



2024 Media Kit

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

Contact:

Meg Sinclair | Publisher
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Or

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In Print

Online

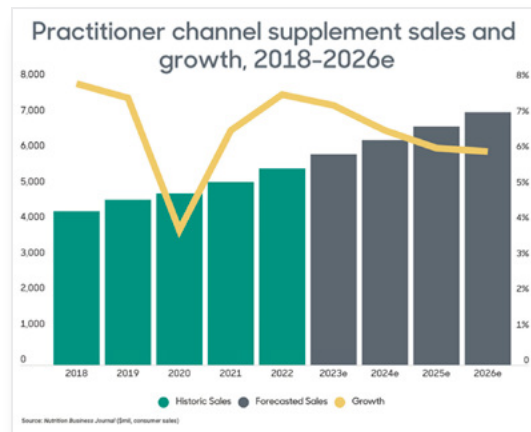
In Person

CONTACT

www.HolisticPrimaryCare.net

According to *Nutrition Business Journal's* 2023 Practitioner Report, the healthcare practitioner segment was **the fastest-growing channel in the entire supplements industry** in 2022.

Net growth in the Practitioner Channel came in at 7.6%, fully twice the growth rate seen in 2020, and far ahead of the 1.9% yearly growth seen for the supplement industry as a whole.



In nearly all product sub-categories, growth in the practitioner channel is tracking in the 6% to 8% range. Practitioner sales of Herbs and Botanicals was especially strong, clocking in at 7.1% in 2022, with the 2023 growth rate expected to be 7.9%.

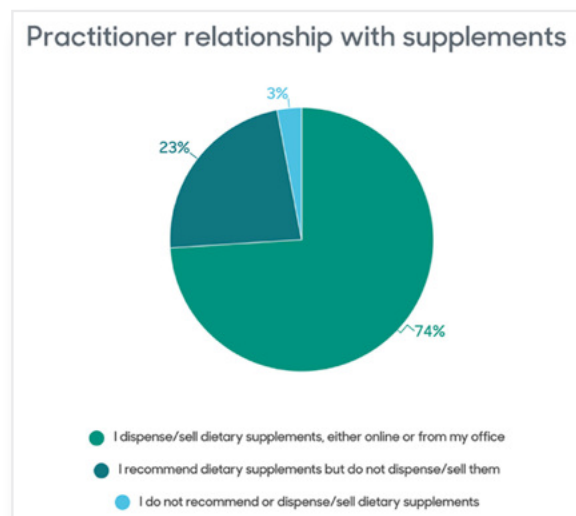
NBJ's analysts predict **total revenue from practitioner sales will top \$5.93 billion in 2023**, grow to \$7.1 billion by 2026, and **stay well ahead of the overall market for years to come.***

	2022 Sales (\$mil)	Sales - % of Total (2022)
Acupuncture (Lac)/TCM/Doctor of Oriental Medicine	\$259	4.7%
Ayurveda	\$44	0.8%
Chiropractic (DC)	\$757	13.7%
Homeopathy	\$105	1.9%
Massage Therapy	\$77	1.4%
Nutritionists and Dietitians	\$405	7.3%
Naturopathic Doctors (ND, NMD)	\$973	17.6%
Osteopathy (DO)	\$191	3.5%
Medical Doctors (MD)	\$1,172	21.2%

Sales generated by Medical Doctors—the practitioner segment considered to be most resistant to natural medicine—**have increased by a notable 24% over the last 4 years**. Between 2019 and 2022, **MDs as a sub-channel grew from \$945 million to \$1.17 billion**, an increase of \$227 million.

"The Practitioner channel is no side show," states NBJ. *Holistic Primary Care* has always known that!

Since October 2000, we've been educating practitioners about nutraceuticals, herbs, and other holistic modalities, while driving growth for our advertisers and sponsors.



A joint survey of 1,115 active medical practitioners fielded by *Holistic Primary Care* and *NBJ* in Summer 2023 indicated that:

- **99%** of respondents are taking supplements for their own health,
- **74%** are dispensing them to their patients
- **23%** are recommending, even if not dispensing them.

Today's practitioners have made nutraceuticals and herbs a part of their lives and their clinical practices.

Even among conventionally-trained MDs, DOs, and Nurses, engagement is high, with 57% dispensing supplements, and 41% recommending them. Nearly half report sales increases since the beginning of the Covid pandemic.

Where are practitioners learning about supplements?

- **60%** of survey respondents say they learn about supplements via webinars
- **46%** say they learn from Medical Journals and Publications (like HPC).

That's ahead of Conferences and Trade Shows (41%) and Supplement Company Sales Reps (33%).

Medical practitioners remain trusted influencers.

According to an NBJ survey of 275 regular supplement users, 43% ranked "recommendation from healthcare professional" as a main driver of their supplement purchase decisions.

Practitioners "are most patients' primary source of information about supplements, with nearly half of older respondents citing doctor/physician recommendations as their most important criteria for deciding which supplements to take," write NBJ's analysts.

Schedule a Discovery Call today and find out how HPC can put your message in front of the practitioners who are shaping the future of healthcare!

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*Source: *Nutrition Business Journal* 2023 Practitioner Report
<https://store.newhope.com/products/practitioner-report-2023>

Holistic Primary Care 2024

For more than two decades, *Holistic Primary Care* has been at the leading edge of a movement transforming American medicine.

Guided by a clear and simple goal of helping practitioners put the health back in healthcare, HPC has been a chronicle of positive, creative shifts within the medical world. Moreover, we have also been an instigator of those shifts.

Much has changed since October 2000. That was the year our first edition of HPC rolled off the presses. Concepts considered “fringe” back then— probiotics and the microbiome, leaky gut, systemic inflammation, gluten sensitivity, epigenetics, intergenerational trauma—have all made their way into mainstream practice.

For decades, the role of nutrition and lifestyle in preventing and reversing disease was dismissed—and often deemed irrelevant. Now it is promoted by nearly all medical organizations. Furthermore, most managed care plans in the country are now eagerly promoting their “wellness” programs.

The Covid pandemic brought to light the shortcomings of the conventional disease-based medical system and amplified the need for comprehensive holistic health support. During these times, more people recognize that self-care is not a luxury but a necessity. They now know that chronic conditions like diabetes, heart disease, and obesity raise the risk of Covid and many other problems. They also know holistic, naturopathic, and functional medicine can provide solutions.

People are using dietary supplements and natural products in unprecedented numbers. Today's medical practitioners realize they need to play a more active role in learning about these products and guiding their patients on optimal use.

HPC has played a significant award-winning role in nurturing these shifts through our quarterly print magazines that reach



HPC publisher Meg Sinclair with the first edition, hot off the press. October 2020.

50,000 physicians and others in medical professions. Our monthly UPshots e-newsletters and our ongoing webinars.

However, there is much more work ahead. Mainstream medicine remains focused on treating diseases rather than preventing them. Despite their

lip service, big insurers continue to shut out holistic modalities from coverage plans. Access to holistic, functional, and naturopathic medicine remains out of reach for those who cannot afford to pay out-of-pocket.

Regulatory scrutiny of holistic practice is on the rise, and supplement-bashing has again become a popular pastime among health journalists working for mainstream media.

And all of this is playing out in a healthcare landscape that's going through seismic changes, as practitioners and patients confront new economic realities, and corporate conglomerates like Amazon and CVS seek to disrupt medicine's status quo.

As you and your practitioner clients work to shape a new and still-emerging healthcare future, 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.
- We will continue to survey the clinical community and provide intel to Practitioner Channel brands.
- We will continue to be an independent, interdisciplinary voice for natural medicine in today's clinical world.

Since our launch 23 years ago, we have endured the 9/11 attack on the World Trade Center, only blocks from our old headquarters. We have weathered the financial meltdown of 2008 and sailed the changing tides of healthcare reform. Now, we have ridden out the Covid pandemic too. Through it all, we kept our eyes on the horizon of better healthcare for all.

We look forward to working with you in 2024.

—Erik, Meg & the HPC Team



HPC's editor, Erik Goldman, and publisher, Meg Sinclair

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HPC Wins Prestigious Journalism Award

Holistic Primary Care was honored with the United Natural Products Alliance (UNPA) 2022 award for Excellence in Journalism.



UNPA executive director Loren Israelsen and HPC's editor Erik Goldman, at the 2022 Natural Products Expo West.



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 more than 2 decades 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 2019 Practitioner Survey; N = 360 respondents

Building Brand Influence

Holistic Primary Care brings lively, cutting-edge editorial to an audience of ~50,000 medical professionals—that's **2–3 times more than any other practitioner-focused media** in the holistic/functional medicine field.

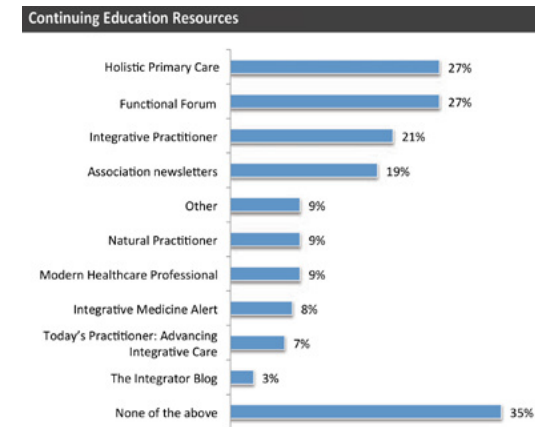
And we do it at the **lowest cost-per-thousand rates!**

With 23 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!

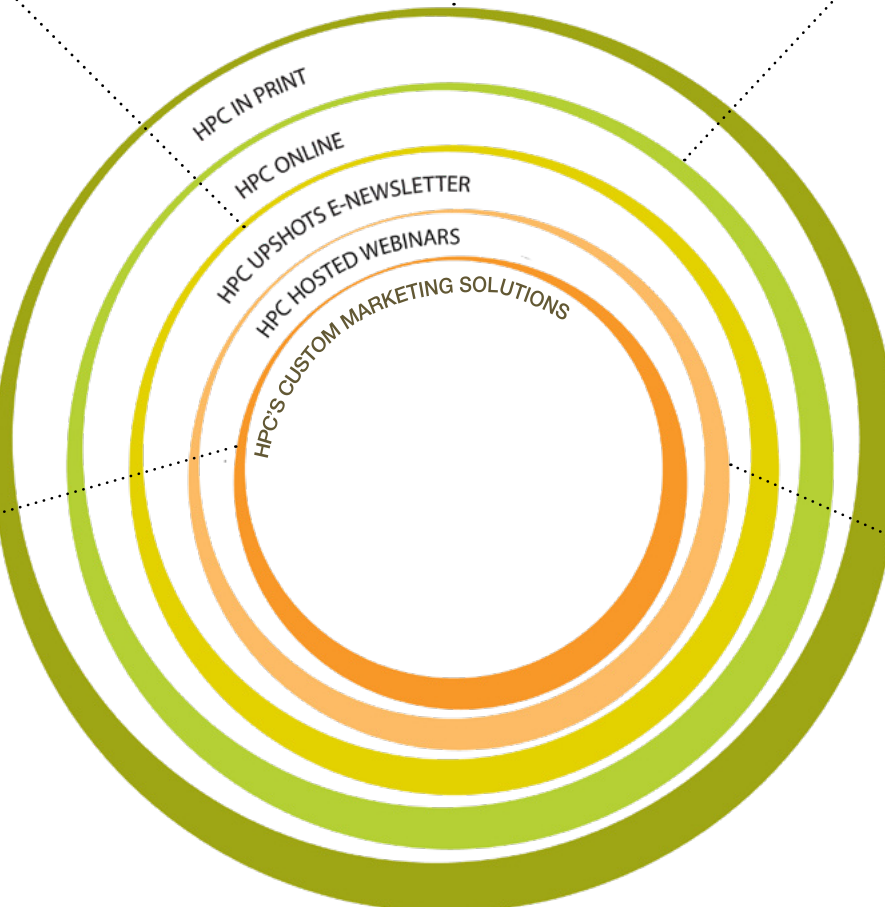
HPC: A Leading Resource for Holistic Practitioners

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 **~50,000 MDs, DOs, DCs and NDs**, with news and information on natural medicine in real world clinical practice.

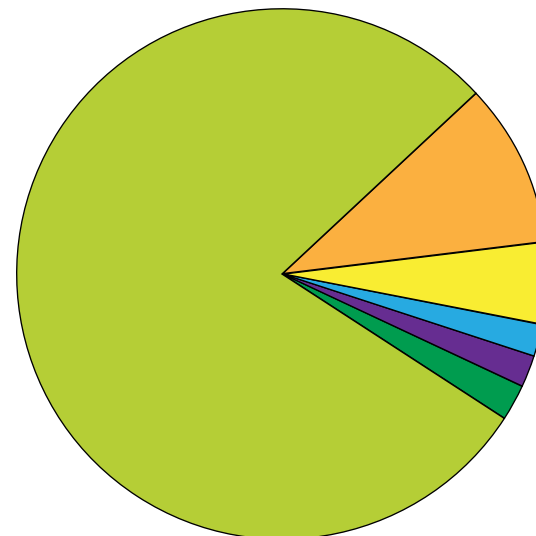
HPC is the only natural medicine publication that brings your message to tens of thousands of MDs, as well as naturopaths, chiropractors, osteopaths and other holistic practitioners.

In 2022, we added 2,000 ObGyns and 2,000 RDs to our circulation, for even greater reach into the clinical community.

Bonus Distribution:

- University of Texas Medical Branch
- Sonoran University of Health Sciences
- 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 Guarnieri, MD, FACC

Co-Founder, Pacific Pearl La Jolla
President, Academy of Integrative Health & 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

Madiha M. Saeed, MD

Founder, HolisticmomMD



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

- **18,000** unique users per month
- **99%** new viewers
- **640** unique daily users
- **4 minutes** — average read time
- **Most visited topics** Cardiovascular Health, Vitamins & Supplements, Chronic Disease, Digestive Health, Functional Medicine
- **80%** organic traffic — from recent efforts towards an increased presence on search engines
61% Mobile | 35% Desktop | 4% 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)

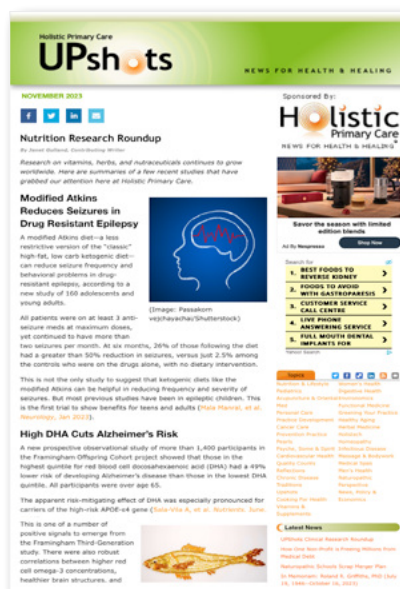
The bottom line? Web users have significantly greater familiarity with the term "holistic."

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



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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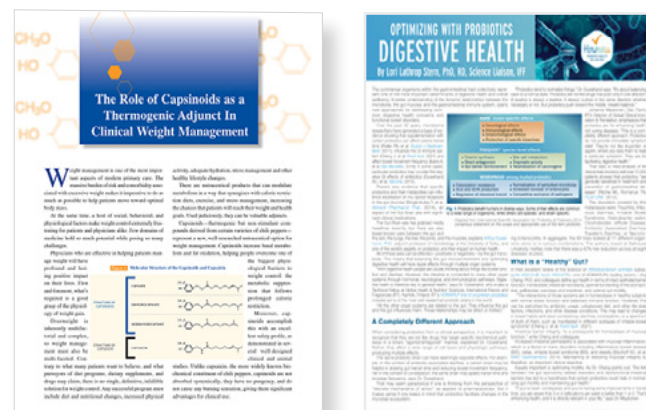
Custom Marketing Solutions

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 more than 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 18,000 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

\$15,900 for a series of three



Dedicated E-Blasts

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.

\$2,600 per individual e-blast

\$6,600 for a series of three

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Holistic Primary Care
Rates 2024



<u>Trim 10 3/4 X 13 1/4</u>	<u>1x</u>	<u>2x</u>	<u>4x</u>
Full Page 4c Bleed	\$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:

Back Cover: 20% (size: 11 w x 11.55 h)
Page 3: 10% Full Bleed

Published Quarterly by Ascending Media, LLC

<u>Issue Dates</u>	<u>Space Closing</u>	<u>Materials Due</u>
Spring 2024 (Mar 11)	Jan 26	Feb 2
Summer 2024 (June 10)	April 19	Apr 26
Fall 2024 (Sept 9)	July 19	Jul 26
Winter 2024 (Dec 9)	Oct 18	Oct 25

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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.

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

Crop marks for bleeds only.

Media: e-mail

Trim Size

10.75 w x 13.25 h

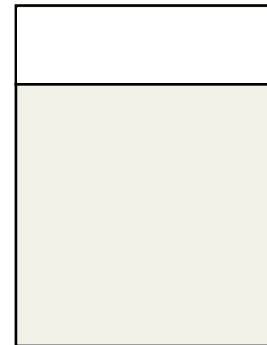
Full Bleed

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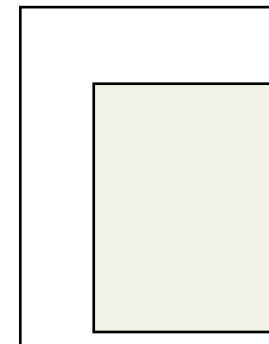
Back Page Bleed

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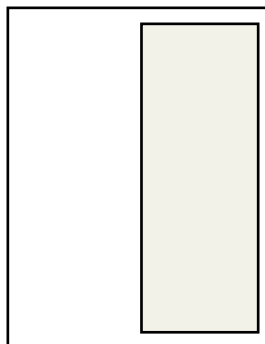


Standard

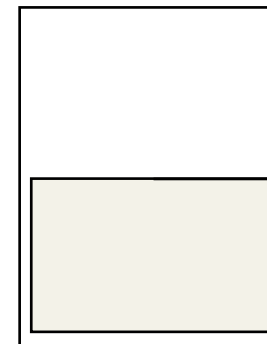
7.375 w x 9.875 h



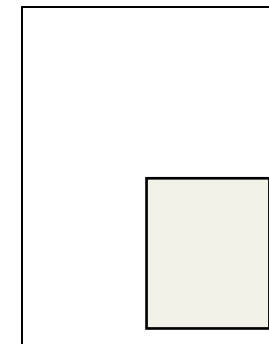
1/2 V 4.875 w x 12.5 h



1/2 H 10 w x 6.25 h



1/4 4.875 w x 6.25 h



HPC Online Rates 2024

Holistic Primary Care

NEWS FOR HEALTH & HEALING



	<u>Quarterly</u>	<u>Yearly</u>	<u>Pixels</u>
Top Banner	\$1750	\$6500	728 X 90
Top Rectangle	1750	6500	300 x 250
Rectangle	1500	4500	300 x 250

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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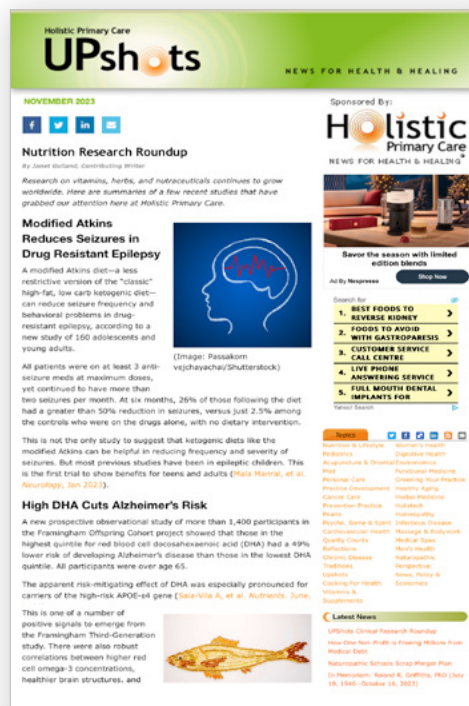
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HPC UpShots Rates 2024

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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