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

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.
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

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/POPO)
- 1.6% Physician Organization (IPA/MSO/PHO/PMMC)
- 1.1% Independent Pharmacy/Lab/Imaging Center
- 1.6% Others Allied to the Field

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***
- HCI Magazine (print or digital) Subscribers: 53,677***
- HCI eNewsletter + Magazine: 34,923***
- iHT2: 37,075***
- Others Associated to HCI: 13,833***
- HCI Online Unique Monthly Visitors + eNewsletter: 114,713***
- Total Reach: 190,411***

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*Litchfield Research: 2012
**BPA Statement: June 2013
***Publishers Own Data, 2013
## 2014 Editorial Calendar

### February
- **Ad Close:** 1/13
- **Materials Due:** 1/14
- **Editorial Focus:**
  - IT Innovator Awards
  - Payer-Provider Collaboration
  - Storage and the Cloud
- **Special Section:**
  - Products & Services Guide
- **Bonus Distribution:**
  - HIMSS, Orlando, FL (2/23 – 2/27)

### March
- **Ad Close:** 2/20
- **Materials Due:** 2/21
- **Editorial Focus:**
  - Top Tech Trends
  - IT Security and Privacy
- **Baxter Ad Study**

### April/May
- **Ad Close:** 4/7
- **Materials Due:** 4/8
- **Editorial Focus:**
  - CMIOs and Clinical Decision Support
  - Health Information Exchange
  - Best In KLAS Supplement
- **Baxter Ad Study**

### June
- **Ad Close:** 5/14
- **Materials Due:** 5/15
- **Editorial Focus:**
  - The Healthcare Informatics 100 Most Interesting Vendors
  - Trends in Vendor Development
- **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)

### July/August
- **Ad Close:** 7/2
- **Materials Due:** 7/3
- **Editorial Focus:**
  - Business Intelligence and Analytics
  - Mobile Computing
- **Special Section:**
  - HCI 100 Company Profiles Supplement
- **Baxter Ad Study**

### September
- **Ad Close:** 8/12
- **Materials Due:** 8/13
- **Editorial Focus:**
  - Legislative and Policy Outlook
  - Revenue Cycle Management
- **Baxter Ad Study**

### October
- **Ad Close:** 9/11
- **Materials Due:** 9/12
- **Editorial Focus:**
  - Medical Groups and IT
  - Human Resources and Staffing Solutions
- **Bonus Distribution:**
  - CHIME, San Antonio, TX (10/28 – 10/31)
  - MGMA, Las Vegas, NV (10/26 – 10/29)

### November/December
- **Ad Close:** 11/4
- **Materials Due:** 11/5
- **Editorial Focus:**
  - Imaging Informatics
  - Care Management
- **Special Section:**
  - Annual Resource Guide
- **Baxter Ad Study**
- **Bonus Distribution:**
  - RSNA, Chicago, IL (11/30 – 12/05)

### Ongoing Coverage:
- Healthcare Policy and Healthcare Reform
- Meaningful Use
- Ambulatory Information Systems
- 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

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- 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

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