



Holistic Primary Care 2025 Media Offerings

ABOUT HPC

Holistic Primary Care is a medical media company born more than 2 decades ago, with a simple vision: to put the “health” back in healthcare by educating practitioners about safe, effective, non-pharma options.

That remains at the heart of everything we do. Through our monthly *UPshots* e-newsletter, lively sponsored webinars, dynamic website, dedicated e-blasts, and white papers, our goals are to educate, inform, and most importantly to inspire.

We believe in the healing power of nature. So do our readers!

HPC’s practitioners are proactive and passionate about nutrition, lifestyle change, herbs, and personalized medicine. Like their patients, they seek safe, effective nutraceuticals, cutting-edge diagnostics, 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% 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.

85% have daily conversations with patients about supplements, herbs, and nutrition

HPC AUDIENCE at a glance:

HPC reaches an online ecosystem of ~18,000 practicing clinicians.

79% MDs; 10% Osteopaths,

5% Nurses, 2% DCs, 2% Naturopaths, 2% other Integrative Practitioners

56% Male, 44% Female

8% between 30-40 years

28% between 41–50 years

44% between 51–59 years

98% routinely take supplements

85% make nutrition counseling part of their practice

**94% say HPC is helpful in understanding
the role of supplements & natural products in patient care.**

SPONSORED WEBINARS

Bring your company's expertise to HPC's practitioner audience!

Impactful and engaging, webinars are an ideal way to capture clinician leads and boost sales, while educating a motivated self-selecting practitioner audience about your products and services.

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

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

Sponsorships include:

- Two branded pre-event promo e-blasts outbound to HPC's list of 18,000 practitioners
- Post-event replay email to all webinar registrants
- Audio recording of session for post-event distribution.
- Contact list of all registered practitioners, with engagement stats
- Perpetual program archiving on HPC website
- ****NEW in 2025—200 x 200 company ad in HPC's monthly UPShots e-newsletter included with Webinar sponsorship. Spotlight your company and your webinar in the month prior to its broadcast date.**

Sponsorship price: \$6,600 per individual Webinar;
\$17,800 for a series of three

"Working with Holistic Primary Care was a fantastic experience. Erik's efficiency and exceptional communication skills made the entire process smooth and stress-free. His expertise and professionalism ensured every detail was perfectly executed, leading to a successful event."

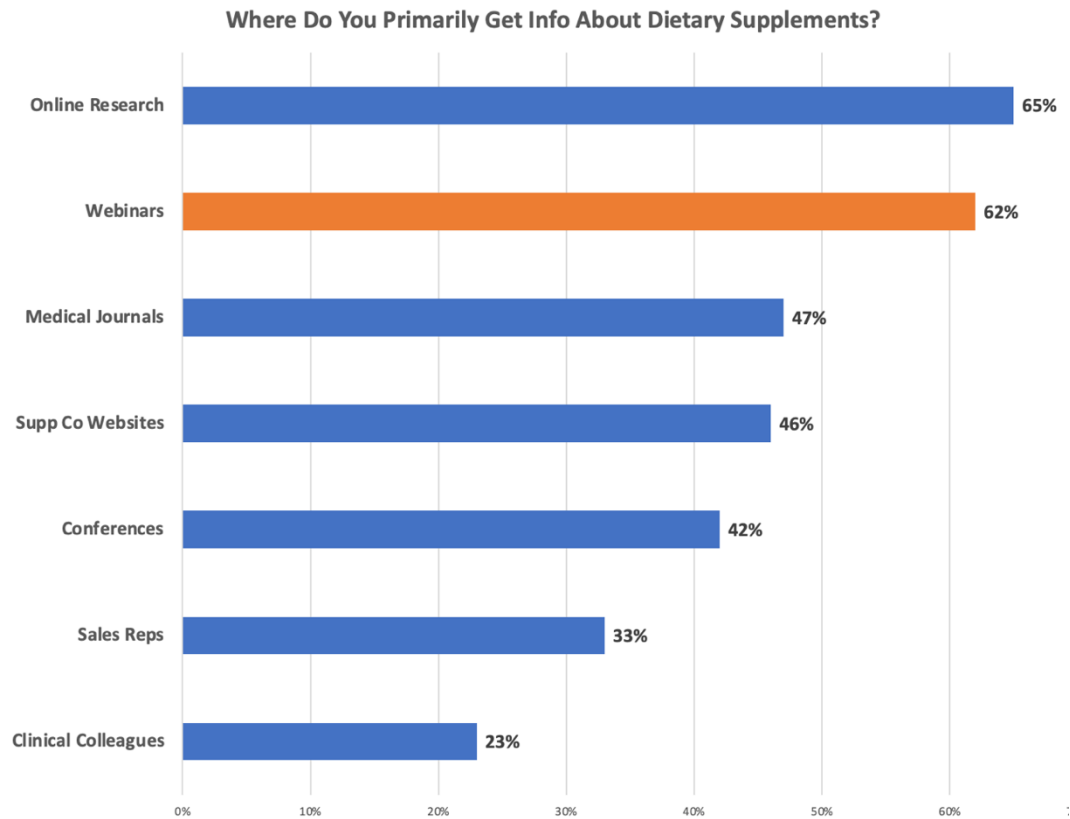
--Alayna Hutchinson, Healthcare Growth Manager, Pendulum Health

"We have worked with numerous companies, but working with Holistic Primary Care was one of the best experiences. Not only is Erik extremely helpful and always available to offer assistance, but HPC also provides a lot more to their sponsors than many others. I highly recommend them!"

--Azi Azimi, Chief Operating Officer, CanXida

Practitioners prefer webinars over conferences, trade shows, and even medical journals. That's the message we got from survey of nearly 2,000 healthcare practitioners by *Nutrition Business Journal* and *Holistic Primary Care*.

62% of practitioners said they primarily get their information about supplements from webinars



LAUNCHING in 2025!

HPC *Spotlight On....*

Special reports

HPC *Spotlight on...* is a series of quarterly, condition-specific special reports delivering the latest research, practical insight, and expert opinions on key aspects of clinical practice.

With the federal government's new and long-overdue focus on nutrition, lifestyle change, and prevention, practitioners need to stay up to date on non-pharma options for optimizing health. HPC *Spotlight on...* delivers!

Topics for 2025

March 2025:	<i>HPC Spotlight on...</i> Metabolic Health
June 2025:	<i>HPC Spotlight on...</i> Musculoskeletal Health
September 2025:	<i>HPC Spotlight on...</i> Cognitive & Emotional Health
December 2025:	<i>HPC Spotlight on...</i> Digestive Health

Sponsorship of *Spotlight On...* includes:

- Full page 8.5 x 11 digital ad in ***Spotlight On...***
- Half page space for company/product description
- 200 x 200 pixel Square Ad in **HPC UpShots** e-newsletter
- Banner ad on HPC website

Sponsorships are limited to 6 companies per issue.

Sponsorship price: \$7,500.00

Each edition of *Spotlight On....* Is distributed to HPC's full practitioner email list.

HPC UpShots e-newsletter

UpShots is HPC's monthly e-newsletter reaching nearly 20,000 practitioners — MDs, Naturopaths, Chiropractors, Ob/Gyns, Nurses, Nutrition Professionals, Massage Therapists, and 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 monthly impressions and brand continuity, and channeling traffic directly to advertisers' websites and landing pages.

	<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)**

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HPC Dedicated Eblasts

Deliver your message & your educational content straight to the inboxes of 18,000 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.

**Sponsorship price: \$2,600 per individual e-blast
\$6,600 for a series of three**

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Be part of the HPC Family

Become the FUTURE of HealthCare