



PRINT OPPORTUNITIES



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Health Facilities Management

Circulation: 40,000+

(108,000+ Total Readership* | 26,800+ 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!
See page 15 for details.

HFM READER PROFILE



Job Title

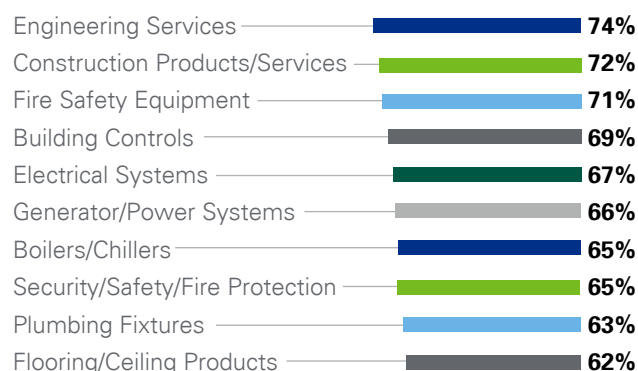
- 59%** C-level/VP/Director
- 28%** Manager
- 6%** Supervisor
- 4%** Staff
- 4%** Technician



Work Setting

- 45%** Hospital - Acute Care
- 11%** Hospital - Specialty/Critical Access
- 2%** Assisted Living/Long-Term Care
- 5%** Medical Office, Ambulatory, Clinic, or Emergency Department
- 8%** Consulting Firm
- 6%** Engineering Firm
- 6%** Construction Firm
- 14%** Other

Top Areas of Purchasing Influence



Purchasing Power

- 87%** are involved in purchasing, specifying, or influencing the purchase of products and services
- 76%** took action as a result of seeing an ad in HFM

Source: 2021 HFM Readership Survey
*Based on 2.7 readers per copy

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2023 HFM Editorial Calendar

ISSUE	DEADLINES	COVER STORY	FEATURES	MARKETPLACE	SOLUTIONS
JANUARY/ FEBRUARY	Ad Close: 12/22/22 Materials: 1/9/23 Mail Date: 2/3/23	Advocacy and Compliance	<ul style="list-style-type: none"> Health care building trends 	Nurse communication systems	<ul style="list-style-type: none"> Flooring products HVAC equipment
MARCH PDC Summit Preview Issue + Bonus Distribution	Ad Close: 1/27/23 Materials: 2/6/23 Mail Date: 3/7/23	[SPECIAL SECTION] ASHE Annual Construction Survey	<ul style="list-style-type: none"> ASHE PDC Summit preview Facilities and engineering trends 	Health care furnishings	<ul style="list-style-type: none"> Building controls and automation Fire safety products
APRIL	Ad Close: 3/3/23 Materials: 3/13/23 Mail Date: 4/11/23	Sustainable Operations	<ul style="list-style-type: none"> Health care building trends Facilities and engineering trends 	Security and access control	<ul style="list-style-type: none"> Lighting equipment Plumbing products
MAY	Ad Close: 4/3/23 Materials: 4/10/23 Mail Date: 5/9/23	ASHE Vista Award Winners	<ul style="list-style-type: none"> Facility operations 	Patient education and entertainment systems	<ul style="list-style-type: none"> Interior surfaces Computerized maintenance management systems
JUNE	Ad Close: 5/4/23 Materials: 5/15/23 Mail Date: 6/13/23	Design and Construction	<ul style="list-style-type: none"> Facilities and engineering trends 	Flooring	<ul style="list-style-type: none"> Water treatment products Power and electrical equipment
JULY ASHE Annual Conference Preview Issue + Bonus Distribution	Ad Close: 6/1/23 Materials: 6/12/23 Mail Date: 7/11/23	Compliance Challenges	<ul style="list-style-type: none"> ASHE Annual Conference preview Health care building trends 	Lighting equipment	<ul style="list-style-type: none"> Medical gas equipment Security and access control
AUGUST	Ad Close: 6/28/23 Materials: 7/10/23 Mail Date: 8/8/23	Sustainability	<ul style="list-style-type: none"> Health care building trends Facilities and engineering trends 	Power and electrical equipment	<ul style="list-style-type: none"> Interior surfaces Real-time location systems
SEPTEMBER	Ad Close: 8/3/23 Materials: 8/14/23 Mail Date: 9/12/23	Design and Construction	<ul style="list-style-type: none"> Health care building trends Facilities and engineering trends 	Hand-hygiene equipment	<ul style="list-style-type: none"> Flooring products Lighting equipment
OCTOBER	Ad Close: 9/1/23 Materials: 9/11/23 Mail Date: 10/10/23	Excellence in Health Care Facility Management Award	<ul style="list-style-type: none"> Health care building trends 	Computerized maintenance management systems	<ul style="list-style-type: none"> HVAC equipment Health care furnishings
NOVEMBER/ DECEMBER	Ad Close: 10/5/23 Materials: 10/16/23 Mail Date: 11/14/23	[SPECIAL SECTION] ASHE Biennial Salary Survey	<ul style="list-style-type: none"> Health care building trends Facilities and engineering trends 	Fire safety	<ul style="list-style-type: none"> Signage and wayfinding Plumbing products

**Editorial calendar is subject to change.*

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2023 HFM Rate Card & Ad Specifications

Net Rates

4-COLOR	1x	3x	6x
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"

Inserts, Outserts, Belly Bands

TYPE	1x
1 Page Outsert (polybagged, single side)	\$10,000
1 Page Outsert (polybagged, double sided)	\$15,000
Tip-In Insert	\$15,000
Belly Band (includes printing)	\$9,750

Additional options available upon request.

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) for a quote, 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.

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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. 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. 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

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HFM Survey Sponsorships

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 2023 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 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. This year's salary survey will appear in the HFM November/December issue.

Sponsored Research

Starting at \$13,000 (Web-based survey)

Interested in receiving industry insights and feedback from ASHE members? Partner with ASHE on a custom web-based research survey. Sponsor fee includes five (5) closed questions and a narrative report, plus full data tables. Contact the ASHE Sales Team for pricing.



Survey Sponsorship Deadlines

ASHE Hospital Construction Survey

October 14, 2022 (Phase 1 Deadline)

January 27, 2023 (Phase 2 Deadline)

ASHE Biennial Salary Survey

June 14, 2023 (Phase 1 Deadline)

October 5, 2023 (Phase 2 Deadline)

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.