

Who Our Readers Are:

RN/LPN	22%
Physician/Psychiatrist/Internist	17%
Business Owner/Manager	16%
Other Medical Occupations	45%

Readership Age/Sex:

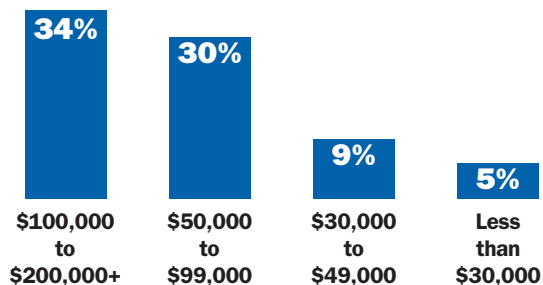
25 - 44	19%	Male	41%
45 - 54	28%	Female	55%
55 - 64	31%		
65 or over	21%		

Organizations Our Readers Work For:

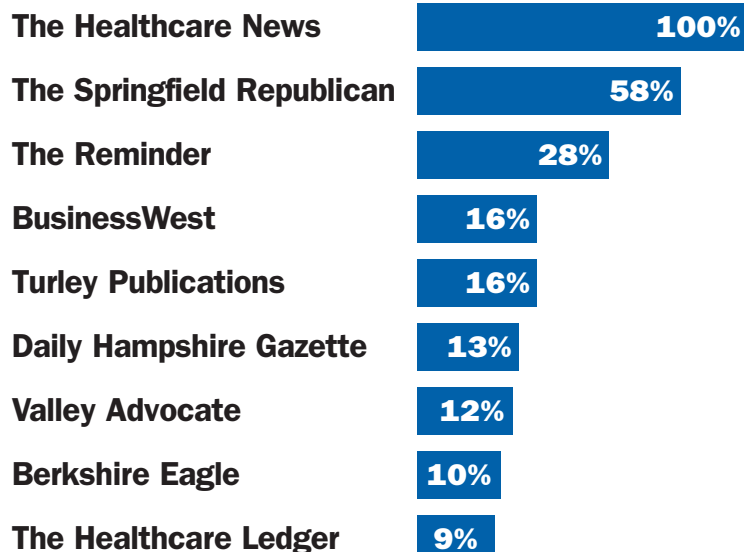
Medical	23%
Hospital	17%
Private Practice	17%
Non-Medical	11%
Elder Care	7%

HOUSEHOLD INCOMES:

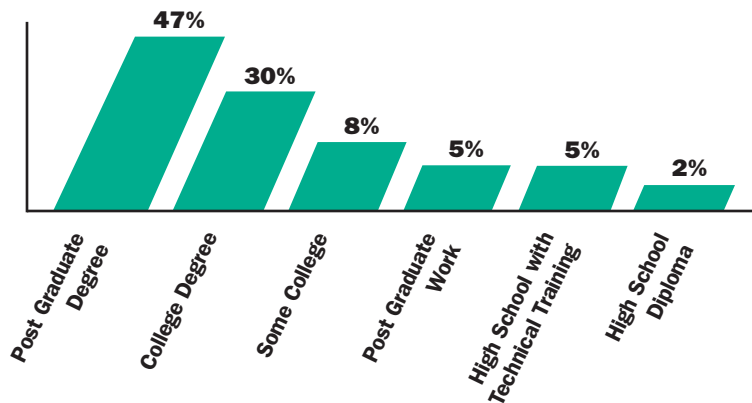
Healthcare News readers have a mean household income of \$103,000.



PUBLICATIONS READ BY SUBSCRIBERS:



EDUCATION: 82% of Healthcare News readers have college or post-graduate degrees.



Source: Readex Research, Surveys for Publications, 2251 Tower Drive West, Stillwater, MN 55082.

**Nearly 60% of
Healthcare News
readers are
directly involved
in approving or
recommending
purchases for
their company or
organization.**

Source: Readex Research, Surveys for Publications,
2251 Tower Drive West, Stillwater, MN 55082.

**THE HEALTHCARE NEWS AS
RATED BY SUBSCRIBERS:**

Timeliness of information - EXCELLENT	74%
Credibility of information - EXCELLENT	87%
RELEVANT to their business or profession	90%
HELPFUL to performing duties of their job	81%
USEFUL as a resource or reference	83%

READERSHIP LOYALTY:

- **78%** have read 3 out of the last 4 issues.
- **97%** spend between $\frac{1}{2}$ to 2 hours reading each issue.
- Nearly $\frac{1}{2}$ of all readers pass their copy along to others.
- **88%** of readers learned about a new product, service, or event as a result of reading The Healthcare News.
- **1 out of 5** readers have visited a website which was advertised in The Healthcare News.

Advertising Information

Circulation: 10,000 (mailed and newsstand).

Publication: Published Monthly.

Prepayment Terms: 5% discount on prepayment of entire contract of two or more ads.

Terms: Payment due net 30 days. A service charge of 1.5% per month for accounts over 30 days will accrue.

First Time Advertisers: Payment for the first insertion must accompany order.

Special Placement: A 20% premium is applied to insertion rate for specified ad placement.

Inserts: Rates available upon request.

Color: \$150 Spot. \$175 PMS. \$500 Four Color.

Requirements: Adobe Acrobat PDF (with font and images embedded) files ONLY. Please E-mail PDFs to: graphics@businesswest.com or burn files to Macintosh compatible CD-Rom. Please include name of advertiser and month of insertion in subject line of E-mail and in name of actual electronic ad file. For ad design requests, please E-mail graphics/images as Grayscale or CMYK, TIFF or EPS format at 100lpi, 200dpi minimum. Contact the production or sales department for further details.

Mechanical Specifications:

Page size: 11 in. x 15 in.

Image size: 10³/₈ in. x 14 in.

Printing: Web offset column width: 2³/₈ in.

Display Rates (Net)

SIZE	12X	8X	6X	1X
Full Page	\$1009	\$1284	\$1560	\$1835
3/4 Page	883	1124	1365	1606
Junior Page	757	964	1170	1377
1/2 Page	568	723	878	1033
1/4 Page	372	474	575	677
1/8 Page	252	321	389	458
Discount off open rate:	45%	30%	15%	

Premium Page Rates (Net)

POSITION	12X	8X	6X	1X
Inside Front	\$1232	\$1568	\$1904	\$2240
Inside Back	\$1160	\$1476	\$1793	\$2109
Outside Back*	\$1310	\$1667	\$2025	\$2382

*Four color required for all Outside Back advertisements.

Advertising Unit Dimensions

PAGE UNIT	WIDTH	HEIGHT
Full Page	10.2 in.	14 in.
3/4 Page Vertical	7.5 in.	13.5 in.
Junior Page	7.5 in.	10 in.
1/2 Page Horizontal	10.2 in.	6.625 in.
1/2 Page Vertical	5 in.	13.5 in.
1/4 Page Horizontal	10.2 in.	3.25 in.
1/4 Page Vertical	5 in.	6.625 in.
1/8 Page Horizontal	5 in.	3.25 in.
1/8 Page Vertical	2.375 in.	6.625 in.