

# healthcare design

# 2016 MEDIA KIT

## White papers

### Reducing the Risk of Patient Self-Harm: The Case for Ligature-Resistant Products

When speaking of a comprehensive patient-safety risk assessment in pre-project planning, the design challenge is to balance patient safety without negatively impacting the creation of a therapeutic environment that is conducive to patient healing and recovery.



Nonetheless, the...

### Better Care, Less Cost and More Value: Getting in Tune with New Healthcare Realities

Reducing Healthcare Associated Infection with Better Environmental Choices  
The Healthcare-Associated Infection Challenge

It is one of the ironies with our healthcare system: the place where you go to get well can also make...

### Coated Fabric Upholstery Materials for Healthcare Settings: Selection and Disinfection

With the intensive and ever-changing demands of healthcare reform, providers of all stripes are demanding more access to reporting and transparency on their environments. A white-hot spotlight is shining on furniture, specifically its...



### Understanding Wood: A Material Connection with Nature

Recent studies have proven that human beings' connection with nature through the inclusion of wood veneers in the interior built environment provides an improved sense of well-being and comfort, and quickened patient healing. This can be attributed to the...



### eBook: Reducing Noise and Improving Care in Modern Healthcare Facilities

The mission of many modern hospitals has expanded to not only the rehabilitation of a patient's body, but also to rejuvenate their...



## healthcare design NEWSLETTER

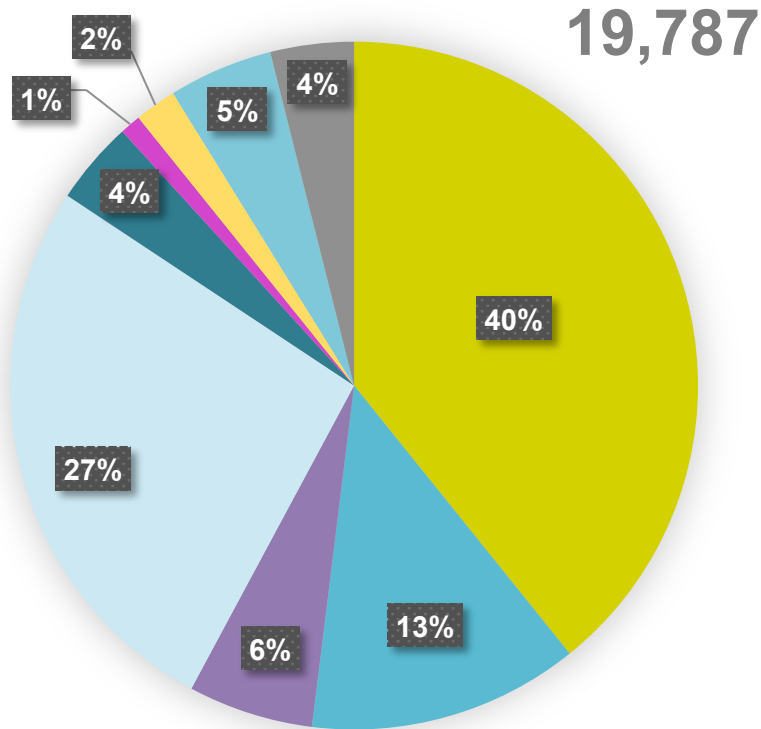


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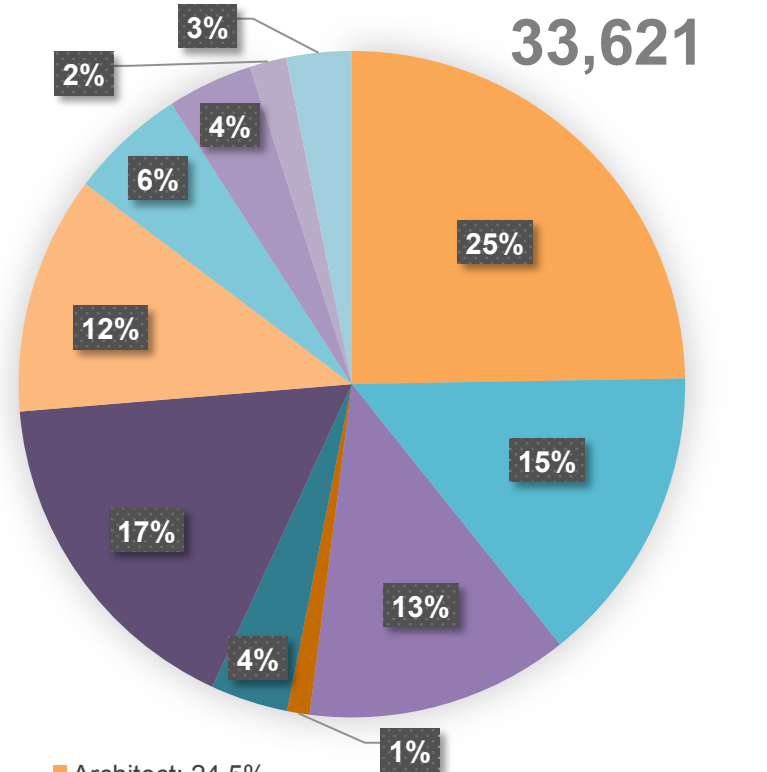
# HEALTHCARE DESIGN AUDIENCE\*

## Audience Breakdown: By Industry (Print)



- Architectural or A/E Firm: 39.6%
- Interior Design Firm: 12.8%
- Design/Build Firm: 5.9%
- Hospital/Specialty Medical Center: 26.7%
- Medical Office/Clinic/Outpatient Center: 3.7%
- University Medical School: 1%
- Engineering Firm: 1.6%
- Contractor/Builder/Construction: 4.7%
- Other: 3.8%

## Audience Breakdown: By Title (Print + Digital)



- Architect: 24.5%
- Interior Designer: 14.7%
- Facilities Manager/Facilities Planner/Director: 12.9%
- Buyer/Purchasing Executive: 1.1%
- Consultant/Medical Planner/Infection Control/Nurse: 3.8%
- President/CEO/COO/CFO/Owner: 16.5%
- Administrator/Vice President/Director: 11.7%
- Construction Management/Project Management: 5.7%
- Contractors — Electrical/Mechanical/Other: 4.2%
- Chief Engineer/Engineer: 1.8%
- Other: 3.2%

NOTE: Other includes Maintenance, Environmental, Safety/Security, Infection Control, Technology, and others allied to the field



# HEALTHCARE DESIGN 2016 EDITORIAL CALENDAR

Jan/Feb	March	April	May	June/July	COLUMNS & DEPARTMENTS
Ad Close: 12/22	Ad Close: 1/29	Ad Close: 3/3	Ad Close: 4/4	Ad Close: 5/13	
Materials Due: 12/30	Materials Due: 2/8	Materials Due: 3/10	Materials Due: 4/11	Materials Due: 5/20	
<b>Featured content:</b> 2015 HCD EXPO & CONFERENCE WRAP-UP  Urgent Care Facilities  <b>Products spotlight:</b> Patient Rooms	<b>Featured content:</b> State of the Industry Report: A/E/C Survey Results  <b>Products spotlight:</b> Staff Spaces  <b>Special Advertising Section:</b> Corporate Profiles	<b>Featured content:</b> Rehab Units  <b>Products spotlight:</b> Outdoor Spaces  <b>Show Distribution:</b> Environments for Aging Expo & Conference	<b>Featured content:</b> Designing for Wellness  <b>Products spotlight:</b> Green and Sustainable  <b>Special Advertising Sections:</b> Interior Design Portfolio  Interior Design Directory  Product Gallery  <b>Show Distribution:</b> AIA Convention & HD Expo	<b>Featured content:</b> Trends in Lighting  <b>Products spotlight:</b> Pediatric Spaces  <b>Show Distribution:</b> NeoCon	
<b>Design Showcase Issue</b>	<b>Featured content:</b> Designing for Staff Satisfaction  The HCD 10 Winners  <b>Products spotlight:</b> ORs and Surgical Areas  <b>Special Advertising Section:</b> Product Gallery	<b>Featured content:</b> 2016 HCD EXPO & CONFERENCE PREVIEW  Inpatient Unit Design  <b>Products spotlight:</b> Specialty Patient Populations ( <i>Bariatric, Seniors, Behavioral Health, etc.</i> )  <b>Special Advertising Section:</b> Landscape Design Portfolio  <b>Show Distribution:</b> NeoCon East	<b>Featured content:</b> 2016 HCD EXPO & CONFERENCE ISSUE  Clinic Design  <b>Products spotlight:</b> Dining Areas  <b>Special Advertising Sections:</b> Project Watch  Product Gallery  <b>Show Distribution:</b> Healthcare Design Expo & Conference	<b>Featured content:</b> 2016 HCD EXPO & CONFERENCE WRAP-UP  Acoustics and Noise Control  <b>Products spotlight:</b> Acoustics  <b>Special Advertising Section:</b> Remodel/Renovation Competition  <b>Show Distribution:</b> IIDEX	
August	September	October	November	December	
Ad Close: 7/1	Ad Close: 8/5	Ad Close: 9/2	Ad Close: 10/3	Ad Close: 11/11	
Materials Due: 7/11	Materials Due: 8/12	Materials Due: 9/12	Materials Due: 10/10	Materials Due: 11/18	
<b>Featured content:</b> International Projects  <b>Products spotlight:</b> Lobbies and Waiting Areas  <b>Special Advertising Section:</b> Behavioral Health Portfolio	<b>Featured content:</b> Designing for Staff Satisfaction  The HCD 10 Winners  <b>Products spotlight:</b> ORs and Surgical Areas  <b>Special Advertising Section:</b> Product Gallery	<b>Featured content:</b> 2016 HCD EXPO & CONFERENCE PREVIEW  Inpatient Unit Design  <b>Products spotlight:</b> Specialty Patient Populations ( <i>Bariatric, Seniors, Behavioral Health, etc.</i> )  <b>Special Advertising Section:</b> Landscape Design Portfolio  <b>Show Distribution:</b> NeoCon East	<b>Featured content:</b> 2016 HCD EXPO & CONFERENCE ISSUE  Clinic Design  <b>Products spotlight:</b> Dining Areas  <b>Special Advertising Sections:</b> Project Watch  Product Gallery  <b>Show Distribution:</b> Healthcare Design Expo & Conference	<b>Featured content:</b> 2016 HCD EXPO & CONFERENCE WRAP-UP  Acoustics and Noise Control  <b>Products spotlight:</b> Acoustics  <b>Special Advertising Section:</b> Remodel/Renovation Competition  <b>Show Distribution:</b> IIDEX	
					<b>Monitor</b> (a quick-hit roundup of news, projects, research, and more)
					<b>Interiors</b>
					<b>Research</b>
					<b>The Center</b> (an editorial from The Center for Health Design)
					<b>Operations</b>
					<b>Construction</b>
					<b>First Look</b> (back page focus on a project in progress)

Print Units (4C) Gross	1x	3x	6x	10x
Spread	\$13,305	\$12,645	\$11,875	\$10,895
Full-page	\$7,900	\$7,560	\$7,065	\$6,570
2/3-page	\$5,825	\$5,570	\$5,210	\$4,840
1/2-page	\$4,550	\$4,350	\$4,065	\$3,780
1/3-page	\$3,295	\$3,150	\$2,945	\$2,740
1/4-page	\$2,630	\$2,515	\$2,350	\$2,185

B&W: Take \$900 off color rate | \* ¼ page ads are stacked 4 per page

## Premium Magazine Position Rates

Inside front cover	Inside back cover	Back cover	Opposite Editorial	Opposite TOC
15%	10%	15%	10%	10%

Contact your representative for pricing on cover tips, gatefolds, bellybands, regional advertising, inserts, polybags, and other magazine advertising options.

Note: Any other approved requested position is subject to a 15% positioning fee.

**89%** read each issue of *Healthcare Design* more than 2x\*

**70%** rate *Healthcare Design* very important/important\*

**75%** spend 15 – 44 minutes reading *Healthcare Design*\*



**84%** of our readers report taking some purchasing action after seeing an ad in *Healthcare Design*.\*

- **49%** discussed the advertised product or service with colleagues
- **47%** visited an advertiser's website for more information
- **43%** recommended the purchase of products/services
- **18%** bought the product or service advertised

After seeing an ad in *Healthcare Design*\*:

- **91%** were able to associate the ad with a company or brand
- **96%** liked one or more ads/found the ad appealing
- **80%** developed a more positive opinion of the advertised product or service
- **80%** became newly aware of a product/service

Run-of-Site Banners (Net)	Rotations	1x - 6x	7x - 12x
728 x 90	3	\$2,990	\$2,790
468 x 60	3	\$1,995	\$1,795
200 x 90	3	\$1,700	\$1,500
300x 250	3	\$2,790	\$2,590

Rich Media	1x - 6x	7x - 12x
Welcome Mat	\$6,310	\$5,385
Page Push	\$4,210	\$3,890
Page Peel	\$4,210	\$3,890
Footer	\$4,410	\$4,080
Side Kick	\$4,085	\$3,775

Weekly eNewsletter	1x - 6x	7x+
728 x 90	\$2,840	\$2,535
160 x 600	\$2,840	\$2,535
180 x 150	\$1,195	\$1,010
125 x 125 Product Ad	\$1,495	\$1,295

Vertical eNewsletter (300x250)	1x - 6x	7x+
Architects	\$1,495	\$1,295
Designers	\$1,495	\$1,295
Operations	\$820	\$755
Construction	\$1,095	\$895

NEWSLETTER SUBSCRIBERS

**24,000+** Weekly

**3,400+** Architecture\*

**2,800+** Construction & Engineering\*

**3,700+** Interior Design\*

**2,000+** Operations\*

Note: Enewsletter reach is subject to change as we optimize our list performance.

**165,000+ Online Page Views\*\***  
**53,000+ Online Unique Visitors\*\***

**Leaderboard (728x90)**

healthcare design

Union Village: Introducing A First  
 December 22, 2014 - 11 items and 1 item view  
 The team behind the Purplegrass Urban Village in Nashville took off a series of things starting from a strategic environmental and business model and moving forward with the first of its kind health village, starting with how the P3 team was selected.

Groves Memorial Project Issues Request For Qualifications  
 September 22, 2014 - 1 item and 1 item view  
 The new Groves Memorial Healthcare Hospital is expected to be completed in mid-2016.

Inspira Health Plans New Medical Center in Gloucester County, NJ  
 September 22, 2014 - 1 item and 1 item view  
 Inspira Medical Center Woodbury, NJ, will remain open and expand hospital services currently offered at the facility will be transferred to the new center location in conjunction with its relocation to new plant.

Healing Masterpiece  
 September 22, 2014 - Anne Shultz, Senior Editor  
 Grinn College Medical Center turned what used to be a building into a masterpiece of modern architecture and design. It's not just the new building, it's the way it was built, and the way it was built that makes it a masterpiece of design throughout the entire site.

Albany Med To Expand Services, Partnerships  
 September 22, 2014 - Phyllis DeWitt, Associate Editor  
 Deacon Health Services is a new intercity care center and plans for partnerships with other health care groups.

Wellness Center Opens At California State University, Northridge  
 September 22, 2014 - Phyllis DeWitt, Associate Editor  
 The \$20-million new health village location and well-being coaching space, holistic care, peer coaching teams, and more to campus.

Collisano Children's Hospital of Southwest Florida Tops Off \$244M Project  
 September 22, 2014 - Pamela Hines, Senior Editor  
 The new facility will have room for up to 100 beds when it opens in 2017.

Prime Health To Expand In Florida  
 September 22, 2014 - Pamela Hines, Senior Editor  
 The national hospital system is purchasing the 86-bed Long Regional Medical Center.

FIRST LOOK: ReadyMed Plus  
 September 27, 2014 - Phyllis DeWitt, Associate Editor

Current Issue  
 September 2015  
 New Topic: Home  
 New Topic: Index  
 Available Now

Most Popular  
 Five Need-to-Know Trends Shaping Healthcare Design  
 OR Designs That Are Ready For The Cutting Edge  
 Accreditation, Certification, Licenses, Registration  
 FIRST LOOK: ReadyMed Plus  
 Planning Clinics for Flexibility And Adaptability

healthcare design BUYER'S GUIDE

healthcare design eNEWSLETTER

August 22, 2014

**Leaderboard 728 X 90**

healthcare design CONFERENCE NOV 15-18 2014

A Value-Driven Approach to Designing Cancer Environments  
 Understanding the role of design can use to determine basic, target, and aspirational metrics to optimize a new space, create a better patient, family, and staff needs, then, the design of an infection control center in the complex of a cancer center.

Where Operations And Design Meet  
 Can the best of both worlds be achieved when the best of access is supported by the right built environment? A recent study captures lots of information on this topic. In our 728x90 version we've gone with a more concise design solution?

Project Placement: How To Locate Healthcare Facilities In An Evolving Market  
 A lot of work is available for designers and developers alike in selecting the right site to provide to the right market.

Why It's Cool With Facility Design  
 Who are cool patients and young patients should be covered for their health care options. In our 728x90 version we've gone with a more concise design solution?

Use B2C Education Day Outreach  
 View all slides

Medical Center  
 Conditions: Designed by clinicians as a way to solve specific problems within healthcare facilities  
 < 125 >  
 Portable, Safe, Retractable and Portable: Product is simple for any location  
 New Product Video on YOUTUBE: CLICK HERE

160 X 600  
 The Reader Removable Sign is simple in shape, slim in profile, is made of a cast and anodized aluminum base with integrated LED lighting, mounted on a clear acrylic panel. The glass panel, which sets the low grid. Panels can be custom drilled with types and sizes of mounting hardware. The sign is LED lighting is handled. The cast and anodized aluminum base is Pargard 6063 powdercoated finished with an anodized clear paint system.  
 Visit www.ledsign.com for more information on these products, and the complete catalog of active site markers and LED lighting.

AN BARRIER BETWEEN BUILDING ENERGY EFFICIENCY  
 Gateway's new line of LED lighting solutions are designed to provide superior lighting and energy efficiency. The new line of products will be available in a variety of applications, including commercial, residential, and industrial. The new line of products will be available in a variety of applications, including commercial, residential, and industrial. The new line of products will be available in a variety of applications, including commercial, residential, and industrial.

RECTANGLE 180 X 150  
 We make it easy for you.  
 ICJ's wheelchair ramps are built to virtually all applications, as well as with virtually all medical and IT devices throughout the hospital. Choose an entrance from a standard ADA 3000 and 30" height and easily slip what you need right into your design.

PRICE TACKLE Transport Chair  
 When it comes to the patient experience, details matter. Designed in partnership with the Medical Design Group, the Price Tackle Transport Chair has created a comfortable, welcoming and safe environment for patients, patients and their family members. Learn more about this new product at [www.pricechair.com](http://www.pricechair.com).

468 X 60  
 Interior Design, Construction Trends Show Positive Momentum  
 The American Council on Education's (ACEI) 2014 Survey of Industry and Firms 2014 Third Quarter Non-Residential Construction Index both indicate overall improvement despite rising costs.

PHOTO TOUR: Washington Civil & Facial Surgery  
 Set a medical practice in Arlington, VA, and Facial Surgery in Arlington, VA, opened in July 2014.

Building Rehabilitation: Walkstone Mobile Creates A Place For Working In A Former Federal Home  
 The new building is a prime example of how a building can be repurposed and an excellent layout to provide a modern and exciting medical facility.

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Allegent Creighton Health Outlines Plans For New Academic Medical Complex  
 Creighton University Medical Center University Campus will have significant, logistic, and strategic care.

Industry Briefs: Week Of 8.18.14  
 Personnel Support, environmental and industry updates from RSP Architects, Any Architects, P2P Architects, and more.

Product Report: Week Of 8.18.14  
 A weekly roundup of new products and vendor news in the healthcare industry.

Footer Ad 728 X 90

Share  
 twitter facebook LinkedIn

\*Publisher's own unified audience database (100% opt-in), Aug 2014

\*\*Google Analytics, 2014 Average