MedCity News is the authoritative source for what’s next in the business of healthcare. Today’s medical industry requires new collaborations across sectors. MedCity News convenes the entire ecosystem—from healthcare CIOs and pharma CEOs, to payers and venture capitalists, to medicine’s next great entrepreneurs—to forge better connections and business opportunities.

MedCity News offers news and analysis on the latest startups and investing trends, how medicine is applying the latest applications of digital technologies, and the challenges and opportunities on critical issues like patient engagement and direct-to-consumer medicine. Industry thought leaders from healthcare and life sciences join best-in-class journalists to address every key stakeholder in the business of healthcare. MedCity drives the conversation forward through its website, social channels, emails and events.

By gathering executives from across all sectors and offering unique and modern marketing solutions, MedCity News allows its partners to have a constant conversation with healthcare leaders they want to do business with.

In its six-year history, MedCity News has evolved into a destination digital media platform with executive-level, influential events.

**MEDCITY’S REACH**

| **425,000** | **1.25 million** | **30,000** | **25,000** |
| unique visitors | pageviews per month | email subscribers | Twitter followers |

MedCity News is owned by Breaking Media, a network of next-generation digital brands for influential, affluent business communities that reaches 5.5 million unique professionals each month in:

**BREAKING MEDIA INDUSTRY REACH**

**CHRIS SEPER** is vice president of healthcare for Breaking Media and runs MedCityNews.com. Chris founded MedCity News and forged its unique approach to support the converged ecosystem of healthcare innovation. Chris’ shared experience as an entrepreneur building MedCity News gives the publication an edge and a distinct connection to healthcare’s early-stage innovators. He’s been a speaker at conferences held by the likes of Cleveland Clinic and AARP.

**MEGHANA KESHAVAN** mixes practical knowledge of life sciences with her journalistic expertise to write about early-stage biotech and pharma. Meghana studied biochemistry and molecular biology at Penn and spent five years working in a schizophrenia genetics lab. She now writes about precision medicine, biotech and pharma startups, investing trends in those sectors and strategic moves of the industry’s biggest players (such as how biotech and pharma leverage technology, patient engagement strategies and moves that impact innovators).

**STEPHANIE BAUM** is the digital health editor at MedCity News. Over the past five years she has established herself as a household name for those across healthcare trying to keep track of the latest startups and investing trends in digital health. Stephanie also focuses on consumer-driven healthcare: the crossover of big “outsiders” like Google and Under Armour coming into the world of medicine. Her coverage areas include big data, mobile apps, telemedicine, healthcare accelerators, sensors and other health technology sectors.

**NICOLE ORAN** follows early-stage developments in the medical devices and diagnostics industries. She writes about medical device and diagnostic startups, investing trends in those sectors, and strategic moves of the industry’s biggest players (such as how the medical device industry is leveraging technology and moves that impact early-stage innovators). Nicole offers a unique perspective to healthcare innovation: her brother is a healthcare entrepreneur, and she ghostwrote for a book about leadership in the medical field.

**NEIL VERSEL** reports on how payers, providers and other parts of the medical industry leverage cutting-edge technologies: from health IT to telemedicine to healthcare social media. Neil is one of the industry’s most senior healthcare technology journalists, offering unique insights and commentary on healthcare IT for more than 15 years. He specializes in health information technology, mobile healthcare, healthcare quality, physician practice and hospital management and healthcare finance.

**BRIAN DALTON** is director of research for Breaking Media, where he works across all brands, including MedCity News. He has 10+ years experience researching and writing on schools and companies in a wide range of industries, with a particular emphasis on law. Breaking Media research products include organizational profiles and directories, specialty ratings and rankings, and custom reports. With MedCity News, Brian focuses on the intersections between healthcare innovation and the legal industry, finance and entrepreneurship.
MedCity News covers the most critical issues in healthcare innovation to drive the entire ecosystem forward.

The website’s primary channels include:
- Startups & Investing
- Healthcare Convergence
- Patient Engagement

<table>
<thead>
<tr>
<th>Months</th>
<th>Focus</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Wearables</td>
<td>CES/Digital Health Summit ■ JP Morgan Healthcare Conference ■</td>
</tr>
<tr>
<td>February</td>
<td>Health data and security</td>
<td>HIMSS (Health IT Conference) ■</td>
</tr>
<tr>
<td>March</td>
<td>Analytics</td>
<td>HIMSS (Health IT Conference) ■ SxSW ■</td>
</tr>
<tr>
<td>April</td>
<td>Healthcare investing</td>
<td>MedCity INVEST ■ World Health Care Congress ■</td>
</tr>
<tr>
<td>May</td>
<td>Telemedicine</td>
<td>American Telemedicine Annual Meeting &amp; Trade Show ■ MedTech Investing Conference ■ Cleveland Clinic Patient Experience Summit ■ AARP Health Innovation@50+ Live Pitch ■ ■ Health IT Summit in Boston ■ Health Datapalooza ■</td>
</tr>
<tr>
<td>June</td>
<td>Precision medicine</td>
<td>BIO International Convention ■</td>
</tr>
<tr>
<td>July</td>
<td>Human-centered design</td>
<td>MedCity CONVERGE ■ ■ mHealth + Telehealth World ■ ■</td>
</tr>
<tr>
<td>August</td>
<td>Healthcare social media</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Consumer-driven healthcare</td>
<td>Stanford Medicine X ■ ■ Mayo Clinic Transform Conference ■ Health 2.0 ■</td>
</tr>
<tr>
<td>October</td>
<td>Medical device investing</td>
<td>MedCity ENGAGE ■ Mayo Clinic Individualizing Medicine Conference ■ AdvaMed The MedTech Conference ■ CHIME Forum ■</td>
</tr>
<tr>
<td>November</td>
<td>Healthcare policy</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>2017 trends</td>
<td></td>
</tr>
</tbody>
</table>

“I read MedCity because it captures the pulse of what’s going on in healthcare innovation, a go to source. I also like how MedCity supports women in digital health.”

- Dr. Charlene Ngamwajasat, @doctorcharlene, Physician and Techie
**AUDIENCE OVERVIEW**

**TOP STATS**

425,000 unique visitors per month  
1,250,000 pageviews per month  
30,000 email subscribers  
25,000 Twitter followers

**GENDER**

61% male, 39% female

**AGE**

59% younger than 35  
41% older than 35

**EDUCATION**

94% college  
65% grad school

**JOB TITLE**

33% CEO + C-Level + VP  
38% Director + Partner + Manager  
7% Physician  
10% Staff

**COMPANY SIZE**

21% 1,000+ employees  
41% 10–999 employees  
38% >10 employees

**CLINICAL FOCUS**

Cardiovascular  
Diabetes  
Endocrinology  
Gastroenterology  
Genomics/Personalized Medicine  
Geriatrics  
Infectious Diseases  
Oncology  
Orthopedics  
Patient Engagement  
Population Health

**MEDIA ENGAGEMENT**

72% desktop  
8% tablet  
20% mobile

**TOTAL HOUSEHOLD INCOME**

17% $75,000  
35% $150,000  
24% $250,000
AUDIENCE BREAKDOWN

INDUSTRY BREAKDOWN

Healthcare 35%
Digital/HealthIT 22%
Professional Services 17%
Medical Devices 17%
Biotech 12%
Research 10%
Pharma 9%
Investing 9%
Diagnostics 6%
Payer 4%
Government 3%
Nonprofit/Foundation 3%

INNOVATIONS READERS

Investing in 2016
Cloud Computing
CRM
Data analytics solutions
eLearning/Training
EMR/HER
Home Healthcare
Mobility APs/Mobility Solutions
Security
Telemedicine

MEDCITY NEWS READERS

Have buying power
86% of MedCity readers have input in buying decisions
68% have significant or final say
52% are regarded as opinion leaders by peers and colleagues

A CLOSER LOOK AT HEALTHCARE READERS

82% have input in buying decisions
61% have significant input or final say
60% are planning to buy in next 12 months
38% work in organizations that employ 1,000+

A CLOSER LOOK AT LIFE SCIENCE READERS

94% have input in buying decisions
70% have significant input or final say
26% are CEOs
36% are in companies of <10 employees

JOB TITLES

C-Level 23%
VP or Director 16%
Physician 18%
Staff 18%
Manager 18%

INDUSTRY BREAKDOWN

Medical Devices 42%
Pharma 21%
Diagnostics 21%
Biotech 16%
MedCity News is owned by Breaking Media, a network of next-generation digital brands for influential, affluent business communities. If you’re looking to target other industries, employers or general brand campaigns, Breaking Media brings the buying power of an affluent audience to bear:

- **Total population of unique visitors**: 5.5 million
- **Total monthly pageviews**: 20.5 million
- **Total social media reach**: 4.1 million
- **Total email subscribers**: 185,000

Breaking Media readers are affluent, influential and represent the emerging leadership in industry.

On average, nearly

- **60%** have Household Income of $100K+
- **40%** completed grad school
- **50%** of readership is women

**THE BREAKING MEDIA BRANDS INCLUDE:**

- Above the Law
- Dealbreaker
- ATL Redline
- Fashionista
- Breaking Defense
- HowAppealing
- Breaking Energy
- MedCity News
- Breaking Gov

“MedCity news is a peerless national resource for those of us who really want to stay on top the very latest news in healthcare from incumbents to startups.”

- Elliot Menschik, Managing Director, Acuity Health, and Penn Professor
Q2 2016
Chicago
A healthcare investing event that matches investors, VCs, angels and corporate business development executives with early-stage healthcare and life sciences companies actively seeking funding.

Q3 2016
Philadelphia
Get the most accurate picture of where healthcare innovation is going by hearing from leaders across all sectors.

Q4 2016
San Diego
Hear from payers, providers, policymakers, digital innovators and other stakeholders unlocking patient engagement through innovation.

VIRTUAL EVENTS
Get best-in-class lead generation and unique engagement with wholly-owned webinars or the sponsorship of MedCityNews.com’s weekly “MedHeads” video podcast. Or, let MedCity News’ team create a unique, in-person, customized event within its own conference or on its own.

86% would attend a MedCity News webinar
41% attended 1-3 virtual event per year
29% attended 4-5
14% attended 6 or more

OUR READERS ARE INTERESTED IN ATTENDING EVENTS FOCUSED ON
29% mHealth
29% Patient Engagement
24% Telemedicine
22% Investing
19% Precision Medicine

“CONVERGE convenes the movers of technology, health, capital and, most importantly, innovation to talk about what’s really driving growth in health care.”
- Brandon Rowberry, Vice Chair, Global Business, Mayo Clinic
<table>
<thead>
<tr>
<th>Type</th>
<th>Product</th>
<th>Run-of-Site (ROS) Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISPLAY</td>
<td>Billboard: 970x250</td>
<td>$45cpm</td>
<td>Premium Targeting Options (Additional CPM) - Geo, Contextual, Behavioral</td>
</tr>
<tr>
<td></td>
<td>Leaderboard: 728x90</td>
<td>$30cpm</td>
<td>Premium Targeting Options (Additional CPM) - Geo, Contextual, Behavioral</td>
</tr>
<tr>
<td></td>
<td>Big Box: 300x600</td>
<td>$45cpm</td>
<td>Premium Targeting Options (Additional CPM) - Geo, Contextual, Behavioral</td>
</tr>
<tr>
<td></td>
<td>Mobile Leaderboard: 300x600</td>
<td>$25cpm</td>
<td>Premium Targeting Options (Additional CPM) - Geo, Contextual, Behavioral</td>
</tr>
<tr>
<td></td>
<td>Interstitial: 640x480</td>
<td>$125cpm</td>
<td>Premium Targeting Options (Additional CPM) - Geo, Contextual, Behavioral</td>
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<tr>
<td></td>
<td>Homepage Takeover: 728x90, 300x600</td>
<td>$5,000/day</td>
<td>Own 100% of homepage. Premium targeting options: - Geo, Contextual, Behavioral</td>
</tr>
</tbody>
</table>
|                 | Section Takeover: 970x250, 300x600, Skin, 2 Sponsored Posts | $15,000/month | Recommended Sections (Full list below):  
• Internet of Things  
• Telemedicine  
• Population Health  
• Precision Medicine |
| EMAIL           | Newsletter Text Ad               | $2,500per              | Newsletters Reach:  
• Daily: 25,000  
• Medical Devices: 9,000  
• HealthIT: 9,000  
• Politics: 6,000  
• Startups: 7,000  
• Hospitals: 9,000  
• Pharma: 5,000 |
|                 | Email Blast                      | $5,000per              | Direct email blast to opt-in subscribers                                    |
| EVENT LISTING   | Event Newsletter                 | $1,000per              | Text ad in email newsletter positioned below the featured story             |
|                 | Event Post                       | $2,500per              | Article published on MCN in the events section. Promoted on homepage and throughout the site for 7-day minimum; promoted in MCN event newsletter |
## PRODUCTS

<table>
<thead>
<tr>
<th>Type</th>
<th>Product</th>
<th>Investment</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENT MARKETING</td>
<td>Native Content</td>
<td>$3,500 per</td>
<td>Article published on MCN in the main editorial section; promoted on homepage and throughout the site for 7-day minimum and via MCN social channels and newsletter</td>
</tr>
<tr>
<td></td>
<td>Sponsored Content</td>
<td>$2,500 per</td>
<td>Article published on MCN sponsored content section; promoted on homepage and throughout the site for 7-day minimum</td>
</tr>
</tbody>
</table>
|                      | Hot Topics Feature     | $17,500/total | Exclusive sponsor of special coverage. Includes:  
  - Exclusive display advertising of the coverage (minimum 7 articles) on MedCityNews.com  
  - Exclusive branding in special report whitepaper  
  - Leads captured  
  - 1 native content written by MCN  
  - 1 sponsored content written by client  
  - 1 email blast |
|                      | Webinar                | $20,000 per | Includes:  
  - 100,000 banner impressions  
  - 1 sponsored post created by MedCity  
  - 4 sponsored text ads included in MedCity's national email newsletter  
  - Dedicated email blast  
  - 4 social promotions  
  - Lead-gen guarantee of 150 minimum/no cap |
|                      | Custom Content         | $125 cpm   | Services include blogs, ebooks, whitepapers, infographics, marketing collateral and more       |
| EVENT SPONSORSHIP    | Platinum               | $35,000 per | Advisory board, attendee list, private meeting room, unique branding opp, marketing materials distribution, speaking opp, exhibitor space, logo inclusion, 8 conference passes |
|                      | Gold                   | $25,000 per | Unique branding opp, marketing materials distribution, speaking opp, exhibitor space, logo inclusion, 6 conference passes |
|                      | Silver                 | $15,000 per | Speaking opp, exhibitor space, logo inclusion, 4 conference passes |
|                      | Bronze                 | $7,500 per  | Exhibitor space, logo inclusion, 2 conference passes |

Custom packages available.

## TARGETING AND SECTION RECOMMENDATIONS

### CHANNEL
- Investing & Startups
- Healthcare Convergence
- Patient Engagement

### SECTIONS
- Population Health
- Telemedicine
- Precision Medicine
- Policy and Regulation
- Wearables
- Health Data and Security
- Analytics
- Human-Centered Design
- Healthcare Social Media
- Consumer-Driven
- Healthcare
- Internet of Things

"I have seriously received more interesting and positive feedback from this conference than any others I have spoken at. It's great to see innovation and healthcare in the same sentence...finally!"

- Dr. Stephen K. Klasko, President and CEO, Thomas Jefferson University and Jefferson Health System
Our content marketing team can create custom content to run on MedCity News or on your marketing channels. We work with hospital systems, health IT, biotech, pharma and more to create compelling, impactful content.

**Services include:**
- Content marketing strategy and program development
- Content development
  - Native content
  - Blogs and articles
  - eBooks and whitepapers
  - Infographics
  - Marketing collateral and presentations
  - Social media
  - Email marketing
- Lead generation and persona development

<table>
<thead>
<tr>
<th></th>
<th>Custom Content</th>
<th>Collaborative Content</th>
<th>Branded Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voice</td>
<td>Client voice</td>
<td>Collaboration</td>
<td>MedCity News/Breaking Media Voice</td>
</tr>
<tr>
<td>Editorial Control</td>
<td>MCN authors content in client voice and messaging. Client has 100% review and approval of content</td>
<td>MCN authors with messaging for the client, but in MCN voice. Client has 75% control over content</td>
<td>Client chooses who the target audience, and topic category. MCN authors content and in its own voice</td>
</tr>
<tr>
<td>Publication</td>
<td>Client site, or published on MCN as sponsored content</td>
<td>Client site, or MCN as native content</td>
<td>MCN as native content. Client site with attribution</td>
</tr>
</tbody>
</table>
The Breaking Media Research Team has direct access to executives within hospitals, insurance, pharma, medtech, life sciences, digital health, technology, service providers, investors, startups, and employers across industries. The team can survey your target audience quickly and efficiently to provide you with immediate feedback on your market strategy, brand health, proof-of-concept and more. Each research project and report is custom.

- Custom Surveys — Research team works closely with client organizations to leverage MCN audience as research platform
- Rankings Products — Unique and innovative research methodologies applied to assess schools, employers, and other organizations
- Infographics — Visual representations of proprietary and relevant third-party data.