

NEWS

A NEW annual supplement focused on innovation, tips, data & trends focused on patient engagement.



The Patient Report is brand new annual supplement to MM&M that will pull together the latest, data, trends, insights, observations, opinions and tips for engaging with patients and making sense of consumer behavior in the healthcare space. It will also feature a special showcase of companies that specialize in patient engagement and healthcare consumers, rounding out an invaluable one-stop resource for healthcare marketers and

communication executives. **This special supplement will also have bonus distribution at the DIA Annual Meeting in San Diego, CA, June 15-19.**

EDITORIAL

A robust and section of editorial content will explore many off the evolving and future trends affecting the industry, from advances in digital technology and data/analytics capabilities to shifts in marketing strategy.

PLACEMENT DETAILS

Advertisers will receive a 4-color, double-page spread within **The Patient Report** Company Showcase section. This includes a full-page display ad alongside a full-page listing to communicate services and offerings, company description, contact information and more. In addition to the supplied information, each advertiser will provide an answer to the question: "What does patient centricity mean to you and is the industry doing enough to fulfill the needs of patients?" Maximum word count for each Company Showcase will be 375 words in total (including a maximum of 100 words to answer the question).

4-color, double-page spread: \$7,200 (Net)

Ad Close: May 5, 2014

Text/Logo Due: May 5, 2014

Display Ad Due: May 7, 2014

For advertising opportunities, contact: Doreen Gates at 267-477-1151, doreen.gates@haymarketmedia.com or Tamika Hart at 646-638-6152, tamika.hart@haymarketmedia.com

Full Company Name

Company Profile

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Services and Offerings

- Digital promotion
- Interactive marketing
- Multi-channel marketing
- software & interface
- Field-sales integration (iPad / tablets)
- Active eLearning

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Core Capabilities

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LOGO HERE

Address: 800 Madison Plaza, 3rd Floor, Parsippany, NJ 07054 **Phone:** 212-777-7777
Website: www.your company.com **New Business Contact:** John Smith, Chief
Innovations Officer, john.smith@company.com or 212-777-7777
Year Founded: 1999 **Employees:** 50 **Holding Company:** Company Name
Sample Clients: Company Name Office Locations City, State

What does patient centricity mean to you and is the industry doing enough to fulfill the needs of patients?

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ACTUAL PAGE SIZE: 8.25 X 10.875

Production Specs: Please provide text for agency description for the categories listed above as a Microsoft Word file. The type will be formatted by MM&M according to the template shown above. Logo must be supplied as a 300 DPI JPEG or Illustrator EPS file. Word count must not exceed 375. A maximum of 3 proofs will be provided for artwork submitted on deadline. Artwork that is late will receive a proof as a courtesy with no changes allowed. Please inquire with your sales representative in regards to category substitutions if needed.