



MEDCITY NEWS

2017 MEDIA KIT

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www.medcitynews.com

MEDCITYNEWS

MedCity News is a member of the Breaking Media network of digital media channels.

WHAT IS MEDCITY NEWS?

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.



Uniting innovators and executives across the healthcare ecosystem

MedCity News is a destination digital media platform with executive-level, influential events.

MEDCITY'S REACH

425,000
unique visitors
per month

1.25 million
pageviews per month

40,000
email subscribers

27,000
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



Healthcare



Law



Finance



Government



Defense



Fashion



Energy

MedCity News covers the most critical issues in healthcare innovation to drive the entire ecosystem forward.

January

Clinical Wearables

February

Hospitals and Health IT

March

Genomics & Precision Medicine

April

Healthcare Investing

May

Patient-Centered Care

June

Oncology

July

Cybersecurity

August

Healthcare's Bleeding Edge:
Blockchain and VR

September

Deep Learning and AI

October

Population Health

November

Connected Health

December

2018 Trends



“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

40,000

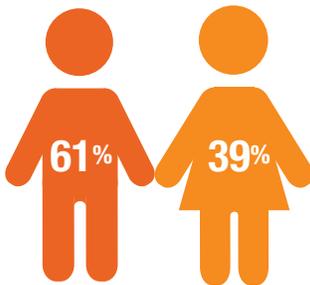
email
subscribers



27,000

Twitter followers

GENDER

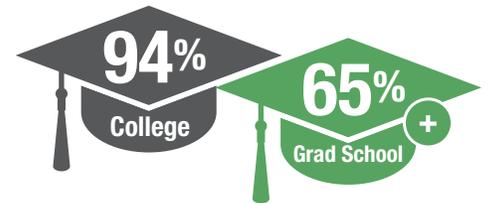


AGE

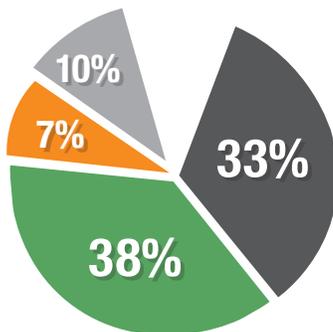
59%
YOUNGER THAN 35

41%
OLDER THAN 35

EDUCATION



JOB TITLE



- CEO + C-Level + VP
- Director + Partner + Manager
- Physician
- Staff

COMPANY SIZE

21%
1,000+ employees

41%
10–999 employees

38%
>10 employees

CLINICAL FOCUS

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

MEDIA ENGAGEMENT

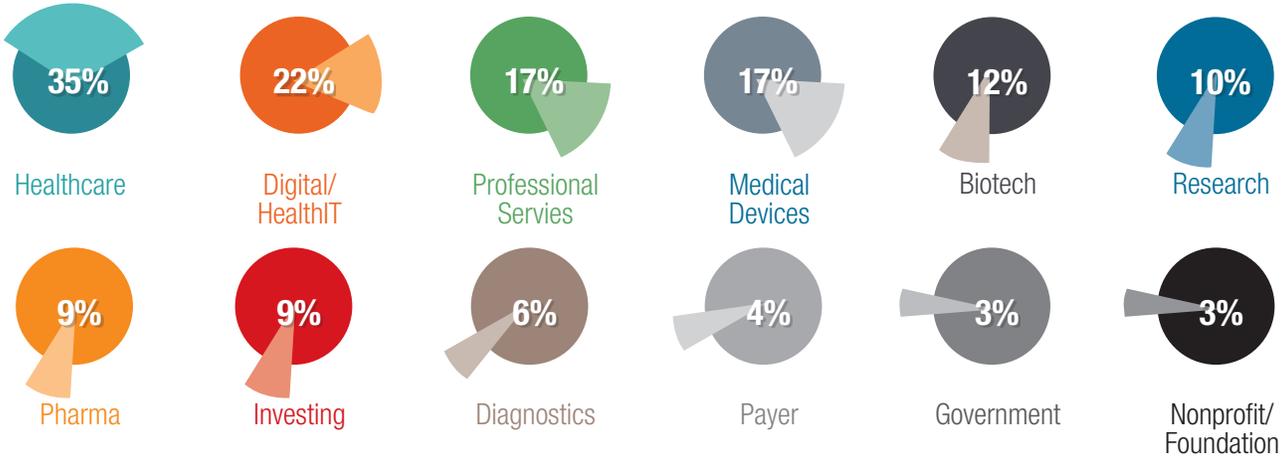


TOTAL HOUSEHOLD INCOME



AUDIENCE BREAKDOWN

INDUSTRY BREAKDOWN



MEDCITY NEWS READERS HAVE BUYING POWER

86%
of MedCity readers have input in buying

68%
have significant or final say

52%
are regarded as opinion leaders by peers and colleagues

A CLOSER LOOK AT HEALTHCARE READERS

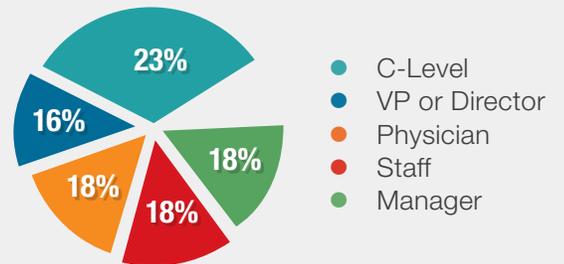
82% have input in buying decisions

61% have significant input or final say

60% are planning to buy in next 12 months

38% work in organizations that employ 1,000+

JOB TITLES



A CLOSER LOOK AT LIFE SCIENCE READERS

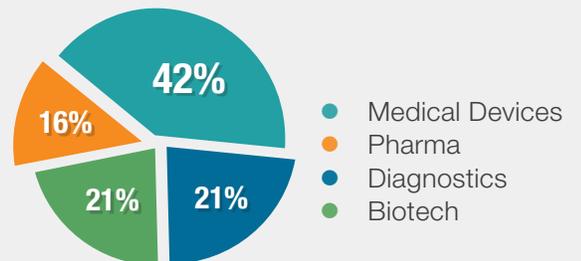
94% have input in buying decisions

70% have significant input or final say

26% are CEOs

36% in companies of <10 employees

INDUSTRY BREAKDOWN



A LOOK AT THE BREAKING MEDIA AUDIENCE

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
21 million



Total
social media reach
4.1 million



Total
email subscribers
200,000

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

EVENTS

SIGNATURE EVENTS

INVEST



**May 17-18, 2017
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.

CONVERGE



**July 31 - August 1, 2017
Philadelphia**

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

ENGAGE



**October 23-24, 2017
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 healthcare.”

- Brandon Rowberry, Vice Chair, Global Business, Mayo Clinic

MAIN CONTACT INFORMATION

MedCity News (a Breaking Media Company)

General inquiries, press releases and news tips:
tips@medcitynews.com

Event inquiries:
events@medcitynews.com

STAFF CONTACT INFORMATION



ARUNDHATI PARMAR | aparmar@medcitynews.com
VP and Editorial Director, MedCity News

Arundhati Parmar is vice president and editorial director at MedCity News and is in charge of content at both the website and the three conferences that MedCity hosts annually—CONVERGE, INVEST and ENGAGE. She has covered the medical device industry closely for several years and writes for MedCityNews.com on that and other various healthcare issues of the day. She welcomes any tips and scoops you may want to send her way.



STEPHANIE BAUM | sbaum@medcitynews.com
Digital Health

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 the 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.



JULIET PRESTON | jpreston@medcitynews.com
Pharma & Biotech

Juliet Preston is the pharma and biotech reporter for MedCity News. A New Zealand native, she first moved to San Diego in 2011 to pursue a career in science communications. Juliet has experience working within an academic institution, as a journalist, and as a content manager for a life science marketing agency. While she enjoys writing about biomedical science, she can't be trusted to hold an actual pipette.



NEIL VERSEL | nversel@medcitynews.com
Health IT

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.

PRODUCTS

Type	Product	Run-of-Site (ROS) Rate	Description
DISPLAY	Billboard: 970x250	\$45cpm	Premium Targeting Options (Additional CPM) - Geo, Contextual, Behavioral
	Leaderboard: 728x90	\$30cpm	Premium Targeting Options (Additional CPM) - Geo, Contextual, Behavioral
	Big Box: 300x600	\$45cpm	Premium Targeting Options (Additional CPM) - Geo, Contextual, Behavioral
	Mobile Leaderboard: 300x600	\$25cpm	Premium Targeting Options (Additional CPM) - Geo, Contextual, Behavioral
	Interstitial: 640x480	\$125cpm	Premium Targeting Options (Additional CPM) - Geo, Contextual, Behavioral
	Homepage Takeover: 728x90, 300x600, Skin	\$5,000/day	Own 100% of homepage. Premium targeting options: - Geo, Contextual, Behavioral
	Section Takeover: 970x250, 300x600, Skin, 2 Sponsored Posts	\$15,000/month	Recommended Sections (Full list below): <ul style="list-style-type: none"> • Internet of Things • Telemedicine • Population Health • Precision Medicine
EMAIL	Newsletter Text Ad	\$2,500per	Newsletters Reach: <ul style="list-style-type: none"> • 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

Type	Product	Investment	Description
CONTENT MARKETING	Native Content	\$3,500	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
	Sponsored Content	\$2,500	Article published on MCN sponsored content section; promoted on homepage and throughout the site for 7-day minimum
	Hot Topics Feature	\$17,500/total	Exclusive sponsor of special coverage. Includes: <ul style="list-style-type: none"> • 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	Includes: <ul style="list-style-type: none"> • 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	TBD	Services include blogs, ebooks, whitepapers, infographics, marketing collateral and more
EVENT SPONSORSHIP	Platinum	\$35,000	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	Unique branding opp, marketing materials distribution, speaking opp, exhibitor space, logo inclusion, 6 conference passes
	Silver	\$15,000	Speaking opp, exhibitor space, logo inclusion, 4 conference passes
	Bronze	\$7,500	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

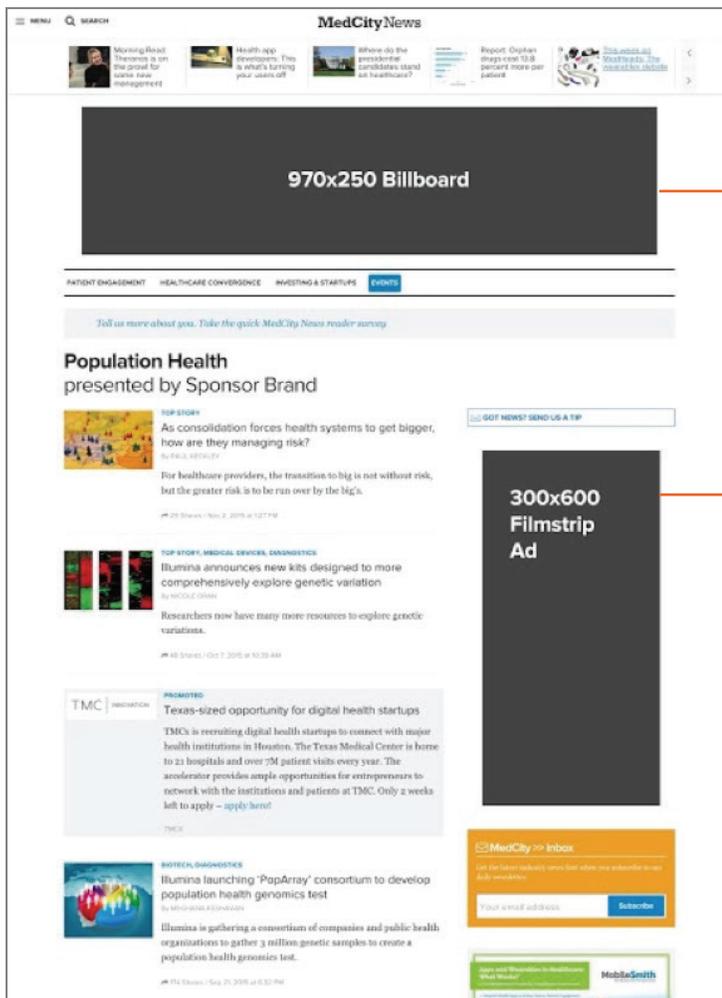
Healthcare Social Media
Consumer-Driven
Healthcare
Internet of Things



“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!”

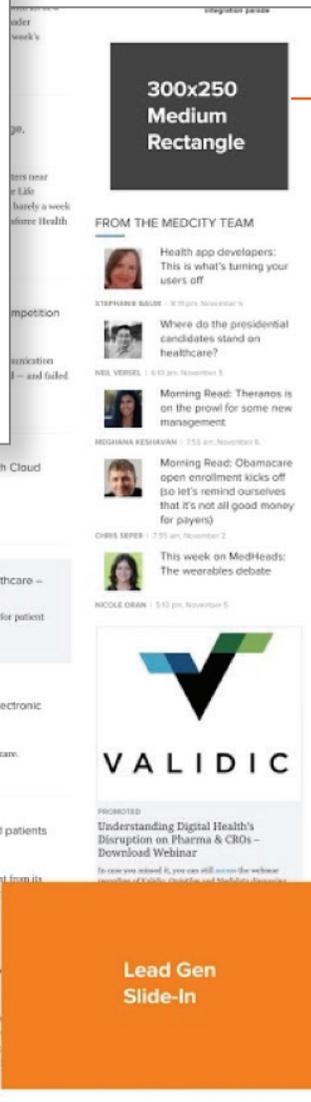
- Dr. Stephen K. Klasko, President and CEO, Thomas Jefferson University and Jefferson Health System

PRODUCTS



970 X 250
BILLBOARD

300 X 600
FILMSTRIP AD



300 X 250
MEDIUM RECTANGLE

Lead Gen
Slide-In

LEAD GEN
SLIDE-IN

CONTENT MARKETING

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
 - o Native content
 - o Blogs and articles
 - o eBooks and whitepapers
 - o Infographics
 - o Marketing collateral and presentations
 - o Social media
 - o Email marketing
- Lead generation and persona development



	Custom Content	Collaborative Content	Branded Content
Voice	Client voice	Collaboration	MedCity News/ Breaking Media Voice
Editorial Control	MCN authors content in client voice and messaging. Client has 100% review and approval of content	MCN authors with messaging for the client, but in MCN voice. Client has 75% control over content	Client chooses who the target audience, and topic category. MCN authors content and in its own voice
Publication	Client site, or published on MCN as sponsored content	Client site, or MCN as native content	MCN as native content. Client site with attribution

RESEARCH

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.

The screenshot shows the MedCityNews website interface. At the top, there's a search bar and navigation tabs for 'HEALTHCARE CONVERGENCE', 'INVESTING & STARTUPS', and 'EVENTS'. The main headline reads 'We help find the way. LAKE WHILLANS'. Below this, there's a section titled 'McKesson, Blue Cross top digital health's most trusted corp'. A large graphic with the word 'TRUST' is visible. The article text discusses corporate venture capital's role in digital health and lists top trusted organizations: 1. Connext Ventures (3.6), 2. McKesson Ventures (3.57), 3. Cambia (3.56), 4. GE Ventures (3.2), 5. BlueCross BlueShield Venture Partners (2.8).

This screenshot shows a sponsored post on the MedCityNews website. The title is 'Read the MedCity News survey on corporate venture capital in healthcare'. The post is sponsored by Lake Whillans, a dispute resolution firm. The text highlights that the survey is unique because it focuses on corporate investors in life science, medical devices, diagnostics, pharmaceuticals, and biotech. It notes that respondents are developing innovative solutions, viewing startups as more trustworthy than traditional venture or angel groups. The post includes a 'DON'T NEWS? SEND US A TIP' button and a 'MedCity - Inbox' notification.

The Lake Whillans logo features a stylized globe with a network of lines. Below the logo, the tagline reads: 'We provide capital for companies in litigation or arbitration.'

A hand is shown pointing upwards, with a green overlay. The background is a blurred image of a person's face. Overlaid on the image are several hexagonal icons: a large cross, a pill, a wheelchair, two test tubes, a first aid kit, a syringe, and a group of people with a stethoscope.

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