

DIGITAL OPPORTUNITIES

HFM E-newsletters

HFM INSIDER

Circulation: 73,000 | Average Open Rate: 12%

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

HFM PDC NEWS

Circulation: 30,000 | Average Open Rate: 13%

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

HFM EVS NEWS

Circulation: 34,400 | Average Open Rate: 11%

This bimonthly e-newsletter brought to you by the Association for the Health Care Environment (AHE) offers a collection of articles, reports, and expert advice from the profession's top thought leaders in environmental services and infection prevention.

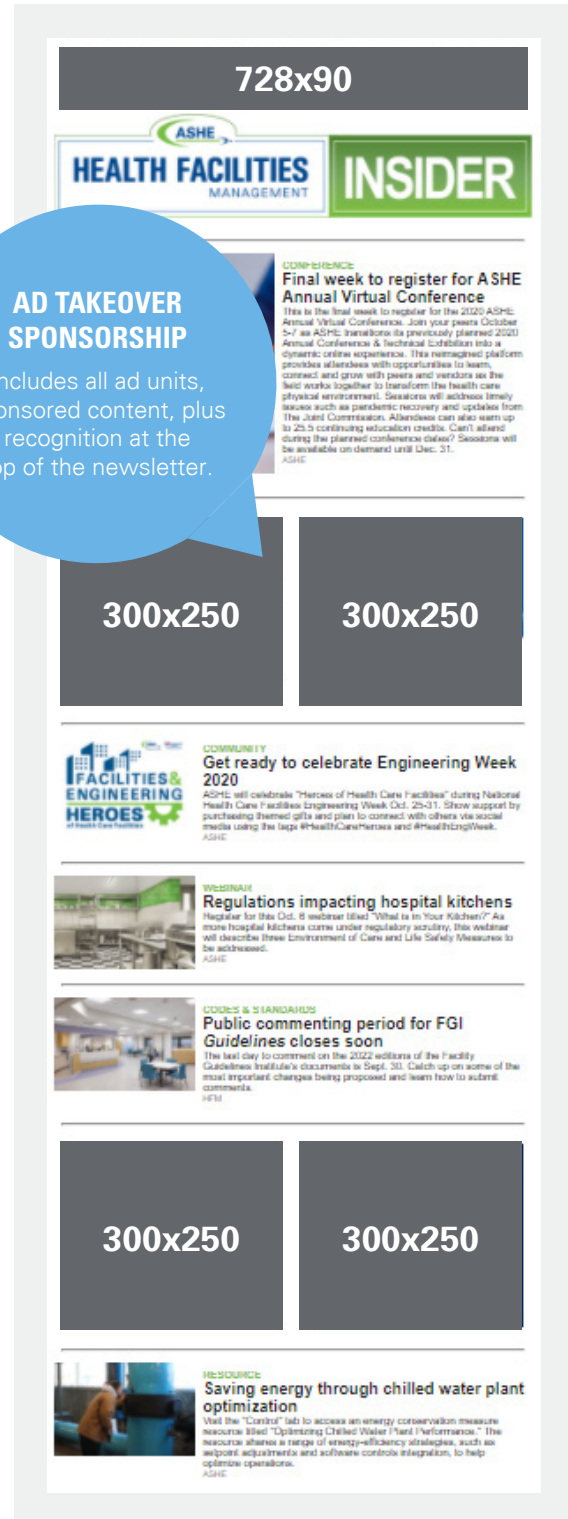
HFM Insider Rates

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			

HFM PDC News / HFM EVS News Rates

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,345	\$1,280	\$1,200	\$1,075
Medium Rectangle	\$1,050	\$1,000	\$925	\$840
Sponsored Content	\$1,345	\$1,280	\$1,200	\$1,075
Ad Takeover	\$4,500			

All rates are net. HFM PDC News and HFM EVS News follow the same rate card. See page 16 for ad specifications.



Source: Higher Logic, July 1, 2019 - June 30, 2020