

Health Affairs Online

as of December 2016

Health Affairs unique online journal readers monthly

367,000

Monthly journal accesses

568,000

Readers in over

230 countries & territories

Published in print, online, and on the iPad

monthly

Health Affairs Blog

as of December 2016

Health Affairs unique blog users monthly

205,000

Blog page views monthly

333,000

Twitter followers

121,000

About Health Affairs

Health Affairs is the leading multidisciplinary peer-reviewed journal dedicated to the serious exploration of domestic and international health policy. Serving as a high-level, nonpartisan forum, it promotes analysis and discussion on improving health and health care concerning cost, quality, and access issues.

Health Affairs Blog is the leading resource for timely commentary and analysis on health policy and issues affecting health and health care. The Blog features daily posts from a wide variety of perspectives with authors that include national health policy experts, policymakers, and industry leaders.

IMPACT

Health Affairs publications have been cited in congressional testimony and by members of Congress, cabinet secretaries, presidential candidates, and international governments.

Media outlets that have cited the Health Affairs content include *The New York Times*, *Washington Post*, *Politico*, *Forbes*, *The Wall Street Journal*, *Reuters*, *The Daily Show*, and many others.

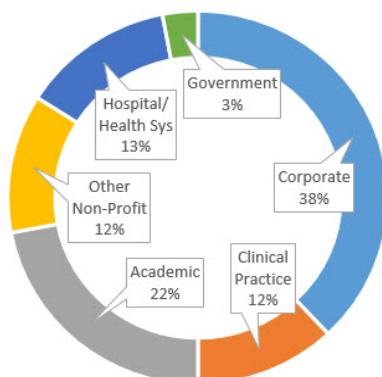
AUDIENCE

Government health leaders, hospital and insurance decision makers, researchers and academics, advocates, consultants, and investment analysts.

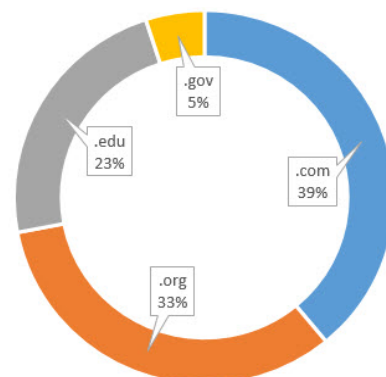
TOPICS

Costs and Spending, Drugs and Medical Technology, Equity and Disparities, the ACA, Global Health, Health IT, GrantWatch, Health Policy Lab, Health Professionals, Hospitals, Innovations in Care Delivery, Insurance and Coverage, Long-term Services and Supports, Medicaid and CHIP, Medicare, Narrative Matters, Payment Policy, Organization and Delivery, Population Health, Public Health, and Quality.

Journal Subscriber Professions



Blog Reader Demographics



Health Affairs in the Media

250+ cites per issue
in media outlets—including:

US News & World Report

Wall Street Journal

Bloomberg

Politico


NPR

New York Times

Newsweek

Forbes

Washington Post



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Advertising Opportunities

NEW! HEALTHAFFAIRSTODAY

Reach 25,000 dedicated *Health Affairs* readers in our daily newsletter.

	Placement	Wide/High	Pricing	Samples
Main Body	eblast	300 x 250	\$775/day	Request
-Below First Topic			\$2,600/week	
Main Body	eblast	600 x 150	\$500/day	Request
-Below Last Topic			\$2,000/week	

Specs: JPG (interlaced, non-transparent, no animation/rotation); click-through URL; alt text.

HEALTHAFFAIRSBLOG AD

Reach a high caliber audience of 205,000 unique visitors and 333,000 blog page views monthly.

	Placement	Wide/High	Pricing	Samples
Right Column	All pages	300 x 250	\$2,800/week	View
-Above Fold			\$7,000/month	View
Main Body	Home page	728 x 90	\$1,400/week \$3,500/month	View
Top	Internal pages	380 x 80	\$2,400/week \$6,000/month	View

Specs: JPG (interlaced, non-transparent, no animation/rotation); click-through URL; alt text.

HEALTHAFFAIRSETOC AD

Your banner ad tops *Health Affairs'* monthly issue Table of Contents email blast. Delivered to 23,000 subscribers and opt-ins.

	Placement	Wide/High	Pricing	Samples
Top	eTOC blast	460 x 80	\$2,000/issue	Request

Specs: JPG (interlaced, non-transparent, no animation/rotation); click-through URL; alt text.

ANNOUNCEMENT EMAIL BLAST

Increase your event registrations, job post visibility, or book sales with your email sent to *Health Affairs'* Announcement list including 6,000 opt-in emails.

	Pricing	Samples
HTML document (*.html)	\$2,800/eblast additional \$200 editing fee may apply	Request
Rich Text document (*.doc/x)	\$2,300/eblast	Request

Specs: HTML or Rich Text; <6 links in email body; subject line.

DIRECT MAIL LISTS

Health Affairs' [subscriber list](#) helps businesses sell products and services.

<http://datacards.alc.com/market?page=research/datacard&id=73902>

HEALTH AFFAIRSONLINE JOURNAL AD

Online journal pages are visited by 367,000 unique readers and accessed over 568,000 times monthly.

	Placement	Wide/High	Pricing	Samples
Leaderboard	Archive pages	728 x 90	\$675/week	View
	Topic pages		\$1,700/month	View
	Search pages			View

Specs: JPG (interlaced, non-transparent, no animation/rotation); click-through URL; alt text.

Policy Impact

Health Affairs is cited by US administration officials and ministry of health leaders around the globe—including:

- 9 times in congressional testimony
- 20 times in the federal register (from both sides of the aisle)
- 7 Supreme Court briefings or decisions in 2015

Chief Justice John Roberts cited *Health Affairs* in the historic decision on the Affordable Care Act.

Health Affairs Editorial Calendar 2017

Issues are released on the first/second Monday of the month, except when there is a holiday. Some issues are theme-oriented; other issues feature topic-focused collections as well as series. The editorial calendar is subject to change.

ISSUE	THEME/Cluster	EVENT
FEB (2/6)	Workplace Health & Productivity	
MAR (3/6)	DELIVERY SYSTEM INNOVATION	
JUN (6/5)	HEALTH EQUITY	
JUL (7/7)	END OF LIFE CARE	
SEP (9/5)	Competition/ Consolidation	
NOV (11/6)	VALUE THROUGH GLOBAL INNOVATION	• 2017 World Innovation Summit for Health (WISH) (dates TBA, Doha Qatar)
DEC (12/4)	PRECISION MEDICINE	

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