

repertoire

promoting excellence in healthcare sales

MEDIA GUIDE 2027

There are
thousands of
products
distribution reps
can sell.

Repertoire makes sure
they know why
yours should be
one of them.



Repertoire
Magazine isn't
about advertising.

It's about educating
**4,900 distribution
reps** on how to sell
your products.

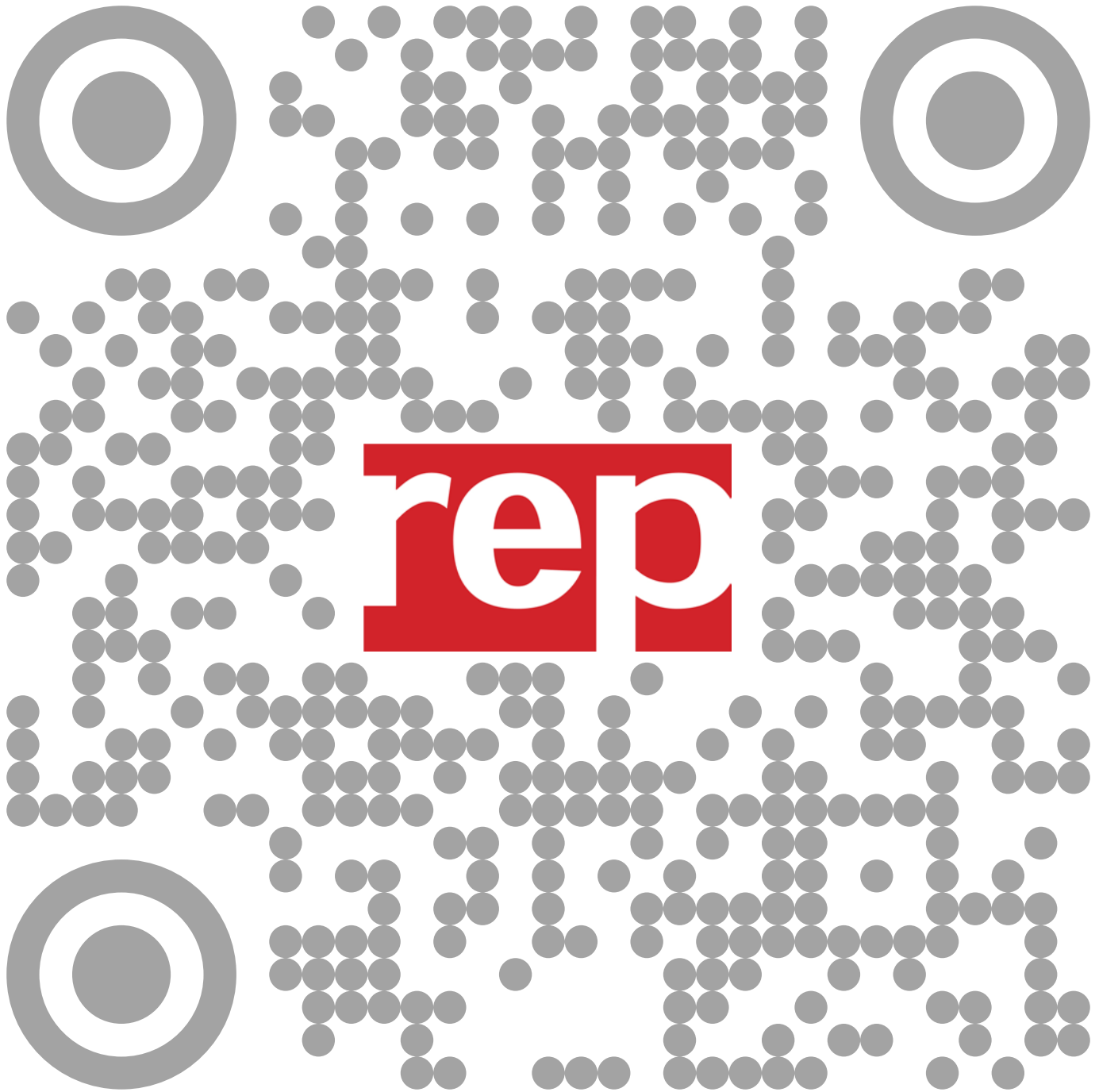


REPETOIRE IS A SHARE MOVING MEDIA PUBLICATION

A Message From Our Publisher

Welcome to Repertoire. We're proud to serve the people and companies shaping healthcare distribution, and we're excited to give you a closer look at what we do.

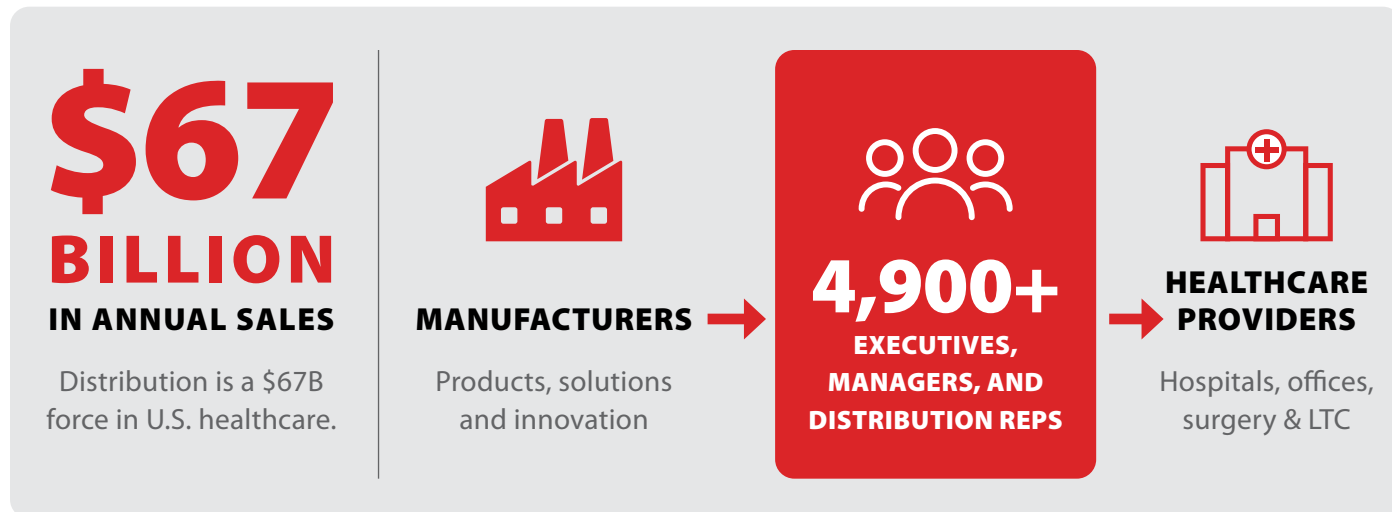
Scan the QR code to hear from our publisher, Scott Adams, to get a glimpse into the people, content, resources and opportunities you'll find within the Repertoire community.



repertoiremag.com

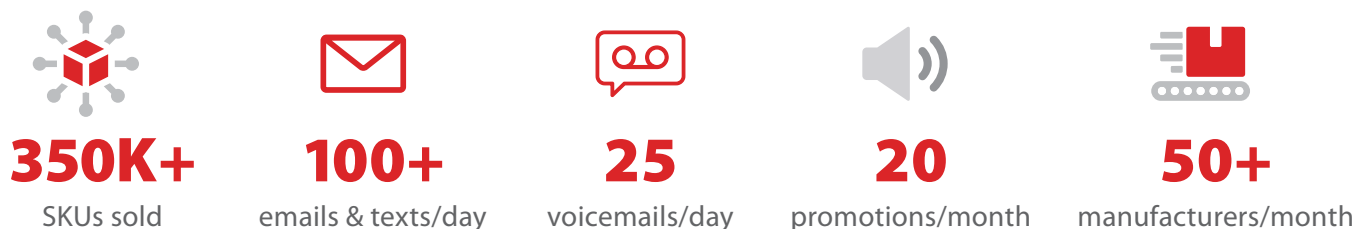
The only way to reach all of distribution with your message.

Repertoire Magazine serves professionals across the healthcare distribution channel, with a core readership made up of distributor sales representatives, sales leaders, executives, and manufacturer partners who support the medical-surgical supply chain. These readers call on hospitals, physician offices, ambulatory surgery centers, and long-term care facilities, bringing medical products and solutions to the point of care.



Incredibly valuable. And incredibly busy.

Earning a rep's attention takes more than showing up in their system. On any given day, a distributor rep is managing an overwhelming volume of information, offers and requests:



Your product isn't competing against one competitor. It's competing against **hundreds of products** and **dozens of manufacturers** for a rep's attention.

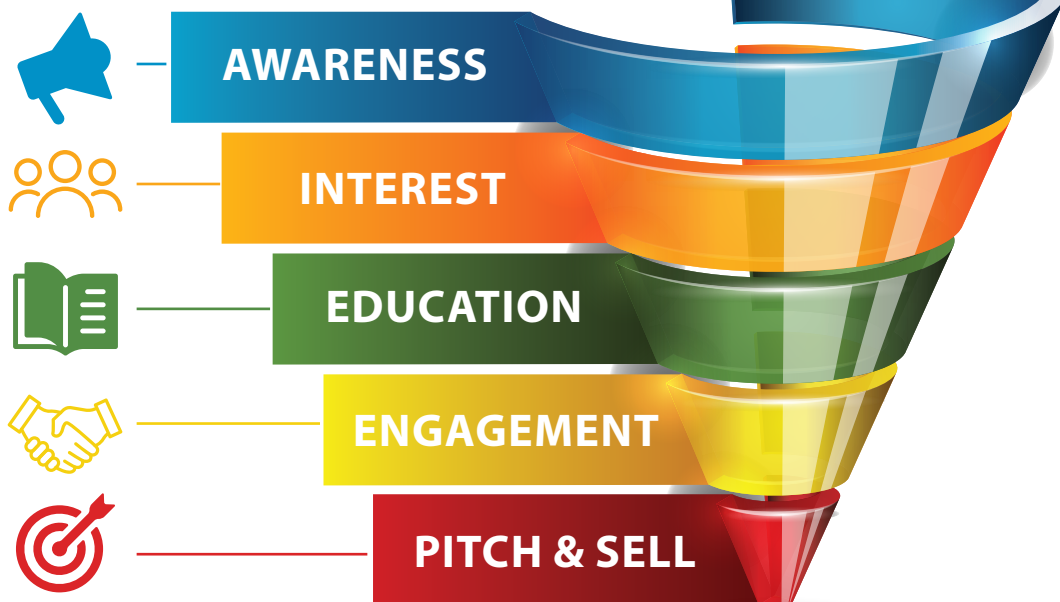


Circulation: 6,000 total

- ▶ McKesson (Wellverse)
- ▶ Henry Schein Medical Group
- ▶ Cardinal Health
- ▶ Owens & Minor
- ▶ Medline
- ▶ Fisher Healthcare
- ▶ NDC
- ▶ IMCO
- ▶ Independents
- ▶ Concordance
- ▶ CME Corp.

Repertoire moves your product through the channel.

We engage decision-makers at every stage of their journey. Driving awareness, interest, education, engagement and action.



AWARENESS



A real-time email newsletter for those involved in the business of healthcare delivered on a daily basis to over 15,000 decision-makers in GPOs, IDNs and the manufacturing and distribution segments of the healthcare industry.



Repertoire is the only publication that serves the healthcare distribution channel. It focuses on three closely related market segments: physician office, hospital/surgery center and long-term care.



INTEREST

EDITORIAL & SPONSORED CONTENT

Sponsored content puts your message in a trusted industry publication giving reps a relevant article they can share with customers and a natural reason to start a conversation. Plus, it gives your own sales team relevant content they can share with distributor reps to open the door for a product conversation.



EDUCATION



These 2 Minute Drill training videos go over specific features, benefits, and target customers for a specific product.



ENGAGEMENT



RepConnect equips Distribution Reps with an easy to use, efficient solution for storing and sharing product brochures, white papers, and rep lists. With this revolutionary tool, Reps can share information and documents with their accounts in just a few clicks.



PITCH & SELL

INTEGRATED CAMPAIGNS

Turn awareness into action with integrated campaigns that put your brand and products in front of the right people. With the right tools, distributor reps will pitch, sell, and drive demand.

Each issue of *Repertoire* Magazine will include the latest news, trends impacting healthcare providers and the med/surg community, best practices for sales, and more. Examples of stories include:

Issue	Ad Due Date	Issue Topics
January	12/4/26	Future of Healthcare
February	1/8/27	Heart Health
March	2/5/27	Cancer Care and Prevention
April	3/5/27	Infection Prevention
May	4/9/27	Senior Care
June	5/7/27	Drugs of Abuse
July	6/4/27	Pulmonary Care
August	7/9/27	Children's Health
September	8/6/27	Respiratory Season
October	9/6/27	Men's and Women's Health
November	10/8/27	Lab and Diagnostics
December	11/5/27	Products to Watch

Physician Office Lab. Lab expert Jim Poggi provides insights into the lab market and how distributor reps can improve sales in that category.

Infection Control. Subject matter experts will weigh in on the latest updates to a critical part of the industry.

Sales Tips and Strategies. Some of the best and brightest sales leaders share their secrets to success.

Chronic Disease Focus. Chronic diseases remain the leading driver of healthcare utilization and costs, creating opportunities for distributor sales reps to help providers improve prevention, early detection, patient monitoring and long-term disease management across diabetes, hypertension, heart failure, chronic kidney disease, respiratory disease and behavioral health.

Trends. *Repertoire* will examine what's making headlines in the med/surg community, including inflation, supply chain disruptions, sustainability, workforce challenges, new technology, and more.

HIDA Government Affairs Update. The latest happenings on Capitol Hill and industry advocacy.

Healthcare Industry Trends. *Repertoire* Magazine will examine the trends affecting healthcare providers and patients, including the shifting healthcare workforce, reimbursement, changing patient dynamics, emerging models of care and more.

Work and Life. Throughout the year, readers will find a balanced mix of features designed to help readers excel both professionally and personally.

Understanding Industry Lingo. Ever wonder what the terms ACO, CPT, IDN, PAMA and PBM mean? We'll make sense of the alphabet soup of healthcare acronyms.

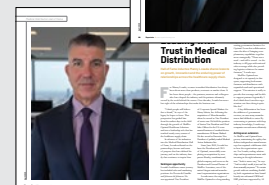
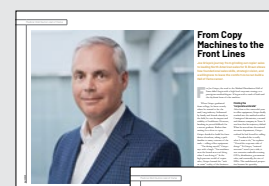
IDN Insights. What's top of mind for today's IDN supply chain leaders?

New Products. *Repertoire* will cover new product releases as they're announced and provide information reps can use in conversations with customers.

Product Spotlights. Throughout the year, *Repertoire* will highlight the best products for different med/surg categories including lab, infection control, medical devices, equipment, rapid tests and more.

Repertoire spotlights leaders in the industry throughout the year, including:

Medical Distribution Hall of Fame



rep OPPORTUNITIES

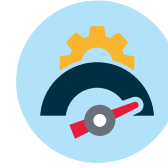
Advertising in *Repertoire* is the only way to reach all of distribution with your message!



Create trust with distribution reps and sales leaders



Align your company with market leaders



Strengthen your company's brand



Create trust with supply chain leaders



Help you capture mind share, and therefore market share



Deliver your message to their office

ADDITIONAL OPPORTUNITIES

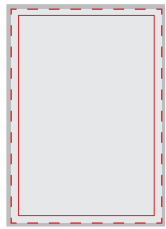
- **RepConnect App:** \$4,500
- **Podcast:** \$5,000
- **Bellybands:** \$7,500 (price may vary)
- **5x7, 7x10 Targeted Inserts:** \$8,900 (price may vary)
- **Ghost Cover:** \$9,000
- **2 Minute Drill:** \$7,500
- **End User Video:** \$7,500
- **Podcast Content Series:** \$8,900
- **Sponsored Content:** \$5,000 (500-600 words)
- **2-Page Spread Advertisement:** \$9,900 (price may vary)
- **New Product Launch Campaigns:** \$25,900 (Call for pricing and opportunity)
- **Respiratory Season Promotion Package:** \$10,000 (Call for pricing opportunity)
- **Special Supplements:** \$3,900 (Call for pricing and opportunity)
- **Leaderboard:** \$5,000 per month
- **Dail-E News online Advertising opportunities:**
Banner Size - 300 x 250 pixels:
\$2,000 per week

DISPLAY ADVERTISING RATES:

Size	1x	6x	12x
Full page	\$7,685	\$7,385	\$6,985
Half page	\$5,685	\$5,385	\$4,985

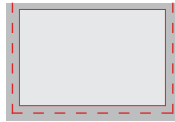
DISPLAY ADVERTISING SPECIFICATIONS

Bleeds: Ads with bleed must extend 1/8-inch (.125) beyond trim. Live/Safe area is for 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: Bleed

Trim: 8.5" W x 11.75" H
Bleed: 8.75" W x 12" H
Live area: 7.5" W x 10.75" H



1/2 Page Horizontal: Bleed

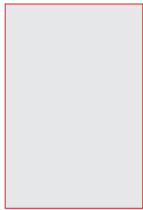
Trim: 8.5" W x 5.5" H
Bleed: 8.75" W x 5.75" H
Live area: 7.5" W x 4.5" H



1/2 Page Vertical: Bleed

Trim: 4" W x 11.75" H
Bleed: 4.25" W x 12" H
Live area: 3" W x 10.75" H

Non-bleeds: The non-bleed sizes below allow for space between ad and trim edge.



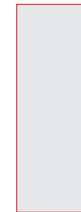
Full-Page: Non-Bleed

7" W x 10.75" H



1/2 Page Horizontal: Non-Bleed

7" W x 5.5" H



1/2 Page Vertical: Non-Bleed

3.625" W x 10.75" H

DAIL-eNEWS SPECS:

LEADERBOARD: 728 x 90 (72 dpi)

BANNER AD: 300 x 250 (72 dpi)

PRESS RELEASE IMAGE: 500 x 250 (max file size) (72 dpi)

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.
- All files need to be a 300dpi – high resolution print ready pdf sent 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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