

## Health Affairs Online

Health Affairs unique online  
journal readers monthly:

**353,000**

Monthly journal accesses:

**548,000**

Readers in over

**200 countries**

Published in print, online and  
on the iPad **monthly**

## Impact Factor

2013 JCR Impact Factor:  
4.321

Health Policy & Services:  
2/70; #1 in Eigenfactor Score

Health Care Sciences and  
Services: 5/85; #1 in  
Eigenfactor Score

## About Health Affairs

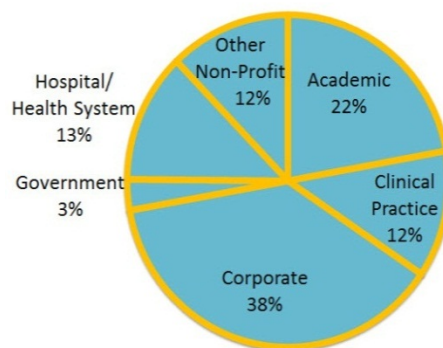
**Health Affairs**, the nation's leading peer-reviewed health policy journal, is focused on the intersection of health, health care, and policy. Its mission is to serve as a high-level, nonpartisan forum to promote analysis and discussion on improving health and health care, and to address such issues as cost, quality, and access.

**Impact:** *Health Affairs* articles are cited by US administration officials, US lawmakers, and ministry of health leaders around the globe. US congressional testimony between January 2013 and May 2014 featured 34 mentions, and US Supreme Court Chief Justice John Roberts cited the journal in his decision regarding the Affordable Care Act.

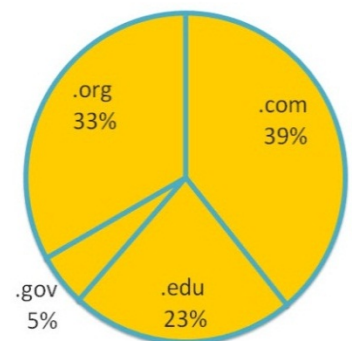
**Audience:** Government health leaders (local, national, and international); decision makers at hospitals, insurance companies, and other health care industries; researchers and academics in economics, law, public health, sociology, health administration, medicine, nursing, and political science; advocates; consultants; investment analysts.

**Topics:** access to care, health spending, quality, health reform, delivery innovations, insurance coverage, Medicare/and Medicaid, prescription drug coverage and costs, physician practice, nursing trends, health information technology, malpractice and health law, hospitals, and more.

Journal Subscriber Professions



Blog Reader Demographics



## **Health Affairs Blog Online**

Health Affairs unique  
blog users monthly:

**110,000**

Blog page views each  
month:

**245,000**

**Rated #1**

by Kaiser Permanente  
Institute for Health Policy  
Survey of the Society of  
Health Policy Young  
Professionals, June 2010

New posts announced to

**86,000 Twitter**

followers

## **About *Health Affairs* Blog**

**Health Affairs** offers an inclusive and interactive dimension to the journal's timely commentary and analysis of health policy dialog. Also, pertinent posts often link to original peer-reviewed journal articles. Over 260 blogs posts are written by these leading experts:

- Kathleen Sebelius, former Secretary, US Department of Health and Human Services
- Don Berwick former administrator at the Centers for Medicare and Medicaid Services
- Joseph R. Antos, Wilson H. Taylor Scholar in Health Care and Retirement Policy at the American Enterprise Institute (AEI)
- Timothy Jost, Robert L. Willett Family Professor of Law at the Washington and Lee University School of Law
- Bill Frist, former Republican Majority Leader of the US Senate

**Audience:** Highly relevant and prominent health policy readers

**Topics:** access, comparative effectiveness, consumers, cost, disparities, law, reform, innovation, long-term care, Medicaid, Medicare, obesity, safety, payment, public health, quality, research, spending, technology, workforce, and more.

## **Promotional Opportunities**

**Show off your **company banner** with a link to your company web site:**

- on *Health Affairs* Blog
- in monthly emailed *Health Affairs* issue Table of Contents (eTOCs)

**Advertise your organization's **events or job openings**:**

- in a *Health Affairs* "Announcement" email blasts
- with an ad on *Health Affairs* Blog
- in monthly emailed *Health Affairs* issue Table of Contents

**Other Promotional Resources:**

- A 20 second sponsorship on our Conversations podcast
- Direct mail lists of *Health Affairs* subscribers
- Commercial reprints of individual articles, blog posts and Health Policy Briefs.
- Bulk quantities of single issues.

## Specs & Rates

### Showcase...

your company or event on  
*Health Affairs* web property!

## Health Affairs BLOG ADVERTISEMENT

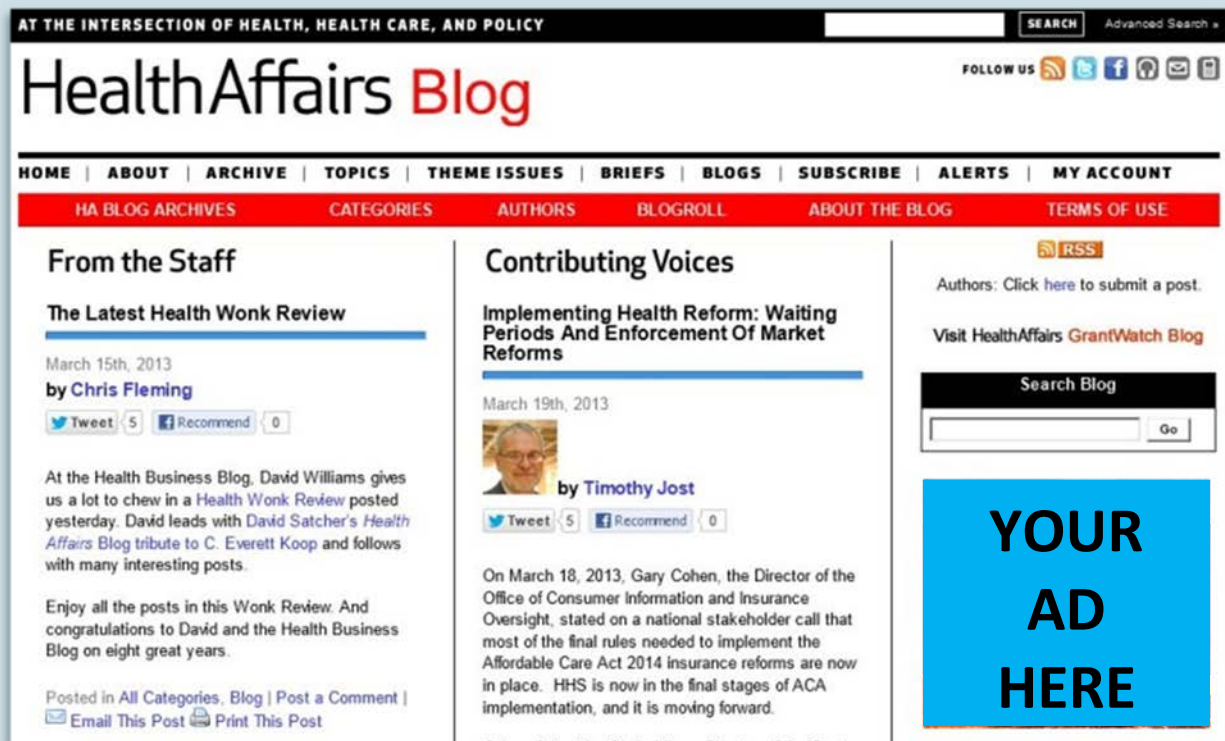
Our blog attracts daily traffic of high caliber contributors and readers.  
That's great exposure for your company.

Bonus distribution—your ad will also appear on the *Health Affairs'*  
iPad app and mobile app.

<u>Rates</u>	Per week	\$2,300
	Per month	\$5,500
	Exclusive	additional 50%
	...2-ad limit per month	

Specs Banner (230 x 200 pixels)  
*No product advertising.*

File Formats Image: GIF or JPG, interlaced, nontransparent;  
include click-through URL.  
  
Rich Media: HTML5; up to 3 loops per 45  
seconds; no Flash files; no audio files; include click-  
through URL, 3<sup>rd</sup> party tag.



## Specs & Rates

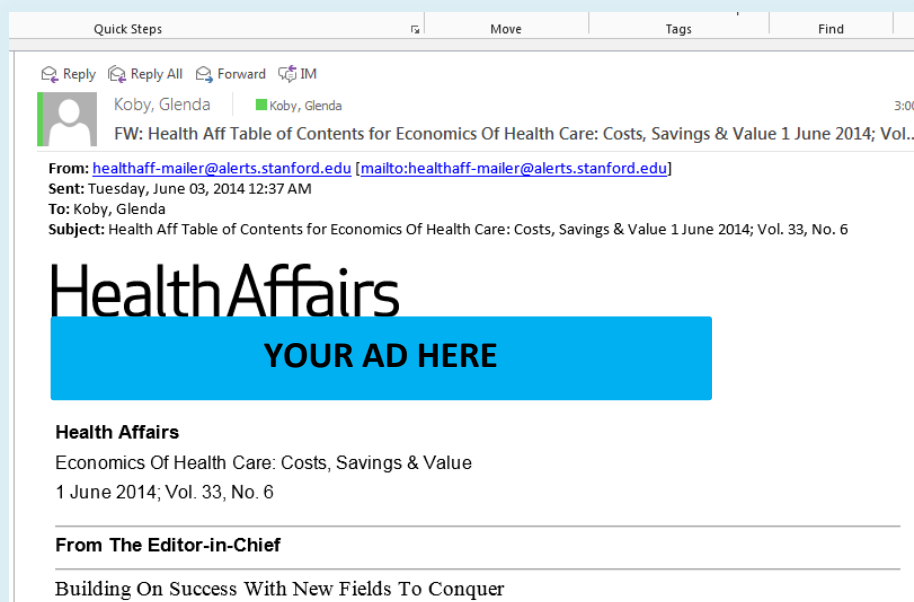
### eTABLE OF CONTENTS BANNER AD

Your banner advertisement is delivered directly to the inboxes of over 15,000 opt-in recipients of our journal's monthly electronic Tables of Contents. Your ad is at the top of the email for greatest visibility.

**Rate** Per month \$2,000  
*...Distributed the first Tuesday after the first Monday of the month*

**Specs** Full horizontal banner 468 x 60 pixels.

**File Formats** GIF, PNG, JPEG, or BMP  
Name files: no spaces, no special characters. Animation not supported. Files with HTML background coding can link to an external URL



### ANNOUNCEMENT EMAIL BLAST

Increase conference registrations or book sales with an email to *Health Affairs'* list of 4,000 + people who have opted-in to receive Announcements. See immediate results with an email to the most relevant audience in health care and health policy.

**Rate** One-time email \$2,000

**Specs** Provide a subject line  
No more than 6 links in email (to prevent spam flagging)  
A logo is allowed but no other images within the message

**File Formats** An HTML document generated by an HTML editor or Rich Text Document limited to text and links.

## Health Affairs in the Media

*Health Affairs* is regularly cited by media, including

**New York Times,**

**Washington Post,**

**Wall Street Journal,**

as well as Bloomberg, NPR, and Politico.

## OTHER PROMOTIONAL RESOURCES

### Podcast Sponsorship

Sponsor *Health Affairs* Conversations, a new podcast series on the implementation of the Affordable Care Act. Chris Fleming, *Health Affairs* blogger, will interview experts in the field and thank your organization at the beginning of the podcast and read 20 seconds of information about your company or what it has to offer.

<u>Rate</u>	Per podcast	\$500
<u>Specs</u>	Approximately 20 seconds of text to be read	

### Commercial Reprints

*Health Affairs'* commercial reprints are the most effective way to put the findings published in *Health Affairs* at the fingertips of the professionals you serve.

Article reprints are available in color or black/white, with or without a custom cover.

For pricing and to place an order, contact [bob@nwestgraphics.com](mailto:bob@nwestgraphics.com).

### Bulk Quantities – Single Print Issues

Share the journal with your clients, students, or audience by purchasing copies of single print issues at bulk and educational discounts.

<u>Rates</u>	Per issue within U.S. \$40 Per issue outside U.S. \$50  <i>Shipped airmail. Canadian GST add 5%. Orders of more than 10 copies receive discounted rates, please contact Customer Service.</i>
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Orders are shipped to arrive within 7-14 days.  
Expedited shipping is available at an additional cost.  
Contact [advertising@projecthope.org](mailto:advertising@projecthope.org).

<u>Educators</u>	Plan a course and save 60% when you use <i>Health Affairs</i> in your classroom.
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For discounted rate information, contact [advertising@projecthope.org](mailto:advertising@projecthope.org).

**What are  
you waiting for?**

**Explore  
The world of  
Health Affairs**

## Direct Mail Lists

*Health Affairs* makes its mailing list of subscribers available to business with products and services that are of interest to the readership.

To place your order, please visit:

<http://lists.nextmark.com/market;jsessionid=2DF6F96BCA346A4B5A5FF37DF54232AD?page=order/online/datacard&id=73902>

<u>Rate</u>	<u>Segments</u> (counts through 4/30/13)
	Total Universe/Base Rate (11,158) \$180.00/M
	Active Subscribers (7,575) \$180.00/M
	Expired Subscribers (3,201) \$170.00/M
	Non-profit Rate \$150.00/M
	<u>Selects</u>
	Business Addr, Gender, SCF, ST, \$ 10.00/M or ZIP
	<u>Addressing</u>
	Key Coding \$ 2.50/M
	4-UP Cheshire Labels \$ 3.00/M
	Pressure Sensitive Labels \$ 10.00/M
	CD ROM or Diskette \$ 25.00/F
	Cartridge or Magnetic Tape \$ 30.00/F
	Email/FTP \$ 50.00/F

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### **Publisher Liability**

Publisher will not be liable for any special, indirect, or consequential loss or damage occasioned by the failure of any advertisement to appear due to any cause whatever, nor does it accept liability for errors in any advertisement published, nor for its failure to appear on any specific date.

### **Requirement for Acceptance of Advertising**

Subject to approval by Editor-in-Chief and Publisher.

### **Cancellation Policy**

3 weeks prior to publication date.

### **Agency Commission: 15%**

Agency is responsible for payment of all advertising ordered and published.

### **Contact Information**

For more information on advertising options, please contact:

Marusia Iati

[advertising@healthaffairs.org](mailto:advertising@healthaffairs.org)

7500 Old Georgetown Road, Suite 600

Bethesda, MD 20814