



AHRMM

Association for Healthcare
Resource & Materials Management

Advancing the Healthcare Supply Chain

A professional membership group of the
American Hospital Association



WWW.AHRMM.ORG

Association for Healthcare Resource & Materials Management

Media Guide



AHRMM

Supply Chain
STRATEGIES & SOLUTIONS

www.ahrm.org

Supply Chain

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STRATEGIES & SOLUTIONS

AHRMM Advance

- Our members are a part of the healthcare supply chain field that has annual purchasing budgets that **exceed \$100 billion**.
- 60% of AHRMM members report an annual purchasing budget of **more than \$10 million**.
- **More than 9 out of 10** members said they are going to be updating their inventory software or warehouse solutions within the **next two years**.
- **More than 4 out of 5 members** make product purchases daily.
- **More than 9 out of 10 members** said *Supply Chain Strategies & Solutions* is essential, very valuable or valuable.



AHRMM's Reach:

We are proudly the premier professional association for healthcare supply chain providers and suppliers. Our official magazine is distributed every other month to more than **4,300+** AHRMM members to help keep them up to date on healthcare supply chain issues, best practices, case studies, and the latest AHRMM news. Our members include:

- Vice Presidents of Supply Chain
- Directors of Supply Chain
- Directors of Materials Management
- Chief Financial and Resource Officers
- Supply Chain Managers
- Materials Managers
- Contract Administrators
- Military Logisticians
- Operating Room Buyers

Where do our members work?

Our members proudly server healthcare organizations such as:

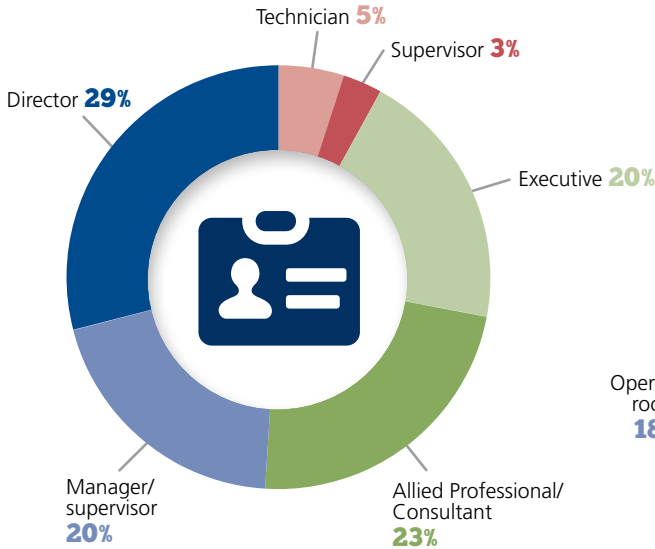
- Hospitals/medical centers
- Integrated delivery networks
- Group purchasing organizations
- Acute care facilities
- Consulting firms
- Military/VA/government organizations
- And more...

Grab the attention
of our members who
spend more than
\$100 billion per year
on products and services.

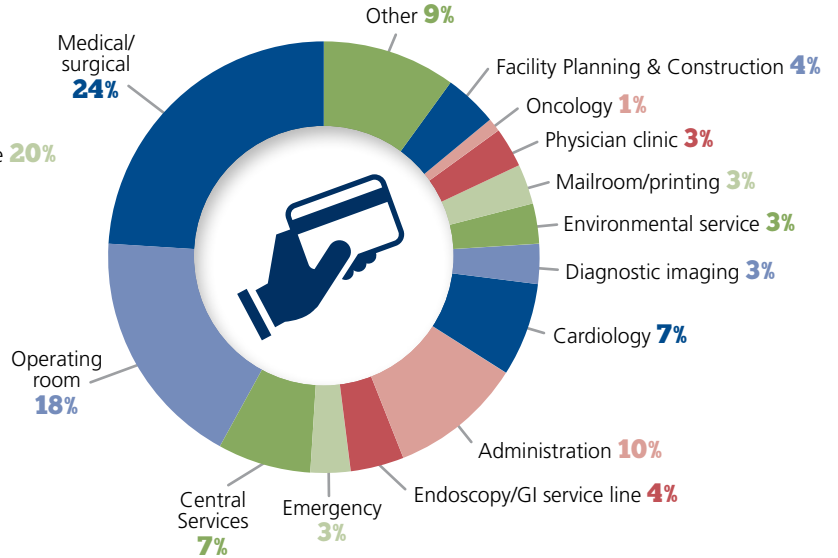


AHRMM Member Demographics

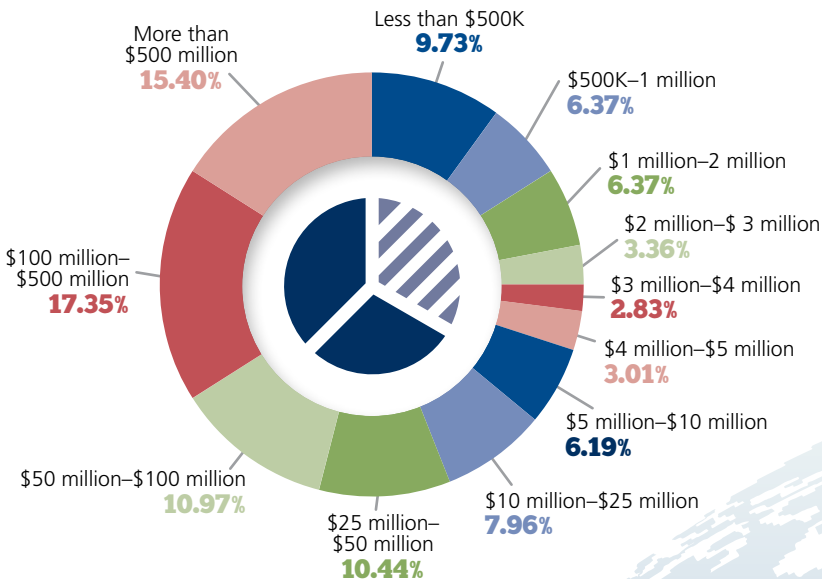
Member by Title



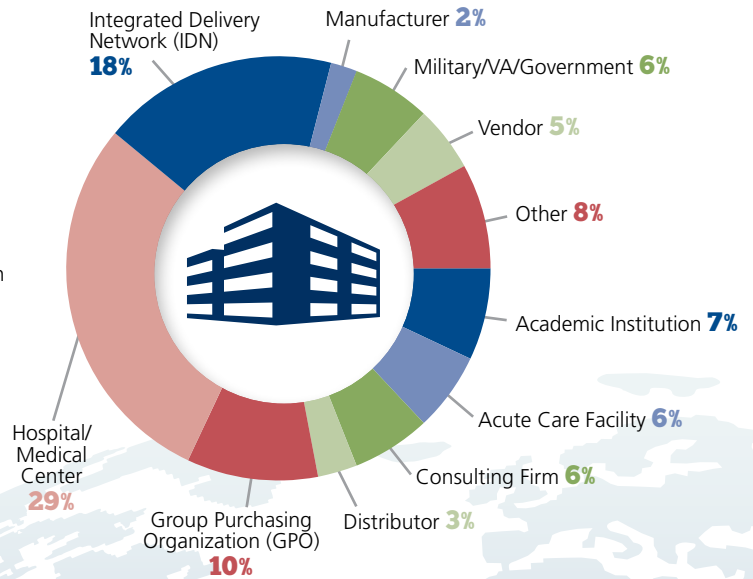
Areas of Buying Influence



Average Annual Purchasing Budget Breakdown



Type of Institution



Advertising Rates

Net Advertising Rates

All rates include an ad link in the digital edition of the magazine.

Revisions and Proofs: \$50
 Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4-6x
Double Page Spread	\$4,079.50	\$3,879.50	\$3,469.50
Outside Back Cover	\$3,639.50	\$3,499.50	\$3,229.50
Inside Front or Inside Back Cover	\$3,339.50	\$3,199.50	\$2,929.50
Full Page	\$2,729.50	\$2,589.50	\$2,319.50
2/3 Page	\$2,359.50	\$2,239.50	\$2,009.50
1/2-Page Island	\$2,049.50	\$1,949.50	\$1,739.50
1/2 Page	\$1,749.50	\$1,659.50	\$1,489.50
1/3 Page	\$1,329.50	\$1,259.50	\$1,129.50
1/4 Page	\$1,009.50	\$959.50	\$859.50
1/6 Page	\$779.50	\$739.50	\$659.50
1/8 Page	\$629.50	\$599.50	\$539.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



Supply Chain

www.ahtmm.org STRATEGIES & SOLUTIONS

Digital Edition

Extend your print advertising investment with the unique benefits of digital media.

Supply Chain Strategies & Solutions is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner 4 2nd TOC Mobile Banner

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/onlinespecs

Display Ad Package 1 | \$1,400

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$1,200

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,650

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,100

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$900
- Medium Insert | \$700

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment our advertisers make with AHRMM and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of AHRMM.

Akro-Mils

Ansell Healthcare LLC

Blue Bell Medical

Boston Scientific

C Change Surgical

Champion Healthcare Technologies

Champion Manufacturing Inc.

CobbleStone Systems Corp

Cook Medical

Cygnus Medical

Draeger, Inc.

ECRI Institute

FDB (First Data Bank, Inc)

GHX

Healthline Solutions Inc

HealthTrust

Jump Technologies, Inc

McKesson Medical-Surgical

Medegen Medical Products

Mobile Instrument Service & Repair

Molnlycke Health Care

NC Subway Group, Inc

Nexera

OC Reilly, Inc

Olympus America Inc

OMG, LLC

ParkMed, Inc.

PartsSource

Pegasus Medical Concepts

Prodigo Solutions, Inc.

Sizewise

symlr

Tru-D Smart UVC

Vantage Point Logistics, Inc