# 2027

## RATE CARD AND EDITORIAL PLANNER

*Canadian Healthcare Technology* is an influential print and digital magazine that keeps healthcare managers up-to-date about the latest computerized solutions for improving clinical and business practices.

**RATE CARD NUMBER THIRTY-TWO**

CANADIAN Healthcare Technology

# 2027 PRINT PUBLISHING SCHEDULE

Written and edited by a team of experienced journalists, *Canadian Healthcare Technology* is a source of information for decision-makers in hospitals, continuing care facilities and home care organizations. It breaks the news about important projects and technologies, and provides healthcare executives and senior managers with an excellent source of information for improving the delivery of healthcare, evaluating their own projects and comparing their IT performance with others. The magazine also offers analysis and opinion from healthcare authorities and technological pundits.

Along with the news and opinion columns, each issue contains an in-depth Feature Report, consisting of several articles on a particular topic. The articles examine how hospitals and other healthcare providers are implementing new technologies, and how the solutions have affected their organizations from both a clinical and business point of view. Additionally, a shorter feature section, the Focus Report, evaluates trends and developments. Each year, in the June/July issue, we include a directory of leading suppliers of computerized products and services to the healthcare community.

| Issue Date | Feature Report | Focus Report | Editorial Deadline | Ad Closing | Materials Due |
|---|---|---|---|---|---|
| **February** | Medical Imaging | Physician IT | Dec. 1, 2026 | Jan. 5, 2027 | Jan. 14, 2027 |
| **March** | Artificial Intelligence | Interoperability | Jan. 5, 2027 | Feb. 2, 2027 | Feb. 11, 2027 |
| **April** | Mobile Solutions | Long-Term Care | Feb. 2, 2027 | Mar. 2, 2027 | Mar. 11, 2027 |
| **May** | EHR / EMR Trends | Precision Medicine | Mar. 2, 2027 | April 6, 2027 | April 15, 2027 |
| **June/July** | IT Resource Guide | Point-of-Care Systems | May 4, 2027 | June 1, 2027 | June 10, 2027 |
| **September** | Community Care | Start-ups | July 6, 2027 | Aug. 3, 2027 | Aug. 12, 2027 |
| **October** | Virtual Care | Surgical Technologies | Aug. 3, 2027 | Sept. 7, 2027 | Sept. 16, 2027 |
| **Nov./Dec.** | AI/Analytics | Cardiology | Sept. 7, 2027 | Oct. 5, 2027 | Oct. 14, 2027 |

# CIRCULATION

*Canadian Healthcare Technology* specializes in the coverage of IT in the hospital sector. Published 8 times in 2027, *Canadian Healthcare Technology* is mailed directly to 3,700 recipients in hospitals, nursing homes and home-care organizations across Canada. It is also sent electronically to 7,100+ opt-in readers across the country.

The core of *Canadian Healthcare Technology*'s readers are hospital executives and managers. They include:

- CEOs, presidents and VPs
- CIOs and IT directors
- Medical directors
- Radiology directors
- Finance chiefs
- Nursing directors
- Laboratory managers
- Pharmacy managers
- OR and ER directors
- Health record managers
- Human resource managers
- Supply chain managers

The magazine is also mailed to care directors and executives in:

- Nursing homes
- Community care centers
- Home care organizations
- Major healthcare associations
- Government health ministries
- University health departments
- IT and telecom vendors

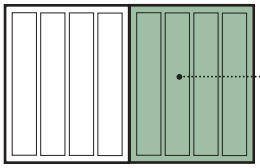
*Canadian Healthcare Technology*'s print circulation has been verified by the Alliance for Audited Media (AAM), previously Canadian Circulation Audit Bureau (CCAB).

# PRINT ADVERTISING SIZES AND RATES

## TABLOID PAGE SIZES

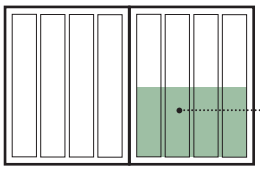
| Tabloid page | 1× | 4× | 8× |
|---|---|---|---|
| Four colour | $ 4,995 | $ 4,795 | $ 4,595 |

Bleed available at no extra charge



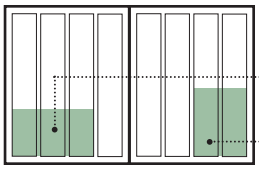
Live Area: 9½" × 12¼"
**Trim Size: 10½" × 13¼"**
To bleed: 10⅞" × 13⅝"

| Half tabloid page | 1× | 4× | 8× |
|---|---|---|---|
| Four colour | $ 4,195 | $ 3,995 | $ 3,795 |



**9½" × 6"**

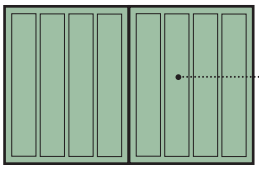
| Quarter tabloid page | 1× | 4× | 8× |
|---|---|---|---|
| Four colour | $ 2,695 | $ 2,495 | $ 2,295 |



**7" × 4"**
or
**4⅝" × 6"**

| Tabloid page spread | 1× | 4× | 8× |
|---|---|---|---|
| Four colour | $ 8,495 | $ 8,195 | $ 7,995 |

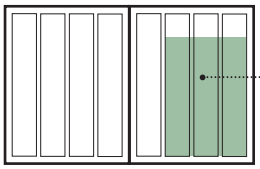
Bleed available at no extra charge



Live Area: 20" × 12¼"
**Trim Size: 21" × 13¼"**
To bleed: 21⅜" × 13⅝"

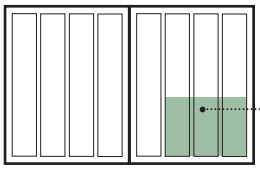
## MAGAZINE PAGE SIZES

| Magazine page | 1× | 4× | 8× |
|---|---|---|---|
| Four colour | $ 3,995 | $ 3,795 | $ 3,595 |



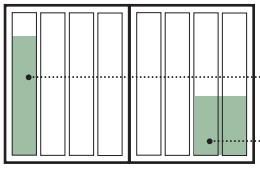
**7" × 10"**

| Half magazine page | 1× | 4× | 8× |
|---|---|---|---|
| Four colour | $ 2,995 | $ 2,795 | $ 2,595 |



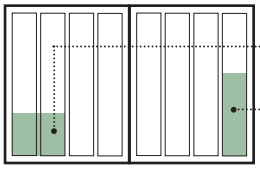
**7" × 5"**

| Third magazine page | 1× | 4× | 8× |
|---|---|---|---|
| Four colour | $ 2,495 | $ 2,295 | $ 2,095 |



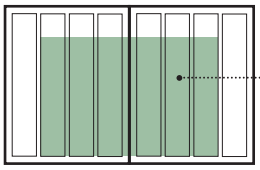
**2¼" × 10"**
or
**4⅝" × 5"**

| Quarter magazine page | 1× | 4× | 8× |
|---|---|---|---|
| Four colour | $ 2,195 | $ 2,095 | $ 1,995 |



**4⅝" × 3¾"**
or
**2¼" × 7¾"**

| Magazine page spread | 1× | 4× | 8× |
|---|---|---|---|
| Four colour | $ 6,195 | $ 5,895 | $ 5,595 |



**15" × 10"**

### Special positions

Tabloid pages only
(includes 4-colour process)

| | 4× | 8× |
|---|---|---|
| Outside back cover | $ 5,995 | $ 5,495 |
| Inside back cover | $ 5,695 | $ 5,195 |
| Page 3 | $ 5,795 | $ 5,295 |

### Inserts

Information and rates on request.

### Agency commission

Discount is 15% to properly accredited advertising agencies.

### Mechanical requirements

**Digital material:** PDF/X1a files. Colour should be CMYK only. Pictures should be high-resolution (minimum 300 dpi recommended).

**Line screen/density:** 133-line screen is recommended for best reproduction. The total screen percentage of all screens used in a single advertisement, when added up, should not exceed 280%. Maximum highlight dot is 85%. Minimum highlight dot is 5%.

**Colour:** True PMS inks are not available. PMS matched colours are created from process inks. Publisher does not guarantee exact PMS colour reproduction.

Publisher assumes no responsibility for poor reproduction of advertisements with screen values higher than those recommended. Publisher assumes no responsibility for reproduction quality of material received after materials deadline.

### Formats and sizes

**Printing method:** Sheet-fed offset on coated stock.
**Binding method:** Saddle stitched.
**Trim size:** 10½" × 13¼"
**Type page:** 9½" × 12¼" (4 columns)
**Live area:** keep ½" from trim on full pages only
**Tab page bleed:** 10⅞" × 13⅝"
**Tab page spread bleed:** 21⅜" × 13⅝"
**Magazine page spread:** 15" × 10"
**Column widths:** 1 column = 2¼", 2 columns = 4⅝, 3 columns = 7", 4 columns = 9½"

### Shipping instructions

All materials should be sent to:
**Canadian Healthcare Technology**
P.O. Box 907
183 Promenade Circle
Thornhill, Ontario L4J 8G7 CANADA
Telephone: (905) 709-2330
Internet: www.canhealth.com
E-mail: art@canhealth.com

# ELECTRONIC ADVERTISING

## Banner ads on the *Canadian Healthcare Technology* website

18,000 to 22,000 unique visitors a month, with approximately 30,000 page views.

**Top Banner: 1400×150 pixels:** $ 995/month (net), minimum 3 month commitment. Format: gif

**Horizontal Banner: 850×150 pixels:** $ 895/month (net), minimum 3 month commitment. Format: gif

**Vertical Banner: 200×400 pixels:** $ 795/month (net), minimum 3 month commitment. Format: gif

## Rectangular units on our e-newsletter

Four blasts each month reaching 6,900+ senior managers and executives in health regions, hospitals and government health ministries across Canada.

**Size: 180×150 pixels:** $ 995/month (net), minimum 3 month commitment. Format: gif

**2027 *e-Messenger* issue dates**

- Jan. 7,14,21,28
- Feb. 4,11,18,25
- Mar. 4,11,18,25
- Apr. 1,8,15,22
- May 6,13,20,27
- June 3,10,17,24
- July 8,15,22,29
- Aug. 5,12,19,26
- Sept. 2,9,16,23
- Oct. 7,14,21,28
- Nov. 4,11,18,25
- Dec. 2,9,16,23

## Canadian Healthcare Technology *White Papers*

Canadian Healthcare Technology's *White Papers* are sent out once a month, via e-mail addresses, to 5,500 senior managers and executives in Canadian hospitals and health regions. The monthly blast contains summaries and links to White Papers issued by various organizations, providing cutting-edge information about topics of interest to healthcare decision-makers.

| White Papers | One month | 3 months | 6 months | 12 months |
|---|---|---|---|---|
| | $ 995 | $ 895/month | $ 795/month | $ 695/month |

## Dedicated e-blasts

Sent to Canadian Healthcare Technology's full list of 7,250+ senior managers, executives and clinicians.

| | One blast | 2 blasts |
|---|---|---|
| | $ 2,500 | $ 4,500 |

CANADIAN Healthcare Technology

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