

Health Affairs Journal

as of June 2017

Published in print and online

monthly

Unique online journal readers
monthly

367,000

Monthly journal accesses

568,000

Readers in over

**230 countries &
territories**

Journal subscribers

10,000

Monthly print journal circulation

7,000

Health Affairs Blog

as of June 2017

Health Affairs unique blog users
monthly

255,000

Blog page views monthly

341,000

Twitter followers

128,000

Health Affairs Newsletter

as of June 2017

Health Affairs unique opt-ins

36,000

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

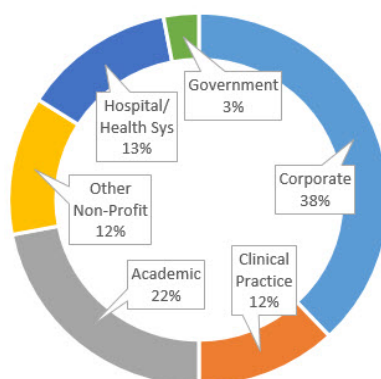
AUDIENCE

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

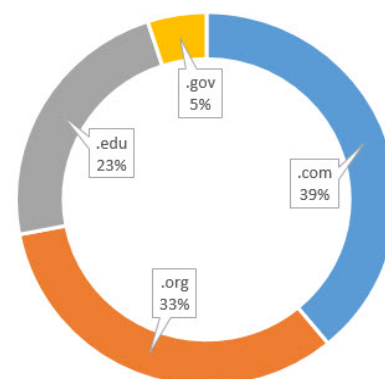
TOPICS

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

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.



advertising@healthaffairs.org

Advertising Opportunities

NEW! Health Affairs JOURNAL PRINT AD

	Placement	Pricing (Open)	Pricing (6x)	Pricing (12x)
Full Page	Back Cover	\$5,500	\$4,000	\$3,850
Full Page	Inside Back Cover	\$5,500	\$4,000	\$3,500

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".

	Placement	Pricing (Open)	Pricing (6x)
Bellyband		\$ 6,000	\$4,800
Cover Page	Tip-on	\$10,000	\$8,500
Insert	Up to 4 pages (supplied)	\$ 5,000	n/a
Insert	Up to 8 pages (supplied)	\$ 7,500	n/a
Ride-along	Up to 4 pages (supplied)	\$ 4,500	n/a

Specs: to be provided

Health Affairs Today NEWSLETTER AD

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

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

	Placement	Wide/High	Pricing
Top Right Rail	Home & Internal pages	300 x 250	\$ 5,000/week \$16,000/month
Home Site Buy-Out	-presenting "brought to you by" labeling		20% premium
Native Advertising Unit			20% premium

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)

	Placement	Wide/High	Pricing
Top Right Rail	Home & Internal pages	300 x 250	\$2,500/week \$8,000/month
	Journal Buy-Out -presenting "brought to you by" labeling		20% premium
	Native Advertising Unit		20% premium

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

■ *Health Affairs* BLOG AD

	Placement	Wide/High	Pricing	Samples
Primary Position	All pages	300 x 250	\$2,500/week \$8,000/month	View View
	-above mid right column			
Secondary Position	Home page	728 x 90	\$1,500/week \$5,000/month	View
	-below mid main body			
	Blog Buy-Out -presenting "brought to you by" labeling		20% premium	
	Native Advertising Unit		20% premium	

Specs: JPG (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.

	Pricing	Samples
HTML document (*.html)	\$3,000/eblast	Request
Rich Text document (*.doc/x)	\$2,500/eblast	Request

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.

Issue Publishes	THEME/Cluster	Issue Closes	Materials Due
Sep 5, 2017	Market Concentration	Aug 4, 2017	Aug 11, 2017
Nov 6, 2017	LOW-COST INNOVATION IN HEALTH: GLOBAL LESSONS	Oct 6, 2017	Oct 13, 2017
Feb 2018	DIFFUSION OF INNOVATION	Jan 2018	Jan 2018
Mar 2018	HEALTH EQUITY II	Feb 2018	Feb 2018
May 2018	PRECISION MEDICINE	Apr 2018	Apr 2018
Nov 2018	EMERGING PRIORITIES IN PATIENT SAFETY	Oct 2018	Oct 2018
2018	Culture of Health II	tbd	tbd