2022 Media Kit

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

Contact:
Meg Sinclair | Publisher
212.406.8958
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Erik Goldman
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HPC 2022: New Realities, Renewed Commitments

As Holistic Primary Care enters its third decade, we renew our commitment to the core principles of natural medicine, and our vision of putting the “health” back in healthcare.

Much has changed since October 2000, when the first edition of HPC made its debut. Concepts considered “fringe” 21 years ago—probiotics, leaky gut, systemic inflammation, gluten sensitivity, personal genomics—have made their way into mainstream practice. The role of nutrition in preventing and reversing disease—once dismissed as “irrelevant”—is now promoted by most medical organizations.

Practitioners and patients are now using social media and group support to transform health in ways we couldn’t possibly imagine when we started.

HPC has played a role in nurturing these shifts, through our quarterly print magazines reaching ~60,000 physicians, our monthly UPshots e-newsletters, and our ongoing webinars.

Yet there’s still much work to do: mainstream medicine is still focused on treating disease rather than preventing it; big insurers still shut out most holistic modalities; access to holistic care is still mostly limited to those who can pay out-of-pocket. Bureaucratic nonsense continues to make life miserable for too many well-intentioned practitioners.

COVID-19 has had a profound and unprecedented impact on healthcare. It spotlights all of the shortcomings of our current disease-based system and amplifies the need for comprehensive holistic health support.

Mainstream medicine still has no drug, no vaccine, and no procedure to treat or prevent COVID. Consequently, many more people now recognize that self-care is not a luxury; it is a necessity. They know chronic conditions like diabetes, heart disease, and obesity raise the risk.

They also know holistic, naturopathic, and functional medicine can provide solutions.

COVID has radically altered the healthcare landscape:
• Many clinics remain partially or fully closed.
• Online telemedicine consultations are soaring.
• Online meetings, webinars, and Zoom calls have replaced conferences and tradeshows as our main modes for connecting with clinicians.
• Regulatory scrutiny of our field is on the rise.

As you and your practitioner clients navigate this new and uncharted landscape, know that HPC is right here with you.

• We will continue to provide practitioners with engaging holistic content, while offering you a spectrum of effective multimedia advertising and marketing opportunities.

Over our 21 years, we endured the 9/11 attack on the World Trade Center—just 7 blocks from our old headquarters. We weathered the financial meltdown of 2008. We sailed the changing tides of healthcare reform.

We will ride out the COVID pandemic too, and we’ll be all the stronger for it.

We look forward to working with you in 2022.
—Erik, Meg & the HPC Team
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 (i.e. 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 2019 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 offers you the **lowest cost-per-thousand ad rates** and the widest reach of any publication in the integrative medical field!

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

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 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!


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 2021 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.

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

Content Marketing with HPC

Got white papers, monographs, educational videos you want to share with practitioners?

Let HPC host them on our website!

We can design a custom landing page to archive your practitioner education content and extend its reach.

The program includes dedicated email blasts linking our practitioner audience with your enduring materials, with full engagement tracking and lead capture.

We can accommodate a wide range of educational content for enduring impact.

Leverage the power of content marketing with HPC

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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

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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 & DEADLINES | HPC PRINT**

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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

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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.

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
### HPC Online

**Rates 2022**

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### Acceptable File Formats

- **JPG**
- **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 2022

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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RATES & SPECS | HPC UPSHOTS

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www.holisticprimarycare.net
Quality Counts: A Clinician’s Guide to Natural Product Quality | Fall 2022

A special section in Fall 2022 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 Special Report from the editorial staff in the Fall 2022 edition of Holistic Primary Care.

Publication Date: Fall 2022
Reach: 60K physicians & health professionals
Sponsorship closing date: July 31, 2022

Sponsorship Package Includes:
• A half page ad in the fall issue.
• 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
• 250 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 Practitioner Channel is Booming!

- 94% of primary care clinicians recommend one or more categories of dietary supplements & natural products
- 61% currently dispense (i.e., 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.

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
- Biocuticals
- LifeSeasons
- RenewLife
- Lonza
- Chromadex
- Aker Biomarine
- Manitoba Harvest
- Emerson Ecologics
- Natural Partners, and many more

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

The Practitioner Channel Forum

Eighth Annual

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