

DIGITAL OPPORTUNITIES

HFM E-newsletters

HFM INSIDER

Circulation: 40,000 | Average Open Rate: 19%

This weekly e-newsletter covers health care facility operations hot topics, including codes and standards information, ASHE updates, and other relevant news.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,700	\$1,615	\$1,500	\$1,360
Medium Rectangle	\$1,300	\$1,225	\$1,150	\$1,050
Sponsored Content	\$1,700	\$1,615	\$1,500	\$1,360
Ad Takeover	\$6,500			

All rates are net. See page 18 for ad specifications.

HFM PDC NEWS

Circulation: 35,000 | Average Open Rate: 19%

This biweekly e-newsletter provides original reporting and contributed expert guidance from the profession's top thought leaders in health care planning, design, and construction.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,480	\$1,410	\$1,320	\$1,180
Medium Rectangle	\$1,155	\$1,100	\$1,015	\$925
Sponsored Content	\$1,480	\$1,410	\$1,320	\$1,180
Ad Takeover	\$4,950			

All rates are net. See page 18 for ad specifications.

Source: Marketo, January 1 - September 23, 2022

The image shows two examples of HFM e-newsletters. The top one is the 'HFM INSIDER' issue from November 9, 2021, featuring a survey announcement for the annual ASHE-HFM Hospital Construction Survey. The bottom one is the 'HFM PDC NEWS' issue from December 8, 2021, featuring an article about a former Disney innovation head opening the 2022 PDC Summit. A blue callout bubble on the right side of the top newsletter reads: 'AD TAKEOVER SPONSORSHIP Includes all ad units, sponsored content, plus recognition at the top of the newsletter.'