

# repertoire

promoting excellence in healthcare sales

## 2024 MEDIA GUIDE



**There are thousands of products  
distribution reps can sell.  
Repertoire can help you equip them for success.**

Repertoire magazine isn't about advertising. It's about educating  
3,900 distribution reps on selling your products.



# 2024 MEDIA GUIDE

*Repertoire* is the only publication that serves the healthcare distribution channel through a wide range of resources including print, digital, video, webinars and education. It focuses on three closely related segments: physician office, hospital/surgery center and post-acute care. The constituents in the healthcare distribution channel rely on *Repertoire* for market analysis, emerging trends, and new products and services. Recognized as the industry leader in providing information, communication and education, *Repertoire* is staffed by long-time industry veterans and is considered required reading by the distribution community.

**Advertising in *Repertoire* is the only way to reach all of distribution with your message!**

- ▶ You can reach 4,300 distribution reps and 1,000 managers and executives in distribution every month.
- ▶ It builds a relationship with the people who sell your products.
- ▶ It opens the doors with distributor management for your salespeople.
- ▶ It shows your company's commitment to the distribution channel.

**Circulation:  
5,500 total**



- ▶ McKesson
- ▶ Henry Schein Medical Group
- ▶ Cardinal Health
- ▶ Owens & Minor
- ▶ Medline
- ▶ Fisher Healthcare
- ▶ NDC
- ▶ IMCO
- ▶ Independents
- ▶ Concordance
- ▶ Claflin

➤ Reach your audience digitally and in-person through e-news, a mobile app, training, and events.




  
**dail-eNews**



#### Education

Repertoire provides product training to distribution sales reps through print and online models. Distributor sales reps from companies like Cardinal Health, McKesson, Henry Schein Medical, as well as independent reps from IMCO and NDC learn and earn with product training. Repertoire offers distributor sales rep training modules, comprehensive internal manufacturer-training programs, in-service training modules, Website Hosting; CEU course hosting, SCORM compliant module development.



#### Dail-eNews

The Dail-eNews is real-time news for those involved in the business of healthcare. As the industry's first and only e-mail news service, it's e-mailed on a daily basis to over 20,000 decision-makers in GPOs, IDNs and the manufacturing and distribution segments of the healthcare industry.



#### RepConnect Mobile App

RepConnect equips Distribution Reps with an easy to use, efficient solution for storing and sharing product brochures, white papers, and rep lists. With this revolutionary tool, Reps can share information and documents with their accounts in just a few clicks.



**MEDICAL DISTRIBUTION**  
**HALL OF FAME**

#### Events

Discuss key trends with the leading industry voices and decision-makers at regional and national events throughout the year.

Each issue of *Repertoire Magazine* will include the latest news, trends impacting healthcare providers and the med/surg community, best practices for sales, and more. Examples of stories include:

**Physician Office Lab.** Lab expert Jim Poggi provides insights into the lab market and how distributor reps can improve sales in that category.

**Infection Control.** Subject matter experts will weigh in on the latest updates to a critical part of the industry.

**Sales tips and strategies.** Some of the best and brightest sales leaders share their secrets to success.

**Commercial Health Provider Profiles (CHPs).** New entrants are reshaping the way primary care is being delivered. *Repertoire* will examine the overall trends involved in this space, and do deep dives into the major players.

**Ambulatory Surgery Center Profiles (ASCs).** As more care is shifted from inpatient to the outpatient setting, ASCs are taking on more patients and a larger role in the continuum of care. What does this mean for the industry? *Repertoire* will examine

**Trends.** *Repertoire* will examine what's making headlines in the med/surg community, including inflation, supply chain disruptions, sustainability, workforce challenges, new technology, and more.

**New Products.** *Repertoire* will cover new product releases as they're announced and provide information reps can use in conversations with customers.

**Product Spotlights.** Throughout the year, *Repertoire* will highlight the best products for different med/surg categories including lab, infection control, medical devices, equipment, rapid tests and more.

**IDN Insights.** What's top of mind for today's IDN supply chain leaders?

**Rep Corner.** There are a few thousand stories among *Repertoire's* readers.

**HIDA Government Affairs Update.** The latest happenings on Capitol Hill and industry advocacy.

**Health News.** Stay healthy, stay selling.

**News** about industry events, people in the news, and more

## Advertising due dates

January	February	*March	April	May	June	July	August	September	October	November	December
Due 12/7/23	Due 1/8/24	Due 2/6/24	Due 3/6/24	Due 4/8/24	Due 5/6/24	Due 6/6/24	Due 7/8/24	Due 8/7/24	Due 9/6/24	Due 10/7/24	Due 11/6/24

\* Includes a complimentary ad effectiveness study

## Repertoire spotlights leaders in the industry throughout the year, including:

### Medical Distribution Hall of Fame



### Excellence in Sales Awards



# 75%

The majority of readers still prefer promotional content and coupons from traditional print media – such as magazines, newspapers, inserts, and flyers.



# 66%

A Readex survey found that 66% of readers sold a product or service after reading an ad in *Repertoire*.

# 73%

Of reps would like to see sponsored content from manufacturers around timely issues that they can share with their customer.



# 70%

Of the buyer's journey is complete before a buyer even reaches out to sales.



## Advertising in *Repertoire* is the only way to reach all of distribution with your message!

- › Build a relationship with the people who purchase your products
- › Align your company with market leaders
- › Strengthen your company’s brand
- › Create trust with supply chain leaders
- › Help you capture mind share, and therefore market share
- › Deliver your message to their office



### ADDITIONAL OPPORTUNITIES

- **RepConnect App:** \$4,500
- **Podcast:** \$5,000
- **Bellybands:** \$7,500 (price may vary)
- **5x7, 7x10 Targeted Inserts:** \$8,900 (price may vary)
- **Ghost Cover:** \$9,000
- **2 Minute Drill:** \$7,500
- **End User Video:** \$7,500
- **Podcast Content Series:** \$8,900
- **Sponsored Content:** \$5,000 (500-600 words)
- **2-Page Spread Advertisement:** \$9,900 (price may vary)
- **New Product Launch Campaigns:** \$25,900 (Call for pricing and opportunity)
- **Respiratory Season Promotion Package:** \$10,000 (Call for pricing opportunity)
- **Special Supplements:** \$3,900 (Call for pricing and opportunity)
- **Leaderboard:** \$5,000 per month

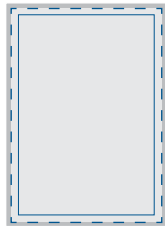
DAIL-E NEWS ONLINE ADVERTISING OPPORTUNITIES: Banner Size - 300 x 250 pixels: \$2,000 per week

### DISPLAY ADVERTISING RATES:

Size	1x	6x	12x
Full page	\$7,685	\$7,385	\$6,985
Half page	\$5,685	\$5,385	\$4,985

## DISPLAY ADVERTISING SPECIFICATIONS

**Bleeds:** Ads with bleed must extend 1/8-inch (.125) beyond trim. Live/Safe area is for all text, logos and any important information must be within the live/safe area allowing proper distance from trim edge. The dashed lines indicate the trim edge, solid line shows live area and the darker gray indicates bleed edge.



### Full-Page: Bleed

Trim: 8.5" W x 11.75" H  
Bleed: 8.75" W x 12" H  
Live area: 7.5" W x 10.75" H



### 1/2 Page Horizontal: Bleed

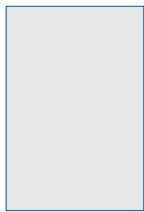
Trim: 8.5" W x 5.5" H  
Bleed: 8.75" W x 5.75" H  
Live area: 7.5" W x 4.5" H



### 1/2 Page Vertical: Bleed

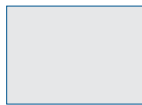
Trim: 4" W x 11.75" H  
Bleed: 4.25" W x 12" H  
Live area: 3" W x 10.75" H

**Non-bleeds:** The non-bleed sizes below allow for space between ad and trim edge.



### Full-Page: Non-Bleed

7" W x 10.75" H



### 1/2 Page Horizontal: Non-Bleed

7" W x 5.5" H



### 1/2 Page Vertical: Non-Bleed

3.625" W x 10.75" H

## SUBMITTING ADS:

- CMYK is the only accepted mode for color advertisements. Convert all artwork from RGB mode to CMYK. Do not use Pantone (PMS) colors in your layout, unless saved as CMYK process separations.
- The publication is produced in Macintosh platform using Adobe Indesign CC. Ads produced on PCs must be submitted as a pdf with all fonts in outline form.
- Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.
- Include ALL screen and printer fonts with your layout. (Include those used by embedded graphics in illustration programs, unless converted to outlines.)
- Please put the advertiser's name in the title of your file.
- Please send a high resolution print ready pdf of your ad directly to your account manager.

## TERMS AND CONDITIONS:

1. Publisher reserves the right to position sales messages in each issue according to design space.
2. All messages are subject to the publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication's standards.
3. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
4. Requests for specific position are not guaranteed unless premium position is paid.
5. Prices are subject to change.
6. Color proof must be supplied with advertising materials.
7. The publisher's liability for any error will not exceed the charge for the advertising in question.
8. Payment terms are net 30 days. Overdue accounts may be charged a 1.5 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
9. Recognized advertising agencies providing complete preferred print materials are allowed a commission on gross billing space, color and position, only if the account is paid within 30 days.
10. Verbal agreements are not recognized.
11. No cancellations will be accepted after the Ad Due Date.



## FOR MORE INFORMATION CALL:

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