



# PRINT OPPORTUNITIES



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# Health Facilities Management

**Circulation: 40,000+**

(106,000+ Total Readership\* | 27,100+ Print Subscribers)

*Health Facilities Management* (HFM) is the most trusted and credible publication in its field, providing comprehensive coverage of the unique challenges facing the health facility design, construction, and operations communities. Through our close working relationships with facilities managers, consultants, suppliers, plus industry leading organizations, we offer exclusive access to experts who keep readers abreast of the latest industry changes.

Advertise with HFM and reach a diverse network of health facilities management leaders and extend your message beyond the ASHE membership.



**Sponsor the HFM digital edition!**

## HFM READER PROFILE



### Job Title

- 39%** C-level/VP/Director/Owner
- 36%** Manager
- 14%** Supervisor
- 6%** Officer (compliance, safety...etc.)
- 3%** Analyst/Engineer
- 2%** Technician



### Work Setting

- 30%** Hospital - Acute Care
- 13%** Other
- 11%** Hospital - Specialty/Critical Access
- 10%** Consulting Firm
- 5%** Medical Office, Ambulatory, Clinic, or Emergency Department
- 4%** Architecture or Design Firm
- 3%** Engineering Firm
- 2%** Assisted Living/Long-Term Care

### Top Areas of Purchasing Influence - Sole Decision-Makers

Doors/Hardware	31%
Physical Plant Equip./Services	29%
Plumbing System Products	29%
HVAC Products	28%
Lighting	28%
Plumbing Services	28%
HVAC Services	27%
Building Controls	25%
Fire Safety Products	25%
Boilers/Chillers	23%
Electrical Systems	23%
Fire Safety Services	23%
Flooring/Ceiling Products	23%



### HFM Readers - By the Numbers

- 73%** are involved in purchasing, specifying, or influencing the purchase of products and services
- 62%** are likely to discuss articles with colleagues
- 44%** access HFM content monthly
- 41%** are "Highly Satisfied" with HFM overall
- 36%** search online for products seen in HFM Magazine

Source: 2023 HFM Readership Survey  
\*Based on 2.7 readers per copy

## PRINT OPPORTUNITIES

# 2024 HFM Editorial Calendar



January/February  
2023



March 2023  
+ Bonus Distribution



May  
2023



July 2023  
+ Bonus Distribution



September  
2023



October  
2023

ISSUE	DEADLINES	COVER STORY	FEATURES	MARKETPLACE	SOLUTIONS
<b>JANUARY/ FEBRUARY</b>	<b>Ad Close:</b> 12/1/23 <b>Ad Materials:</b> 1/5/24 <b>Mail Date:</b> 1/18/24	<b>Sustainability</b>	<ul style="list-style-type: none"> <li>Health care design and construction</li> </ul>	Security and access control	<ul style="list-style-type: none"> <li>Computerized Maintenance System</li> <li>Interior surfaces</li> <li>Lighting</li> </ul>
<b>MARCH/APRIL</b>  <b>PDC Summit:</b> <b>March 17-20, San Diego Preview Issue</b> <b>+ Bonus Distribution</b>	<b>Ad Close:</b> 1/22/24 <b>Ad Materials:</b> 2/1/24 <b>Mail Date:</b> 2/29/24	<b>[ SPECIAL SECTION ]</b> <b>ASHE Annual Construction Survey</b>	<ul style="list-style-type: none"> <li>ASHE PDC Summit preview</li> <li>Health care design and construction               <ul style="list-style-type: none"> <li>Facilities and engineering</li> </ul> </li> </ul>	Furnishings	<ul style="list-style-type: none"> <li>Building controls and automation               <ul style="list-style-type: none"> <li>Power and electrical</li> <li>Flooring</li> </ul> </li> </ul>
<b>MAY/JUNE</b>	<b>Ad Close:</b> 3/29/24 <b>Ad Materials:</b> 4/17/24 <b>Mail Date:</b> 5/16/24	<b>ASHE Vista Award Winners</b>	<ul style="list-style-type: none"> <li>Health care design and construction</li> <li>Facility operations</li> </ul>	Plumbing	<ul style="list-style-type: none"> <li>HVAC</li> <li>Fire safety</li> <li>Signage and wayfinding</li> </ul>
<b>JULY/AUGUST</b>  <b>Health Care Facilities Innovation Conference:</b> <b>July 21-24 Anaheim Preview Issue</b> <b>+ Bonus Distribution</b>	<b>Ad Close:</b> 5/15/24 <b>Ad Materials:</b> 6/5/24 <b>Mail Date:</b> 7/4/24	<b>Compliance Challenges</b>	<ul style="list-style-type: none"> <li>Health Care Facilities Innovation Conference preview</li> <li>Health care design and construction               <ul style="list-style-type: none"> <li>Facilities and engineering</li> </ul> </li> </ul>	Interior surfaces	<ul style="list-style-type: none"> <li>Real-time location systems</li> <li>Security and access control               <ul style="list-style-type: none"> <li>Nurse communication systems</li> </ul> </li> </ul>
<b>SEPTEMBER/ OCTOBER</b>	<b>Ad Close:</b> 8/5/24 <b>Ad Materials:</b> 8/23/24 <b>Mail Date:</b> 9/12/24	<b>Energy to Care Award Winners</b>	<ul style="list-style-type: none"> <li>Excellence in Health Care Facility Management Award Winners</li> <li>Health care design and construction</li> </ul>	HVAC	<ul style="list-style-type: none"> <li>Flooring</li> <li>Lighting</li> <li>Power and electrical</li> </ul>
<b>NOVEMBER/ DECEMBER</b>	<b>Ad Close:</b> 10/9/24 <b>Ad Materials:</b> 10/25/24 <b>Mail Date:</b> 11/21/24	<b>Management and Recruiting Challenges</b>	<ul style="list-style-type: none"> <li>Health care design and construction               <ul style="list-style-type: none"> <li>Facilities and engineering</li> </ul> </li> </ul>	Fire safety	<ul style="list-style-type: none"> <li>Computerized maintenance management systems</li> <li>Plumbing</li> <li>Furnishings</li> </ul>

\*Editorial calendar is subject to change.

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# 2024 HFM Rate Card & Ad Specifications

## Net Rates

4-COLOR	1-2	3-4	5-6
Full Page	\$7,350	\$7,130	\$6,490
2/3 Page	\$5,345	\$5,185	\$5,025
1/2 Page*	\$4,415	\$4,280	\$4,155
1/3 Page*	\$3,220	\$3,125	\$3,025
1/4 Page	\$2,600	\$2,520	\$2,445
1/6 Page	\$1,930	\$1,870	\$1,815

\*Please specify ad orientation for 1/2 and 1/3 page ads.

## Ad Specifications

AD SIZE	DIMENSIONS
Full Page (Non-bleed)	8" x 10.75"
Full Page (Bleed)	8.25" x 11"
Two-page Spread (Non bleed)	16" x 10.75"
Two-page Spread (Bleed)	16.25" x 11"
2/3 Page	4.5" x 9.5"
1/2 Page Island	4.5" x 7.5"
1/2 Page Vertical	3.375" x 9.5"
1/2 Page Horizontal	7" x 4.875"
1/3 Page Vertical	2.1875" x 9.5"
1/3 Page Horizontal	4.5" x 4.875"
1/4 Page	3.375" x 4.875"
1/6 Page	2.1875" x 4.875"

Additional options available upon request.

## Cover Tip-Ons

TYPE	1x
Cover Tip-On (includes printing)	\$9,750

Additional options available upon request.

## 2-Sided Tear-Out Insert

TYPE	1x
2-Sided Tear-Out Insert (includes printing)	\$10,000

Advertisers are required to provide preprinted material for outserts and inserts (not belly bands). Printing services are available for an additional fee. Please contact Hanna Vedder ([hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com)) for artwork specifications, and delivery instructions.

## Premium Positions & Rates

(in addition to 4-color earned rate)

Back Cover	+15%
Inside Front Cover	+10%
Inside Back Cover	+10%
Opposite TOC	+10%
Position Guarantee	+15%

## Mechanical Requirements

**Trim size:** 8" x 10.75"

**Spread trim size:** 16" x 10.75"

**Live matter:** 0.5" from trim/gutter (7.5" x 10.25")

**Printing:** Web Offset | **Binding:** Saddle-stitched

- High-resolution PDF is required. PDF/X1-a (2001) is the preferred file format sized to 100% of mechanical requirements, with 0.125" bleeds on all sides for full-page and spread ads.
- Downsample color and grayscale images to 250 ppi for all images over 250 ppi.
- Full-page files are to be cropped at the bleed edge. Do not include color bars, page information, or registration when distilling the final PDF. Fractional ads do not need bleeds and crop marks.
- Only CMYK files are accepted for publication. Files using RGB and PMS colors will be rejected and returned for revision.
- ASHE reserves the right to decline or remove any ads. The publisher is not responsible for errors due to low-resolution images or improper file preparation, and assumes all supplied advertising files will reproduce in a satisfactory manner. The advertiser, or its agency, will be notified if materials do not pass preflight, and corrective action is required. Revisions and proofs are subject to additional fees. Please inquire for additional information.

## Ad Submission

Please send ad materials via [WeTransfer.com](https://www.wetransfer.com) or email to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com).



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# HFM Specialty Advertising

## Solutions Products + Services Section

**\$3,250** (Limit 2 per issue)

Every month, HFM features a [Solutions](#) department that showcases the latest products and services on ASHE's radar. Grab the attention of HFM readers with an exclusive promoted listing, which will appear in both the print and digital editions of HFM. Limited availability. Reserve your spot today.

### Material Specifications

Due one week prior to published ad close deadline. Submit a 200-word product description, target URL, and a high-resolution product image (4" x 3") to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com). Content is subject to ASHE approval.



## Case Study

**\$8,500** (Limit 2 per issue)

Solidify your position as an industry thought leader by sharing your ideas and best practices in a two-page hard card (full page ad and full page content). Submit a print-ready PDF or collaborate with HFM to produce a product that works best for your organization. Copywriting and design services are available for an additional fee.

### Material Specifications

Due one week prior to published ad close deadline. Submit print-ready case study to Hanna Vedder at [hvedder@smithbucklin.com](mailto:hvedder@smithbucklin.com). Content is limited to 650-700 words and subject to ASHE approval. Final designed piece must be labeled as "Advertisement".

CASE  
STUDY

WHITE  
PAPER

Q&A

# HFM Survey Sponsorships



## Survey Sponsorship Deadlines

### 2024 ASHE Hospital Construction Survey

Phase 1: October 27, 2023

Phase 2: January 22, 2024

### 2024 ASHE Operations Survey

Phase 1: June 21, 2024

Phase 2: October 7, 2024

### 2025 ASHE Hospital Construction Survey

Phase 1: October 25, 2024

Phase 2: January 20, 2025

### 2025 ASHE Salary Survey

Phase 1: June 20, 2025

Phase 2: October 6, 2025

## Sponsorship Benefits

- Full page ad in respective issue of HFM magazine.
- Sponsor logo recognition in respective HFM print article about survey results.
- Yearlong logo recognition in HFM online article and data charts about the survey results.
- Sponsor recognition on survey instrument (if confirmed by Phase 1 deadline).
- Sponsor can submit one (1) survey question (if confirmed by Phase 1 deadline). The submitted question and answers will not appear in final article/survey results. Question cannot be brand/product specific or promotional in nature and is subject to ASHE's approval.
- Sponsor will receive a PDF of the article to distribute post-production.
- Sponsor will receive survey data for submitted question in PDF format.

## ASHE Annual Hospital Construction Survey

**\$8,000** (Limit 5 sponsors)

Many hospitals and health systems are planning new facilities or evaluating existing ones to determine how to make them more efficient for care delivery and responsive to the needs of patients and their families. The 2024 Hospital Construction Survey will examine how hospitals are responding to these and other challenges as they work to redefine what being a hospital means in this turbulent health care landscape. The survey will appear in the HFM March issue.

## ASHE Biennial Operations Survey

**\$8,000** (Limit 5 sponsors)

Health care facilities are comprised of highly complex systems and sensitive spaces governed by a strict regulatory landscape. The new ASHE/HFM Operations Survey will look into the intricacies and best practices of managing health care facilities and systems across the United States. The survey will touch on topics such as leadership, reliability, sustainability, operations, safety and more. The inaugural 2024 survey will appear in the HFM November/December issue.

## ASHE Biennial Salary Survey

**\$8,000** (Limit 5 sponsors)

Health care facility professionals are facing new challenges and responsibilities as the health care field adjusts to shifts in the marketplace. Issues of employee recruitment, succession planning, career development and, of course, financial resources are on the minds of every manager and front-line worker. That is why ASHE conducts a management and compensation survey to look at compensation policies and practices across health care settings. The salary survey will appear in the HFM November/December issue.