

The Journal of **Healthcare**

C O N T R A C T I N G

**Be a part of the
supply chain conversation**



MEDIA GUIDE 2021

Healthcare's only
publication dedicated
solely to supply chain.



THE JOURNAL OF HEALTHCARE CONTRACTING IS A SHARE MOVING MEDIA PUBLICATION



Media Guide 2021

The *Journal of Healthcare Contracting* is the only publication that is solely devoted to supply chain. It focuses on the interactions of the four primary stakeholders in healthcare contracting: health systems and their facilities, manufacturers and suppliers, distributors and group purchasing organizations. The participants in the contracting arena will grow to rely on *The Journal of Healthcare Contracting* for industry understanding, insight into the minds of thought leaders and collaboration opportunities amongst contracting constituents.

“We are proud to partner with *The Journal of Healthcare Contracting*. The unique educational content and market knowledge *JHC* provides serves as a vital resource to the supply chain and GPO communities. The benefit we receive has far exceeded our investment.”

Bob Davis, AVP, Marketing & Communications, HealthTrust

Our Readers

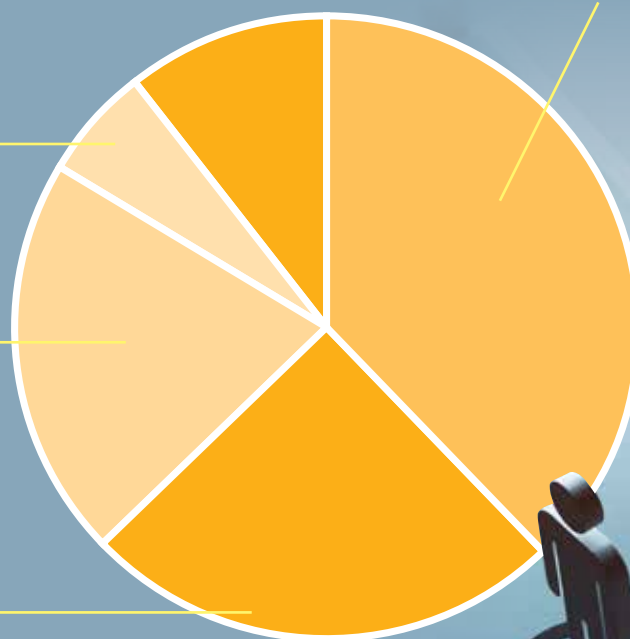
11,800 readers involved in healthcare contracting, including:

600 GPO executives in sales, marketing, logistics and contracting for national and regional GPOs and distributors.

2,600 Hospital supply chain executives.

3,500 supplier/manufacturer community members, including president/CEO, VP sales, VP corporate sales and marketing, and corporate and national account executives.

3,900 IDN executives involved in healthcare contracting for health systems at 1,100+ health systems. These include president/CEO, CFO/Controller, VP/ Purchasing Director and Pharmacy/Formulary Director.



OUR FOOTPRINT



The Journal of Healthcare Contracting's footprint includes digital publications, social media outlets, webinars and events.



Digital magazines

Every other month, *The Journal of Healthcare Contracting* distributes a digital supplement targeted to thousands of supply chain readers.



ANAE

ANAE is a membership-driven organization focused on professional development for corporate and national accounts executives calling on group purchasing organizations (GPOs), regional purchasing organizations (RPCs), accountable care organizations (ACOs), integrated delivery networks (IDNs), individual hospitals, national and regional distribution companies, and managed care organizations.



The Journal of Healthcare Contracting Dail-eNews

The Dail-eNews is real-time news for those involved in the business of healthcare. As the industry's first and only e-mail news service, it's e-mailed on a daily basis to over 25,000 decision-makers in GPOs, IDNs and the manufacturing and distribution segments of the healthcare industry.



IDN Insights

Learn best practices, strategies and stay informed on the latest trends from key supply chain leaders.



LinkedIn

Join more than 15,000 industry stakeholders on LinkedIn Groups, including Group Purchasing Organizations and Regional Purchasing Coalitions.

Issue	Print / Digital	Ad Due Date	Issue Highlight
January	Digital	12/28	
February	Print	1/19	Contracting Professional of the Year
March	Digital	2/25	
April	Print	3/19	Future Leaders of Supply Chain
May	Digital	4/26	
June	Print	5/18	Infection Prevention
July	Digital	6/26	
August	Print	7/18	Ten People to Watch in Healthcare Contracting
September	Digital	8/26	
October	Print	9/19	Innovation
November	Digital	10/25	
December	Print	11/15	Women Leaders, System-to-System Services

Additional topics to be covered in 2021: Self-Distribution, Regional Purchasing Coalitions (RPCs), Emerging Models, Purchased Services, Talent Development, and Career Laddering

JHC spotlights thought leaders in the industry throughout the year, including:

People to Watch in Healthcare Contracting

Contracting Executive of the Year



PEOPLE TO WATCH

Chaun Powell
MBA, group vice president, strategic supplier engagement, Premier Inc.

What's the most challenging project you've worked on in the last 12 months?
One of the most challenging projects I've worked on in the last 12 months was the implementation of a new ERP system. It was a complex project that required a lot of coordination and communication. I was responsible for managing the project and ensuring that it was completed on time and within budget.

I am hyper-focused on modernizing and increasing the sophistication of the healthcare supply chain. This effort includes increasing visibility, identifying areas of risk, introducing safeguards and creating a mix of onshore and offshore manufacturing.

Supplier engagement
I believe that supplier engagement is one of the most important factors in ensuring a successful supply chain. It involves working closely with suppliers to understand their needs and challenges, and finding ways to address them. This can help to improve the quality of the supply chain and reduce the risk of disruption.

Healthcare is a complex and highly regulated industry. It requires a lot of coordination and communication between different stakeholders. I believe that the most important factor in ensuring a successful supply chain is to have a strong relationship with your suppliers. This involves working closely with them to understand their needs and challenges, and finding ways to address them. This can help to improve the quality of the supply chain and reduce the risk of disruption.

August 2020 | The Journal of Healthcare Contracting

People to Watch
in Healthcare Contracting

Editor's note: There are so many talented people in the healthcare contracting industry that it's difficult to choose just one. We've selected a group of ten people who we think are worth watching in the industry over the next 12 months.

David Johnson
Vice President, Strategic Supplier Engagement, Premier Inc.

Michelle Smith
Senior Manager, Procurement, Premier Inc.

John Doe
Senior Manager, Procurement, Premier Inc.

Jane Doe
Senior Manager, Procurement, Premier Inc.

John Doe
Senior Manager, Procurement, Premier Inc.

Jane Doe
Senior Manager, Procurement, Premier Inc.

John Doe
Senior Manager, Procurement, Premier Inc.

Jane Doe
Senior Manager, Procurement, Premier Inc.

August 2020 | The Journal of Healthcare Contracting



Contracting Professional of the Year
Tony Johnson, senior vice president and chief supply chain officer at Taylor Scott & White Health

Bold steps

They believe in bold steps to improve the healthcare supply chain. This includes increasing visibility, identifying areas of risk, introducing safeguards and creating a mix of onshore and offshore manufacturing.

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February 2020 | The Journal of Healthcare Contracting



The Journal of Healthcare C O N T R A C T I N G

DIGITAL PRODUCTS

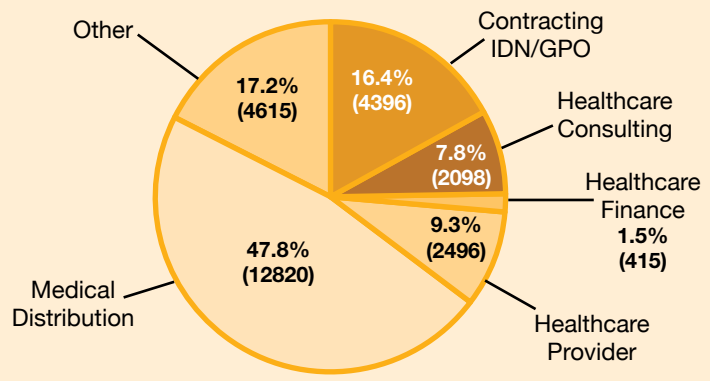


Our Footprint

The Journal of Healthcare Contracting's footprint includes our digital newsletter, social media outlets, website, and podcasts.

dail-e-news

Circulation breakdown: Total (26,840) 100.0%



The Journal of Healthcare Contracting Website:
• Unique visitors/month: 5,500



Healthcare Supply Chain Radio:
• 4,300 listeners
• Postcast Sponsorship
Cost: \$5,000



Social Media Outlets

OPPORTUNITIES

2021 Annual Sponsor

For the cost of \$36,000, a sponsor will receive the following

- 6 full-page ads in print versions
- 6 full-page ads in digital versions
- One full page ad is eligible for an upgrade to a two-page spread

»»» BELLY BAND, INSERTS AND DAIL-ENEWS

options available upon request - contact sales rep for specification sheet.

Size	1x	3x	6x
Full Page	\$5,886.42	\$5,728.39	\$5,500.00
Two-Page Spread (two full pages)	\$10,733.00	\$10,433.00	\$10,000.00
Inside Front Cover Premium – \$1,075.00			
Inside Front Cover Premium – \$1,075.00			
Back Cover – \$1,200.00			

DISPLAY ADVERTISING SPECIFICATIONS:

The *Journal of Healthcare Contracting* is printed in four-color process in Macintosh format using Adobe Indesign CC. All colors and artwork must be saved as CMYK. All ads produced on a PC must be submitted in pdf and have all fonts in outline form.



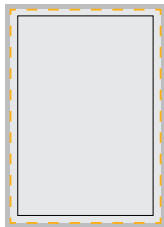
Traditional and digital work together to promote your brand.

- It builds a relationship with the people who purchase your products
- It aligns your company with market leaders
- It strengthens your company's brand
- It creates trust with supply chain leaders
- It helps you capture mind share, and therefore market share
- It delivers your message to their office

DISPLAY ADVERTISING SPECIFICATIONS: Trim Size: 8.375"W x 10.875"H, Bleed size: 8.625"W x 11.125"H

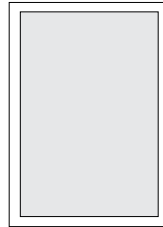
Bleeds: Ads with bleed must extend 1/8-inch (.125) beyond trim. 1/8-inch of bleed is calculated into the sizes listed for full-bleed ads.

Live/Safe area is 7.375" x 9.875"; all text, logos and any important information must be within the live/safe area allowing proper distance from trim edge. The dashed lines indicate the trim edge, solid line shows live area and the darker gray indicates bleed edge.



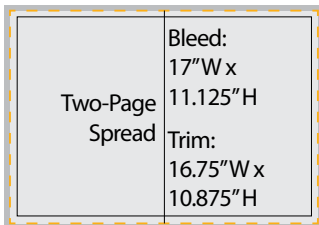
Full-Page:

Trim Size: 8.375"W x 10.875"H
Bleed Size: 8.625"W x 11.125"H
Live Area: 7.375" x 9.875"



Bleeds:

Ads which bleed must extend no less than 1/8" beyond trim.
Trim Size is 8.375" x 10.875".
Please do not extend live area past 1/2" trim size.



Two-Page
Spread

Bleed:
17"W x
11.125"H
Trim:
16.75"W x
10.875"H

Non-Bleed:

The non-bleed sizes allow for a 1/2" float space between ad and trim, as indicated.

Non-Bleed Size: 15.75" x 9.875"
Spread ads need to have an 1.5" total space in the middle for gutter clearance

SUBMITTING ADS:

- CMYK is the only accepted mode for color advertisements. Convert all artwork from RGB mode to CMYK. Do not use Pantone (PMS) colors in your layout, unless saved as CMYK process separations.
- The publication is produced in Macintosh platform using Adobe Indesign CC. Ads produced on PCs must be submitted as a pdf with all fonts in outline form.
- Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.
- Include ALL screen and printer fonts with your layout. (Include those used by embedded graphics in illustration programs, unless converted to outlines.)
- Please put the advertiser's name in the title of your file.
- Please send a high resolution print ready pdf of your ad directly to your account manager.

TERMS AND CONDITIONS:

1. Publisher reserves the right to position sales messages in each issue according to design space.
2. All messages are subject to the publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication's standards.
3. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
4. Requests for specific position are not guaranteed unless premium position is paid.
5. Prices are subject to change.
6. Color proof must be supplied with advertising materials.
7. The publisher's liability for any error will not exceed the charge for the advertising in question.
8. Payment terms are net 30 days. Overdue accounts may be charged a 1.5 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
9. Recognized advertising agencies providing complete preferred print materials are allowed a commission on gross billing space, color and position, only if the account is paid within 30 days.
10. Verbal agreements are not recognized.
11. No cancellations will be accepted after the Ad Due Date.





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