

repertoire

promoting excellence in healthcare sales

**There are thousands of products distribution reps can sell.
Repertoire can help you equip them for success.**



MEDIA GUIDE 2018



REPERTOIRE IS A SHARE MOVING MEDIA PUBLICATION

REPERTOIRE • 2018 MEDIA GUIDE



Repertoire is the only publication that serves the healthcare distribution channel through a wide range of resources including print, digital, video, webinars and education. It focuses on three closely related segments: physician office, hospital/ surgery center and post-acute care. The constituents in the healthcare distribution channel rely on *Repertoire* for market analysis, emerging trends, and new products and services. Recognized as the industry leader in providing information, communication and education, *Repertoire* is staffed by long-time industry veterans and is considered required reading by the distribution community.

Advertising in *Repertoire* is a Superior Investment! One that will help you move market share!

- You can reach 6,700 in distribution and 9,000 in the industry every month.
- It builds a relationship with the people who sell your products.
- It opens the doors with distributor management for your salespeople.
- It shows your company's commitment to the distribution channel.

Circulation: 9,000 total

- » McKesson
- » Henry Schein Medical Group
- » Cardinal Health
- » Owens & Minor
- » Medline
- » Fisher Healthcare
- » NDC
- » IMCO
- » Independents
- » Concordance

Bonus distribution to national sales meetings and industry events



Our Footprint

*Repertoire's footprint includes:
e-news, mobile app,
webinars and events.*



Dail-eNews

The Dail-eNews is real-time news for those involved in the business of healthcare. As the industry's first and only e-mail news service, it's e-mailed on a daily basis to over 25,000 decision-makers in GPOs, IDNs and the manufacturing and distribution segments of the healthcare industry.



RepConnect Mobile App

RepConnect equips Distribution Reps with an easy to use, efficient solution for storing and sharing product brochures, white papers, and rep lists. With this revolutionary tool, Reps can share information and documents with their accounts in just a few clicks.



Education

Repertoire provides product training to distribution sales reps through print and online models. Distributor sales reps from companies like Cardinal Health, McKesson, Henry Schein Medical, as well as independent reps from IMCO and NDC learn and earn with product training. Repertoire offers distributor sales rep training modules, comprehensive internal manufacturer-training programs and in-service training modules.



Events

Discuss key trends with the leading industry voices and decision-makers at regional and national events throughout the year.

Issue	Ad Due Date	Issue Highlight	Health Focus
January	12/5	Rep survey	Obesity
February	1/5	MACRA, HEDIS updates	Heart Disease
March	2/5	Hall of Fame Inductee, Readex Study	iFOBT
April	3/5	Excellence in Sales	Infection Prevention/MRSA
May	4/5	Value analysis in the physician market	Imaging
June	5/7	The point-and-click supply chain	Infection Prevention
July	6/5	Chronic disease management	Sharps Safety
August	7/6	Equipment	Equipment
September	8/6	Pain Management	Flu
October	9/5	Innovation, Readex Study	Lab/Diagnostics
November	10/5	Telemedicine	Diabetes
December	11/5	Manufacturer Reps to Watch	TBD

* Editorial calendar subject to change based on industry events and trends.

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NEW FOR 2018

- **Executive profiles.** *Repertoire* goes in-depth with industry leaders on the latest trends
- **Products to watch.** Which new products should your customers know about?
- **New models of care.** Health systems buying retail clinics. IDNs and insurers partnering on healthcare coverage. *Repertoire* examines the partnerships and initiatives that are powering the next wave of innovation in the industry.



Repertoire Post-Acute focuses on key trends and topics that impact sales reps who are selling to nursing homes, rehab facilities, home health and DME. *Repertoire* will examine the Post-Acute market and trends in-depth in six issues.

REPETOIRE 2018 TOPICS

- **Tomorrow's physician customer.** Our continuing series, depicting how medical schools are preparing today's students to become tomorrow's doctors ... and the implications for *Repertoire* readers.
- **Rep Corner.** There are a few thousand stories among *Repertoire*'s readers.
- **IDN Opportunities.** Knowledge of the customer increases the rep's opportunities for successful selling. And who can't use more knowledge about integrated delivery networks?
- **Windshield Time.** News about the sales rep's home away from home – the car.
- **Quick Bytes.** Technology is changing the way reps work. Short takes on the latest out there.
- **HIDA Government Affairs Update** and **Distributor Sales Strategies**
- **Healthy Reps.** Stay healthy, stay selling.
- **News** about **industry events**, people in the news, and more.

BY THE NUMBERS

81% A Readex survey found that 81% of respondents spend six hours or more reading each issue of *Repertoire*.

29% A Readex survey found that 29% of readers sold a product or service after reading an ad in *Repertoire*.

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%).



Advertising in *Repertoire* is a wise investment.

- It builds a relationship with the people who purchase your products
- It aligns your company with market leaders
- It strengthens your company's brand
- It creates trust with supply chain leaders
- It helps you capture mind share, and therefore market share
- It delivers your message to their office

ADDITIONAL OPPORTUNITIES

- **RepConnect App:** \$4,500
- **Classified Ad:** \$500
- **Bellybands:** \$7,500 (price may vary)
- **5x7 customized inserts:** \$8,500 (includes a full page ad)
- **Full page customized insert:** \$9,000 (includes a full page ad)
- **Special section and content:** Call for pricing and opportunity
- **2-Page Spread Advertisement:** \$9,900 (price may vary)
- **New Product Launch Campaigns:** \$15,000 (includes a training module)
- **Distribution Networking Receptions:** Limited availability. Call for details!

DAIL-ENEWS ONLINE ADVERTISING OPPORTUNITIES: Banner Size - 120 x 240 pixels

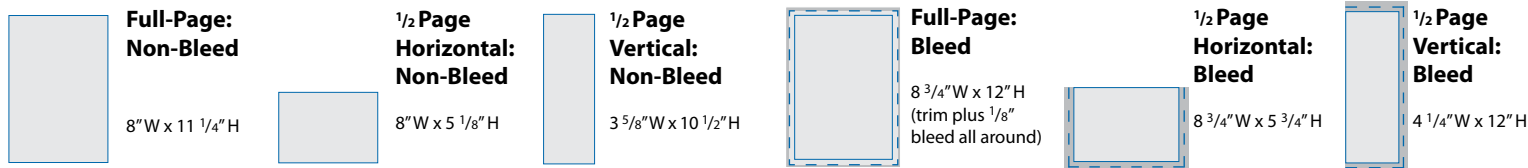
- 1-2 weeks \$2,000 per week
- 3-5 weeks \$1,800 per week
- 6+ weeks \$1,600 per week



DISPLAY ADVERTISING RATES:

Size	1x	6x	12x
Full page	\$7,430	\$7,091	\$6,585
Half page	\$5,380	\$5,085	\$4,695

DISPLAY ADVERTISING SPECIFICATIONS: Trim Size: 8.5"W x 11.75"H



Non-bleeds: The non-bleed sizes below allow for a 1/2-inch float space between ad and trim, as indicated in illustrations.

Bleeds: Ads which bleed must extend no less than 1/8-inch beyond trim. 1/8-inch of bleed is calculated into the sizes listed for full-bleed ads. The dashed lines indicate the trim edge, solid line shows live area and the darker gray indicates bleed edge.

SUBMITTING ADS:

- CMYK is the only accepted mode for color advertisements. Convert all artwork from RGB mode to CMYK. Do not use Pantone (PMS) colors in your layout, unless saved as CMYK process separations.
- The publication is produced in Macintosh platform using Adobe Indesign CC. Ads produced on PCs must be submitted as a pdf with all fonts in outline form.
- Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.
- Include ALL screen and printer fonts with your layout. (Include those used by embedded graphics in illustration programs, unless converted to outlines.)
- Please put the advertiser's name in the title of your file.
- Please send a high resolution print ready pdf of your ad directly to your account manager.

TERMS AND CONDITIONS:

1. Publisher reserves the right to position sales messages in each issue according to design space.
2. All messages are subject to the publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication's standards.
3. The publisher assumes no liability for errors or omissions in reader service numbers.
4. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
5. Requests for specific position are not guaranteed unless premium position is paid.
6. Prices are subject to change.
7. Color proof must be supplied with advertising materials.
8. The publisher's liability for any error will not exceed the charge for the advertising in question.
9. Payment terms are net 30 days. Overdue accounts may be charged a 1.5 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
10. Recognized advertising agencies providing complete preferred print materials are allowed a commission on gross billing space, color and position, only if the account is paid within 30 days.
11. Verbal agreements are not recognized.
12. No cancellations will be accepted after the Ad Due Date.



FOR MORE INFORMATION CALL:

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