

MEDIA KIT



INDIANAPOLIS

**MEDICAL
SOCIETY**



OUR READERS

ABOUT OUR READERS

The Indianapolis Medical Society Bulletin, a monthly magazine reaches over 1,100 physicians in the Indianapolis metro area and is distributed to physicians, government officials, media, hospitals, and stakeholders. With a history dating back to 1931, the Bulletin enjoys a dedicated readership with an average open rate of over 50%. Advertise with us to access the growing healthcare market in Indianapolis.

THE STATS

59%

Open rate on our digital copy (in addition to the physical copy mailed).

77%

Physicians who were recently surveyed said they read the Bulletin at least every other month.

WHERE THEY PRACTICE

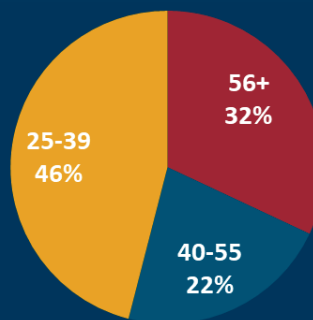
76% Indianapolis
8% Carmel
3% Greenwood
2% Fishers
11% Practice in smaller areas of the Indy-metro

WHAT THEY PRACTICE

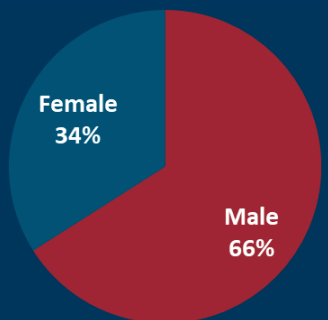
14% Internal Medicine
12% Family Medicine
8% Anesthesiologists
7% Surgery
6% Pediatrics & OBGYN
5% Radiology & Neurology

*Other half practices vary

AGE RANGES



GENDER BREAKDOWN



EDITORIAL CALENDAR

The IMS Bulletin offers critical updates on practice, policy, and public health to physician members. We tackle controversial topics, attracting dedicated subscribers and active writers. All issues since 2008 are at indymedicalsociety.org/bulletins and password protected to limit content to members and subscribers.

While our design and content evolve, our mission remains unwavering. This provides unique, member-exclusive content and a target audience for advertisers. Each issue features the president's perspective, in-depth Special Features, and thought-provoking Editorials on current health and advocacy topics. Each edition will stay relevant to current events and physician interests. For upcoming stories, and access to past Bulletins, contact the editor.

SPONSORSHIPS

IMS hosts several events each year for the membership. Sponsorship opportunities allow your organization to directly communicate with attending physicians. Costs and events vary, including in-person and virtual, but allows you to showcase your brand and products at IMS events. Contact our office for more information.



@INDYMEDICALSOCIETY.ORG



@INDYMEDICALSOCIETY



@INDIANAPOLISMEDICALSOCIETY



@INDYMEDICALSOC1

ADVERTISING INFORMATION

THE AD SPECS

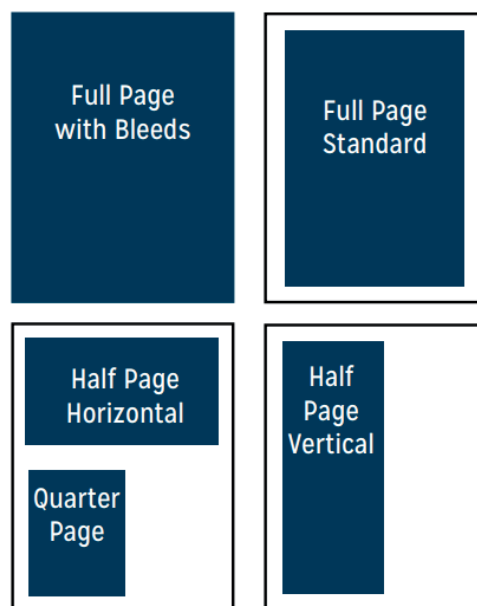
AD SIZE	WIDTH	HEIGHT
Full Page with bleeds	7.5" 8.625"	9.75" 11.125"
Half Page Horizontal Vertical	7.5" 3.5"	4.75" 9.75"
Quarter Page	3.5"	4.75"

*Contact us for specs for center spread.

*File formats accepted: PDF, JPG, ESP, PNG, & TIFF

*All images must be 300 DPI or high resolution

*Artwork is due 1st of the month of publication and must be ready for print. Editor reserves the right to charge a design fee otherwise.



THE DISPLAY RATES

DISPLAY RATES - PER EDITION

Size	Location	Base Rate	Annual Buy
Full Page	Back/Inside Cover or Request	\$1,000.00	\$900.00
Half Page	Inside Cover or Request	\$750.00	\$675.00
Quarter Page	Inside Cover or Request	\$500.00	\$450.00
2 Page Spread	Center Spread	\$1,600.00	\$1,440.00
Full Page	Any	\$900.00	\$810.00
Half Page	Any	\$650.00	\$585.00
Quarter Page	Any	\$400.00	\$360.00

SPECIAL DISCOUNTS AVAILABLE FOR GROUPS

IMS Member	IMS Member Annual Buy	Vendor	Vendor Annual Buy
\$900.00	\$850.00	\$950.00	\$870.00
\$675.00	\$637.50	\$712.50	\$652.50
\$450.00	\$425.00	\$475.00	\$435.00
\$1,440.00	\$1,360.00	\$1,520.00	\$1,392.00
\$810.00	\$765.00	\$855.00	\$783.00
\$585.00	\$552.50	\$617.50	\$565.50
\$360	\$340.00	\$350.00	\$348.00

3% fee will be added for all credit card payments. Call for availability of special placements. Editor reserves the right to amend, cancel, or not offer any discounts at any time. Discounts cannot be combined or used in coordination and discounts will not be offered to vendors if they are given other promotional offers. Editor reserves the right to promote the Bulletin on social media platforms managed by the Society. All ads are net; advertising agency placement discounts do not apply.

COMPLETE THE APPLICATION AND RETURN IT TO:

Morgan Perrill, Executive Vice President
Indianapolis Medical Society
125 W. Market Street, Suite 300
Indianapolis, IN 46204
mperrill@indymedicalsociety.org



@INDYMEDICALSOCIETY.ORG



@INDYMEDICALSOCIETY



@INDIANAPOLISMEDICALSOCIETY



@INDYMEDICALSOC1