

**Rise above the
rest in a changing
marketplace**



The Journal of
Healthcare
C O N T R A C T I N G
MEDIA GUIDE 2016

Healthcare's only publication dedicated solely to the contracting arena.

The Journal of Healthcare C O N T R A C T I N G

Media Guide 2016

“As we build a world-class Supply Chain Organization, we rely on the *Journal* as one of our resources to stay in touch with issues and the market.”

Brent T. Johnson, Vice President of Supply Chain, Chief Purchasing Officer, Intermountain Healthcare

75%

The majority of consumers (75%) still prefer promotional content and coupons from traditional print media – such as magazines, newspapers, inserts, and flyers.

62%

Those polled in a North American consumer survey trusted magazine ads at a much higher percentage (62%) than online offerings, such as search advertising (44%), online video ads (44%), social media ads (39%), mobile display (35%) and online banner ads (33%).

The *Journal of Healthcare Contracting* is the only publication that is solely devoted to the contracting arena of healthcare. It focuses on the interactions of the four primary stakeholders in healthcare contracting: health systems and their facilities, manufacturers and suppliers, distributors and group purchasing organizations. The participants in the contracting arena will grow to rely on *The Journal of Healthcare Contracting* for industry understanding, insight into the minds of thought leaders and collaboration opportunities amongst contracting constituents.

Key topics for 2016

- **In-depth issues devoted to Infection Prevention, Models of the Future, Hospital Equipment, The Hospital Lab and Innovation Showcase**
- **The latest news from leading hospitals and integrated delivery networks**
- **Updates on health reform, the Triple Aim focus of healthcare, the latest trends and best practices in contracting**

And *JHC* will continue to offer on a regular basis:

- **Model of the Future.** Stories of contracting executives who have moved beyond the talking stage to action, as they tackle innovative supply chain projects in their hospitals, IDNs and RPCs. This is where the rubber meets the road.
- **Regional Purchasing Coalition profiles.** As this sector of the market continues to evolve, we'll keep an eye on it.
- **Executive Interviews.** Discussions with industry leaders, who have the ability to put into context some of the issues facing *JHC* readers.
- **HSCA Column.** Insights into the group purchasing industry from Curtis Rooney, president of the Healthcare Supply Chain Association.

Circulation

- **11,600** readers involved in healthcare contracting including:
 - **700 GPO executives** in sales, marketing, logistics and contracting for national and regional GPOs and distributors.
- **4,400 IDN executives** involved in healthcare contracting for health systems at 1,100+ health systems. These include president/CEO, CFO/Controller, VP/Purchasing Director and Pharmacy/Formulary Director.
- **2,400 Hospital supply chain executives.**
- **2,900 supplier/manufacturing community members**, including president/CEO, VP sales, VP corporate sales and marketing, and corporate and national account executives.



2016 Issues

Issue	Print / Digital	Ad Materials Due	Cover Story
January	Digital	12/30/15	
February	Print	1/22/16	Contracting Professional of the Year
March	Digital	2/25/16	
April	Print	3/17/16	Equipment Special
May	Digital	4/27/16	
June	Print	5/19/16	Infection Prevention
July	Digital	6/26/16	
August	Print	7/20/16	10 People to Watch
September	Digital	8/25/16	
October	Print	9/19/16	Lab Issue
November	Digital	10/26/16	
December	Print	11/17/16	Diversity



Receiving more than 200,000 visitors last year,
The Journal of Healthcare Contracting is online at www.jhconline.com

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Exclusive theme sponsorship

- Additional two-page spread in specified issue
 - Two weeks of banner ads promoting the issue on Dail-E News
- Additional \$10,000 to Annual Sponsorship

2016 Annual Sponsor

For the cost of \$36,000, a sponsor will receive the following

- 6 full-page ads in print versions
- 6 full-page ads in digital versions

“At our health system, our focus is on innovation. The *Journal* helps me learn of innovative practices at work throughout the nation. Your publication is invaluable to me.”

Dan McDow, Chief Operating Officer, Iowa Health System Consolidated Services

Size	Per issue	1x	2x	3x	4x	5x	6x
Full Page		\$5,886.42	\$5,806.82	\$5,728.39	\$5,651.13	\$5,575.00	\$5,500.00
Two-Page Spread (two full pages)		\$10,733.00	\$10,581.00	\$10,433.00	\$10,286.00	\$10,142.50	\$10,000.00
Inside Front Cover Premium – \$1,075.00		Inside Back Cover Premium – \$1,050.00			Back Cover – \$1,200.00		

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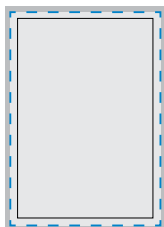
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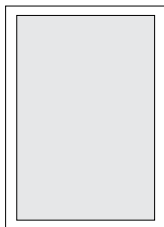
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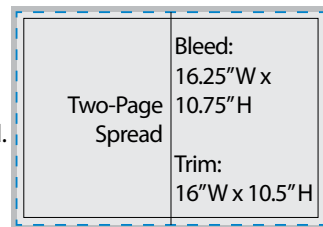
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The *Journal of Healthcare Contracting* is one of the many great products from MDSI.

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CONTRACTING **dail-e news**

Market Insights
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ANAE

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