

OUR MISSION

We are here for you. To educate, to serve, and to care. Brothers Healthcare is known for great service as a high-touch, full-service specialty and infusion pharmacy. We partner with patients, medical providers, and payers to create a top-notch integrated healthcare team. With careful listening and clinical expertise, we work together to develop and deliver a personalized care plan for each individual we serve.

2021 MEDIA KIT

INFUSING LIFE

QUARTERLY NEWSLETTER

Why advertise with Brothers Healthcare? We offer original content, expansive publication reach, and an established brand that represents integrity in the bleeding disorders community. Each issue's *Clinical Corner* features insights from specialists like nurses, pharmacists, and hematologists to support healthcare providers. Additionally, our carefully crafted education empowers patients to partner with their prescribers in choosing the best treatment options.



AUDIENCE: PATIENTS & CLINICIANS

Unique, high-quality articles created by bleeding disorders experts available in English and Spanish.

PRINT DISTRIBUTION

- 1 newsletter = average of 3 person readership.
- 300 patients.
- 370 prescribers.
- 45 hemophilia treatment centers/clinics.
- 25 bleeding disorders chapters.

E-NEWSLETTER REACH

Growing database of over 350 patients & caregivers connected by face to face encounters at local and national events.

ADVERTISING RATES

Price per issue, English or Spanish,
Max 4 full-page ads available
10% discount for year-long commitment.

Half-page: \$2,200

Full-page: \$4,000

Full-page insert (2-sided): \$8,000

Direct mailing: \$10,000



SOCIAL MEDIA AD*

Instagram & Facebook: \$1,500

*Ad will post on both platforms



For more information, please contact media@brothershealthcare.com, or **IAN CORONA** at 775-741-0004

2021 CALENDAR

ISSUE	DISTRIBUTED	ARTWORK DUE
First Quarter	January 1 - March 30	December 1, 2020
Second Quarter	April 1 - June 30	March 1, 2021
Third Quarter	July 1 - September 30	June 1, 2021
Fourth Quarter	October 1 - December 31	September 1, 2021

EDITORIAL CALENDAR

1ST QUARTER 2021

- Factor 101: Decoding Your Rx Label
- Clinical Corner: Joint Health and Fitness

2ND QUARTER 2021

- Community Guide: How chapters, HTCs, manufacturers, and specialty pharmacies engage with patients and caregivers
- Clinical Corner: Anxiety and Depression

3RD QUARTER 2021

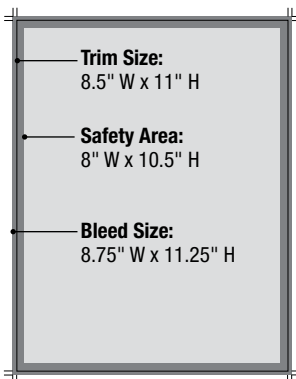
- The Power of Prophylaxis: Attitudes, Compliance, and Results
- Clinical Corner: Pharmacokinetics and Customized Treatment

4TH QUARTER 2021

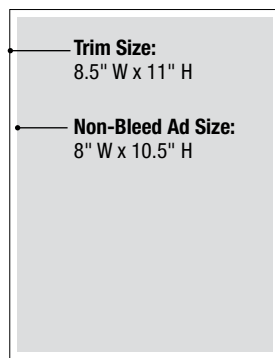
- Psych! A look at the psycho-social implications of bleeding disorders
- Clinical Corner: Intimacy and Sexual Health

AD SPECIFICATIONS

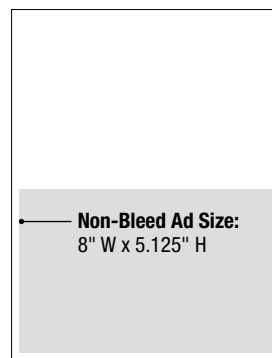
AD SIZE	TRIM SIZE	BLEED SIZE	SAFETY AREA	NON-BLEED AD
Full-Page	8.5" x 11"	8.75" x 11.25"	8" x 10.5"	8" x 10.5"
Half-Page Island	8.5" x 5.375"	N/A	N/A	8" x 5.125"
Full-Page Insert	8.5" x 11"	8.75" x 11.25"	8" x 10.5"	N/A
Direct Mailing	TBD	TBD	TBD	TBD



Full-Page Ad
(with Bleed)



Full-Page Ad
(NO Bleed)



Half-Page Ad
(NO Bleed)

FILE PREP

TRIM SIZE: 8.5"W x 11"H

SAFETY FROM TRIM: 1/4"

BLEED FROM TRIM: 1/8" ALL sides

BINDING: Saddle Stitched

FILE FORMAT: PDF/x-1a

ACCEPTED FILE TYPES

(In order of preference):

- PDF/X-1a (or high-resolution PDF with fonts embedded).
- JPG, TIFF or Illustrator EPS with no extra channels.

FONTS

- With Illustrator or Photoshop files, embed all fonts or convert to outlines or paths.

COLORS

CMYK. No RGB or Pantone color spaces.

Black Text = Should be 100% black. (NO 4-Color black text).

4-Color (Rich Black) Build as C=80%, M=70%, Y=50%, K=100%

IMAGES:

- Should be saved in TIFF or JPG format, and must not contain extra channels.
- The color space should be CMYK or Grayscale, not RGB.
- The effective resolution of images should be between 300 and 400 dpi at full-size.

AD SUBMISSION

All ad submissions should be emailed to:
media@brothershealthcare.com

PRODUCTION QUESTIONS?

Contact Michael Youngsma,
714-841-5959, or mike@mydgroup.net

