

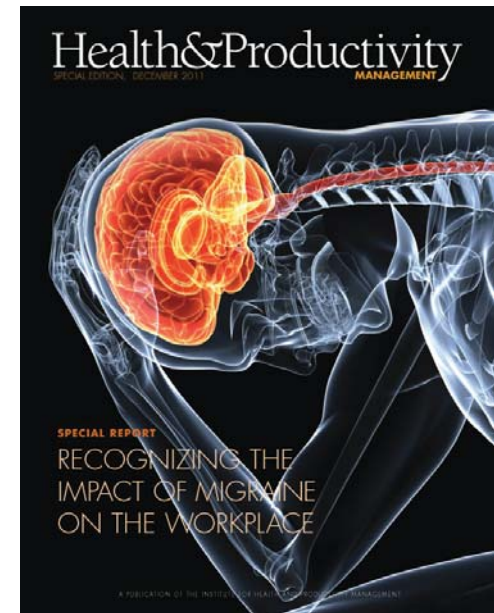
Online & Print Publications

International Journal of Health & Productivity (IJHP) — peer-reviewed

Special Editions of *Health & Productivity Management*

Research and Academy Briefs

Guest Editorials



About IHPM

The Institute for Health and Productivity Management (IHPM) is a global nonprofit enterprise created in 1997 to establish the full value of employee health as an investment in workplace productivity and business performance. The Institute champions the idea of health as human capital—and the greatest untapped source of competitive advantage in a global marketplace.

Employers' concept of health value has been limited chiefly to the outcomes of medical care delivered to their employees who were sick. A larger concept of value looks beyond getting sick people well or even back to work, and expands the definition of value to include better employee functionality and performance on the job—or increased productivity.

Health promotion and care delivery models that can improve functional health and positively impact total labor costs—rather than just healthcare costs—get employers to a new “bottom line” that makes health an asset rather than an expense. The Institute is working with employers, providers and governments globally to help build, manage and measure these models.

IHPM pursues its mission around the world through Conferences; Forums; Certification & Training Academies; and print, digital and mobile publication platforms that include special editions and a peer-reviewed journal; and demonstration projects with real employers to prove the business case for investing in workplace health by actually measuring its impact on productivity. The Institute now is active in East Asia, Latin America, Western & Central Europe, Middle East, Russia, UK and the United States.

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Advertising in IHPM's Publications

IHPM's dedicated advertising team specializes in providing the very best advertising and sponsorship packages, offering the perfect channel for marketing your products and services. Our audience includes senior executives; managers of human resources and health benefits; finance and operations executives; occupational health practitioners; wellness managers; corporate health-plan and group practice medical directors; consultants; academic and health economic outcomes researchers; and the trade press.

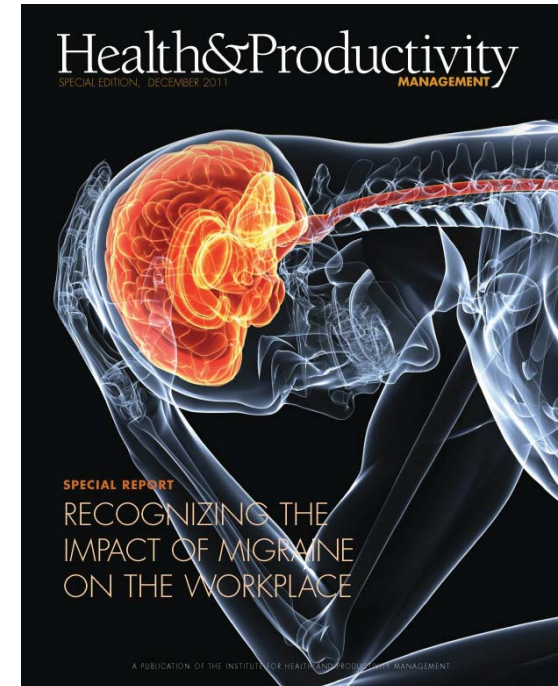
Our publications team specializes in creating personalized advertising and sponsorship packages to help clients inform and attract new customers. With a range of print and online advertising options that can be targeted across IHPM's publications, clients can be assured that the size and diversity of our advertising network provide excellent marketing opportunities.

If you are interested in advertising in IHPM Publications and need more information, please contact DEBORAH@IHPM.ORG



Special Editions on Health & Productivity Management (HPM)

Health & Productivity Management is an essential source for key decision makers in the rapidly growing field of health and productivity management. It provides a marketplace for the exchange of new ideas and solid evidence for business leaders across the country and around the world.



Editorial Mission

IHPM offers readers the practical and analytical information needed to effectively manage employee health costs and increase productivity. With fresh insights about management, innovation and strategy, articles are researched and written by industry experts—not reporters with superficial knowledge of the field. *IHPM* delivers information in an easy-to-read format, respecting the valuable time of the executive reader.

Reaching more than 16,000 subscribers, *IHPM* heavily penetrates the market it serves: corporations, employer coalitions, business associations health plans and providers, and government agencies. No other publication so broadly serves these audiences.

IHPM readers stay in touch with the latest leadership ideas concerning the health and value of their “human capital” and has built a relationship of loyalty and trust with its readers. In print and electronic formats, *HPM* offers a cost-effective choice of media options.

Contact DEBORAH@IHPM.ORG for more information on Special Advertising Section opportunities.

***Health & Productivity Management* topics can include:**

- » Feature articles on health and productivity
- » Interviews with key decision makers
- » Reviews and columns
- » Academy Briefs
- » Healthcare and productivity strategies (globally)
- » IHPM news and information

Special Advertising Sections

- » Advertorials

International Journal of Health & Productivity (IJHP)

The *International Journal of Health & Productivity* offers peer-reviewed original research and review articles for medical directors, health and wellness managers, directors of human resources, and senior executive management of large companies. *IJHP* also is distributed to payers, insurers, providers, consultants and policymakers.

B. Bunn, III, MD, JD, MPH, Editor-in-Chief

Former VP, Health, Safety, Security & Productivity, Navistar International
Professor, Northwestern University School of Medicine

Deborah Love, Managing Editor

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Editorial Mission

The *International Journal of Health & Productivity* is a leading publication providing professional information and research for executives involved in making decisions about employee health programs.

IJHP aims to be the leading multidisciplinary publication offering peer-reviewed original research and review articles. *IJHP* provides corporate decision makers critically examined evidence applicable to their own issues concerning employee health and with its impact on productivity.

Led by Editor-in-Chief William B. Bunn III, MD, JD, MPH, vice president of Health, Safety, Security and Productivity at Navistar International, the *Journal's* Editorial Advisory Board of leading academic researchers and industry experts ensures that the publication is a must-read for researchers and practitioners concerned with the health and productivity of the workforce.

Reaching more than 16,000 subscribers, the IJHP heavily penetrates the market it serves: corporations, employer coalitions, business associations health plans and providers, and government agencies. No other publication so broadly serves these audiences.



Editorial Advisory Board

The *International Journal of Health & Productivity* Editorial Advisory Board:

Harris Allen, PhD Lecturer, Department of Epidemiology/Public Health, Yale School of Medicine

Catherine Baase, MD Former Global Director of Health, The Dow Chemical Company

Wayne Burton, MD Former Global Corporate Medical Director, American Express Company

John Cooper, MD Former Head of Corporate Occupational Health, Unilever

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Thomas Wilson, PhD, DrPH Chair, Population Health Impact Institute



Special Editions

The Institute for Health & Productivity Management (IHPM)

IHPM has developed several Special Editions in Health and Productivity Management around specific topics published in print and electronic formats.

Past issues have included:

- » COPD (Chronic Obstructive Pulmonary Disease)
- » Deep Vein Thrombosis and Pulmonary Embolism
- » Arthritis
- » Migraine
- » Obesity
- » Chronic Health Risks

Planned issues may include:

- » Cancer (Oncology/Hematology)
- » Pain and Functional Somatic Syndromes

If you are interested in advertising in a special edition, please contact DEBORAH@IHPM.ORG for information.



Special Advertising Sections

Special Advertising Sections (inserted in a standard or special edition) provide a focused environment for a broad range of topics, and bring useful information to key executives involved in purchasing decisions concerning employee health.

Special Advertising Sections may include:

» Advertorials

If you are interested in advertising in a Special Advertising Section or Advertorial, please contact DEBORAH@IHPM.ORG for information.



Target Audience

IHPM Publications reach senior executives and management of companies with more than 5,000 employees, including CEOs, CFOs, COOs, medical directors, health and wellness managers, and directors of human resources and benefits. They also are distributed to health care and health service providers, payers, insurers, consultants, policymakers, researchers, employer associations and government agencies.

Circulation

Currently targeting more than 16,500 subscribers plus more than 7,000 LinkedIn contacts

Distribution

Subscriber job categories are as follows: Total distribution: 23,000

- » Directors of human resources, CFOs and CEOs at employers with greater than 5,000 employees ————— 54%
- » Employer medical directors ————— 8%
- » Employer wellness managers ————— 4%
- » Managed Care Organizations medical directors ————— 19%
- » Managed Care Organizations executive directors ————— 10%
- » Medical directors of integrated delivery systems and medical groups ————— 6%
- » Consultants, researchers, vendor representatives and industry-related organizations ————— 8%

Geographical Distribution

Subscriber geographic locations are:

- » The Americas ————— 70%
- » Europe, Middle East, Africa ————— 15%
- » Asia Pacific ————— 15%



Advertising Rates

Display advertising rates

Rate Base: 21,000

Ad Sizes	1 x	2 x	3 x	4 x
2 full page spread	\$ 9,435	\$ 9,110	\$ 8,790	\$ 8,470
2 half page spread (bottom only)	\$ 5,405	\$ 5,200	\$ 5,010	\$ 4,820
Full page	\$ 5,000	\$ 4,825	\$ 4,650	\$ 4,475
½ page	\$ 4,085	\$ 3,950	\$ 3,825	\$ 3,690

JHP Online Advertising Rates

Monthly Rates	Leaderboard (728x90) Top of Page Dynamic	Bottom Banner (728x90) Bottom of Page Dynamic	Verticle Rectangle (728x90) Dynamic Banner Right Rail	Verticle Rectangle (240x400) Static Banner (home page only) Right Rail
Online Only	\$ 1,500	\$ 850	\$ 750	\$ 500
Print + Online*	\$ 750	\$ 425	\$ 375	\$ 250

COLOR

Standard color	+ \$ 750
Matched color/metallic sheen	+ \$1,150
Four or three color	+ \$1,725
Five color	+ \$1,995
Bleed	No charge

PREFERRED POSITION RATES*

Inside front cover spread	+ 35%
Inside back cover	+ 25%
Back cover	+ 50%
Pages 4 - 9	+ 10%

*With signed insertion order for print ad only.



Recruitment Advertising

Let *IHPM* through its publications help you find the most qualified candidates for your company's future by reaching the largest community of experienced professionals who understand how to make purchasing decisions concerning employee health. Place your advertisement and gain immediate access to the marketplace.

Recruitment advertising rates

Rate base:

Ad Sizes	1 x	2 x	3 x	4 x
Full page	\$ 3,250	\$ 3,100	\$ 2,940	\$ 2,610
½ page (horizontal)	\$ 2,250	\$ 2,120	\$ 2,010	\$ 1,785
½ page (vertical)	\$ 2,250	\$ 2,120	\$ 2,010	\$ 1,785
1/3 page	\$ 1,450	\$ 1,380	\$ 1,305	\$ 1,160
¼ page	\$ 1,075	\$ 1,025	\$ 970	\$ 860
1/8 page	\$ 875	\$ 825	\$ 795	\$ 690

**COST-EFFECTIVELY
REACH QUALIFIED AND
EXPERIENCED
CANDIDATES IN
HEALTH AND
PRODUCTIVITY
MANAGEMENT
THROUGH IHPM
PUBLICATIONS**

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Contact your advertising sales representative to get the best program and most competitive value for your marketing needs.



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