



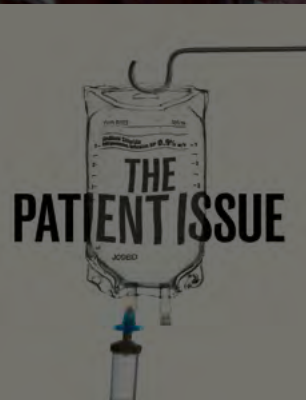
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BLIND SPOT

INNOVATE
OR PERISH

MM+M

MEDICAL MARKETING AND MEDIA

2024 MEDIA KIT



OUR BRAND



THE ESSENTIAL RESOURCE FOR HEALTHCARE MARKETERS

Patient outcomes improve when medical marketers help healthcare providers stay well informed — and nobody helps marketers and communicators do their jobs like MM+M. Through thoughtful reporting, expert-packed events and the industry's most prestigious awards program, MM+M empowers commercial and marketing leaders to seize the opportunities in front of them.

As the industry's media brand of record for more than 55 years, MM+M alone is able to bridge the gap between the 20th century promotional playbook and the 21st century data-infused marketing model. Its independent-minded journalism serves to more effectively connect pharma's brand teams with payers, patients and providers.

Today's MM+M highlights the digital technologies that improve communications and care, charting the industry's advances toward an even more patient-centric future. That's just one of many reasons MM+M has retained its status as healthcare marketing's only must-read media brand.

THE AUDIENCE

MM+M reaches an overall brand audience of more than 260,000 professionals in and around the worlds of pharma, biotech, medtech, healthcare and wellness. In its print, digital, virtual and live incarnations, as well as its custom activations and content syndication, the MM+M brand engages readers across a range of channels.

PRINT

CIRCULATION

16,530



SOCIAL MEDIA



2k



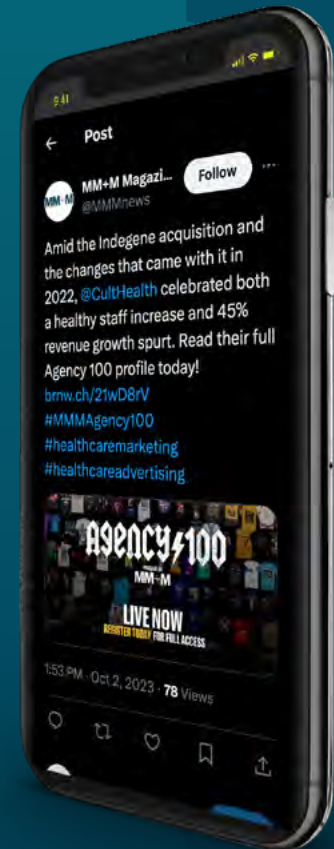
12.3k



3.7k



16.4k



DIGITAL

MONTHLY PAGEVIEWS
233,000

SESSIONS
12,900

USERS
79,000

MONTHLY MOBILE USERS
55,318

Source: Six-month average, January to June 2023, Google Analytics



PRINT

MM+M is proud of its print heritage. With six (6) print editions per year, MM+M serves up a topical mix of long-form feature reporting for an audience that continues to embrace and value the channel. A full 100% of the publication's print readership is qualified annually, while digital editions are deployed to over 88,000 MM+M readers and archived on MM+M's website for enduring brand exposure.

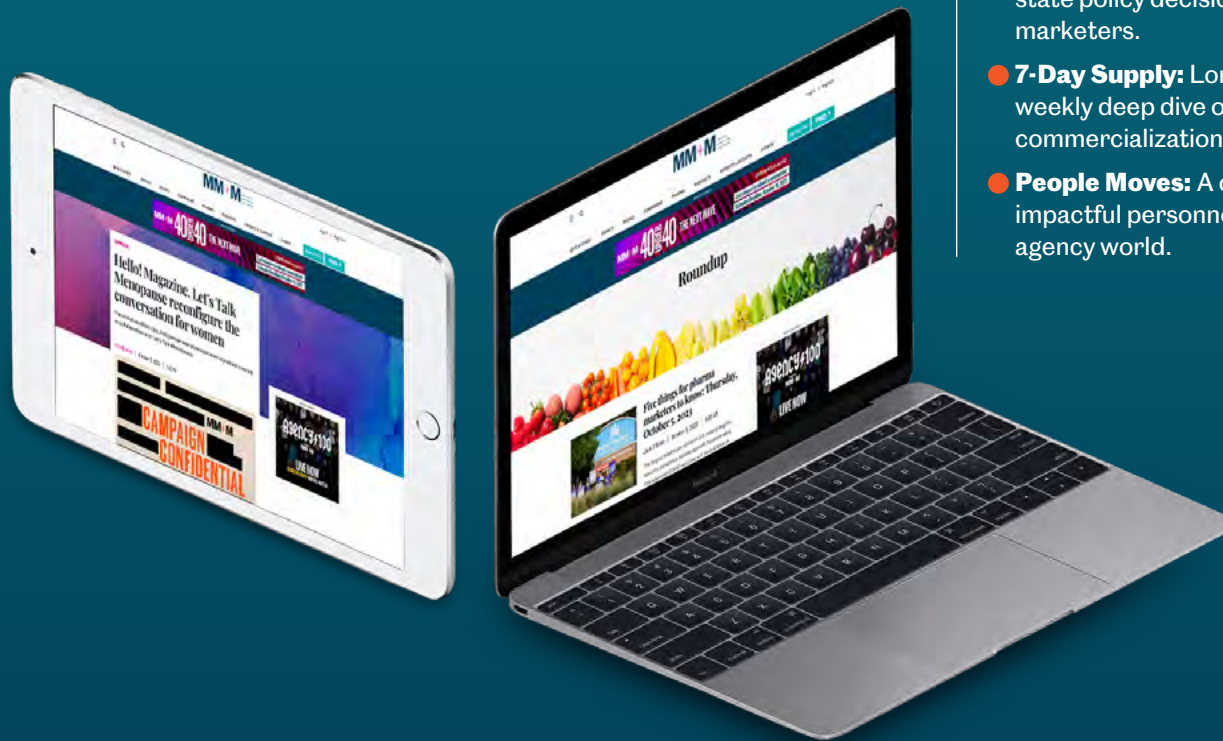
MM+M's editorial calendar includes multiple signature print editions, such as: The Media Issue, The Data Issue, The Innovation Issue, The Diversity Issue and Best Places to Work. MM+M regularly curates essential industry research reports, including the annual Healthcare Marketers Survey and the Career and Salary Survey. Then there's the venerable Agency 100, the definitive guide to the industry's most successful medical marketing agencies.



[View 2024 Print and Editorial Calendars](#)

DIGITAL

MM+M's legacy of breaking news and analyzing industry trends continues across a host of digital channels. Tapping a range of storytelling techniques and technologies, MM+M's digital offering remains the most reliable source of daily news on the bustling healthcare marketing sector.



EDITORIAL FRANCHISES

- **Five Things Healthcare Marketers Need to Know:** An early-day bulletin that alerts healthcare marketers to the day's essential news.
- **The Third M:** A weekly analysis of the increasingly broad and complex world of health media.
- **Campaign Confidential:** An examination of recent marketing campaigns that broke new tactical and strategic ground – and generated results.
- **Policy Deciphered:** A weekly look at the federal and state policy decisions likely to impact healthcare marketers.
- **7-Day Supply:** Longtime MM+M editor Marc Iskowitz's weekly deep dive on issues ranging from commercialization to industry diversity.
- **People Moves:** A compilation of the industry's most impactful personnel moves, both in-house and in the agency world.

AD UNITS

- **Homepage Takeover:** Ensure your message is front and center with this high impact placement that secures all available ad units as well as an option for a full-page wallpaper spread on the homepage only.
- **Content Takeover:** Advertise on our industry leading content against the vertical most likely to reach your audience. Available for a variety of important content topics including agency, pharma news, media and technology news as well as people moves and more.
- **Special Events:** The calendar is full of industry events and celebrations, and our journalists are there to distill the action into need-to-know information. Get in front of your audience during tentpole moments, such as the MM+M Awards, DPE, HLTH, Vive, Cannes, SXSW and more, by sponsoring a dedicated hub or newsletter highlighting our coverage.

DESKTOP

Ad Name	Dimensions	Expandable	Expandable Direction
Leaderboard	728x90	728x315	Down
Medium Rectangle	300x250	600x250	Left
Half Page/Filmstrip	300x600	600x600	Left
Roller Ad	1920x1080 or 1600x100	N/A	N/A
Prelude	1920x480	N/A	N/A
Bottom Anchor	728x90 or 950x90	N/A	N/A
Scroller	1280x720	N/A	N/A

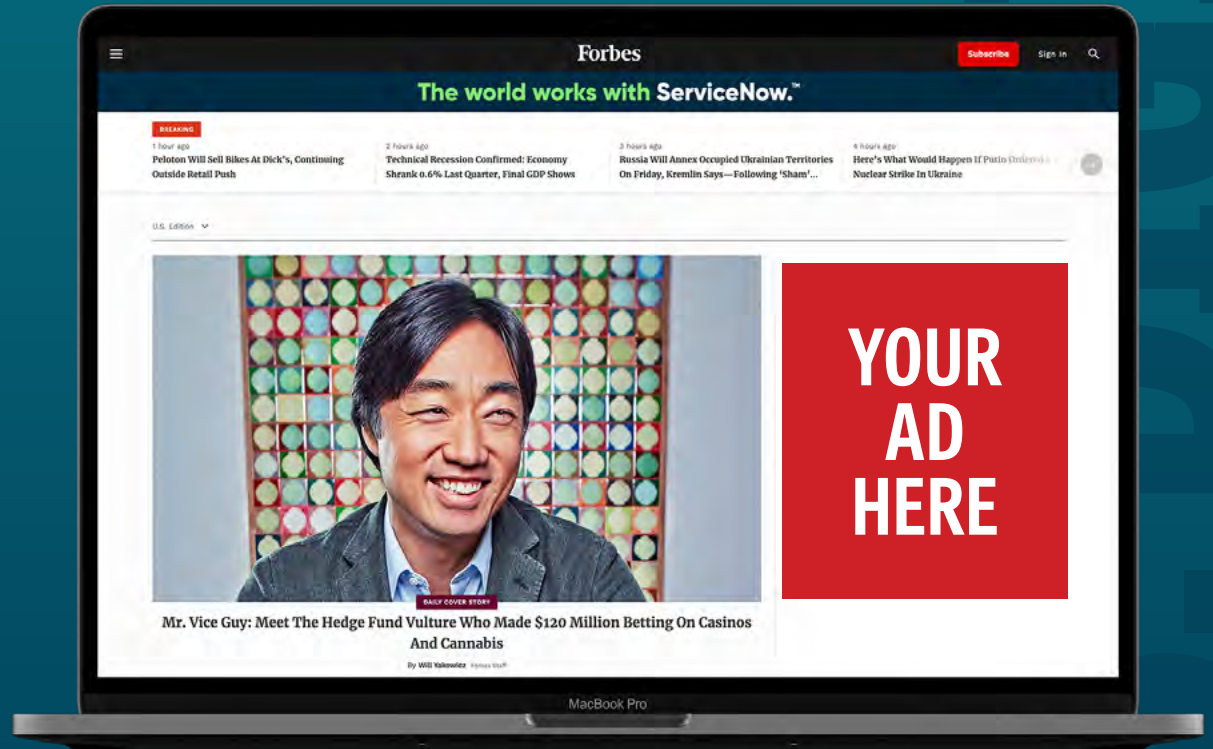
MOBILE

Ad Name	Dimensions	Expandable	Expandable Direction
Mobile/ Smartphone Leaderboard	320x50	N/A	N/A
Medium Rectangle	300x250	N/A	N/A

HAYLO MARCOMMS

Efficiency in digital engagement is more important than ever for our advertising partners, which is why MM+M has created multiple opportunities to target its highly engaged audiences. Using Haymarket's proprietary data-centric digital platform, Haylo, we leverage our first-party data to identify specific audience segments – job title and industry, among others – to deliver targeted non-endemic impressions across all devices.

With Haylo, your campaigns will benefit from increased scalability and performance. MM+M can also help you create omnichannel messaging that resonates with your target audience at every step, via retargeting, location geofencing, connected TV, digital out-of-home, social, digital audio and more. All Haylo campaigns include insightful reporting of reach, frequency, engagement and other key metrics.



HAYLO MARCOMMS

Key additional benefits of adding Haylo Marcomms as a part of your digital campaigns include:

- The creation of relevant audience segments based on MM+M first-party data points
- The ability to reach your audiences across their favorite sites, apps and ad-supported streaming networks on the devices they use most often
- The opportunity to supplement your MM+M digital campaign with additional scale and drive the right traffic to your preferred destination, whether a brand website, live event or webcast
- The extension of your lead generation or sponsored opportunity to keep prospects in the marketing funnel as long as possible

Sample use cases:

- Readers of specific content relevant to your brand (e.g., data, compliance, DTC, AI)
- Readers of awards pages and promotional efforts
- Openers of your sponsored email campaigns or sponsored content pages (native ad, podcast)
- Event or webcast registrants and attendees
- Employees within specific industries, job titles or leadership positions
- Directory listings

NEWSLETTERS

Insights are delivered straight to the inboxes of MM+M readers every day, ensuring that your brand messaging is aligned with our reporting of the industry's most essential news and trends.

MM+M AM AND PM NEWSLETTERS

Delivered at 6 a.m. and 2 p.m. ET, MM+M's two daily newsletters showcase the best of the brand's content. They include stories and features published throughout the day as well as exclusives timed to newsletter deployment. The MM+M AM newsletter showcases MM+M's "Five Things Healthcare Marketers Need to Know," the industry's must-read early-day bulletin.

MM+M WEEKLY DIGEST

A weekly recap of MM+M's most-read recent stories, delivered every Friday afternoon.

MM+M WEEKENDER

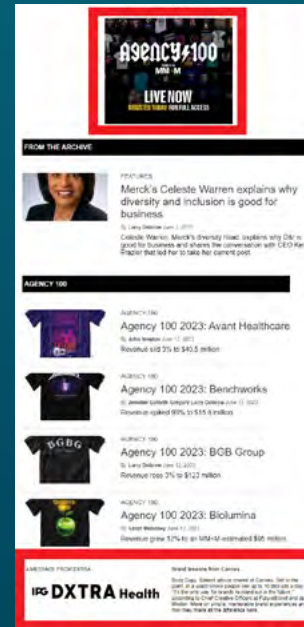
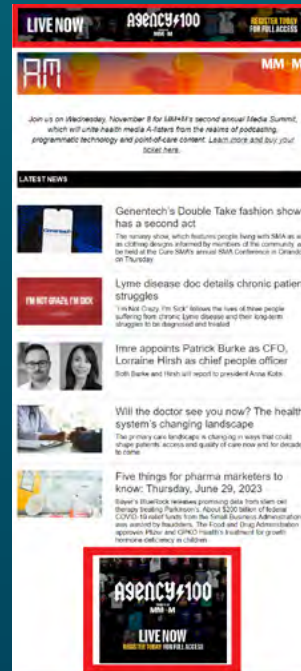
Your weekend recap of all the biggest news in the industry, delivered every Saturday morning in time for brunch.

BREAKING NEWS

Be the first to know when MM+M breaks a big scoop, publishes an exclusive and more; delivered any time major news breaks.

THE SPLASH BY MM+M

Deployed mid-month, the Splash by MM+M is a dedicated newsletter highlighting each print edition's cover story and related content. It is delivered monthly to over 88,000 subscribers.



NATIVE AD/PARTNER CONTENT CAMPAIGNS

MM+M's native ad and content marketing packages are seamlessly built into the visual design of mmm-online.com. They offer companies the opportunity to position their brands, thought leaders, capabilities and expertise within MM+M's trusted editorial environment.

Your custom content will be promoted through native ad units and MM+M newsletter placements, and syndicated across MM+M social channels. It will be accompanied by display banner advertising to provide 100% SOV and offer robust consumption of your program. Haylo Marcomms programs can be added for off-site campaign promotion that drives additional traffic to your content.

Additional Details:

- Premium placement for a minimum of one week within the "From Our Partners" carousel appearing on MM+M's website
- Display advertising alongside your content on the landing page for 30 days



SOCIAL MEDIA

Join the conversation to keep up with industry happenings, follow our coverage and learn about various MM+M initiatives, contests, events, honorific announcements, campaigns and more. MM+M provides guidelines on how its social platforms can broadcast special news for your organization, products and more.

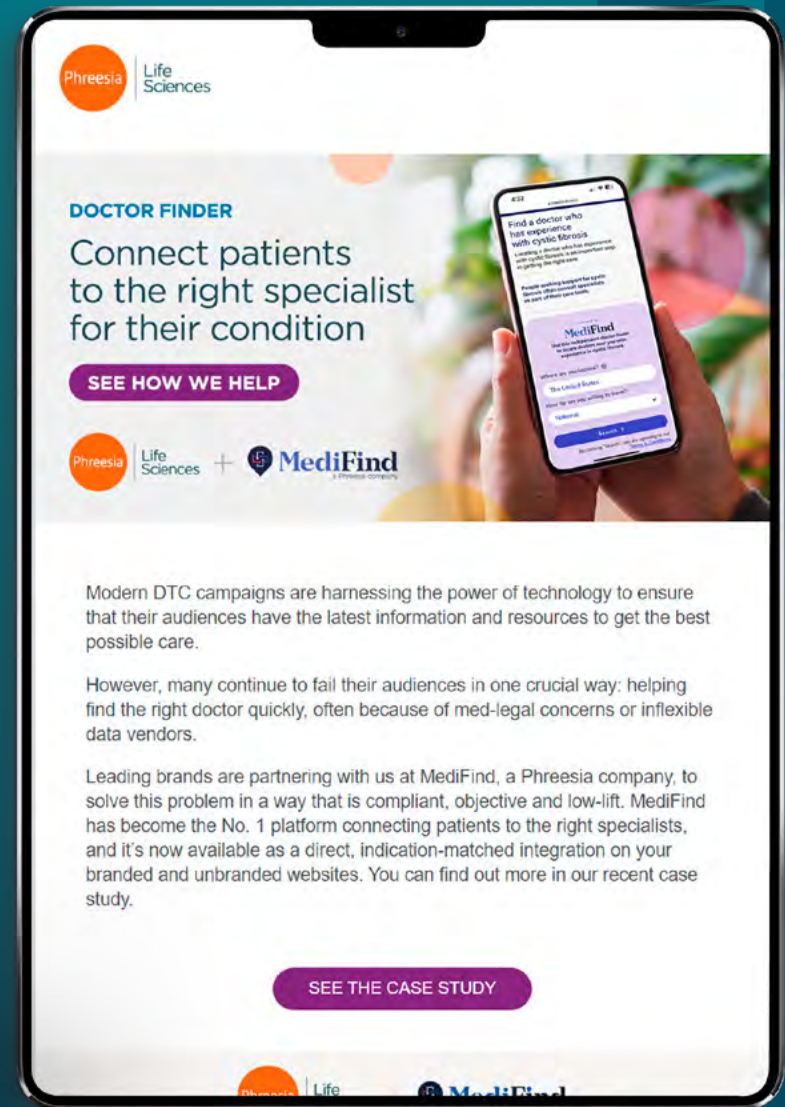
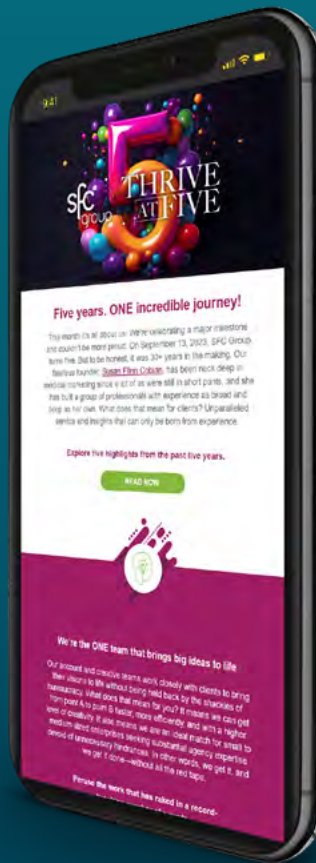
 2k  12.3k  3.7k

 16.4k  1k



EBLAST CAMPAIGNS

Reach our engaged audience in their inbox through an “On Behalf of” eBlast campaign. MM+M utilizes your HTML formatted email to deploy an eBlast to a predetermined target audience as a traffic driver, announcement or branding vehicle.



CONTENT SYNDICATION: THE PULSE BY MM+M

If you are looking for high-quality top-of-funnel leads, connect with our audience with customized lead-generation opportunities. Allow your experts to shine through content syndication programs that highlight your thought leadership with sponsored emails that feature your product offerings or announcements. We tailor each program to the objectives and goals of our partners in The Pulse by MM+M.

Our dedicated campaign team will target your messaging across MM+M's extensive network, turning your preferred audience into valuable leads.

- Targeted content syndication provides guaranteed lead goals
- Ideal for your product launches/updates, research and other thought leadership
- MM+M handles all marketing and promotion in addition to weekly lead delivery



THE MM+M AGENCY 100

Published every June, the MM+M Agency 100 is the definitive guide to the expanding universe of medical marketing agencies. In both its print and digital iterations, the Agency 100 remains a year-round resource for anyone who works in medical marketing, whether at an agency or at a pharma, biotech, diagnostics or device company looking to hire one.

EDITORIAL CONTENT

MM+M's Agency 100 presentation is centered around individual editorial profiles of each of the Top 100 medical marketing agencies, as ranked by North American revenue. It includes a Network Agency Family Tree that outlines the relationships between global holding companies and their agency brands, an exclusive chart revealing revenue figures and company head counts, and a feature identifying the 12 "Ones to Watch" for potential inclusion in next year's Agency 100.

PARTNER CONTENT

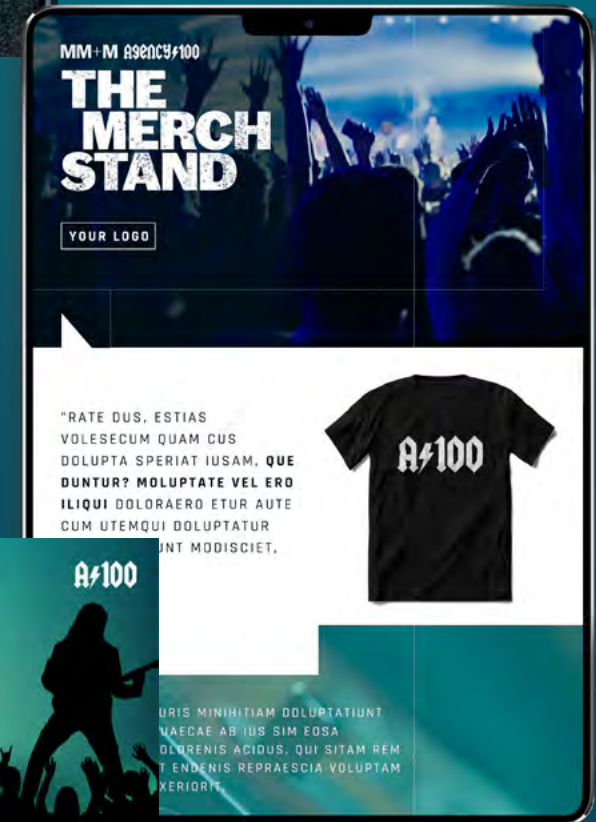
The interactive Agency 100 Online Showcase presents medical marketers and communicators with a visually appealing resource offering a wealth of information about the capabilities and offerings of participating agencies. It affords those agencies the opportunity to showcase examples of their finest creative work in addition to a more in-depth look into their agency's success, specialties, teams, leadership and more.

MM+M has also introduced a wealth of thought leadership opportunities, including bespoke podcasts and vodcasts hosted with the MM+M editorial team that allow companies to tell their stories in a novel and creative manner.

Video Interview Example



Immersive Profile Example



Podcast Example



Trailer Video Example

CUSTOM

HAYMARKET STUDIO

Haymarket Studio is the marketing, creative and event agency of Haymarket Media U.S. The Haymarket Studio team excels at producing informative, compelling and fresh content that resonates with the influential audiences of MM+M.

We bring your brand stories to life through a number of custom content opportunities, including surveys, expert research, original reporting, video, data visualizations, events, podcasts, webinars, eBooks and experiential content. We distribute this compelling content across MM+M's many platforms to amplify your message to an audience of senior-level professionals. In a nutshell, we offer editorial expertise and effortless collaboration.

Expertly crafting your story – in digital, print, social, video or face-to face – we'll make sure your message is delivered to the right audience, on the right platform.



ROUNDTABLES

MM+M Roundtables offer a powerful opportunity for your subject-matter expert to interact with other industry thought leaders to offer high-level expertise and insights. We collaborate with you on potential participants and discussion topics to produce a custom roundtable. Participants can include healthcare manufacturers, pharma marketers, agency executives and other leading industry executives to round out the conversation. The panel mix will be determined by the topic, and Haymarket Studio will work with you to recruit panelists. A senior member of either Haymarket Studio or the MM+M brand will moderate the event.



PODCASTS

MM+M Podcasts survey a wide range of top-of-mind subjects in and around healthcare marketing. Hosted by senior members of MM+M's editorial team, our podcasts have addressed everything from marketing policy considerations to clinical trial innovation to pharma's evolving use of social media. They have also featured behind-the-scenes looks at MM+M brand pillars, such as the MM+M Awards, the Healthcare Marketers Trends Survey and the Agency 100 ranking, with commentary from the editorial team.

SPONSORSHIP PACKAGES

EDITORIAL PODCASTS

- Includes senior MM+M editors only with no sponsor involvement in the discussion
- 30-second audio ad during podcast
- One 30 second audio ad served to a designated position (intro, mid roll, thank you)
- Audio ad runs for 7 days on all brand podcast episodes new and archived
- Potential for upgrade options

PARTNER PODCASTS

- Includes Senior MM+M editors and the sponsor's thought leader for a 25-30 minute discussion
- Branding and sponsor callout on all promotional materials
- Marketing promotion package to include 1 direct email to campaign Us subscribers, social media post, and newsletters
- 100% SOV on podcast landing page for 30 days



VODCASTS

Take your sponsored partner podcast to the next level with video. Recorded live in our New York City studio, your vodcast will help you stand out and build an even stronger bond with our audiences. Let your thought leader shine through this on-demand content highlighting the best sound bites and content from your podcast. In addition, your company's vodcast receives prime real estate during the first week of launch appearing within the "From Our Partners" carousel that is ROS at mmm-online.com.



VIDEOS

Let us help you tell your story in your own words with our array of professional video offerings, including, but not limited to:

- **Fireside chat:** Featuring a senior member of the MM+M editorial team interviewing your subject matter expert(s) (both on camera)
- **Spotlight-On:** Features your subject matter expert in your choice of setting featured prominently on camera with questions prompted by a MM+M custom team member (off camera).

In addition to shooting at the Haymarket Media offices in NYC, videos can be shot “On location” to help maximize your subject matter’s expert’s time and optimize your potential conference or offsite event investment! All shooting and editing are covered by Haymarket Studio’s video crew with final approvals by sponsor before going live.



EBOOKS

MM+M's eBooks deliver in-depth analysis and coverage of the market, trends and practical advice within specific healthcare marketing areas. Our eBooks target only the most relevant prospects to effectively engage, educate, entertain and generate valuable leads. MM+M offers a variety of eBook opportunities that can be exclusive or editorial-driven (co-sponsored), both of which are designed to align with your company's expertise and content affinity. Both styles include a guaranteed lead goal offering additional value for your business development and pipelining efforts.

- eBooks can include a compilation of content, including analytical articles, white papers, executive interviews, reporting on panels and event photography
- eBooks are free to readers in exchange for their contact information, leads guaranteed from downloads
- Sponsor, or co-sponsor, to have front cover attribution via company logo and a full page ad or advertorial within the eBook. May include embedded audio or video.
- Ebooks sent out via direct email and promoted through social posts and eResources newsletter Placed in our eBook library for 1 year

EDITORIAL EBOOK (CO-SPONSORSHIP)

- MM+M creates and owns the content on a predetermined topic
- Embedded audio or video clip (supplied)

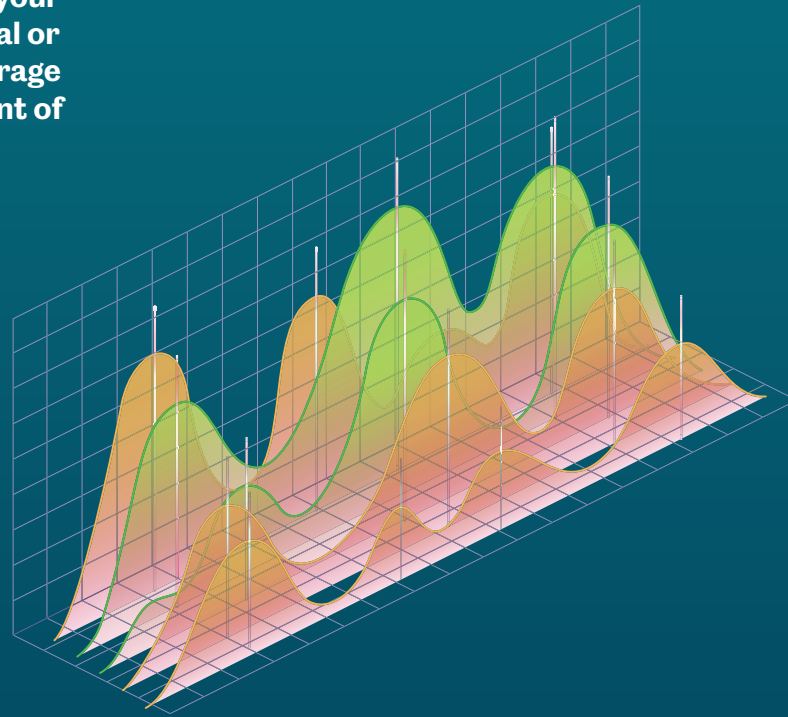
CUSTOM EBOOK (EXCLUSIVE SPONSORSHIP)

- Produced on-demand in six to eight weeks
- Content created and curated by Haymarket Studio, MM+M's custom content studio, in collaboration with the sponsor. Content may include interviews, editorials in sponsor's voice, case studies, data, event coverage, campaign coverage or survey analysis.



SURVEYS

MM+M custom surveys allow companies to gather insights from our engaged audience on a range of topics. We will work with you to build a custom survey of up to 20 questions that is sent to a targeted audience of industry leaders. Amplification of the data can include the following tactics to align additional scale to your target audiences: Print, online, eBook, social and even virtual or live event. The possibilities are endless, and MM+M can leverage its robust marketing portfolio to create an enduring footprint of this valuable information.

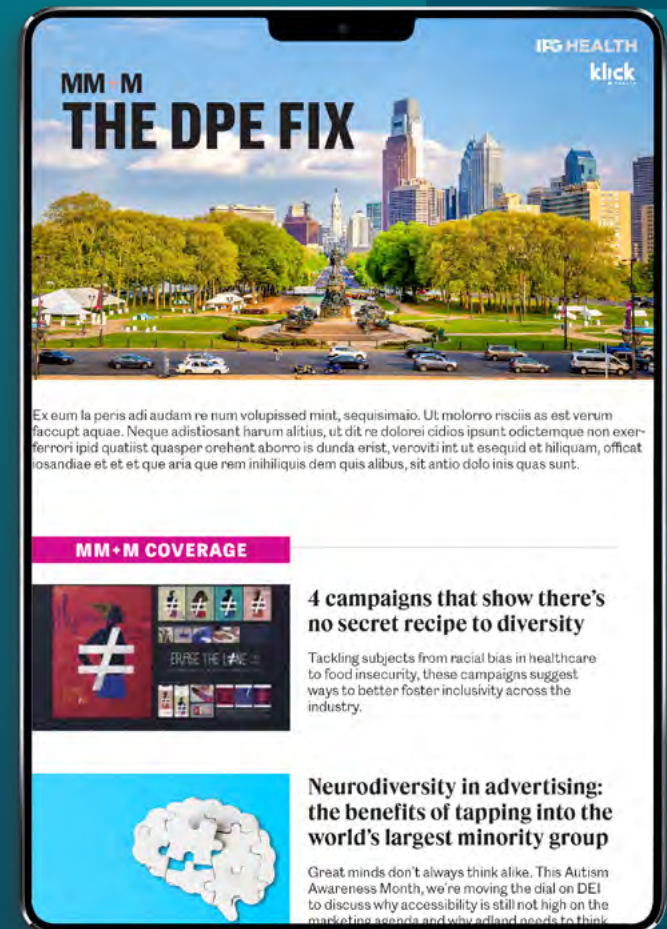


ACTIVATION AMPLIFICATION PROGRAMS

MM+M brings more than a trusted brand name and distribution network to our partners. Allow us to double-down on your investment when your company and thought leaders showcase their expertise at conferences and events in the industry hosted by MM+M. Our Haymarket Studio and editorial teams will work with you to cover your thought leadership, offering key insights and takeaways with additional amplification to the MM+M audience.

Details + Tactics to Support Your Efforts

- Promote your live or virtual sessions with an MM+M “takeaway” eBook or recap, syndicated across all MM+M social channels (LinkedIn, X and Facebook).
- Coverage can include a “sneak peek” leading up to your event or speaking opportunity to further drive traffic, engagement and registration. Coverage can also be a “post-event” theme, ensuring the audience remembers what they heard or filling them in on anything they may have missed!
- Tactics for optimizing this collateral can be anything from newsletters, eBooks, podcasts, videos, webinars or additional lead-generation tools.



MM+M TRENDTALKS

TrendTalks is an intimate, invite-only, closed-door, upscale luncheon roundtable + reception where 8 - 10 senior level executives from the pharma and medical space discuss some of their most pressing challenges. The event includes three (3) sponsors whose company thought leader will co-moderate a 60-minute discussion with MM+M's senior editor.

Sponsors are able to actively participate in all discussion rounds, but will only serve as the discussion co-moderator for their sponsored round. Topics are subject to editorial oversight.

MM+M will publish an online and print article highlighting key discussion points and outcomes from the roundtable. MM+M will also publish a TrendTalks eBook, which offers a summary and analysis of all the roundtable discussion and synthesizes key insights into a digestible and insightful format. Sponsorship also includes a post TrendTalks podcast where each sponsor has the chance to discuss their takeaways.

Offered quarterly



EVENTS

MM+M seamlessly integrates your brand into the right conference, the proper networking session and the fitting industry celebration. Whether you're in the market for traditional opportunities or more out-of-the-box activations, our dedicated team will pair your objectives with the perfect, customized experience.

MM+M EVENTS:

- MM+M Awards
- Media Summit
- 40 Under 40
- Pinnacle Awards
- MM+M Transform Conference
- Women of Distinction
- **New in 2024:** MM+M Health Marketing Influencers

LIVE EVENTS



MM+M AWARDS

The biggest and most prestigious night in healthcare marketing is both in-person and virtual!

This inclusive event will be a must-attend experience, whether it's joining us at Cipriani Wall Street in New York City or from afar.

The objective of the MM+M Awards is to recognize, champion and celebrate creativity and effectiveness in healthcare marketing and communications. An MM+M Award is valued because recognition comes from industry peers.

As always, more than 90 judges boasting a wide variety of expertise will narrow down the hundreds of entries to a select top few. It's this rigorous analysis that has made the MM+M Awards the industry's gold standard.



MM+M MEDIA SUMMIT

MM+M's annual Media Summit brings together the health media world's best-known and most thoughtful content providers, technologists and personalities. The event unites a range of leaders from across the health media spectrum for candid discussions about podcasting, omnichannel marketing, programmatic technology and point-of-care content, among other topics.



MM+M 40 UNDER 40

Entering its fifth year, MM+M's 40 Under 40 awards program continues to highlight one of the industry's biggest strengths: its abundance of accomplished young talent. Across a range of disciplines and channels – in agency and in-house settings, across social media and access and analytics – the depth of the medical marketing bench has never been greater.

"The medical marketing industry's not-so-secret sauce is its focus on nurturing young talent," said MM+M editor-in-chief Larry Dobrow. "As witnessed by the abundance of under-40 individuals in leadership roles, the industry's investments have paid off, and then some. It's a great privilege to get to know this year's honorees, who are primed to lead the medical marketing business into the future."

LIVE EVENTS

MM+M PINNACLE AWARDS

MM+M PINNACLE AWARDS

The goal of the Pinnacle Awards is to honor and celebrate those who have made a significant impact on the health industry. Individuals with 25+ years experience in the industry, but who aren't quite done yet, are recognized.

"Medical marketing is an ever-changing business, which makes staying ahead of trends and new technologies almost a full-time job in itself," said MM+M editor-in-chief Larry Dobrow. "That makes the achievement of Pinnacle Award honorees even more impressive: Not only have they evolved with the times, but they've also continued to operate at a high level throughout."

MM+M TRANSFORM

MM+M TRANSFORM

MM+M's annual conference returns for its 10th year in 2024. The full-day, in-person program will bring together marketing leaders to discuss the need to forge stronger connections along the patient, provider and payor journey, the effective use of data in managing health conditions and the next iteration of tech-forward devices and diagnostics.

WOMEN OF DISTINCTION^{MM+M}

MM+M'S WOMEN OF DISTINCTION

MM+M's Women of Distinction and Women to Watch programs, slated on June 13 at The Lighthouse at Pier Sixty in New York City, celebrate the individuals whose leadership, creativity and insight lift everyone they encounter. This year's honorees continue to set the bar high, both for their peers and generations to follow.

"The world of medical marketing does not lack for inspiring, accomplished woman leaders," said MM+M editor-in-chief Larry Dobrow. "For the eighth year in a row, we're honored to be able to shine a richly deserved spotlight on a group of women who are respected by colleagues and competitors alike. As always, the 2023 classes of Women of Distinction and Women to Watch represent the best of what this industry has to offer."

VIRTUAL EVENTS AND PROGRAMS

WEBCASTS

Showcase your expertise, raise your brand's visibility and generate leads in an interactive platform that allows you to engage with our audience directly. Multiple full-service options let you select the format with the right mix of content generation to suit your needs.

PARTNER WEBCAST

You provide the topic, speaker(s) and content for this one-hour broadcast that includes 5-7 minutes of audience Q+A. MM+M handles everything else, including the virtual platform, audience, promotion and moderators.

MM+M CONVENE

CO-SPONSORED WEBCAST EVENT

This turnkey virtual event series offers a thematic umbrella (e.g., MM+M Convene: AI Disruption in Healthcare) of important and relevant topics to the MM+M industry, allowing you to showcase your brand, company and expertise as it aligns with the event theme. The model features three consecutive 35-minute editorial or sponsor-driven panels and includes a Q&A. MM+M will provide the moderator (if needed) for introduction, session discussions and Q&A. The Convene digital environment offers an additional opportunity for the MM+M audience to learn more about your company via the Event Resource Library, in which bespoke marketing and educational information can be downloaded real time.



SALES CONTACTS

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