

Institute for Health & Productivity Management



Online & Print Publications

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

Special Editions of *Health & Productivity Management*

Research and Academy Briefs

Guest Editorials

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.

Deborah Love, Managing Editor
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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.



Special Editions

The Institute for Health & Productivity Management (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
- » Foundations of Health & Wellbeing
 - » Nutrition. » Movement. » Sleep
- » Metabolic Health/Obesity
- » Musculoskeletal Pain
- » Resilience/Stress Management
- » Caregivers

If you are interested in creating a special edition, please contact **Deborah Love, Managing Editor** deborah@ihpm.org



IHPM
PUBLICATIONS



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Co-Editors:
Wayne Burton, MD | Samantha Horseman-Kozak, DBL, MBA

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.

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

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

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 & 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 Love** at deborah@ihpm.org



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.

Contacts

ADVERTISING SALES

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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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Provided Upon submission of Article or
Confirmation of Order.

About IHPM

IHPM/WPWA is a global nonprofit enterprise devoted to establishing the full economic value of employee health as a business asset-a neglected investment in the increased productivity of human capital.

The institute provides data analyses, measurement tools, and health and productivity management services and consultation to its partners and clients in the United States, Europe, Asia, and the Middle East. IHPM helps employers (1) identify the full economic cost impact of employee health issues on business performance, (2) design and implement the best programs to reduce this impact by improving functional health and productivity, and (3) measure the success of their efforts in financial terms.

IHPM's unique role as the driving global force for converting health from a medical benefit cost to a productive business investment for employers and nations was acknowledged in 2013 by the World Economic Forum, when it chose the Institute to assume leadership of its global Workplace Wellness Alliance - a group of leading multinational companies focused on transforming workplaces into environments that promote and sustain optimal health, well-being, and performance.