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.


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.
Health Affairs in the Media

Average 450 cites monthly in media outlets—including:

US News & World Report
Wall Street Journal
Bloomberg
Politico
NPR
New York Times
Newsweek
Forbes
Washington Post

Half of the cites reflect past issues—demonstrating durable relevance.

Advertise now in Health Affairs

**NEW** Health Affairs JOURNAL PRINT AD

<table>
<thead>
<tr>
<th>Placement</th>
<th>Pricing (Open)</th>
<th>Pricing (6x)</th>
<th>Pricing (12x)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$5,500</td>
<td>$4,000</td>
<td>$3,850</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$5,500</td>
<td>$4,000</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

**Specs (Digital Ad Submission):**
- File Format: Adobe PDF (high resolution, press quality). Images: Size to 100% (200 dpi resolution for halftones, 600-1200 dpi for line art); prepare color images as CMYK.
- Fonts: All fonts must be embedded in press quality PDF – or converted to outline.
- Delivery: Submit PDFs to moleksiuk@projecthope.org; do not submit directly to printer.
- Cancellation Policy: 3 weeks prior to publication date.

**Specs (Materials):**
- Printing Process: Web Heatset process on 65-lb cover paper and 45-lb internal paper.
- Binding Method: Perfect bound.
- Publication Trim Size: 8.375” wide; 10.875” high; 0.5” outside page margin; 0.5625” inside page margin (at fold/gutter); 0.375” head and foot margins.
- Bleed (if offered): 0.125”.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Pricing (Open)</th>
<th>Pricing (6x)</th>
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</thead>
<tbody>
<tr>
<td>Bellyband</td>
<td>$6,000</td>
<td>$4,800</td>
</tr>
<tr>
<td>Cover Page</td>
<td>Tip-on</td>
<td>$10,000</td>
</tr>
<tr>
<td>Insert</td>
<td>Up to 4 pages (supplied)</td>
<td>$5,000</td>
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<tr>
<td>Insert</td>
<td>Up to 8 pages (supplied)</td>
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<tr>
<td>Ride-along</td>
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**Specs:** to be provided

**Health Affairs Today NEWSLETTER AD**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Wide/High</th>
<th>Pricing</th>
<th>Samples</th>
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</thead>
<tbody>
<tr>
<td>Primary Position</td>
<td>eblast</td>
<td>300 x 250</td>
<td>Request</td>
</tr>
<tr>
<td>-above mid main body</td>
<td></td>
<td>$800/day</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>$3,000/week</td>
<td></td>
</tr>
<tr>
<td>Secondary Position</td>
<td>eblast</td>
<td>600 x 150</td>
<td>Request</td>
</tr>
<tr>
<td>-below mid main body</td>
<td></td>
<td>$500/day</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>$2,000/week</td>
<td></td>
</tr>
<tr>
<td>Newsletter Buy-Out</td>
<td></td>
<td></td>
<td>20% premium</td>
</tr>
<tr>
<td>-presenting sponsorship “brought to you by” labeling; available daily or weekly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native Advertising Unit</td>
<td></td>
<td></td>
<td>20% premium</td>
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</table>

**Specs:** JPG (interlaced, non-transparent, no animation/rotation); clickthrough URL; alt text.
**Stats:** 21% Open Rate; 3.4% CTR.

**Health Affairs WEB HOME SITE AD**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Wide/High</th>
<th>Pricing</th>
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<tbody>
<tr>
<td>Top Right Rail</td>
<td>Home &amp; Internal pages</td>
<td>300 x 250</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home Site Buy-Out</td>
<td>-presenting “brought to you by” labeling</td>
<td>Native Advertising Unit</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Specs:** JPG (interlaced, non-transparent, no animation/rotation); clickthrough 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.

Publisher Liability: Publisher will not be liable for any special, indirect, or consequential loss or damage occasioned by the failure of any advertisement to appear due to any cause whatever, nor does it accept liability for errors in any advertisement published, nor for its failure to appear on any specific date.

Requirement for Acceptance of Advertising: Subject to approval by Editor-in-Chief and Publisher.

Agency Commission: 15% (agency is responsible for payment of advertising ordered & published).

For more information about advertising options, contact: advertising@healthaffairs.org

- Health Affairs ONLINE JOURNAL AD (will become available in late 2017)

<table>
<thead>
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<th>Placement</th>
<th>Wide/High</th>
<th>Pricing</th>
<th>Samples</th>
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<tbody>
<tr>
<td>Top Right Rail</td>
<td>Home &amp; Internal pages</td>
<td>300 x 250</td>
<td>$2,500/week</td>
</tr>
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<td>Journal Buy-Out</td>
<td>presenting “brought to you by” labeling</td>
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<td>20% premium</td>
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Specs: JPEG (interlaced, non-transparent, no animation/rotation); clickthrough URL; alt text.

- Health Affairs BLOG AD

<table>
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<th>Placement</th>
<th>Wide/High</th>
<th>Pricing</th>
<th>Samples</th>
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</thead>
<tbody>
<tr>
<td>Primary Position</td>
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<td>$2,500/week</td>
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<td>Primary Position</td>
<td>above mid right column</td>
<td></td>
<td>View</td>
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<tr>
<td>Secondary Position</td>
<td>Home page</td>
<td>728 x 90</td>
<td>$1,500/week</td>
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<td>Secondary Position</td>
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<td>View</td>
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<tr>
<td>Blog Buy-Out</td>
<td>presenting “brought to you by” labeling</td>
<td>Native Advertising Unit</td>
<td>20% premium</td>
</tr>
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Specs: JPEG (interlaced, non-transparent, no animation/rotation); clickthrough URL; alt text.

Stats: 0.50% Ad CTR (primary); 0.25% Ad CTR (secondary).

- ANNOUNCEMENT EMAIL BLAST

Increase your event registrations, job post visibility, or book sales with your dedicated email sent to our Announcement list including 8,000 opt-in emails.

<table>
<thead>
<tr>
<th>Pricing</th>
<th>Samples</th>
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<tbody>
<tr>
<td>HTML document (*.html)</td>
<td>$3,000/eblast</td>
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<tr>
<td>Rich Text document (*.doc/x)</td>
<td>$2,500/eblast</td>
</tr>
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</table>

Specs: HTML (600 pixels wide) or Rich Text (*.docx); <6 links in email body; subject line.

Stats: 22% Open Rate; 1.5% Ad CTR

- DIRECT MAIL LISTS

Health Affairs’ subscriber list helps businesses sell products and services.

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

Editorial Calendar

Issues are released on the 1st/2nd Monday of the month, except for holidays. Some are theme issues; others feature topical clusters. Please note that advertising is available in every issue. Topics of regular issues generally focus on cost, quality and access.

<table>
<thead>
<tr>
<th>Issue Publishes</th>
<th>THEME/Cluster</th>
<th>Issue Closes</th>
<th>Materials Due</th>
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<tbody>
<tr>
<td>Feb 2018</td>
<td>DIFFUSION OF INNOVATION</td>
<td>Jan 2018</td>
<td>Jan 2018</td>
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<tr>
<td>Mar 2018</td>
<td>HEALTH EQUITY II</td>
<td>Feb 2018</td>
<td>Feb 2018</td>
</tr>
<tr>
<td>May 2018</td>
<td>PRECISION MEDICINE</td>
<td>Apr 2018</td>
<td>Apr 2018</td>
</tr>
<tr>
<td>Nov 2018</td>
<td>EMERGING PRIORITIES IN PATIENT SAFETY</td>
<td>Oct 2018</td>
<td>Oct 2018</td>
</tr>
<tr>
<td>2018</td>
<td>Culture of Health II</td>
<td>tbd</td>
<td>tbd</td>
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