personally, I felt there was the right ratio of sponsor-to-end user and design presence. It made the entire experience relevant to all while incorporating some great networking and a lot of fun.*
>
> —Nick Peters, Shaw Contract (sponsor)

contact

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follow us

in
The Healthcare Design
Connection

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Magazine

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DesignMag

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