

2017

**THE
HEARING
REVIEW
MEDIA
KIT**

THE HearingReview

Content

Meet the Editor



Karl Strom | Chief Editor

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Karl E. Strom is chief editor and a founding editor of *The Hearing Review*. Over the last 23 years, he has reported on hearing healthcare's most important issues and worked with many of the influential thought leaders, clinicians, executives, and researchers in the field. As a self-confessed "science nerd" and a former marketing manager, Strom has unique insights into hearing industry trends, and is known for his wide network of industry contacts and in-depth analyses of the increasingly dynamic and segmented hearing healthcare market.

The Hearing Review remains the only trade media resource in the North American market to have updated offerings in all three media channels—print, digital, and social media—and has a history of publishing landmark articles, surveys, and breaking news stories. For example, in 2016, *HR* published industry-changing articles about hearing loss and its link to diabetes and other co-morbidities, the Institute of Medicine (IoM) and President's Council of Advisors on Science and Technology's (PCAST) recommendations on affordable and accessible hearing care, an in-depth analysis of European reimbursement systems, as well as technical reviews of many of the most important products and technologies launched this year. Our website, hearingreview.com, incorporates an interactive digital format and features many

new webinars and blogs about the strategies used by successful practitioners to improve their businesses, increase efficiency and customer satisfaction, and grow revenues in an era of increased competition and disruption—often drawing commentary from the most influential professionals in the field.

The Editorial Advisory Board (EAB) of *The Hearing Review* includes some of our field's most distinguished audiologists and hearing instrument specialists from private practice, academia, and hearing-related institutions. EAB members—many of whom have been honored by or have led key hearing-related organizations—regularly recommend and review for publication articles and potential topics, while providing insights and advice about *HR*'s content management.

"*The Hearing Review* has served as a central point of exchange for the worldwide community of hearing care clinicians, researchers, executives, and other key opinion leaders," says Strom. "We're known for our reliable, timely, independent, and engaging content. Ultimately, our focus is to help professionals help more consumers who have hearing loss—and help them succeed in this fast-paced market. To do that, they need pragmatic information on the latest technologies and techniques, as well as ideas about how to build and grow thriving, modern practices.

"As a leading voice in a changing marketplace," continues Strom, "we're working hard to remain the #1 media choice in all the varied product and service distribution channels—and in all media channels. In addition to our print and digital editions, HearingReview.com has expanded its multi-media capabilities to include a scalable tablet edition and community websites, as well as new blogs, webinars, podcasts, and other digital offerings. Our goal is to be wherever our readers are, including a strong social media presence. Also, with about one-third of our website visitors hailing from outside North America, we are now an even more central forum and opinion exchange for the international hearing care community. Our experienced team has a very exciting and engaging role in this industry."

Audience

Audience

Boasting the most highly qualified and engaged audience in the hearing health market, *The Hearing Review* seamlessly blends print, online, and e-Newsletter content to reach our audience.

Print

Our audience engagement begins with print. 100% of *The Hearing Review's* audience has personally requested their subscription ensuring an audience of hearing professionals who consume every issue.

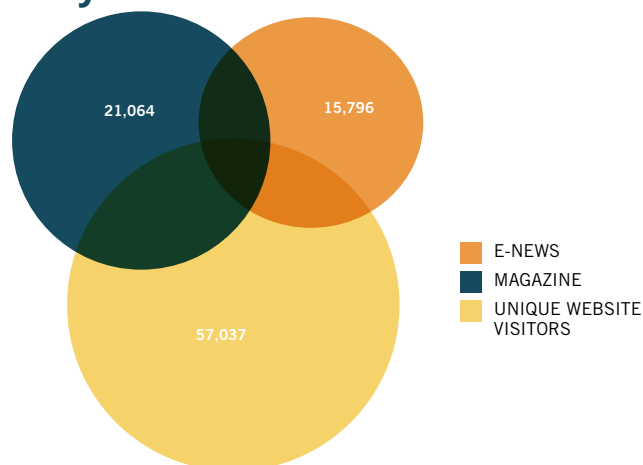
Online

HearingReview.com is our industry's leading online resource averaging more than 60,000 unique visitors per month.

Email Newsletters

Delivered to more than 15,000 recipients with an average open rate of 20% the eNewsletter program delivers a consistent level of engagement for our advertisers, week after week.

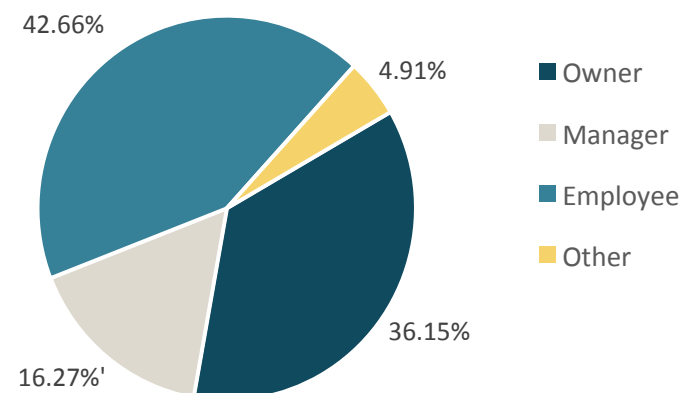
Audience By Distribution



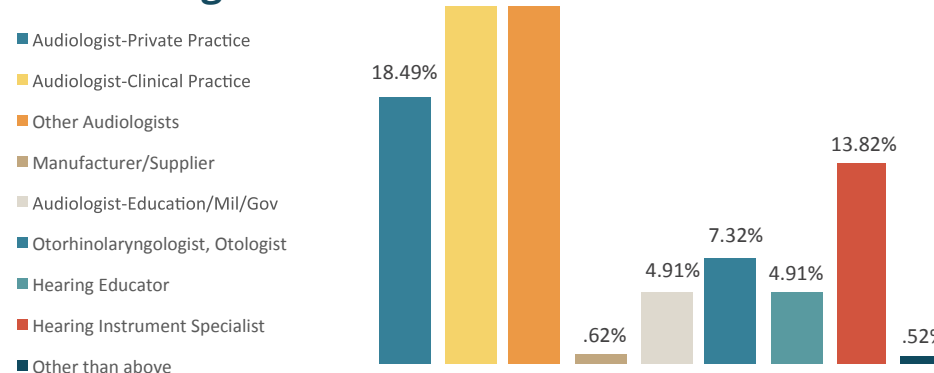
Web Statistics (Monthly)

Year	Avg. Visits	Avg. Uniques	Avg. Page Views
2015	77,507/MO	57,037/MO	109,008/MO

Audience by Occupation



Purchasing Audience



2017 Content Calendar

*Distribution at Convention

ONLINE

PRINT

JANUARY	FEBRUARY	MARCH AAA Preview*	APRIL AAA Issue (Apr 5-8) Indianapolis	MAY	JUNE
Webinars/Podcasts Benefits and Limitations of Open Fittings	Webinars/Podcasts 100 Years of Recorded Jazz: An Audiological Perspective	Webinars/Podcasts Survival Guide for Competing with Big Box Retail	Webinars/Podcasts AAA Highlights	Webinars/Podcasts Tinnitus Remediation Protocols	Webinars/Podcasts Teens and Hearing Aids
Insider Weekly Newsletter 1.5.17 1.12.17 1.19.17 1.26.17	Insider Weekly Newsletter 2.2.17 2.9.17 2.16.17 2.23.17	Insider Weekly Newsletter 3.2.17 3.9.17 3.16.17 3.23.17 3.30.17	Insider Weekly Newsletter 4.6.17 4.13.17 4.20.17 4.27.17	Insider Weekly Newsletter 5.4.17 5.11.17 5.18.17 5.25.17	Insider Weekly Newsletter 6.1.17 6.8.17 6.15.17 6.22.17 6.29.17
Product Emails TBD	Product Emails TBD	Product Emails TBD	Product Emails TBD	Product Emails TBD	Product Emails TBD
HR Readers' Forum TBD	HR Readers' Forum TBD	HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD
HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD	AAA Preview	AAA Issue (Apr 5-8, Indianapolis)		
Cover/Feature Telephones, TVs, and Hearing Aids: Can They All Get Along?	Cover/Feature Special Issue: 100 Years of Music and Hearing Protection	Cover/Feature Retail and Commoditization: An Independents' Survival Guide	Cover/Feature Monaural Fittings	Cover/Feature Tinnitus Solutions for the Busy Hearing Care Practice	Cover/Feature School-Age Children and Hearing Aids
Fitting & Diagnostics Fitting the Person with Mild Hearing Loss	Fitting & Diagnostics The Audiometer and Post WWII Studies on Hearing Loss	Fitting & Diagnostics Remote Mics and Their Applications	Fitting & Diagnostics CROS and Bi-CROS Solutions	Fitting & Diagnostics Advanced Masking for the Dispensing Professional	Fitting & Diagnostics Students (and Adults) in Bands and Choirs
Practice Marketing & Management SEO and Your Practice	Practice Marketing & Management Hearing Conservation Then and Now	Practice Marketing & Management Offering Basic-level Hearing Aids	Practice Marketing & Management Hearing Aid Financing	Practice Marketing & Management Marketing Tinnitus Remediation to Current and New Patients	Practice Marketing & Management Battery Clubs and Battery Marketing
Tech Topics Connectivity and Hearing Care in 2017	Tech Topics Hearing Protection	Tech Topics Customized Earmolds in the Era of the Dome	Tech Topics Unilateral Hearing Loss	Tech Topics Tinnitus Devices and Solutions	Tech Topics 10 Rules for Classroom Amplification
		Advertiser Bonus AAA Preview and Walking Guide to Exhibit*	Advertiser Bonus AAA Issue*		
Ad Close Date: 11.30.16 Ad Materials Due: 12.7.16 Mail Date: 1.13.16	Ad Close Date: 1.4.17 Ad Materials Due: 1.11.17 Mail Date: 2.10.17	Ad Close Date: 2.1.17 Ad Materials Due: 2.8.17 Mail Date: 3.10.17	Ad Close Date: 2.22.17 Ad Materials Due: 3.1.17 Mail Date: 3.31.17	Ad Close Date: 4.5.17 Ad Materials Due: 4.12.17 Mail Date: 5.16.17	Ad Close Date: 5.3.17 Ad Materials Due: 5.10.17 Mail Date: 6.12.17

2017 Content Calendar

ONLINE

PRINT

JULY	AUGUST IHS & ADA Convention Preview*	SEPTEMBER IHS & ADA Issue* IHS: Sept 14-16, Atlanta ADA: Sept 25-27, Mohegan Sun, CT	OCTOBER EUHA Issue, Oct 18-20, Nuremberg	November	DECEMBER
Webinars/Podcasts 10 Cool Hearing-related Apps	Webinars/Podcasts New Developments in Noise Reduction for Hearing Aids	Webinars/Podcasts Facts and Myths in Hearing Aid Marketing	Webinars/Podcasts Health and Hearing: Hearing Loss and Co-morbidities	Webinars/Podcasts EUHA Recap	Webinars/Podcasts 2017: The Year in Review
Insider Weekly Newsletter 7.6.17 7.13.17 7.20.17 7.27.17	Insider Weekly Newsletter 8.2.17 8.9.17 8.16.17 8.23.17	Insider Weekly Newsletter 9.1.16 9.8.16 9.15.16 9.22.16 9.29.16	Insider Weekly Newsletter 10.5.17 10.12.17 10.19.17 10.26.17	Insider Weekly Newsletter 11.2.17 11.9.17 11.16.17 11.23.17 11.30.17	Insider Weekly Newsletter 12.7.17 12.14.17 12.21.17 12.28.17
Product Emails TBD	Product Emails TBD	Product E-mails 9.30.16	Product Emails TBD	Product Emails TBD	Product Emails TBD
HR Readers' Forum TBD	HR Readers' Forum TBD	Reader Forum 9.5.16 9.12.16 9.19.16 9.26.16	HR Readers' Forum TBD	HR Readers' Forum TBD	HR Readers' Forum TBD
HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD		HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD	HR Top-10 Can't-Miss News TBD
Cover/Feature Comprehensive Care: Aural Rehab	IHS & ADA Convention Preview* Cover/Feature Maximizing Hearing in Noise	Cover/Feature The Ear and the Brain	EUHA Issue Cover/Feature Expanding the Market by Appealing to the Younger User	ASHA Convention Issue Cover/Feature Best Practices in 2017	2017 Buyers' Guide/Registry Supplement Cover/Feature 2017 Market Review and 2018 Business Forecast
Fitting & Diagnostics Considerations for Special Patient Populations	Fitting & Diagnostics Speech in Noise Testing	Fitting & Diagnostics Tympanometry for Today's Dispenser	Fitting & Diagnostics The First-time User: Practical Fitting Tips	Fitting & Diagnostics Verification and Validation Measures: What Works?	Fitting & Diagnostics Tele-Practice
Practice Marketing & Management Beyond You: Succession and Exit Planning Strategies	Practice Marketing & Management 3 Hearing Aid Repairs Made Easy	Practice Marketing & Management KPIs: Establishing a Dashboard for Your Practice	Practice Marketing & Management Do's and Don'ts of Marketing Wellness and Hearing Healthcare	Practice Marketing & Management Office Management Software	Practice Marketing 5 Great Filing Tips for Your 2017 Tax Return
Tech Topics How to Integrate Assistive Technologies Into Your Product Offerings	Tech Topics Alerting Systems	Tech Topics Vestibular Testing and Treatment	Tech Topics Cool Solutions for the Hard-of-Hearing Techy Crowd	Tech Topics Verifying the Performance of Hearing Aids and Features	Tech Topics Hearing-related Gift Ideas
Ad Close Date: 5.31.17 Ad Materials Due: 6.7.17 Mail Date: 7.10.17	Ad Close Date: 7.5.17 Ad Materials Due: 7.12.17 Mail Date: 8.11.17	Ad Close Date: 8.2.17 Ad Materials Due: 8.9.17 Mail Date: 9.11.17	Ad Close Date: 8.29.17 Ad Materials Due: 9.6.17 Mail Date: 10.6.17	Ad Close Date: 10.4.17 Ad Materials Due: 10.11.17 Mail Date: 11.10.17	Ad Close Date: 11.1.17 Ad Materials Due: 11.8.17 Mail Date: 12.13.17

High-Impact Print Opportunities

Overview

You have the need to have your printed collateral, brochures and sales materials to get into as many audiologists' hands as possible. The Hearing Review can distribute your high-impact brochures to our entire print audience of 22,000 subscribers!

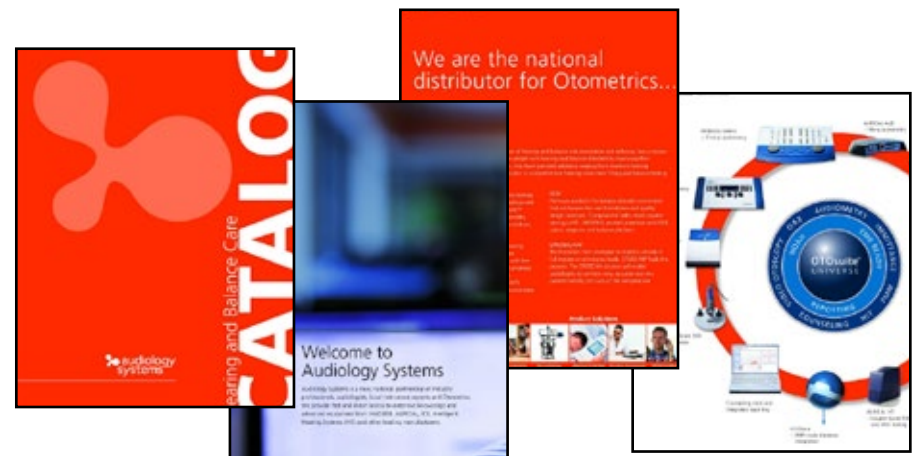
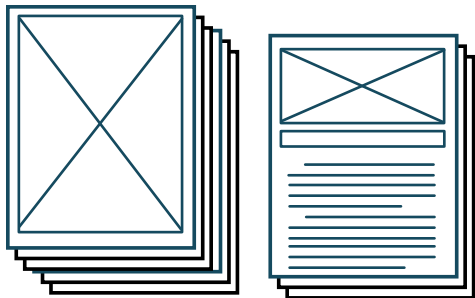
We do all the heavy lifting! Just sent us your PDF and we print it for you in the issue that works for you!

The possibilities are endless! We have even published a 108-page catalog with The Hearing Review so if you have a printed piece that needs high visibility, we can do it for you!

We can also accomodate your large scale projects! For requests that exceed 32 pages contact us and receive a pricing quote.

Rates include all production and space!

PAGES	2	4	6	8	16	24
Rate	\$3,500	\$5,200	\$7,250	\$8,200	\$9,400	\$11,700



Web Site Advertising Opportunities

Overview

Take advantage of trackable results by advertising on hearingreview.com! Be in front of *The Hearing Review's* online audience when they are actively online consuming our content. *The Hearing Review's* online audience is engaged!

40,500 average unique visitors per month
97,000 average page views per month

Whether visiting our site via search engines or by clicking through on a specific story they've seen in one of our e-mail newsletters, our online audience is proven to be engaged with our content as you can see by the numbers. You also benefit from Run-of-Site advertising campaigns. Since site visitors are coming in through literally hundreds and thousands of links in any given month from search engines and specific articles, a Run-of-Site delivery of your campaign ensures that your ads are running on as many pages as possible for visibility, branding or driving traffic to a specific area of your own site.

Inventory is limited so make sure to reserve your ad positions early!

The screenshot shows the homepage of The Hearing Review website. The layout includes a top navigation bar with links for NEWS, PRODUCTS, BUYER'S GUIDE, RESOURCES, and DIGITAL EDITION. A 'sign up' button is in the top right corner. The main content area features several articles, including 'Flexible and Personalized Sound Therapy', 'Acoustic Therapy for the Treatment of Tinnitus: A Primer', and 'Huffington Post Video Shows People Hearing for First Time'. A 'Tinnitus Sound Generator' tool is also visible. The bottom section includes a 'YHN' (Your Hearing Network) logo and more articles like 'Your Hearing Network Launches Nationwide', 'Starkey Introduces Mobile App for Tinnitus Relief', and 'Flexible and Personalized Sound Therapy'. The website is annotated with three callout boxes for advertising opportunities: a 'Leaderboard' at the top right, a 'Medium Rectangle' in the middle right, and another 'Medium Rectangle' at the bottom right. The 'Williams Sound' logo is visible in the bottom right corner of the website content.



E-Newsletter

Overview

Recipients of *The Hearing Review's* Editorial and Product E-Newsletters are hungry for timely industry and product information. With open rates that average 20%, your advertising message will be in front of the most elite group of audiologists and hearing instrument specialists who want to stay on top of their game!

You benefit from reaching an audience that engages with our content monthly, weekly and with Breaking News.

The Insider Weekly E-Newsletter

Full of news and information about trends, research, industry movers and shakers and upcoming events, The Insider's content is engaging and keeps audiologists and hearing instrument specialists up to date. We're going through a time of change in our market so staying current on a weekly basis is critical. So having your advertising message in front of *The Hearing Review's* audience as they try to stay on top of an ever-changing business climate ensures visibility and associating yourself with *The Hearing Review's* industry-leading content.

Breaking News E-Newsletter

When something big happens in our industry, *The Hearing Review* feels a responsibility to break that news first. Sponsoring the Breaking News e-newsletter associates your brand with thought leadership and with breaking news that could impact our industry.

The Hearing Review Products Monthly E-Newsletter

The Hearing Review Products e-newsletter is 100% product placements. Product offerings are constantly changing so this is an opportunity that regardless of when you need to have an extra push for new or existing products, we've got a solution. An \$800 per placement is extremely affordable for the ability to have constant visibility in front of *The Hearing Review's* purchasing audience. Custom opportunities are also available. Purchase every ad placement for your own product line and we can schedule a custom mailing date just for you.

E-Newsletter

Program Features

Daily E-Newsletter

- Leaderboard - Zone 1.....\$3,275 month
- Leaderboard - Zone 2.....\$2,950 month
- Leaderboard - Zone 3.....\$2,650 month

Weekly E-Newsletter

- Leaderboard - Zone 1.....\$3,000 month
- Leaderboard - Zone 2.....\$2,000 month
- Leaderboard - Zone 3.....\$1,000 month
- Leaderboard - Zone 4.....\$750 month
- Leaderboard - Zone 5.....\$750 month

Breaking News

- Leaderboard - Zone 1.....\$3,000 month

Top 10

- Leaderboard - Zone 1.....\$2,000 month
- Leaderboard - Zone 2.....\$1,500 month
- Leaderboard - Zone 3.....\$1,000 month

Specs



Leaderboard: 728 x 90, gif, jpg, 45kb

E-Blast

Overview

Driving traffic for a particular product or special offer by renting *The Hearing Review's* e-mail list gives you the opportunity to own the message and not share that e-mail with anyone else. It's 100% yours timed to meet your specific needs for product launches or special offers that have expiration dates. So renting our list delivers that sense of urgency for recipients to click on your offer driving traffic to your product or coupon page. Available dates are limited so please contact Dana McLain at dmclain@allied360.com for open inventory.

Program Features

Multisponsor \$400 per listing | \$100 production charge

- Client Logo and URL link
- Client-provided materials
- Sent to editorial preference list
- 300 to 500 words from editorial must be included (highlighting pertinent information to e-blast)

Third Party \$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- 3rd-party preference list

Additional Materials Needed

- Click-through URLs
- E-mail append list for test and final distribution
- Please identify who is responsible for final approval
- .ZIP file with HTML, images, back-up test and distribution list and preferred method of asset provision

Specs

	Dimensions	File Size	Format
Image	800x600	200k max	Static jpg or gif
HTML	800x600	200k max	Incline CSS only


SPECIAL INSTRUCTIONS: Full URL for all links and image source files

ADVERTISEMENT

Dedicated Hearing Care
It's easier with
MADSEN® Astera²

Call 855.283.7978
to schedule your
LIVE DEMO!

MADSEN Astera² is a state-of-the-art, fully featured clinical audiometer that delivers everything you need to provide dedicated hearing care. Complete and easy to use, MADSEN Astera² delivers specialized modules including tinnitus and pediatric so you can help patients of all ages. MADSEN Astera² is a future proof solution, with software upgrades throughout the lifetime of your equipment.



otometrics

- Pediatric module with integrated VRA supports easy assessment and diagnosis of hearing loss in children
- Integrated QuickSift™ and iFieed™ functions enhance the ability to estimate real-world hearing and listening ability
- Tinnitus module sets new standards for tinnitus care
- Improved workflow and clinical setup with OTOsuite, a future proof solution
- Seamless integration with NDAH and your EMR platforms

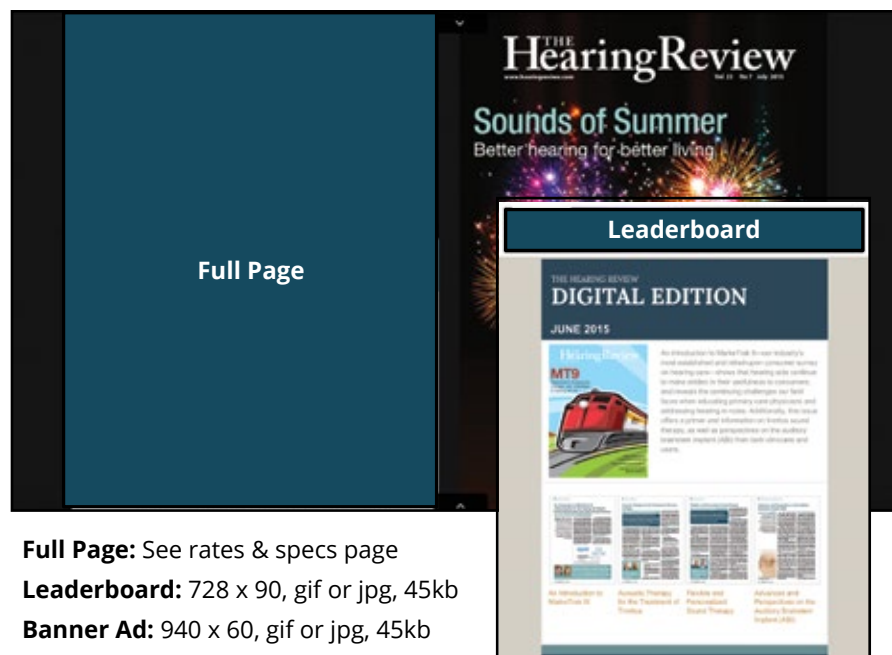
Learn more: www.audiologysystems.com/astera

Digital Edition

Overview

As the Digital Edition sponsor you gain high visibility and high impact around reader engagement with the digital replica of our print edition. You're the first thing the reader sees! So you benefit from the first moment the reader opens the issue. This positions you as a leader in the industry and ahead of your competition. With promotional mailings each month driving readers to the digital edition, which is also archived on our site, you're gaining consistent exposure.

Specs



Full Page: See rates & specs page
Leaderboard: 728 x 90, gif or jpg, 45kb
Banner Ad: 940 x 60, gif or jpg, 45kb

Program Features

Primary Sponsorship.....\$2,500 issue/edition

- Single or multiple issue sponsorship or digital edition
- Left-hand page facing the digital edition front cover
- Leaderboard (728x90) on two separate e-blasts for each edition
- Traffic driver promotional items
- Sponsorship recognition on digital edition promotion ad in print

Digital Ad Link.....\$150/\$100 additional

- Live link on ad and in Ad Index

Banner Ad.....\$350/per unit

- Rotating Banner Ad that will appear above the digital edition (max 3)

Enhanced Digital Ad

- Substitute the print ad with one designed with the digital format in mind
- Place unique buttons and calls for action that will drive interaction with your ad
- Your ad can be linked to any URL (max 4)

Enhanced Digital Ad Extras

- Basic Enhancement Link.....\$150 | \$100/additional
- Digital Call for Action Ad (7.875x10.75 PDF).....\$500
- Digital Call for Action Spread (15.75x10.75 PDF).....\$1,000
- Multimedia Add On (YouTube or Vimeo formats only):
 - Audio.....\$175 | 2 minutes
 - Video.....\$200 | 2 minutes

Pay Per Lead

Advertiser Rate \$25/per lead*

*100 lead purchase minimum

Overview

Your Content, Our Reach

We can host your content on our website to help you gain exposure and provide you with valuable lead data. By letting us host your Whitepaper, Case Study, Product Catalogs, Webinars, Podcast and many other types of files, you are added to a vast medical library that focuses on your industry. We can leverage our multi-level platform to drive exposure to your content and—in return— deliver quality leads to help your ROI.

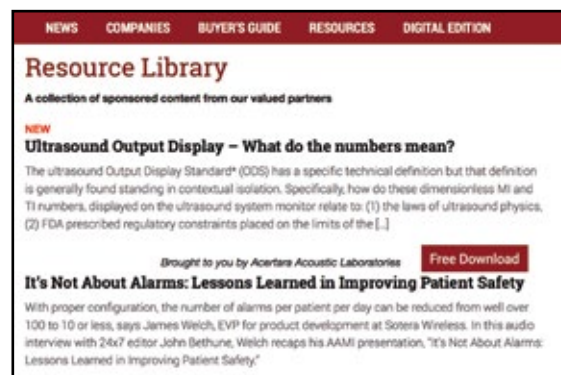
Program Features

- Hosting of multiple documents or files over the life of the program
- Ongoing promotion of content and visitor data capture until the program leads are met
- Specialized website sections dedicated to specific content types with lead capture
- Lead data capture will provide you with name, company and contact point (address, phone, e-mail)*
**min requirement of one valid contact point*
- Lead data report delivered to advertiser weekly
- Specialized marketing campaign that leverages multiple products to drive traffic to your content and identify the highest value leads
- Prepayment of program prior to live date

Don't have a whitepaper, featured report or specs data charts?

Allied 360 can help you develop multiple types of documents for hosting starting at \$700/page (2 page min.)

Specs



Text based documents: Preferred: max size 8.5 (w) x 11 (h) – print quality pdf

Document Title: 100-150 characters

Document Overview: 200 words or less

Contact E-mail: e-mail for report delivery

Multimedia files: please contact us for specs

Sponsored Content

Overview

Content marketing has quickly become an extremely effective form of marketing. As you know, content marketing is the strategic marketing approach of creating and distributing relevant content to attract and acquire customers. In short, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.

The Hearing Review is now offering marketers sponsored content to better tell your story to our audience of buyers. To that end, you can leverage our print or digital channels, and you can work directly with our publishing management and content team to craft a message that is sure to attract attention.

Recommendations

Brief bio of doctor or service provider with top 10 list of products, habits, services they "can't work without."

Interview

Presented in Q&A format of doctor, service providers, or testimonial.

Product Features

Highlight a single product or a suite of products.

Single Page Double Page

Provided Content	Created Content	Digital Distribution
\$2,200	\$3,000	\$1,050
\$4,100	\$5,600	\$1,950

Program Features

- Only available as part of a comprehensive marketing program with *The Hearing Review*
- Distributed through all channels: print, digital, social media.
- Archived without end
- Limited availability in print



Programmatic Advertising

Overview

Through our programmatic advertising packages online readers continue to see your ad as they browse the web, keeping your message top of mind. Additional customers are reached through keyword and category retargeting. Program tiers guarantee a minimum number of impressions each month.

- Access to over 4.7 billion daily impression
- Available inventory on over 285,000 websites and mobile devices
- Exclusive access to our qualified audience
- Real time bidding environment with multiple ad exchanges
- Retargeting and conversion tracking capabilities
- Built in multi-level fraud protection

Targeting Tactics



**Search
Retargeting**



Geo-Targeting



**Contextual
Targeting**



**Site
Retargeting**

Program Features

Option 1 **\$1,875**

- Minimum Reach: 150K impressions per month

Option 2 **\$3,750**

- Minimum Reach: 300K impressions per month

Option 3 **\$6,250**

- Minimum Reach: 500K impressions per month

Additional impression packages available

Specs

Banner Type	Dimensions	File Size	Format
Leaderboard	728x90	200k max	Static jpg or gif
Medium Rectangle	300x250	200k max	Static jpg or gif
Wide Skyscraper	160x600	200k max	Static jpg or gif
Mobile Leaderboard	320x50	200k max	Static jpg or gif
Half-page ad	300x600	200k max	Static jpg or gif

SPECIAL INSTRUCTIONS: Full URL for all sizes

Webinar

60 minutes | \$5,000 total | promoted 4 months

30 minutes | \$4,000 total | promoted 4 months

15 minutes | \$3,000 total | promoted 4 months

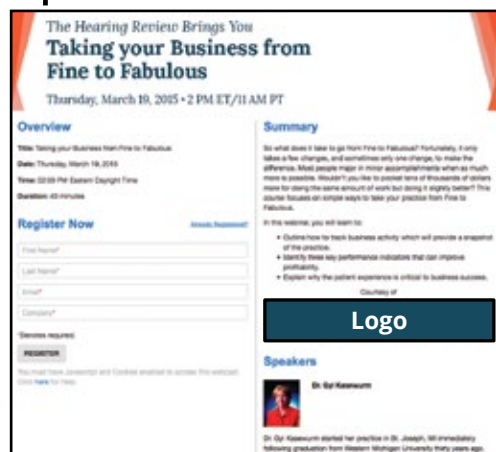
Overview

Publishing business information and tips hearing professionals can apply immediately is the core of our success. Webinars are the perfect way for your brand to reach our audience in the same way.

With an average of 176 registrants we'll be able to provide you a large lead list for each webinar. And with attendance of 75% your follow up marketing will reach a receptive audience.

Webinar sponsors *The Hearing Review*, position their brands as thought leaders who bring real business solutions to busy hearing professionals.

Specs



Advertiser Logo:
300 dpi, eps, jpg

Program Features

- Live or recorded audio, plus PowerPoint presentation
- Custom-developed webinar will be moderated by Chief Editor
- Customized registration page
- Marketing traffic driving campaign
- Lead retrieval options include daily, weekly, or monthly reporting
- Archived for 3 months

Webinar programs require minimum of 3 months lead time for development, marketing, and registration. Event date will not be set earlier than 90 days from receiving the signed contract.

Feature Report

\$17,000 total | promoted for 6 months

Overview

When you have the need to capture full lead information, a Feature Report can meet this goal! In addition to lead generation a Feature Report is also a thought leadership opportunity that positions your brand around solving an industry challenge or issue. Feature reports are written by *The Hearing Review*. This ensures that the content won't be perceived as an "advertisement" written by the sponsor. Co-branded content written by our editors creates more credibility, therefore is more successful in lead-generation and positioning the sponsor as a thought leader in the industry.

We execute a full marketing campaign to driving traffic to our gated Resource Center pages where your report is hosted. We then provide the full contact information records turning all registrations into leads.

Sponsorship benefits from a Feature Report are numerous. Feature Reports are exceptional programs for branding, promoting the sponsor as a subject matter expert, generating leads, and provide great leave-behinds for your sales team or for use at trade shows.

Program Features

Production time frame – 12 weeks from signed insertion date

- Promotional traffic drivers across platforms
- Accessible on the website for 3 months
- Customized registration page
- Sponsorship recognition on report cover
- One full-page, 4-color ad within the report
- Lead retrieval options include daily, weekly, or monthly reporting

Specs



Page Count: 8 min.

Size: 8.5 (w) x 11 (h) - high res pdf or original art

Images: 6-8 - 4 (w) x 6 (h), 300 dpi or 2000 px (w)

Advertiser Logo: 300 dpi, eps, jpg

Additional Materials Needed

- Logo with URL link
- Up to three custom registration questions (optional)
- Title suggestion – we will review with editorial and refine as needed to optimize for SEO
- Three to five key bullet point themes that are relevant to the title
- Point of contact for interview (name, phone, and e-mail)
- Charts, figures, analyst reports, photos, etc to provide context (optional)

Dedicated Communities

\$5,000 month (min. 6 months) | \$5,000 setup fee

Overview

As marketers, you are constantly challenged to drive more new customers to your sites. Your audience needs to consistently expand as you are tasked with both increasing your reach and your revenue. Yes, you have your existing returning customer base that faithfully visits your site; but how do you aggressively grow your site's audience beyond that base? What more can you do besides banner campaigns on multiple sites? How about a partnership with *Hearing Review*, a leading brand in the industry, to consolidate your efforts into a Dedicated Community.

What a community on our site accomplishes for you:

Focused effort A community takes your multiple banner campaigns across multiple sites and focuses your efforts in one place. Efficiency.

Content marketing As publishers, we've been in the content marketing business for the audiology market for over 20 years. We leverage this expertise for your audience engagement and your community! Expert content.

We leverage all of our platforms to drive traffic and engagement Our content is published in e-mail, social media and other dedicated marketing channels that you don't have time to maintain, we do it for you! You have more time to do the rest of your job!

Linking back to your site increases your audience and reach By having literally hundreds of ways of linking back to your site, we create a constant funnel of traffic to your corporate site. Your goal is accomplished!

Content development We facilitate the creation of a community where all content is consumer-oriented and industry specific. This could include *The Hearing Review* editorial content, Q&As with industry experts, government and regulators content, branded content, and blogs.

Analytics Reports containing the community ranking with the other sections of the website and daily site traffic for the community.

Program Features

Production time frame - 4 weeks from signed insertion date

- Link from site homepage
- Interactive link/ad with the monthly digital edition
- Promotional traffic drivers across platforms

Specs



Advertiser Logo:

150x140 with URL
300 dpi, eps, jpg

Leaderboard:

728 x 90,
gif or jpg, 45kb

Video Showcase

\$2,000 per video | posted for 1 year

\$1,000 setup fee for editorial involvement

Overview

Video has become a popular and compelling way to tell the story of your brand or product. Our video showcase program uses e-mail and web promotions to drive traffic to your video ensuring your message is seen. Keep your video showcase open to the public for higher traffic or require registration for a more niche audience.

Specs



Video: YouTube or Vimeo formats only

Short Description: 200 words max

Program Features

Production time frame - 4 weeks from signed insertion date

- Video URL link or embedded YouTube link hosted in Resource Center
- Promotional traffic drivers across platforms
- Average of 300 views per video

A screenshot of the Oticon Video Showcase landing page. The page has a dark teal header with the text 'HearingReview'. Below the header is a large teal banner featuring a computer monitor displaying the Oticon logo. To the right of the monitor, the text 'VIDEO SHOWCASE' is written in large, white, sans-serif capital letters. Below the banner, the text 'Oticon's People First. BrainHearing™ Technology Video.' is displayed. Underneath this, a paragraph reads: 'Oticon provides better hearing with less effort by giving the brain the clearest, purest signal to decode. BrainHearing™ Technology powered by Inium.' Below the paragraph is a quote: 'Think brain first, with the performance line from Oticon. mindset for hearing care.' A large orange button with the text 'WATCH NOW!' is positioned below the quote. At the bottom of the page, the Oticon logo and the text 'PEOPLE FIRST' are displayed. To the right of the main content, there is a smaller teal box with the text 'People First. BrainHearing™ Technology' and 'Watch to see how you can have better hearing with less effort.' The Oticon logo and 'PEOPLE FIRST' text are also present at the bottom of this box. At the very bottom of the page, there is a dark teal banner with the Oticon logo and the text 'People First. BrainHearing™ Technology' and 'Watch to see how you can have better hearing with less effort.'

White Paper

\$6,000 total | \$700 per page for content creation

Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of hearing care professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

Program Features

Production time frame - 2.5 weeks from signed insertion date

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- Lead-retrieval options include daily, weekly, or monthly reporting

Specs



Page Count: not required but recommend 6-10 pages

Size: 8.5 (w) x 11 (h) - high res pdf

Short Description: 200 words or less

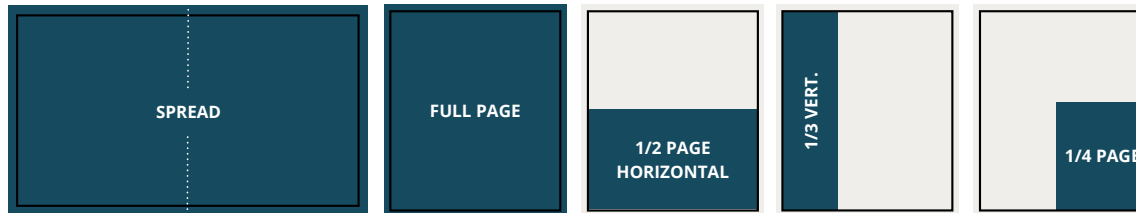
Additional Materials Needed

- Advertiser Logo (150x140) with URL 300 dpi, eps, jpg
- Completed whitepaper in PDF format
- Customized registration page

A mockup of a whitepaper titled "SEO Survival Guide for Audiology Practices: How Branding Optimizes Your Practice". The whitepaper is displayed on a tablet or screen. To the left of the screen is a vertical banner with the text "SWEET SPOT MARKETING" in large, bold, sans-serif letters. A registration form is overlaid on the bottom right of the whitepaper. The form has a title "Please complete the form below." and several input fields: Email*, First Name*, Last Name*, Street Address*, City*, State*, and Zip code*. At the bottom of the form are "Submit" and "Cancel" buttons. The background of the whitepaper shows a blurred image of a person's face and some text, suggesting a professional or medical context.

Rates & Specs

Print



PREFERRED POSITIONS

Premium:

Premium Placement \$625

Color Rates:

Spot Color..... \$450-900

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	24x
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11	\$11,590	\$11,350	\$11,190	\$9,100	\$8,030
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	\$6,145	\$6,025	\$5,945	\$4,900	\$4,365
1/2 Page Horizontal	7 x 4.875	-	-	\$4,240	\$4,055	\$3,970	\$3,255	\$2,990
1/3 Page Vertical	2.375 x 10	-	-	\$3,500	\$3,325	\$3,230	\$2,625	\$2,450
1/4 Page Vertical	3.375 x 4.875	-	-	\$3,135	\$3,035	\$2,940	\$2,440	\$2,285

Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Max. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$2,000/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$2,000/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$2,000/mo
Interstitial	640 x 480	-	jpg, gif	45 kb	-	-	\$2,000/mo

DESIGN GUIDELINES: For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

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