

HCN

HEALTHCARE NEWS

2024 Media Kit



RATES AND INFORMATION

IN PRINT

ONLINE

IN PERSON

1441 Main Street
Springfield, MA 01103
p 413.781.8600
f 413.781.3930

www.HealthcareNews.com



CIRCULATION:

8,400

READERSHIP:

25,200

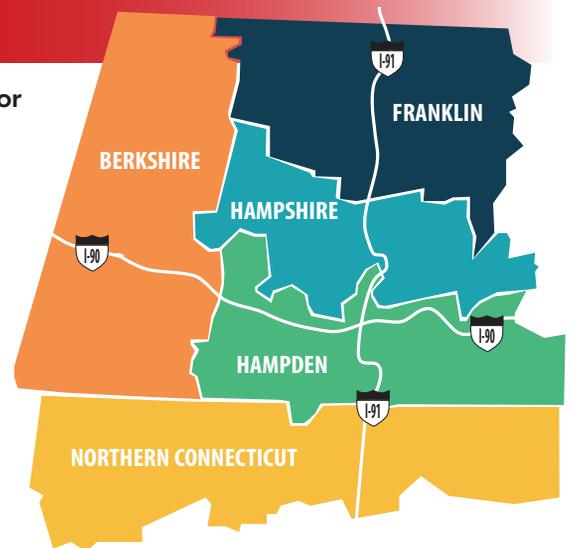
AVAILABLE FOR SALE

BusinessWest can be found at the following:

- **BusinessWest**
1441 Main Street, 6th floor,
Springfield
- **Barnes & Noble**
7 Holyoke Street, Holyoke
- **Barnes & Noble**
555 Hubbard Ave., Pittsfield
- **Barnes & Noble**
Enfield Commons,
25 Hazard Ave, Enfield
- **Hastings**
45 S Pleasant Street, Amherst
- **The Odyssey Bookshop**
9 College Street, South Hadley

Delivering to the four counties of Western Mass.

Business owners, presidents, CEOs, senior managers, and professionals along the I-91 corridor from Greenfield through Springfield and into Northern Conn., as well as along I-90 from the Quaboag region through the Berkshires subscribe to *BusinessWest*.



GEOGRAPHIC BREAKDOWN

- BERKSHIRE COUNTY
- HAMPDEN COUNTY
- HAMPSHIRE COUNTY
- FRANKLIN COUNTY
- NORTHERN CT

TARGETED DISTRIBUTION

- 27** 26 biweekly issues per year plus an annual Book of Lists
- 168K** average household income
- 91%** decision makers involved in company purchases
- 92%** of our readers are decision makers
- 71%** do business within a 55 mile radius of their business

BUSINESS & COMMUNITY DISTRIBUTION

BusinessWest is distributed at many business and community events throughout the year.

CHAMBER PARTNERSHIP

Subscriptions to *BusinessWest* are gifted to members as part of their membership benefit packages.

Participating Chambers:

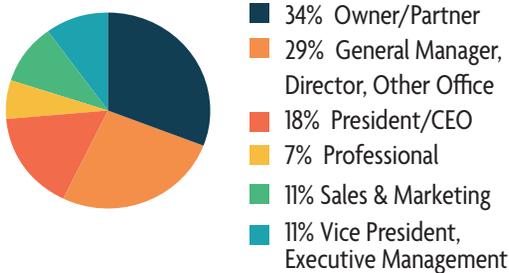
- Berkshire
- Amherst Area Chamber
- Bradley Regional Chamber of Commerce
- East of the River/ERC5
(East Longmeadow, Hampden, Longmeadow, Ludlow, Wilbraham)
- Greater Chicopee Chamber
- Greater Easthampton Chamber
- Franklin County Chamber
- Greater Holyoke Chamber
- Greater Northampton Chamber
- Greater Westfield Chamber
- Quaboag Hills Chamber
- South Hadley & Granby Chamber
- Springfield Regional Chamber
- West of the River Chamber
(Agawam and West Springfield)

REACH YOUR TARGET AUDIENCE

BusinessWest is the region's premiere business publication bringing local business news, trends, and information to nearly 24,200 readers every other week. The Western Mass. business community widely regards **BusinessWest** as an invaluable and trusted business tool, which puts them directly in front of their targeted audiences.

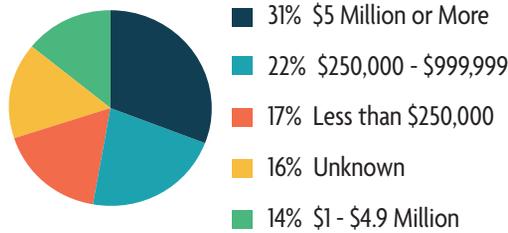
DECISION MAKERS

92% of our readers are Business Owners, Presidents, CEOs, and Senior Managers



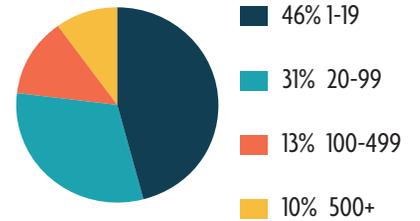
COMPANY SIZE

By sales volume:



COMPANY SIZE

By number of employees:



168K
average household income

91%
decision makers involved in company purchases

92%
Business Owners, Presidents, CEOs, and Senior Managers

71%
do business within a 55 mile radius of their business

99%
of our readers pass their issues along to three or more people

READER HABITS

- 90%** Find BusinessWest a timely and credible resource
- 84%** Read 3 out of the last 4 issues
- 68%** Read 4 out of the last 4 issues
- 87%** Have been loyal readers for 4 or more years
- 89%** Have taken action as a direct result of a published ARTICLE
- 76%** Have taken action as a result of an ADVERTISEMENT



70%

of advertisers have seen results in increasing brand awareness

97%

of readers typically look at most to all of the ads

91%

of readers authorize purchases and select products and services

READER PROFILE

46%
Male

54%
Female

55 yrs
Median Age

92%
Hold an executive level position

91%
Involved in company purchases

79%
Bachelor's or Master's Degree

SOCIAL MEDIA PROFILE

40%
Male

60%
Female

42%
Completed High School

38%
Completed College

21%
Completed Grad School

80%
Home Owners

21%
Home Renters

54%
Married

46%
Single

ONLINE STATS

31%
Online/Publication Audience Duplication

30,000
Monthly Uniques

45,000
Monthly Page Views

TYPE OF BUSINESS

- Accounting
- Advertising/Marketing/PR
- Banking/Finance/Investing
- Business/Economic Development
- Construction/Design/Engineering
- Communications/Publishing
- Education
- Financial/Investment Broker
- Government
- Health Insurance
- Healthcare/Medical Services
- Hospitality/Catering/Tourism
- Insurance
- Law/Legal Services
- Manufacturing
- Non-profit
- Real Estate
- Retail/Restaurants
- Technology Products/IT Services
- Wholesale Trade



	ISSUE DATE	SPACE/COPY DEADLINE	HCN MONTHLY FEATURE	EDITORIAL FOCUS	LISTS	COMMUNITY SPOTLIGHT	EVENTS
JAN	8	12.22	Rehabilitation	Economic Outlook 2024, Cannabis, Employment, Law, <i>Professional Development Series</i>	Employment Agencies, PT/Outpatient Rehabilitation	Agawam	
FEB	5	1.19	Fitness & Nutrition	Architecture, Insurance, Creative Economy, <i>Professional Development Series</i>	Fitness Centers	Chicopee	
MAR	4	2.16	Memory Care	Home Improvement/Home Show, Law, <i>Professional Development Series</i>		Holyoke	
APR	1	3.15	Allergies & Asthma	Auto Sales, Cannabis, Sports & Leisure, Women in Business, <i>Professional Development Series</i>	Cannabis Dispensaries, Golf Courses	Palmer	DIFFERENCE MAKERS
MAY	13	4.26	Behavioral Health	BusinessWest 40th Anniversary Issue*, Law, <i>Professional Development Series</i>	Behavioral Health Services	Southwick	
JUN	10	5.24	Healthcare Workforce	Alumni Achievement Award Finalists, Building Trades, Insurance, Summer Happenings, <i>Professional Development Series</i>	Colleges with Health Programs, Insurance Agencies	Lenox	40 UNDER 40
JUL	8	6.21	Salute to Nurses	Cannabis, Commercial Printing, Employment, Law, <i>Professional Development Series</i>	Commercial Printers,	Westfield	
DEADLINE 7.15		2025 RESOURCE GUIDE*		ANNUAL BOOK OF LISTS			
AUG	5	7.19	Senior Planning Guide	Auto Sales, Wineries & Breweries, Women in Business, Creative Economy, <i>Professional Development Series</i>	Home Care Services	Springfield	
SEP	2	8.16	Healthcare Heroes Announcement Issue	Home Improvement, Law, Technology, <i>Professional Development Series</i>	Wineries	West Springfield	
OCT	14	9.27	Cancer Care	Women of Impact Announcement Issue*, Cannabis, Construction, <i>Professional Development Series</i>	Home Builders HVAC Companies	North Adams	
NOV	11	10.25	Addiction	Accounting & Tax Planning, Employment, Holiday Party Planning, Shop Local Gift Guide, <i>Professional Development Series</i>	Addiction Services, Banquet Facilities	Pittsfield	HEALTHCARE HEROES
	25	11.8	Annual Giving Guide Faces of Healthcare	Banking & Finance, Commercial Real Estate, Marketing & Communications	Commercial Real Estate Managers	Sturbridge	
DEC	9	11.22	Healthcare Outlook 2025	Auto Sales, Creative Economy, Engineering, Insurance, <i>Professional Development Series</i>	Auto Dealers, Senior Living Facilities	Longmeadow	WOMEN OF IMPACT

*Special Publications (Sponsorship opportunities available for all events and special publications)
 Publisher reserves the right to change editorial content without notice.

PRINT SPECIFICATIONS

AD CREATION DEADLINE

Materials due on or before the space/copy deadline listed on the editorial calendar.

CAMERA-READY DEADLINE

NOON on the Tuesday following the space/copy deadline listed on the editorial calendar.

PAYMENT TERMS

- Payment due net 30 days. A service charge of 1.5% per month for accounts over 30 days will accrue.
- 5% discount on prepayment of entire contract of two or more ads.
- A 20% premium is applied to insertion rate for specified ad placement.

FIRST-TIME ADVERTISERS

- Payment for the first insertion must accompany order.

PUBLICATION SIZE

Bleed Size: 10.25 in. x 14 in.

Trim Size: 10 in. x 13.5 in.

Live Area: 9.25 in x 12.75 in.

FORMAT REQUIREMENTS

- Max file size accepted is 25MB.
- All camera-ready ads must be emailed as a high-resolution Adobe Acrobat PDF file, with images and fonts embedded. PDF files created by Adobe Photoshop or Word are not considered camera-ready.
- All color images and files must be submitted in CMYK at a minimum of 300 dpi resolution.
- If you wish to use black, use "PROCESS BLACK" (C-0%, M-0%, Y-0%, K-100%).
- Dot gain is approximately 20%.
- Avoid uneven color by using small areas of a single ink.
- We strongly discourage using reverse type or multi-color type that is less than 14 points in size otherwise a medium-to-bold sans-serif typeface is recommended. We will not be held liable for bad reproduction of such artwork.

DIGITAL SPECIFICATIONS

HEALTHCARENEWS.COM

HEALTHCARE NEWS WEBSITE:

TOP FULL BANNER AD

Web (970 x 140 pixels)

Mobile (350 x 120 pixels)

RECTANGLE AD (300 x 250 pixels)

SKYSCRAPER AD (300 x 600 pixels)

HEALTHCARE NEWS NEWS & NOTES

HEALTHCARE NEWS NEWS & NOTES

TOP BANNER AD (970 x 140 pixels)

RECTANGLE AD (300 x 250 pixels)

SKYSCRAPER AD (300 x 600 pixels)

- **Ad due 1 week before start date**
- **Please provide URL link**
- **File size of 25MB or smaller**
- **Accepted format:**
 - JPG**
 - PNG**
 - GIF**

Ad design services complimentary, as are two revisions following initial design. Need more revisions? We're happy to offer additional design time at a rate of \$50 per revision.

AD UNIT DIMENSIONS

PAGE UNIT	WIDTH	HEIGHT		
Full Page Bleed*	4 Col. – 10.25 in. (with 1/4" outside bleed)	14 in. (with 1/4" outside bleed)	FULL PAGE BLEED: 10.25W X 14H	FULL PAGE SIZE: 9.25W X 12.25H
Full Page	4 Col. – 9.25 in.	12.25 in.	3/4 PAGE: 6.875W X 12H	JUNIOR SIZE: 6.875W X 9H
3/4 Page Vertical	3 Col. – 6.875 in.	12 in.	1/2 PAGE HORIZ: 9.25W X 5.8H	1/2 PAGE VERT: 4.5W X 12H
Junior Page	3 Col. – 6.875 in.	9 in.	1/4 PAGE HORIZ: 9.25W X 2.8H	1/4 PAGE VERT: 4.5W X 5.8H
1/2 Page Horizontal	4 Col. – 9.25 in.	5.8 in.	1/8 PAGE HORIZ: 4.5W X 2.8H	1/8 PAGE VERT: 2.125W X 5.8H
1/2 Page Vertical	2 Col. – 4.5 in.	12 in.		
1/4 Page Horizontal	4 Col. – 9.25 in.	2.8 in.		
1/4 Page Vertical	2 Col. – 4.5 in.	5.8 in.		
1/8 Page Horizontal	2 Col. – 4.5 in.	2.8 in.		
1/8 Page Vertical	1 Col. – 2.125 in.	5.8 in.		

ALL ADS INCLUDE FULL COLOR

Bleed Size: 10.25 in. x 14 in.
Trim Size: 10 in. x 13.5 in.

PRINT AD RATES (NET)

SIZE	26X	13X	6X	1X
Full Page	\$1886	\$2297	\$3018	\$3429
3/4 Page	\$1532	\$1867	\$2452	\$2786
Junior Page	\$1362	\$1659	\$2178	\$2476
1/2 Page	\$1126	\$1372	\$1801	\$2047
1/4 Page	\$657	\$800	\$1052	\$1195
1/8 Page	\$470	\$572	\$752	\$854
<i>Discount off open rate</i>	45%	33%	12%	

PREMIUM PAGE RATES

POSITION	26X	13X	6X	1X
Inside Front	\$2393	\$2915	\$3830	\$4351
Inside Back	\$2176	\$2651	\$3483	\$3958
Outside Back	\$2325	\$2832	\$3720	\$4227

70%

of advertisers have seen results in increasing brand awareness

97%

of readers typically look at most to all of the ads

91%

of readers authorize purchases and select products and services

HEALTHCARENEWS.COM ADVERTISING

Every day, decision makers visit *HealthcareNews.com* for immediate access to local business information. Digital ads on *HealthcareNews.com* are a great way to drive traffic to your web site.

NEWS & NOTES ADVERTISING

Local, current, and breaking news are sent to inboxes every business day. Digital advertising on *HealthcareNews.com News & Notes* puts you directly in front of the region's business leaders and decision makers. If your goal is to get in front of the right eyes and drive them to visit your website, then *HealthcareNews.com News & Notes* is a "must buy" in your marketing plan.

POSITION

AD UNIT

Top Banner
(Both sizes required)

Web - 970 x 140 pixels
Mobile - 350 x 120 pixels

Rectangle

300 x 250 pixels

Skyscraper

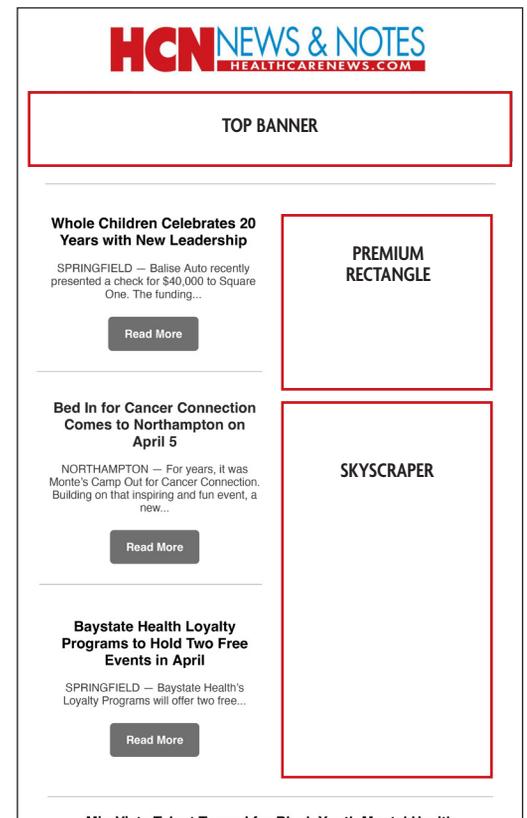
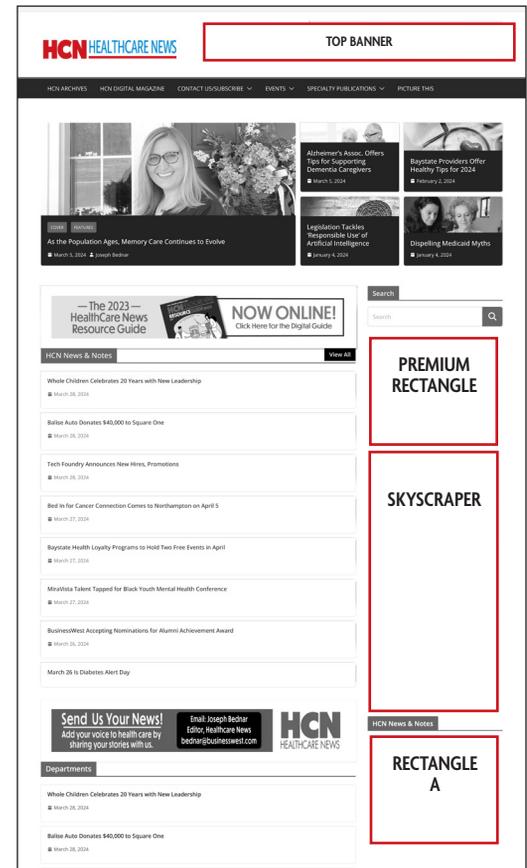
300 x 600 Pixels

34%
Open Rate

4%
Click Rate

5,734
Average Daily Subscribers

Compared to industry specific national averages:
Publishing: 15% open rate; 12% click rate;
Marketing/Advertising: 14% open rate; 8% click rate



HEALTHCARENEWS.COM AD RATES

POSITION	30 Days	60 Days	90 Days	180 Days	360 Days
Top Banner	\$508	\$880	\$1286	\$2502	\$4727
Premium Rectangle	\$360	\$685	\$1000	\$1946	\$3677
Skyscraper	\$670	\$1272	\$1858	\$3615	\$6829
Rectangle (A & B)	\$309	\$587	\$858	\$1669	\$3152

NEWS & NOTES AD RATES (PER

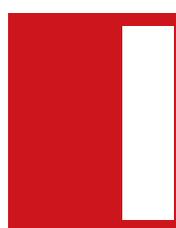
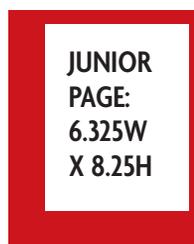
POSITION	3 Months	6 Months	12 Months
Top Banner	\$1185	\$948	\$829
Rectangle (A, B, C, D)	\$1082	\$865	\$757
Skyscraper	\$1540	\$1232	\$1078

Rates based on 1 ad per week and invoiced monthly according to type of program.

- Ad due 1 week before start date • Please provide URL link
- Files should be .jpeg, .png, or .gif, with a file size of 25MB or smaller

CUSTOM PRINT AD RATES & SPECS

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One full column



Edge ad



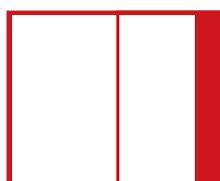
Bottom Edge



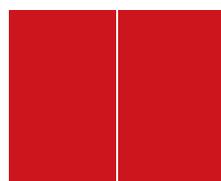
One-page
sponsored content



Corner ad at
top of page



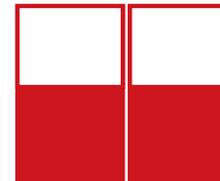
Two-page sponsored
content



Center Spread



Cover Wrap



Spadea
(half-wrap)

Specialty Ad Rates

SPECIAL SECTION AD RATES & SPECS

SIZE	RATE	DIMENSIONS
Full Page Full Page Bleed	\$2997	8.5" W x 11.25" H 8.5" W x 11.25" H (with 1/4" outside bleed)
Junior Page	\$2163	6.325"W x 8.25"H
1 Col. Vertical	\$1442	2.5" W x 11.25" H
Edge	\$901	1.75" W x 14"H (with 1/4" outside bleed)
1/2 Page Vertical 1/2 Page Horizontal	\$1792	4.175" W x 11.25" H 8.5" W x 5.3"H
1/4 Page Horizontal 1/4 Page Vertical	\$1045	8.5" W x 2.25" H 4.175" W x 5.3" H
1/8 Page Horizontal 1/8 Page Vertical	\$746	4.175" W x 2.5" H 2"W x 5.3"H

CUSTOM PRINT AD RATES & SPECS

SIZE	RATE	DIMENSIONS
One full column	\$1287	2.7"W x 14H" (with 1/4" outside bleed)
Edge ad	\$901	1.75"W x 14H" (with 1/4" bleed)
Bottom Edge (bleed)	\$901	10.25" x 2.125" (with 1/4" bleed)
One-page sponsored content	\$3296	8.5"W X14" H + Edge ad: 1.75"W x 14H" (with 1/4" bleed)
Two-page sponsored content	\$4635	Full-page bleed (10.25 x 14"H) + 8.5"W X14" H + Edge ad: 1.75"W x 14H" (with 1/4" bleed)
Center spread	\$4635	20.5"W x 14H" (with 1/4" bleed)
Cover wrap	\$7725	20.5"W x 14H" (with 1/4" bleed) 4 pages with 3" area on top of front cover for nameplate
Spadea (half-wrap)	\$3862	4 pages 10.25" W x 8.25" H (with 1/4" bleed)
Corner ad at top of page	\$669	5.5" x 5.5" diagonal (this has to be designed on page)

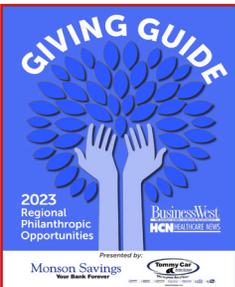
RESOURCE GUIDE/ANNUAL BOOK OF LISTS

The Annual Book of Lists is a one-stop reference tool for business and industry in Western Mass. The Resource Guide offers valuable information, statistics and data. This is the most comprehensive business directory for professionals in the region. The Annual Book of Lists is distributed to our subscription base and year round at regional events, it is also available at www.businesswest.com as a digital flipbook with hyperlinks to sponsors' and advertisers' sites. Sponsorship opportunities available.



GIVING GUIDE

The Giving Guide is an annual specialty publication highlighting regional nonprofits and charities, and is designed to serve as a guide for philanthropic opportunities for year-end giving. Help support your favorite nonprofit or charity by sponsoring its profile in the Giving Guide. Inserted into a fall edition of BusinessWest and Healthcare News, the Giving Guide will reach more than 40,000 business and health care professionals, just in time for the season of giving.



SENIOR PLANNING GUIDE

The Senior Planning Guide is a Uciam autem. Bea velibus. Ducideb isquatur? Qui reristiis aut volupti nusciumque pliquia voluptin eaturia dolum cus. Agnatem el inveliquost, omniet volo blamusam quatquossint excea cor alis is etur? Quia ditibea quaeptas est, vendit, omnis esequiaerum rem fuga. Nam re sequi sant. Te dit es dus modia volorum deles ped quis ape ommolen ditisi cus acimi, occatur alignis debis ere erepudi quassim qui aut quiaeris apero cusae volut officiam, quatiisBeatem am fugia quis ilignat ecusae que ped enducil landend

