

2024

WWW.HEALTHLINKRESOURCEGUIDE.COM  
INFO@HEALTHLINKRESOURCEGUIDE.COM

# MEDIA KIT

## HealthLink Resource Guide Your Source for Healthcare Insights in North Carolina

Welcome to **Health Link Resource Guide**, aimed to be the leading healthcare-focused magazine dedicated to North Carolina's vibrant and dynamic healthcare industry. Our goal is to be a trusted source of information, innovation, and inspiration for professionals, practitioners, and individuals alike who are passionate about healthcare in the **Tar Heel State**.

Our mission at **HealthLink** Resource Guide is clear: to connect, educate, and empower our readers with the latest developments, trends, and insights in the North Carolina healthcare landscape. We strive to be the go-to resource for anyone seeking to understand, improve, or navigate the complex world of healthcare in this state.

**Advertise With Us** If you're looking to connect with a highly engaged and influential audience in the North Carolina healthcare sector, our resource guide offers a range of advertising and partnership opportunities. Let us help you reach your target audience effectively and drive meaningful results.

Contact us for inquiries, or partnerships, and to subscribe please visit our website or reach out to our dedicated team. We look forward to connecting with you and being your trusted source for healthcare insights in North Carolina.

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**AMERICA**

# WHAT SETS US APART

- **Local Expertise:** We are deeply rooted in North Carolina, and our team consists of healthcare experts, journalists, and community members who understand the unique challenges and opportunities facing healthcare in our state.
- **Comprehensive Coverage:** From groundbreaking medical research to profiles of healthcare pioneers, we provide a 360-degree view of the healthcare ecosystem in North Carolina.
- **In-Depth Analysis:** Our commitment to in-depth analysis means you'll find thought-provoking articles, interviews, and reports that delve into the most pressing issues shaping healthcare in our region.
- **Community Engagement:** We actively engage with our readers and the broader healthcare community, hosting events, webinars, and forums to foster collaboration, discussion, and innovation.

# WHAT YOU'LL FIND INSIDE

- **Feature Articles:** Explore in-depth profiles of healthcare institutions, professionals, and groundbreaking research happening right here in North Carolina.
- **Trends and Insights:** Stay ahead of the curve with our analysis of emerging trends, policy changes, and technological advancements affecting healthcare delivery and patient care.
- **Patient Stories:** Hear from the people whose lives have been impacted by the healthcare system in North Carolina, showcasing the human side of healthcare.
- **Expert Opinions:** Gain insights from industry thought leaders, practitioners, and policymakers as they share their perspectives and experiences.

## Statistics and Potential Readership

2024

According to a 2020 study held in the United States, the majority of adults prefer reading print magazines to digital, with 66 percent of respondents favoring printed publications. The study also revealed that over 45 percent of responding U.S. adults spent more than 15 minutes per day reading magazines in either format.

### Population:

Service Area 1,534,885	59.2% Employment
NC 10,439,388	35.9% Education (Bachelor Degree +)
	\$67481 Median Household income

### Potential Readership

NorthEast NC Population 1,534,885 - 25% Print 19%. Online Readership 38% Social Media



In 2021, there were 222.2 million magazine readers aged 18 or older in the United States. This marked an increase of 300 thousand readers from the previous year. The number dropped substantially between 2019 and 2020, which the source partially attributed to the COVID-19 pandemic and the resulting reduction in pass-along reading. The figure for 2019, on the other hand, was the highest recorded since 2012, and trends during that period indicated a slow annual increase in the number of magazine readers.

### Magazine Reading Behavior

Magazine readership is changing. On the one hand, data from surveys held in 2019 and 2020 found that print magazines remained the preferred magazine format, but there was also a growing interest in online versions. The audience of magazine brands was comprised mostly of readers of print magazines and their digital counterparts in December 2020, but mobile web came a very close second with a year-to-date average audience of over 625 million. If this trend continues, magazine brands' mobile web visitors will account for the majority of their audience in the next one to two years.

### Magazine Brands

The leading consumer magazine in the United States by circulation in the first half of 2021 was AARP The Magazine, with a circulation of close to 23 million.

AARP The Magazine which is also a health care and resource magazine was the leading U.S. magazine in the second half of 2022, with a paid and non-paid circulation of 22.68 million. In second place was the AARP Bulletin with 22.56 million. These two magazines had by far the highest circulation of all magazines analyzed by the source, with Costco Connection in third place with a circulation of just over 15.6 million, followed by American Mainstreet with a little over 10 million. analyzed by the source, with Costco Connection in third place with a circulation of just over 15.6 million, followed by American Mainstreet with a little over 10 million.



Ad Name	Ad Spec
Full Spread	16.75" x 10.875" trim
Full Page	8.375" x 10.875" trim
Half Page [Horizontal]	7.375" x 4.875"
Half Page [Vertical]	4.875" x 7.375"
Quarter Page	3.562" x 4.875"
Inside Front	8.375" x 10.875" trim
Inside Back	8.375" x 10.875" trim
Back Cover	8.375" x 10.875" trim



Full Spread



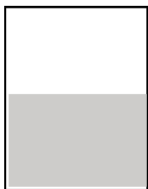
1/3 Page Vertical 7.25" x 4.8125"



Half Full Spread



1/3 Page Box 4.75" x 4.8125"



Half Page [Horizontal]



1/6 Page Box 2.375" x 4.25"



Half Page [Vertical]



Full Page

# 2024 Advertising Schedule

Issue	Reservation Deadline	Camera Ready Materials	Publication Date
January	November 25	December 10	January 8
April	February 25	March 4	April 8
July	May 26th	June 3	July 8
October	August 25	September 2	October 7

DISPLAY AD RATES include design services that can be accomplished in one hour.

**Quotes will be provided for more extensive design needs.**

- DESIGN SERVICES include assistance with copy, ad layout, and production services.
- ONE ROUND OF CORRECTIONS/CHANGES to designed advertisements are included in the rate. Ad design rates do not include photography and logo design.
- ALL PHOTOGRAPHY AND GRAPHICS must be supplied by the advertiser. A firm quote will be provided for new and/or additional photography or graphics that are required to produce the ad.
- FINAL COLOR PDF PROOF will be sent to the advertiser for approval.

“ON TOPIC” articles are a special feature of the Resource Guide. Professionals and practitioners are invited to write articles related to the feature topic on a one-time basis. Article reprints are available for an additional fee, based on the quantity desired.

Suggested format requirements for advertiser-supplied photography and artwork:

- 300 DPI [high resolution]  
Must be supplied at 300 DPI resolution of at least 100% of the desired photo size to ensure the highest reproduction quality
- 4” x 6” glossy prints
- Logo: must supply digital file at 300 DPI [.eps, JPG or high-res PDF].



**Thank you** for choosing **HealthLink Resource Guide** as your gateway to the world of healthcare in North Carolina. **Together**, we can make a healthier, more informed, and connected community.

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