



2020 Media Kit

The nation's leading
media voice for
holistic physicians
and other
health-focused
practitioners

Contact:

Meg Sinclair | Publisher
212.406.8958
Meg@holisticprimarycare.net

Or

Erik Goldman
212.406.8957
Erik@holisticprimarycare.net

In Print

Online

In Person

CONTACT

www.HolisticPrimaryCare.net

Holistic Primary Care — Our Story

It began back in 1986, with a simple idea.

"Someone ought to do a publication for doctors about holistic medicine," thought Erik Goldman—an idealistic young medical journalist—as he sat through yet another physicians conference focused on pharmaceutical fixes for disorders caused largely by diet and lifestyle.

Fast forward to the mid-1990s. Times were changing: Harvard was hosting meetings about "complementary and alternative medicine." Major pharma companies were launching supplement brands. Leading medical centers started "integrative" clinics. Congress passed the Dietary Supplements Health and Education Act (DSHEA).

Suddenly it was OK for MDs to talk about things like fish oil, probiotics, and acupuncture. Marginalized modalities like Naturopathy, Chiropractic, and Ayurveda were starting to take their places.

That idea kept knocking. "Someone ought to...."

Meg Sinclair—a classically trained pianist with strong business skills, and a love for all things healthy and natural—thought it was a good one, too.

"Let's do it!" she said. And so *Holistic Primary Care* was born in October 2000, in a loft in NYC's East Village.

The vision was simple: Provide doctors with information to put the "health" back in healthcare. Build bridges between the diverse world of



Future HPC editor, Erik Goldman, circa 1986, on the job as a reporter for Dermatology News



HPC publisher, Meg Sinclair in the Fall of 2000, hand-assembling the publication's first media kits

"alternative" modalities and the medical mainstream.

HPC has weathered a lot in its 20 years: the September 11th attack, the dot.com bust, the economic recession of 2008, healthcare reform, and the ever-turbulent, ever-changing medical landscape. Through it all, we've stayed true to that vision.

Since our launch, our flagship print publication has spawned websites, an e-newsletter, webinars, and white papers. Our seminal Heal Thy Practice conferences transformed the practices of hundreds of physicians. And our annual Practitioner Channel Forum is helping nutrition industry leaders to better serve the clinical community.

As we look with "2020 vision" into the future, we renew our commitment to providing clinicians with engaging, inspiring, scientifically-sound content, and creating optimum value for our advertisers and sponsors.

We hope you'll join us in this next phase of Holistic Primary Care's evolution!



HPC's editor, Erik Goldman, and publisher, Meg Sinclair, outside the "Connie"—a 1958 Lockheed Constellation airplane—at the newly renovated TWA Hotel at JFK Airport. The TWA Hotel will host HPC's Practitioner Channel Forum, April 23–24, 2020.

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2020 Vision

Serious about the practitioner market?
There's only one way to grow!

Holistic Primary Care
NEWS FOR HEALTH & HEALING



Why Holistic Primary Care?

Holistic Primary Care was born 20 years ago out of a simple vision: to put the “health” back in healthcare by educating primary care doctors and other practitioners about safe, effective non-pharma options for preventing and treating common chronic conditions.

That mission remains at the heart of everything we do.

Through our flagship print publication, our monthly *UPshots* e-newsletter, our dynamic website, our lively webinars and white papers, or our innovative in-person events, our goals are to educate, inform, and most importantly to inspire.

We believe in the healing power of nature to transform illness into health, and in the power of information to change lives.

So do our readers.

HPC's practitioners are proactive about nutrition, lifestyle change, herbal remedies, and personalized medicine. Like the patients they serve, our clinicians seek safe, effective nutraceuticals, as well as cutting-edge diagnostic tools, therapeutic devices, and healthy foods and beverages.

- **90%** of HPC readers make nutrition counseling a part of their practices.
- **95%** take dietary supplements, herbs, and other natural products for their own health.
- **65%** currently dispense (ie sell) supplements in their offices—up from 34% in 2015. 91% of non-dispensers recommend supplements to their patients.
- **HPC** readers routinely recommend nutraceuticals & botanicals for Chronic Inflammation (89%); Gastrointestinal Conditions (84%); Immune System Support (83%); Sleep Problems (82%); Arthritis & Joint Disorders (79%), and many other conditions.
- **71%** recommend or dispense CBD.
- **85%** have daily conversations with patients about supplements, herbs, and nutrition; 63% have these conversations in almost every patient visit.

Source: HPC 2020 Practitioner Survey; N = 360 respondents

Building Brand Influence

Holistic Primary Care brings lively, cutting-edge editorial to an audience of ~60,000 medical professionals—that's **2–3 times more than any other practitioner-focused media** in the holistic/functional medicine field.

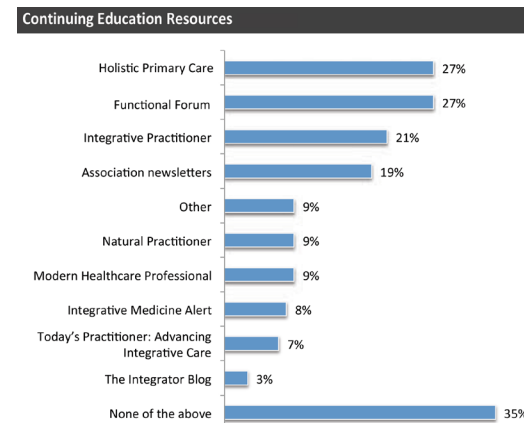
And we do it at the **lowest cost-per-thousand rates!**

With 20 years' experience behind us, we've learned a lot about our practitioners, their practice patterns, and their preferences.

Find out how *Holistic Primary Care* can help you build enduring relationships with tens of thousands of medical professionals who influence the health care choices of literally millions of people!

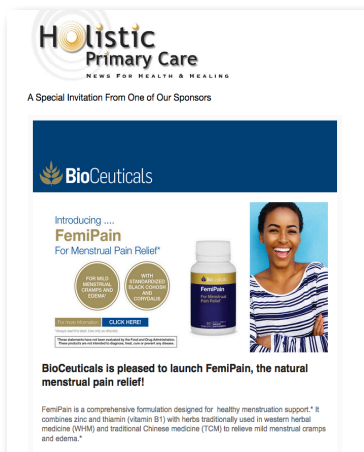
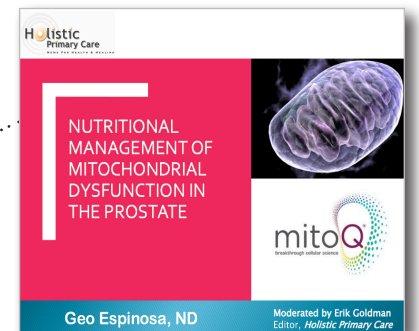
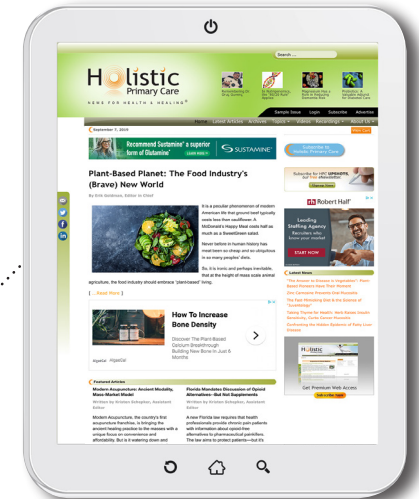
HPC: A Leading Resource for Holistic Practitioners

According to Pure Branding's 2017 Integrative Physician Market Landscape report, based on a survey of 1133 practitioners, Holistic Primary Care is the nation's leading continuing education resource for integrative medicine.



Do you use any of the following resources for information or for continuing education on integrative medicine?

Base n= 1133; Source: Pure Branding, Integrative Physician Market Landscape 2017



HPC offers you the **lowest cost-per-thousand ad rates** and the widest reach of any publication in the integrative medical field!

Holistic Primary Care

NEWS FOR HEALTH & HEALING



HPC in Print

Holistic Primary Care: News for Health & Healing is the nation's premier holistic medical publication for doctors. Each quarterly issue reaches a qualified circulation of **~60,000 MDs, DOs, DCs and NDs**, with news and information on natural medicine in real world clinical practice.

HPC is the only natural medicine publication that brings your message to tens of thousands of MDs, as well as naturopaths, chiropractors, osteopaths and other holistic practitioners.

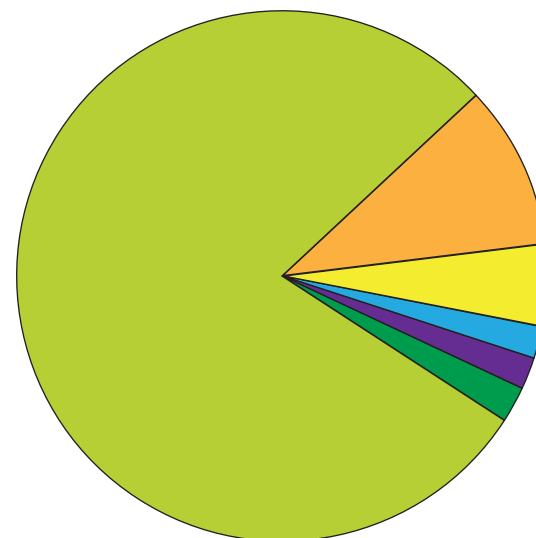
HPC is distributed at the following schools:

- University of Texas Medical Branch
- National College of Natural Medicine
- Southwest College of Naturopathic Medicine

Bonus Distribution:

- Integrative Healthcare Symposium
- Institute for Functional Medicine's International Symposium
- American College for Advancement in Medicine (ACAM) annual conference
- Personalized Lifestyle Medicine Institute (PLMI)
- And more...

- MDs 79%
- Osteopaths 10%
- Nurses 5%
- Chiropractors 2%
- Naturopaths 2%
- Other Integrative Practitioners 2%



94% of our physicians say the information in HPC is helpful in understanding the role of nutrition and natural products in patient care

Holistic Primary Care

NEWS FOR HEALTH & HEALING

HPC Means Compelling Clinical Content!

Stellar content means stronger advertising impact.

According to a recent report by Melbourne-based market research firm, Neuro-Insight,* the effectiveness of advertising depends in part on the content that surrounds it.

Neuro-Insight's study of over 100 web users shows that ads surrounded by premium content result in 16% higher engagement, greater sense of personal relevance, stronger memory encoding, and higher activity in both sides of a viewer's brain.

Online and in print, HPC consistently delivers top quality, highly-readable content that practitioners value!

*Source: Teads, "Why Premium Editorial Content?" conducted by Neuro-Insight, Nov. 2016

Who Reads HPC?

HPC AUDIENCE

79% **MDs**; 10% **Osteopaths**,
5% **Nurses**, 2% **DCs**, 2% **Naturopaths**,
2% other **Integrative Practitioners**

GENDER

56% Male, 44% Female

AGE

- 8% are between 30–40 years
- 28% are between 41–50 years
- 44% are between 51–59 years

EARNINGS

Median household income is \$184,000/yr.

HEALTH CENTRIC

- **100%** participate in one or more **health-related activities regularly**
- **98%** routinely take dietary **supplements**
- **85%** make **nutrition counseling** part of their practice
- 65% regularly buy organic food
- 52% buy "green" products
- 78% prefer to cook at home

94% of our physicians say the information in HPC is helpful in better understanding the role of supplements & natural products in patient care.

HPC's Editorial Advisors are Leaders in the Field

Anthony Almada, MSc
Founder
IMAGINutrition

Susan Blum, MD
Founder/Director
Blum Center for Health

Robert Alan Bonakdar, MD
Director, Scripps Center for
Integrative Medicine

Jill C. Carnahan, MD
Medical Director, Flatiron Functional Medicine

Joel M. Evans, MD
Director, Center for Functional Medicine

Mimi Guarneri, MD, FACC
Co-Founder, Pacific Pearl La Jolla
President, Academy of Integrative Health & Medicine

Kristi Hughes, ND
Director of Medical Education
Institute for Functional Medicine

Sanford H. Levy, MD
Physician Advisor, Kaleida Health

Liz Lipski, PhD, CCN
Director, Academic Development
Maryland University of Integrative Health

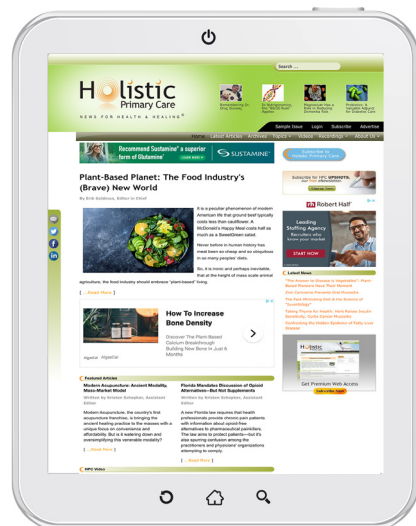
Steven Masley, MD
Director, Masley Optimal Health Center

David Perlmutter, MD
Founder/Director, Perlmutter Health Center



Holistic Primary Care Online

HPC's *holisticprimarycare.net* — puts practitioners and their patients on the same page....literally!



HPC's Online Presence is Rapidly Expanding, and our Average Read Times are Stellar

- **3250** unique daily users — a 34% increase over the last 12 months
- **89%** New Viewers — Nearly 90% of all our 2020 visitors have just discovered HPC
- **4 minutes 22 seconds** — Our read-times have consistently averaged over 4 minutes for years
- **Most visited topics** Probiotics/Digestive Health, Ayurveda, Herbal Medicine, Functional Medicine, Chronic Disease
- **84.3%** Organic Traffic — from recent efforts towards an increased presence on search engines
58% Mobile | 34% Desktop | 8% Tablet

DID YOU KNOW.....?

When it comes to online searches, "Holistic" is tops!

Data from Google, Bing, and Yahoo indicate that "holistic" far out-performs "functional" and "integrative" in online organic searches.

Stats from all 3 major search engines show the following:

"Holistic Medicine" — 54% of total (39,940 avg. monthly searches)

"Functional Medicine" — 26% of total (18,820 avg. monthly searches)

"Integrative Medicine" — 20% of total (14,570 avg. monthly searches)

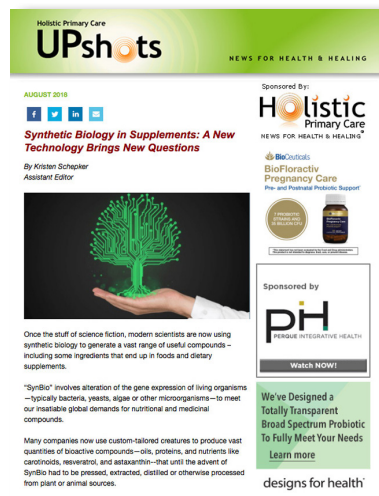
The bottom line? Web users have significantly greater familiarity with the term "holistic."

Advertising online with HPC ensures your message reaches the practitioners — and patients — who will identify and resonate with it the most.

HPC UpShots e-newsletter

UpShots is HPC's monthly e-newsletter reaching nearly 20,000 practitioners — MDs, Naturopaths, Chiropractors, Nurses, Nutrition Professionals, Massage Therapists, and many others with lively quick-takes on emerging clinical studies and health trends.

Popular and widely shared, **UpShots** features Right Hand Square & Rectangle ads, providing our advertisers with brand continuity between quarterly print editions of Holistic Primary Care, and channeling traffic directly to advertisers' websites and landing pages



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HPC offers a rare combination of deeply principled professionalism, impeccable credibility, and a solid understanding of business.

Holistic Primary Care

NEWS FOR HEALTH & HEALING



Product Sampling in HPC

For brand impact, there's nothing like putting samples directly into doctors' hands. But on-the-ground detailing and traditional sampling programs are costly and often ineffective.

Let HPC design a custom sampling program for you! We'll deliver your product directly to doctors who are making a difference in the lives of thousands of patients every day!

When delivered with an edition of HPC, your samples will connect with caregivers eager to learn about nutrition & natural medicine.

We can accommodate a wide variety of sample types & special offers. Reach all 60,000 readers or select geographic targets down to the zip code.

Leverage the immediacy & tangibility of direct sampling with HPC. Contact: Erik Goldman at 212.406.8957; Erik@Holisticprimarycare.net

"Our sampling program with HPC was a big success. We were able to introduce our product to thousands of doctors throughout the country, many of which are still ordering today. Our partnership with HPC improved our reach and allowed us to get our message across in a time-saving, cost-efficient way."

~ Jeremy A. Holt, Product Development
Director, Ajinomoto USA

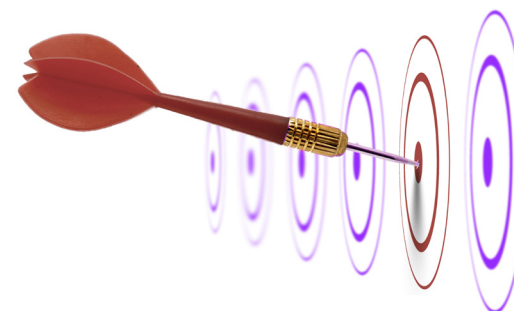
Custom Marketing Solutions

HPC's editorial and design team can create outstanding monographs, white papers, continuing education modules, direct-mail and other special projects to help build your brand and educate practitioners.

We draw on nearly 30 years experience to develop customized enduring materials tailored to your marketing objectives.

"The monograph HPC produced on behalf of ONE coconut water is a powerful foundation for our health education campaign. HPC offers deeply principled professionalism, impeccable credibility, and a solid understanding of business."

~ Jeff Klein, CEO
Cause Alliance Marketing



Sponsored Webinars

Bring the expertise of your Key Opinion Leaders to HPC's practitioner audience!

Webinars are an ideal way to demonstrate your company's commitment to education while capturing leads on motivated clinicians who are self-selecting for interest in what your company has to offer.

Spotlight a speaker and topic of your choice for a lively interactive session moderated by HPC's Editor in Chief, Erik Goldman or a moderator of your choice.

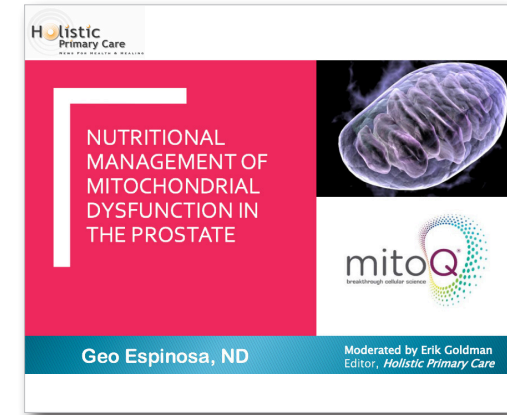
You'll gain leads, as well as valuable practitioner feedback and deep brand engagement.

Sponsorships include:

- Two branded outbound pre-event promo e-blasts to HPC's list of 20,000 practitioners
- Webinar promo via UPshots monthly e-newsletter & HPC social media
- Post-event recording reminder email to all webinar registrants
- Audio recording of session for post-event distribution.
- Contact list for all registered practitioners
- Perpetual program archiving on HPC website

\$5,900 per individual Webinar

\$15,500 for a series of three



Dedicated E-Blasts

Deliver your message & your educational content straight to the inboxes of 20,000 holistically-minded practitioners! A perfect vehicle for New Product Launches, White Papers, Conferences, and Special Offers.

Sponsored e-blasts align your brand values with HPC's credibility and reach, enabling you to engage practitioners who are truly interested in what your company has to offer.

\$2,400 per individual e-blast

\$6,300 for a series of three

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Holistic Primary Care Rates 2020



Holistic Primary Care
NEWS FOR HEALTH & HEALING

<u>Trim 10 3/4 X 13 1/2</u>	<u>1x</u>	<u>2x</u>	<u>4x</u>
Full Page 4c	\$9800	\$9300	\$8900
Standard 4c	7300	6950	6700
Half Page 4c	5950	5800	5650
Quarter Page 4c	3650	3450	3200

All posted rates are NET rates for four-color ads.

Bleed: No charge (gutter bleed accepted for spreads only)

Premium Placement Positions:
Page 3: 10% Back cover: 20%

Published Quarterly by Ascending Media, LLC

<u>Issue Dates</u>	<u>Space Closing</u>	<u>Materials Due</u>
Spring 2020 (Mar 5)	Jan 23	Jan 31
Summer 2020 (June 5)	April 23	Apr 30
Fall 2020 (Sept 7)	July 23	Jul 31
Winter 2020 (Dec 7)	Oct 23	Oct 30

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Holistic Primary Care Ad Specs



Our preferred file format is an X-1a compliant PDF file with all images at 300 DPI at final print size. All colors must be CMYK.

When using InDesign CS2, export as a PDF X-1A file.

When using any other program (including any other InDesign version), print Postscript and Distill in Acrobat 6 or 7 using the PDF X-1A setting.

Keep all live matter at least 3/8" from trim; allow 1/8" for bleeds. **Crop marks for bleeds only.**

Media: FTP or e-mail

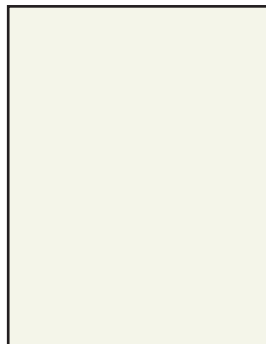
Proofs: Matchprint or equivalent contract proof must be supplied.

Trim Size

10.75 w x 13.5 h

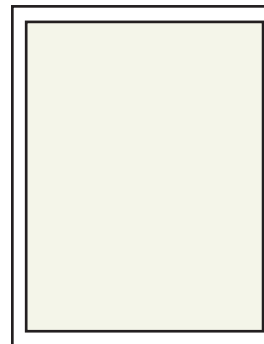
Full Bleed

11 w x 13.75 h



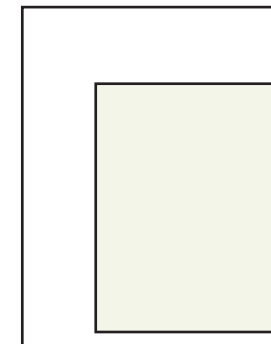
Full Non-bleed

10 w x 13 h



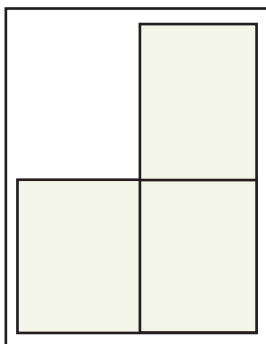
Standard

7.375 w x 9.875 h



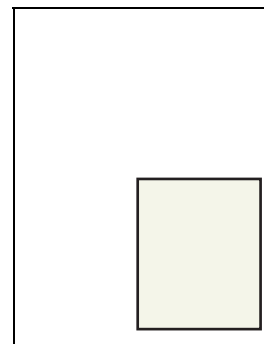
1/2 V 4.875 w x 12.5 h

1/2 H 10 w x 6.25 h



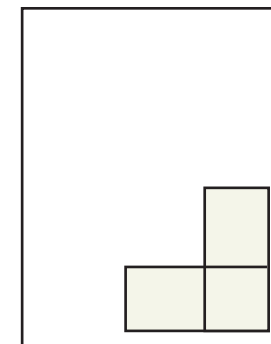
1/4 4.875 w x 6.25 h

Column 2.375 w x 12.5 h



Announcement/Classified

4.875 w x 2 h or 2 w x 4.875 h



HPC Online Rates 2020

Holistic Primary Care
NEWS FOR HEALTH & HEALING

	<u>Quarterly</u>	<u>Yearly</u>	<u>Pixels</u>
Top Banner	\$1500	\$5000	728 X 90
Top Rectangle	1500	5000	300 x 250
Rectangle	1200	3800	300 x 250
1/2 Rectangle	800	2700	300 x 125



Acceptable File Formats

- JPG, GIF
- Please include URL associated with the ad
- Please keep file size under 100 KB
- Specify advertiser and month run
- Screen-resolution (72 ppi)

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HPC UpShots Rates 2020

Holistic Primary Care
NEWS FOR HEALTH & HEALING

	<u>Quarterly 3x</u>	<u>Yearly 12x</u>	<u>Pixels</u>
Top Right Square	\$3500	\$10,900	200 X 200
Square	2500	8400	200 X 200
Rectangle	2000	6000	200 X 120



Acceptable File Formats

- Ad size 200 x 200 pixels — jpg or png, no gifs
- Please include URL associated with the ad
- Please keep file size under 100 KB
- Specify advertiser and month run
- Screen-resolution (72 ppi)

Terms & Conditions

- Publisher reserves the right to reject any advertisement.
- Terms are 30 days net. Any and all discounts, including agency commissions, are applicable only to current accounts and may be revoked on overdue accounts. Publisher further reserves the right to charge 2% per month on overdue accounts. Advertiser and agency are jointly and severally responsible for timely remittance of all properly rendered invoices.
- Advertisements must contain no false or misleading statements. Advertiser indemnifies publisher against any claims and/or judgments arising from the publication of any ad.
- Advertisers will not use the publication's name, logo or editorial staff to imply endorsement by the publisher or in any other way.
- No conditions, printed or otherwise, appearing on an insertion order, billing or copy instructions that conflict with the publisher's policies or with Business Publications Contract and Copy Regulations, as published by Standard Rate and Data, shall be binding on the publisher.

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Holistic Primary Care
NEWS FOR HEALTH & HEALING



Quality Counts: A Clinician's Guide to Natural Product Quality | Fall 2020

A special 32-page insert in Fall 2020 edition of *Holistic Primary Care* exploring regulatory and quality assurance issues in the dietary supplement, healthy food, and natural products industries.

Impeccable quality and trustworthiness are essential in today's natural products market—especially in the clinical setting. Many clinicians routinely recommend supplements and botanicals, and advise patients on healthy food and personal care choices.

Yet few understand how these industries are regulated or recognize the efforts that brands make to ensure product quality and efficacy.

Quality Counts: A Clinician's Guide to Natural Product Quality is an in-depth look at the regulations, quality assurance systems, and innovative technologies that ensure product safety and efficacy.

Sponsorship of Quality Counts gives YOU a voice!

AN IDEAL THOUGHT-LEADERSHIP OPPORTUNITY TO DEMONSTRATE YOUR BRAND'S COMMITMENT TO QUALITY ASSURANCE AND PRACTITIONER EDUCATION

Quality Counts

A Clinician's Guide to Natural Product Quality

A 32-page, 8.5 x 11" printed Special Report from the editorial staff in the Fall 2020 edition of *Holistic Primary Care*.

Publication Date: Fall 2020

Reach: 60K physicians & health professionals

Sponsorship closing date: July 31, 2020

Sponsorship Package Includes:

- **Company logo prominently displayed on back cover and inside front cover** of printed insert
- **Inclusion of company spokesperson comments** in editorial content
- **Print distribution** to HPC's mail list of 60K practitioners
- **Electronic distribution** to HPC's email list of 20K
- **500 print copies** for company promo
- **PDF file of insert** for electronic distribution

Sponsorship price: \$16K

Quality Counts can accommodate only a limited number of corporate sponsors.

Demonstrate your company's commitment!

Secure your sponsorship NOW.
Meg@holisticprimarycare.net

The only Forum for YOU —

The Practitioner Channel Forum is HPC's annual executive meet-up for leaders of practitioner-focused supplement and natural product brands.

Now in its eighth year, TPCF is the ONLY educational event designed specifically for YOU—the busy executive or senior brand manager looking to turbo-charge your practitioner engagement.

At TPCF, you will:

- Obtain high-quality market research data about the practitioner channel
- Connect with like-minded colleagues and channel partners
- Explore the key issues shaping the practitioner channel
- Meet top functional & holistic medical professionals & thought leaders
- Relax and enjoy top notch healthy food and great company

HPC has always been ahead of the curve. At this year's TPCF we'll be celebrating our 20th anniversary, and our "2020 Vision" with dozens of industry leaders and healthcare visionaries.

Join us at the spectacular TWA Hotel at JFK airport in New York City, and put some jet fuel in your practitioner engagement strategies!



Who Attends TPCF?

TPCF has hosted executives and top-level managers from the major players in the healthcare practitioner space, including:

Ortho Molecular Products, Integrative Therapeutics, Metagenics, Atrium Innovations, Standard Process, Designs for Health, CV Sciences, Protocol for Life Balance, Nordic Naturals, Allergy Research Group, Pharmavite, Charlotte's Web, Innate Response, Bioceuticals, LifeSeasons, RenewLife, Lonza, Chromadex, Aker Biomarine, Manitoba Harvest, Emerson Ecologics, Natural Partners, and many more

The Practitioner Channel is Booming!

- **94%** of primary care clinicians recommend one or more categories of dietary supplements & natural products
- **61%** currently dispense (ie, sell) products in their clinics—and the number continues to grow (*HPC 2018 Practitioner Survey*)
- **\$3.7 billion** in practitioner sales last year. Practitioners now represent 9% of all supplement sales, with an 8.3% annual growth rate that even exceeds retail growth! (*Nutrition Business Journal*)

The practitioner channel is clearly a thriving market segment, ripe with opportunity. But it has unique challenges and many nuances. Get the data and insight you need to optimize your company's position in this dynamic market

Come Celebrate HPC's 20th Year!



Eighth Annual



**THE PRACTITIONER
Channel Forum**

FOR THE NATURAL PRODUCTS EXECUTIVE

www.TPCForum.com



April 23–24, 2020

**The TWA Hotel at JFK Airport
New York City**

Sponsorship Opportunities are Available

Learn More: www.TPCForum.com

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