Partner with Cardiovascular Business to engage more than 28,000 cardiologists, cardiovascular service line directors and health system executives. We engage strategic members of the heart team focused on enhancing clinical quality, increasing business value and improving patient care.

CardiovascularBusiness.com
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Cardiovascular Business magazine, Cardiovascular Business News (daily newsletter) and CardiovascularBusiness.com report on all matters related to the cardiovascular service line, with a particularly keen focus on the clinical, operational and financial perspectives. Our mission is to prepare the cardiovascular community for success in a value-based healthcare environment. We’re all about the strategies and resources healthcare leaders and innovators are using to improve the accountability, quality and interoperability of patient care.

• Engage customers and prospects
• Build mindshare
• Accelerate your sales

For more information, please contact Jack Spears, President & CEO jspears@trimmedmedia.com

ABOUT THE BRAND
Why Cardiology Business?
Because we analyze more than 138,000 page views and 750,000 newsletters sent each month to see what your customers are engaging with. We connect every day to drive your ROI.

Our news and information vehicles deliver the most effective, high-quality and cost-efficient marketing solutions in the industry. We’ve developed and fine-tuned all our options to give our partners exactly what they are looking for: specific and measurable results as you build your brand with our readers.

EMAIL MARKETING
• Sponsored email campaigns
• eBlasts and ePromos
• Newsletter sponsorships
• Post-conference wrap-ups

WEB & MOBILE BANNER ADVERTISING
• Website banner advertising
• Daily and topic newsletter advertising
• Post-conference newsletters

PRINT ADVERTISING
• Bimonthly publication
• Targeted reach
• Bonus conference distribution

CUSTOM CONTENT
• Case studies, whitepapers and success stories
• Executive interviews and profiles
• Webinars and roundtables
• Product awareness and conference videos
• Sponsored supplements
• Executive videos
Send exactly what your prospects and customers want to see.

The use of email marketing continues to grow as many companies recognize the great effect of this direct marketing strategy. Sponsored eBlasts are great for announcing new products or building traffic for upcoming trade shows and special events. eBlasts are a perfect tool to keep your technology solutions in front of your prospects. For a lower cost than traditional advertising methods, successful email marketing can help to build and enhance awareness of your business and keep you in the minds of customers and prospects.

ePromo HTML Requirements
• Recommended width of 640 pixels
• Use absolute URLs for all images – You must host images.
• Do not use DIVs, use table cells for padding and/or margin
• All formatting/styling needs to be in-line.
• Avoid spacer images
• Subject line: ~35 characters

Distribution: 28,000+
Put a spotlight on your brand.

Leaders of cardiovascular service lines receive our up-to-the-minute reporting of industry news, market-altering mergers and acquisitions, new business partnerships, regulatory and standards updates, important clinical studies and key product launches. Maximize your marketing campaign by reaching your target clients every business day with the industry's leading headlines.

With an e-newsletter sponsorship, you’ll get:

- Your message delivered directly to 28,000+ subscribers’ inboxes
- Exclusive positioning because we limit the number of ads in each issue
- Click-through functionality to direct visitors to your landing page
- Additional exposure from readers sharing content with others and viewing archives
- The opportunity to change your artwork to promote time-sensitive offers

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Circulation</th>
<th>Frequency</th>
<th>Lead Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiovascular Business News</td>
<td>23,000+</td>
<td>5x/week</td>
<td></td>
</tr>
<tr>
<td>Cardiovascular Business Topic Newsletters</td>
<td>23,000+</td>
<td>Monthly</td>
<td></td>
</tr>
<tr>
<td>Partner Voice Newsletter</td>
<td>28,000+</td>
<td>open</td>
<td>✓</td>
</tr>
<tr>
<td>Custom Newsletter</td>
<td>28,000+</td>
<td>open</td>
<td>✓</td>
</tr>
<tr>
<td>ePromo</td>
<td>28,000+</td>
<td>open</td>
<td></td>
</tr>
<tr>
<td>Webinar</td>
<td>28,000+</td>
<td>open</td>
<td>✓</td>
</tr>
</tbody>
</table>
WEBSITE ADVERTISING

With a presence on Cardiovascular Business each month you will reach more than 94,000 healthcare leaders who rely on the site for the most up-to-date and credible information in the field. This trusted interactive community uses a combination of content written by our experienced editorial team, user content and vendor-sponsored content. Connect and engage with healthcare and clinical executives to market and sell your products and services.

### Digital Ad Requirements

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width (Inches)</th>
<th>Height (Inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970</td>
<td>250</td>
</tr>
<tr>
<td>Super Leaderboard (Top)*</td>
<td>970</td>
<td>90</td>
</tr>
<tr>
<td>Leaderboard (Bottom)</td>
<td>728</td>
<td>90</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300</td>
<td>600</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300</td>
<td>250</td>
</tr>
<tr>
<td>Mobile (Leaderboard)</td>
<td>320</td>
<td>50</td>
</tr>
<tr>
<td>Topic Portal includes: Super Leaderboard (Top), Leaderboard (Bottom), plus Large Rectangle</td>
<td>300</td>
<td>600</td>
</tr>
</tbody>
</table>

*For website leaderboard ads please also supply a 320×50 art file for mobile viewing.

### Art Specifications

- Accepted formats: JPG, GIF, PNG, animated GIF, Flash/SWF
- Flash (SWF) ads must have click-tag embedded
- (Flash v10 or earlier; Action script 2 only), a backup static (non-flash) ad is required.
- No Flash (SWF) ads on newsletters
- For Text Ads: 35 words including title; please provide a re-direct link
- Max file size: 40k
- Please supply redirect link

### TOPICS

- Acute Coronary Syndrome
- Cardiovascular Imaging
- Coronary Intervention & Surgery
- Electrophysiology & Arrhythmia
- Healthcare Economics & Policy
- Heart Failure
- Hypertension
- Lipids & Metabolic
- Practice Management
- Structural & Congenital Heart Disease
- Vascular & Endovascular
Inform & Educate
Let our team who knows your products and customers help to tell your story. Cardiovascular Business has the content and technical expertise to make all your webcasting polished and professional. Our webcast offerings include customized marketing programs to boost attendance and not only build awareness of your brand and your offerings, but build mindshare with health leaders.

Video Webinars
We’ll make this a painless process for you. Not only will we handle all pre- and post-production details, but we’ll also spearhead the effort to publicize the session. When applicable, we’ll even make sure to send off each attendee with action-spurring deliverables.

Audio Webinars
Podcast-like audio presentations can be augmented with slides, either supplied by you or created by us. We’ll conduct the interviews and take care of the editing. For live events, we’ll host a 15-minute Q&A moderated session to engage the audience with the presenters.

Expert Roundtable Videos
Few events draw and hold people’s attention like panels of distinguished experts discussing and debating the hot topic of the day. We’ll set up the session and make sure it provides your customers and prospects with actionable insights on an issue or development that has some bearing on your performance in the marketplace.
Association News
Here you will find the latest news from the leading associations in the industry.
Communities include:

- ACC
- HRS
- TCT

Events
Running an event? Exhibiting at one? Having difficulty standing out in a digitally cluttered world? Whether you are sponsoring a special event or exhibiting at an upcoming conference, the whole experience must build an emotional connection, delivering fans of your brand. In turn, these loyal customers naturally use word of mouth to organically drive your sales for you. Let Cardiovascular Business expand your reach, elevate your brand and put a spotlight on your event or brand. Use the Cardiovascular Business custom channel to increase attendance or draw traffic to your event space. These are exclusive, single-sponsor opportunities—some of the surest means available anywhere for generating interest in your offerings.
Cardiovascular Business is the leading publication to reach physician leaders and healthcare executives charged with the cardiology service line, especially heads of cardiology. These strategic members of the cardiovascular care team are focusing on quality, value and the opportunities of providing excellent patient care driven by data and innovative technology.

Cardiovascular Business
• Published 6 times a year
• Print and digital circulation: 30,000+

Print Display Ad Specs

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width (Inches)</th>
<th>Height (Inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>16.25</td>
<td>10.75</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.125</td>
<td>10.75</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625</td>
<td>9.5</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.625</td>
<td>7</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.375</td>
<td>9.5</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25</td>
<td>9.5</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>4.625</td>
<td>4.625</td>
</tr>
<tr>
<td>1/3 Page Landscape</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.375</td>
<td>4.625</td>
</tr>
</tbody>
</table>

Specialty Print Options:
• Cover tip-on
• Bellyband
• Gatefold cover
• Barn door cover

Art Specifications:
• Preferred format: High-resolution PDF
• Trim Size: 8.125 x 10.75 inches
• 1/8 inch (.125”) bleed (8.375" x 11”) is required for all spread- and full-page ads
• Full page live area: 7.875 x 10.125 inches (Keep all logos and text within the live area)
• All graphics used must be CMYK and 300 DPI – No spot colors.
## EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Month</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February 2020</td>
<td>Stroke/Cerebrovascular, Imaging/Diagnostics, Clinical Cardiology, Health Economics/Policy</td>
</tr>
<tr>
<td>Ad Close: December 6, 2019</td>
<td></td>
</tr>
<tr>
<td>Materials Due: December 13, 2019</td>
<td></td>
</tr>
<tr>
<td>March/April 2020</td>
<td>Clinical Cardiology, Health IT/Telehealth, Heart Failure, Practice Management, ACC.20 Preview</td>
</tr>
<tr>
<td>Ad Close: February 7, 2020</td>
<td></td>
</tr>
<tr>
<td>Materials Due: February 14, 2020</td>
<td></td>
</tr>
<tr>
<td>Bonus Distribution: ACC</td>
<td></td>
</tr>
<tr>
<td>May/June 2020</td>
<td>Interventional/Surgery, Structural/Valvular Heart Disease, Artificial Intelligence, Imaging/Diagnostics, HRS.20 &amp; SCAI.20 Preview</td>
</tr>
<tr>
<td>Ad Close: April 3, 2020</td>
<td></td>
</tr>
<tr>
<td>Materials Due: April 10, 2020</td>
<td></td>
</tr>
<tr>
<td>July/August 2020</td>
<td>EP/Rhythm, Clinical Cardiology, Health Economics/Policy, Practice Management</td>
</tr>
<tr>
<td>Ad Close: June 5, 2020</td>
<td></td>
</tr>
<tr>
<td>Materials Due: June 12, 2020</td>
<td></td>
</tr>
<tr>
<td>September/October 2020</td>
<td>Compensation Trends, Endovascular, Practice Management, Structural/Congenital Heart Disease, TCT.20 Preview</td>
</tr>
<tr>
<td>Ad Close: August 7, 2020</td>
<td></td>
</tr>
<tr>
<td>Materials Due: August 14, 2020</td>
<td></td>
</tr>
<tr>
<td>Bonus Distribution: TCT</td>
<td></td>
</tr>
<tr>
<td>November/December 2020</td>
<td>Heart Failure, Practice Management, Cardiovascular Work Force/Environment, EP/Rhythm, Cardiology Imaging</td>
</tr>
<tr>
<td>Ad Close: October 2, 2020</td>
<td></td>
</tr>
<tr>
<td>Materials Due: October 9, 2020</td>
<td></td>
</tr>
<tr>
<td>Bonus Distribution: RSNA</td>
<td></td>
</tr>
</tbody>
</table>
How does it work?

• Your project manager sets up a kickoff meeting to set project goals and establish a timeline for deliverables.
• A Cardiovascular Business reporter interviews your clients and/or other sources of your choice, then completes the writing assignment.
• Your team reviews the work and makes any changes necessary. We get approval from clients and confirm the date to send to the Cardiovascular Business audience.

We make this a simple process you can count on to build your brand’s momentum, deeper relationships and optimize customer engagement.

What’s included with our custom content sponsorships?

• A dedicated project manager who will oversee all aspects of the writing or video assignment and serve as a single point of contact for your organization.
• High quality, attention-grabbing content.
• An electronic reprint (PDF) with unlimited internet use.
• Promotional opportunities with Cardiovascular Business and sister brands within TriMed Media for lead generation.
PERFORMANCE METRICS

Audience Profile
- Digital Subscribers: 28,610
- 35% Chief/Dir of Cardiology, Cardiologist, Interventional Cardiologist
- 15% Cardiovascular Administrators and Service Line Directors
- 30% Hospital C-Suite (COO, CEO, CFO)
- 20% C-Suite Technology Professionals (CMIO, CIO, CTO)

Web Site Metrics (Monthly)
- Average Pageviews: 138,202
- Average Sessions: 115,072
- Average Unique Visitors: 94,268

Web Site Ad Metrics (Monthly)
- Average Impressions: 106,942
- Average Clicks: 175
- Average CTR: 0.16%

Daily Newsletter Metrics (Per Issue)
- Average Sends: 23,068
- Average Opens: 2,953
- Average Open Rate: 12.8%

Newsletter Ad Metrics (Monthly)
- Average Impressions: 92,558
- Average Clicks: 226
- Average CTR: 0.24%

easPromo/eBlast Metrics (Per Issue)
- Digital Subscribers: 28,610
- Average Opens: 2,911
- Average Open Rate: 10.3%
- Average Clicks: 158
- Average CTR: 5.4%
For more information, please contact

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jspears@trimedmedia.com