

Healthcare Informatics

Healthcare IT Leadership, Vision & Strategy

**Editorial Excellence:
Committed to
providing the most
up-to-date reporting
and trenchant
analysis.**



Mark Hagland
Editor-in-Chief

Healthcare Informatics brings our readers the latest news and the most incisive reporting and analysis on the topics of greatest interest to the key healthcare IT decision-makers in hospitals, medical groups, and integrated health systems nationwide.

We provide our readers with the highest-quality coverage of the most important developments taking place, translating those developments into coverage that provides actionable information to our core target readers.

Providing a combination of information, news, and commentary, focused on the most important trends emerging in the industry, with insightful analysis, **Healthcare Informatics** helps our readers put the information in the context of their scope of work.

The image displays two overlapping screenshots of the Healthcare Informatics content. The top screenshot shows the website's homepage with a navigation bar, search function, and various article teasers. One prominent article is titled "How can Vendor Neutral Archiving Improve Productivity While Storage Costs and Improving Care Quality at your Facility?". Below this, there are sections for "TOP STORIES" and "HOT TOPICS". The bottom screenshot shows the cover of the March 2013 issue of the magazine, featuring a red and gold design with the text "TOP TECH TRENDS 2013" and "The New Healthcare: Making the Leap".

2014 BRANDING SOLUTIONS

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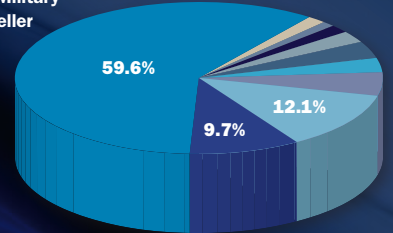
VENDOME
HEALTHCARE
MEDIA

64% of our 55,025 readers pass along *Healthcare Informatics* to an average of five people—making our total readership 275,125!***



CIRCULATION BREAKDOWN: BY BUSINESS**

- 59.6% Hospitals/Integrated Delivery System
- 9.7% Medical Clinic/Group Practice/Ambulatory Care Center
- 12.1% Healthcare/IT Consulting Firm
- 5% Long Term or Sub-Acute Care Facility/Home Healthcare Agency
- 3.1% Government/Education/Military
- 3.6% Vendor/Value-Added Reseller
- 2.6% Managed Care Organization (HMO/PPO)
- 1.6% Physician Organization (IPA/MSO/PHO/PPMC)
- 1.1% Independent Pharmacy/Lab/Imaging Center
- 1.6% Others Allied to the Field



Latest issues and advancements in healthcare information technology

Healthcare Informatics provides expert insight and in-depth coverage of the latest policy, operational, and technological developments facing the healthcare IT industry, delivering authoritative and timely content through multiple channels to engage and shape the industry. In addition to its print and online publications, *Healthcare Informatics'* industry-leading conference, the Executive Summit, and cost-effective webinars, offer educational and networking opportunities with peers. In addition, *Healthcare Informatics* regularly recognizes the highest levels of achievement in the industry, honoring excellence through its annual awards and research.

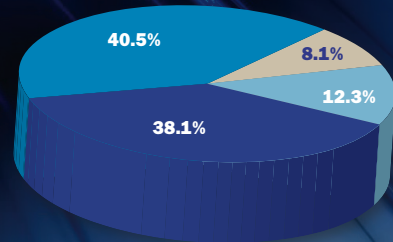
Editorial Focus includes:

- Policy
- Clinical Information Systems
- Financial Information Systems
- IT Governance
- Business Management
- Managed Care and Healthcare Payers
- HIT Market
- Professional Development
- Health Information Exchange
- Patient Safety, Care Quality, Performance Improvement
- Imaging Informatics

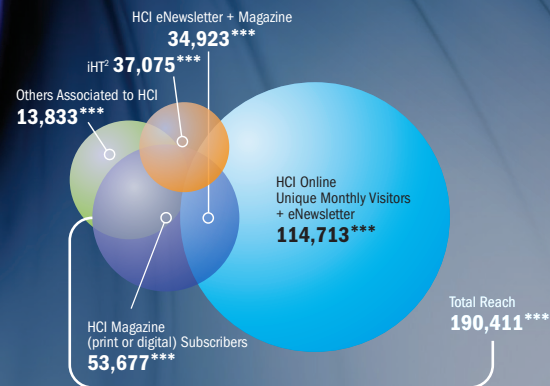
*Litchfield Research: 2012
**BPA Statement: June 2013
***Publishers Own Data, 2013

CIRCULATION BREAKDOWN: BY TITLE**

- Information Management: 21,858 – 40.5%
- General and Financial Management: 20,582 – 38.1%
- Clinical Management: 6,663 – 12.3%
- Other Titled and Non-Titled Personnel Allied to the Field: 4,308 – 8.1%



AUDIENCE BREAKDOWN***



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VENDOME HEALTHCARE MEDIA

FEBRUARY	MARCH	APRIL/MAY
Ad Close: 1/13	Ad Close: 2/20	Ad Close: 4/7
Materials Due: 1/14	Materials Due: 2/21	Materials Due: 4/8
<p>Editorial Focus: IT Innovator Awards Payer-Provider Collaboration Storage and the Cloud</p> <p>Special Section: Products & Services Guide</p>	<p>Editorial Focus: Top Tech Trends IT Security and Privacy</p>	<p>Editorial Focus: CMIOs and Clinical Decision Support Health Information Exchange Best In KLAS Supplement</p>
<p>Bonus Distribution: HIMSS, Orlando, FL (2/23 - 2/27)</p>	<p>Baxter Ad Study</p>	<p>Baxter Ad Study Bonus Distribution: <i>Healthcare Informatics</i> Executive Summit, San Francisco, CA (May 2014)</p>
JUNE	JULY/AUGUST	SEPTEMBER
Ad Close: 5/14	Ad Close: 7/2	Ad Close: 8/12
Materials Due: 5/15	Materials Due: 7/3	Materials Due: 8/13
<p>Editorial Focus: The <i>Healthcare Informatics</i> 100 Most Interesting Vendors Trends in Vendor Development</p>	<p>Editorial Focus: Business Intelligence and Analytics Mobile Computing</p> <p>Special Section: HCI 100 Company Profiles Supplement</p>	<p>Editorial Focus: Legislative and Policy Outlook Revenue Cycle Management</p>
<p>Bonus Distribution: HFMA-(ANI), Las Vegas, NV (6/22 - 6/25) AHIP, Seattle, WA (6/11 - 6/13) AMDIS, Ojai, CA (6/16 - 6/20)</p>	<p>Baxter Ad Study</p>	<p>Baxter Ad Study Bonus Distribution: AHIMA, San Diego, CA (9/27 - 10/02)</p>
OCTOBER	NOVEMBER/DECEMBER	ONGOING COVERAGE:
Ad Close: 9/11	Ad Close: 11/4	Healthcare Policy and Healthcare Reform
Materials Due: 9/12	Materials Due: 11/5	Meaningful Use
<p>Editorial Focus: Medical Groups and IT Human Resources and Staffing Solutions</p>	<p>Editorial Focus: Imaging Informatics Care Management</p> <p>Special Section: Annual Resource Guide</p>	Ambulatory Information Systems
<p>Bonus Distribution: CHIME, San Antonio, TX (10/28 - 10/31) MGMA, Las Vegas, NV (10/26 - 10/29)</p>	<p>Baxter Ad Study Bonus Distribution: RSNA, Chicago, IL (11/30 - 12/05)</p>	Administrative and Financial Systems
		Revenue Cycle Management Solutions
		Mobile Computing
		Imaging Informatics
		Health Information Exchange
		Telehealth
		Health Information Management and ICD-10
		Analytics and Business Intelligence



FEBRUARY Care Transition
MARCH Nursing
APRIL/MAY Health Information Exchange
JUNE Clinical Documentation
JULY/AUGUST Pharmacy and E-Prescribing
SEPTEMBER CIOs and CMIOs
OCTOBER Telehealth
NOVEMBER/DECEMBER Patient Safety

2014 EDITORIAL CALENDAR

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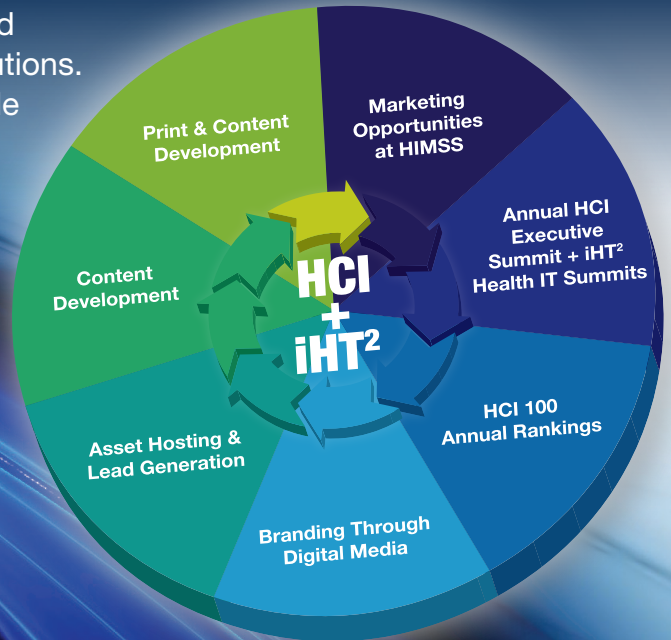


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MEDIA

Full Marketing Solution Provider: Enhance your brand recognition with *Healthcare Informatics*' marketing solutions. Our unparalleled reach, expertise and resources provide you with the solutions you need to drive customer engagement.



MARKETING OPPORTUNITIES AT HIMSS

- Annual Innovator Awards Reception Sponsorships
- In-Person Video Interview Program
- Ad Packages & Ala Carte Offerings

ANNUAL HCI EXECUTIVE SUMMIT

- Individual & Packaged Sponsorships
- Speaking Opportunities

HCI 100 ANNUAL RANKINGS

- June Annual Rankings Issue
- Company Profiles
- Digital HCI 100 Page Enhancements

BRANDING THROUGH DIGITAL MEDIA

- ROS Banners
- Rich Media Banners
- eNewsletter Banners
- Vertical & Custom eNewsletter Sponsorships
- Content Channel Sponsorships
- Homepage Surveys

ASSET HOSTING & LEAD GENERATION

- Whitepaper/Asset Hosting & Lead Gen
- Webinars
- In-Person Events

WHITEPAPER & WEBINAR DEVELOPMENT

- In-Person Video Interviews
- Custom Brand Integration Program
- Custom eNewsletter
- Whitepaper/Case Study Development
- eBook
- eZine
- Content Creation
- Advertorial Supplements

PRINT & CONTENT DEVELOPMENT

- Display Advertising
- Advertorials
- Inserts
- Case Studies
- Specialty Units

2014

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