

# HealthScene Ohio

PRINT + DIGITAL MEDIA KIT 2018

**Official.  
Statewide.  
Engaging.**

The Official Publication of the State Medical Board.



State Medical Board of

**Ohio**

**HealthSceneOhio.com**

# About us

We are the first and only State Medical Board and Publisher partnership of our kind in the nation!



**HealthScene Ohio** was founded in 2014 to help Medical professionals, legislators and consumers become more engaged, knowledgeable and informed about medicine and health in the State of Ohio. The publication provides a voice for the State of Ohio Medical Board as well as the thousands of medical licensees and their patients throughout the state.

**HealthScene Ohio** is published quarterly by the esteemed professionals at CityScene Media Group, a group specializing in award-winning custom publications for more than 25 years. Visit them online at [cityscenecolumbus.com](http://cityscenecolumbus.com).



In addition to our print magazine, **HealthScene Ohio's** content is digital friendly and available on desktop, tablet and mobile devices.

# HealthSceneOhio.com

# We are Ohio's #1 Medical Resource.

We are the official voice and publication of the Ohio medical community.



## TRUSTED RESOURCE

**HealthScene Ohio** was created to further the voice of the highest medical governing authority in Ohio, the State Medical Board. The publication is filled with information readers will find engaging, informative and timely. Topics covered range from cutting edge research and practices, to professional profiles, to investigative reporting on current health issues.

## DUAL READERSHIP

**HealthScene Ohio** is unique in that it is the first State Medical Board publication in the nation and delivers a dual readership to interested partners and advertisers! From mailboxes to waiting rooms, the magazine is not only in the hands of Medical Providers but in the hands of their Patients. So whether you're targeting Providers or Consumers you can feel confident that your message is being delivered to your intended audience.

## RESPECTED JOURNALISTS/Writers

The award-winning journalists at **HealthScene Ohio** carefully curate information from the Medical Board to relay to readers. In addition, they provide engaging features highlighting health and medical topics of interest to Ohioans both inside and outside the medical community.



## What our advertisers are saying...

*This is a really great issue! You should all be very proud. The articles were excellent and both Physician Burnout and Opioid Epidemic are certainly at the forefront of our consciousness. (HealthScene Ohio, Spring issue 2017)*

*Susie Simpson  
Marketing Coordinator  
MHG | Martin Healthcare Group*

# DISTRIBUTION



## PRINT MAGAZINE

HealthScene Ohio is mailed to all MDs, DOs, DPMs, as well as select Licensed Massage Therapists, Legislators, Hospital Administrators, Health Departments and Department of Job and Family

Services in the state of Ohio. Finally, we offer bonus distribution to Ohio hospitals in ALL 88 counties.



**69K**  
Medical Professionals



**35k +**  
Printed Magazine Copies

**HealthScene Ohio reaches Medical Professionals and Consumers.**

## DIGITAL

HealthScene Ohio is sent electronically by the State of Ohio Medical Board to all 69k medical licensee resulting in a high open rate. In addition, HealthScene Ohio's website provides a

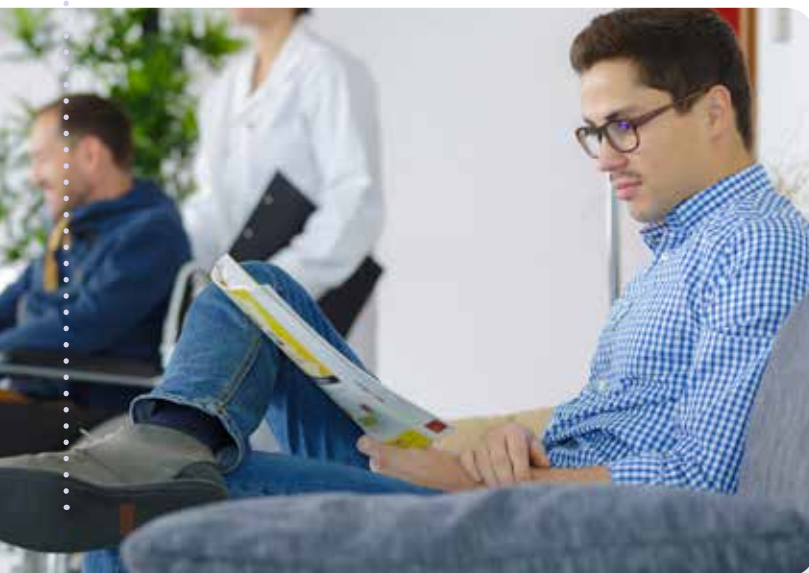
platform for special web exclusive and bonus content.



**69k +**  
Digital Copies



[healthsceneohio.com](http://healthsceneohio.com)  
[med.ohio.gov](http://med.ohio.gov)



**Waiting Room Readership**

**20**

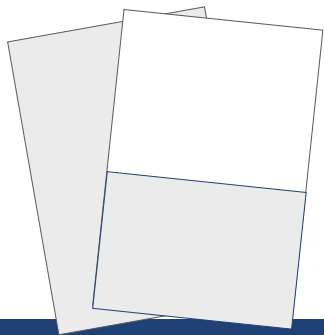
readers per copy!

# PRINT/DIGITAL

## Specifications and Rate Card

Artwork to be supplied as a press-optimized PDF (Acrobat- generated) with all fonts and hi-res images (300dpi) embedded. Failure to embed high-res images will result in pixelated output. Design services are available upon request.

AD SIZE	COST	DIMENSIONS
Full Page	\$4,000	8 1/2 X 11 1/8 Bleed; 7 1/4 X 4 7/8 Non-Bleed
Half Page	\$2,400	7 1/4 X 4 7/8
Premium Positions	\$5,000	8 1/2 X 11 1/8 Bleed; 7 1/4 X 4 7/8 Non-Bleed
Back Cover	\$6,000	8 1/2 X 11 1/8 Bleed; 7 1/4 X 4 7/8 Non-Bleed
Digital Banner Ad	\$400/month	970X90, 728X90, 320X90 (mobile optimized)
Digital Half Page Ad	\$500/month	300X600
Digital Box Ad	\$300/month	300X250



### Print Advertising Schedule

HealthScene Ohio is published quarterly: Winter, Spring, Summer and Fall.

### Frequency Rewards!

Advertisers that commit to an 8X insertion receive a 10% discount. Savings up to \$4,800

**HealthScene Ohio offers Statewide Distribution at Regional Rates!**



### CPM

\$11.50 per thousand

Based on full page ad.



## What our advertisers are saying...

*“CityScene Media Group is one of the few media companies I’ve dealt with in my 50 years in advertising that delivers what they promise- a high-quality product, on time, with never an error or glitch.”*

*David McKean  
Marketing Director/Media Buyer*

**NEW in 2018!**  
**Now open to Pharmaceutical Industry  
 advertisers and partners!**

**OUR PARTNERS**

Here is just a sampling of some of our prestigious partners.



CityScene Media Group is an independently-owned print and digital publisher. Our in-house, award-winning editors and designers write and create with the highest of quality.

CityScene Media Group is dedicated to helping our clients achieve their marketing and communication objectives by partnering with them to produce high-quality publications with compelling content.

**Deadlines & General Info**

**SPACE CLOSES**

- WINTER: January 5
- SPRING: April 1
- SUMMER: July 1
- FALL: October 1

**PLACEMENT CONTACT**

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