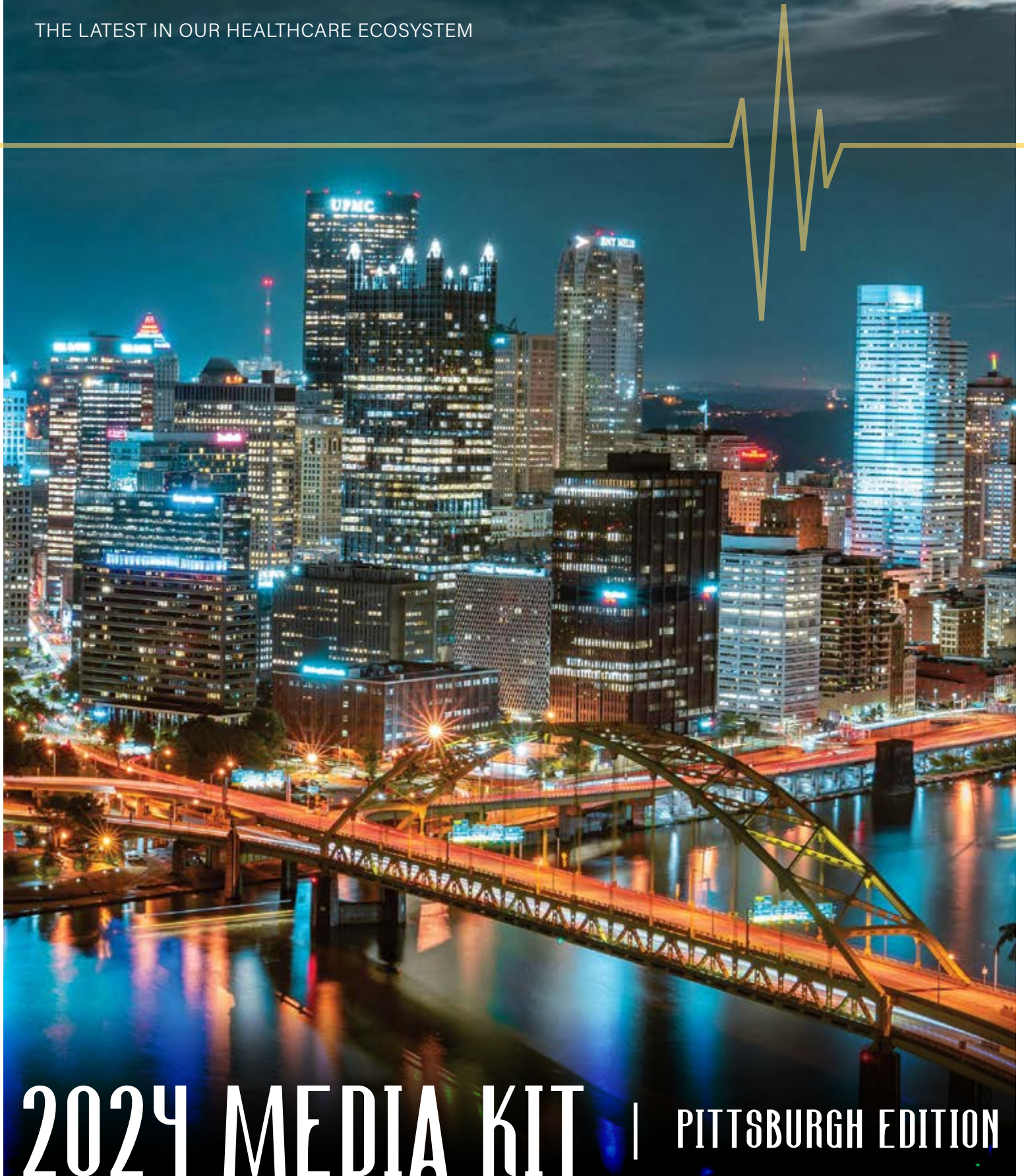


PROGNOSIS: INNOVATION

THE LATEST IN OUR HEALTHCARE ECOSYSTEM



2024 MEDIA KIT | PITTSBURGH EDITION



Launched in the summer of 2023, Prognosis:Innovation covers global innovation trends by focusing on some of the amazing people and regions fostering these advances. While some of these champions may be familiar, others may be surprising—and all of them deserve recognition.

Covering the
LATEST
in our
HEALTHCARE
ecosystem

PROGNOSIS:INNOVATION—A NEW CONCEPT

Hardworking professionals are difficult to engage. They are busy doing important things and don't need distractions. Trade publications typically address this demographic with a tight focus, delivering specialized information about their careers in the hopes of gaining their attention.

Unfortunately this promotes content akin to a series of press releases. The format lacks a narrative or evergreen revisitability—which is particularly attractive to advertisers.

We can do better.



POLICY & INVESTING | STARTUPS & SCIENCE | STORIES | REGIONAL COVERAGE

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●

The magazine is meant to be re-read. Visually appealing, it invites coffee table and waiting room permanence.

DUAL PLATFORMS

We take a two-channel approach



Prognosis:Innovation—the **magazine**—is distributed both physically and digitally and it's meant to be re-read.

Magazine topics are regional and relevant to that community and its healthcare industry.

Content is designed to encourage sharing and conversation.

The **digital component** facilitates this activity and extends our distribution footprint via website, social media and email channels. The website complements the magazine with ongoing coverage of past subject matter and also integrates current topics relevant to healthcare innovation.

In social media platforms, our partners bring both content and audiences—something we have just begun to explore.

FOCUS: IRON CITY



Our first regional coverage features healthcare pioneers in Pittsburgh, PA.

A city once known for its industrial base and financial services is now a hotbed of activity in therapeutic discovery, artificial intelligence, practical application and community outreach.

By focusing on early stage healthcare startups in underappreciated geographic regions, we guarantee a combination of stories which will be unique and relevant to the local audience. For their part, these individuals and organizations represent an additional distribution channel as they are particularly motivated to share the content as promotional material.

Regional focus is a huge advantage.

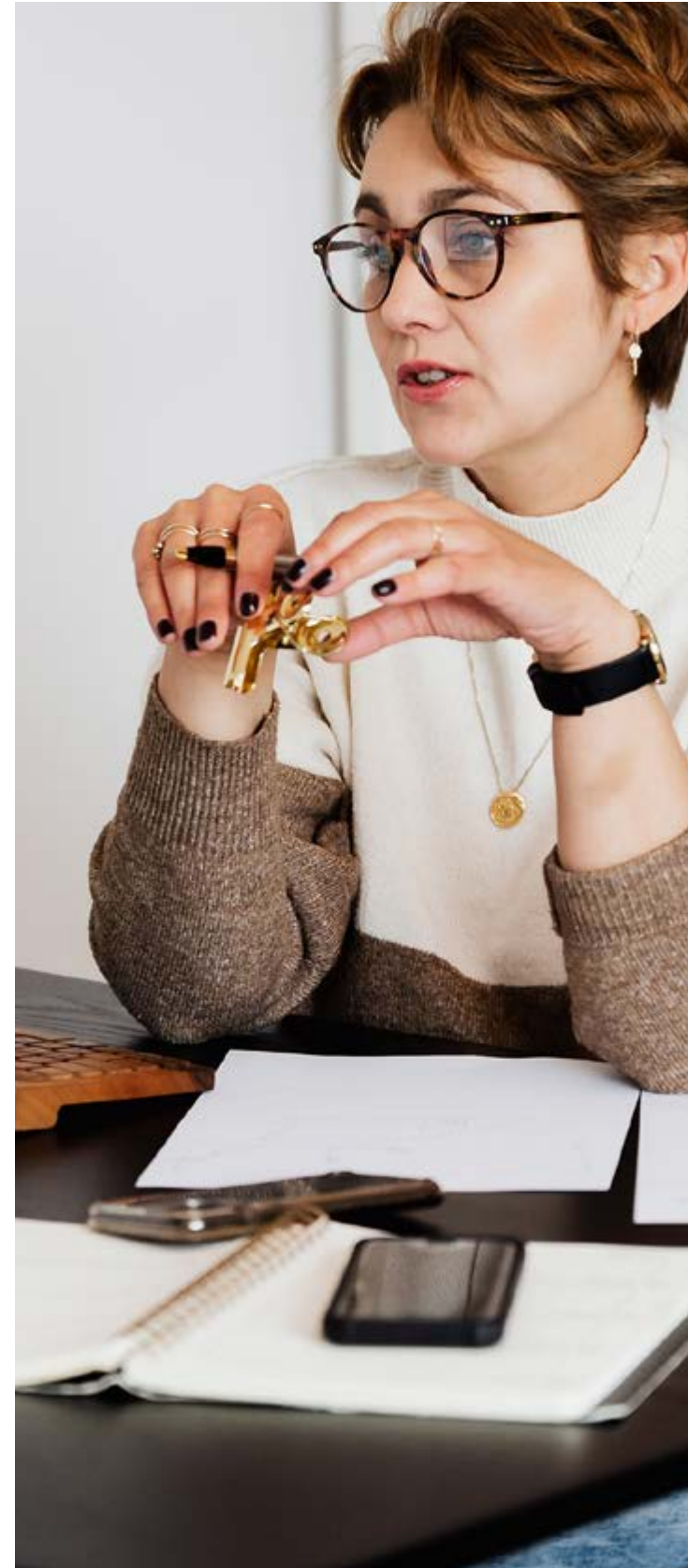
The largest industries in Pittsburgh are

- 1) healthcare
- 2) education
- 3) professional, scientific and technical.

1 DataUSA.io via the U.S. Census Report

Our primary audience includes healthcare experts in education, research, tech, startups, investment and policy.

OUR AUDIENCE



Prognosis:Innovation readers include some of the most educated and influential consumers in the country: physicians, healthcare administrators, researchers, educators, financial experts and their clients.

These individuals are high net earners, financially literate and interested in alternative investments and supporting a wide range of expensive hobbies.

DEMOGRAPHICS¹



61%
Male



39%
Female



42-48
Average age



\$251,806
Average
salary



100%
Advanced
degrees



Pittsburgh is 6th among the top 10 metropolitan areas in the United States with the highest number of physicians²

¹ DataUSA.io via the U.S. Census Report

² Bureau of Labor Statistics 2022 data

OUR DISTRIBUTION



Advertising is worthless if you don't reach your audience.

Our distribution strategy utilizes a combination of real world and digital channels.

The digital magazine is available on our website and is also circulated electronically to our readership via email subscription and social media shares; the website includes contemporaneous and continuing coverage—expanding our permanence and reach. Our content partners bring more than great stories, they bring their own audiences as well.

We will also print and directly distribute approximately 10,000 hard copies, delivered to various physician practices, research facilities and health care organizations across Western Pennsylvania.

"Why trod the beaten path when you can take the road less traveled."

EDITORIAL CONTENT

Innovators. Entrepreneurs. Builders. Dreamers.

They move the industry forward.

Prognosis:Innovation covers a range of subjects that focus on the entrepreneurial, financial, clinical and lifestyle interests of the people leading healthcare initiatives and advances.

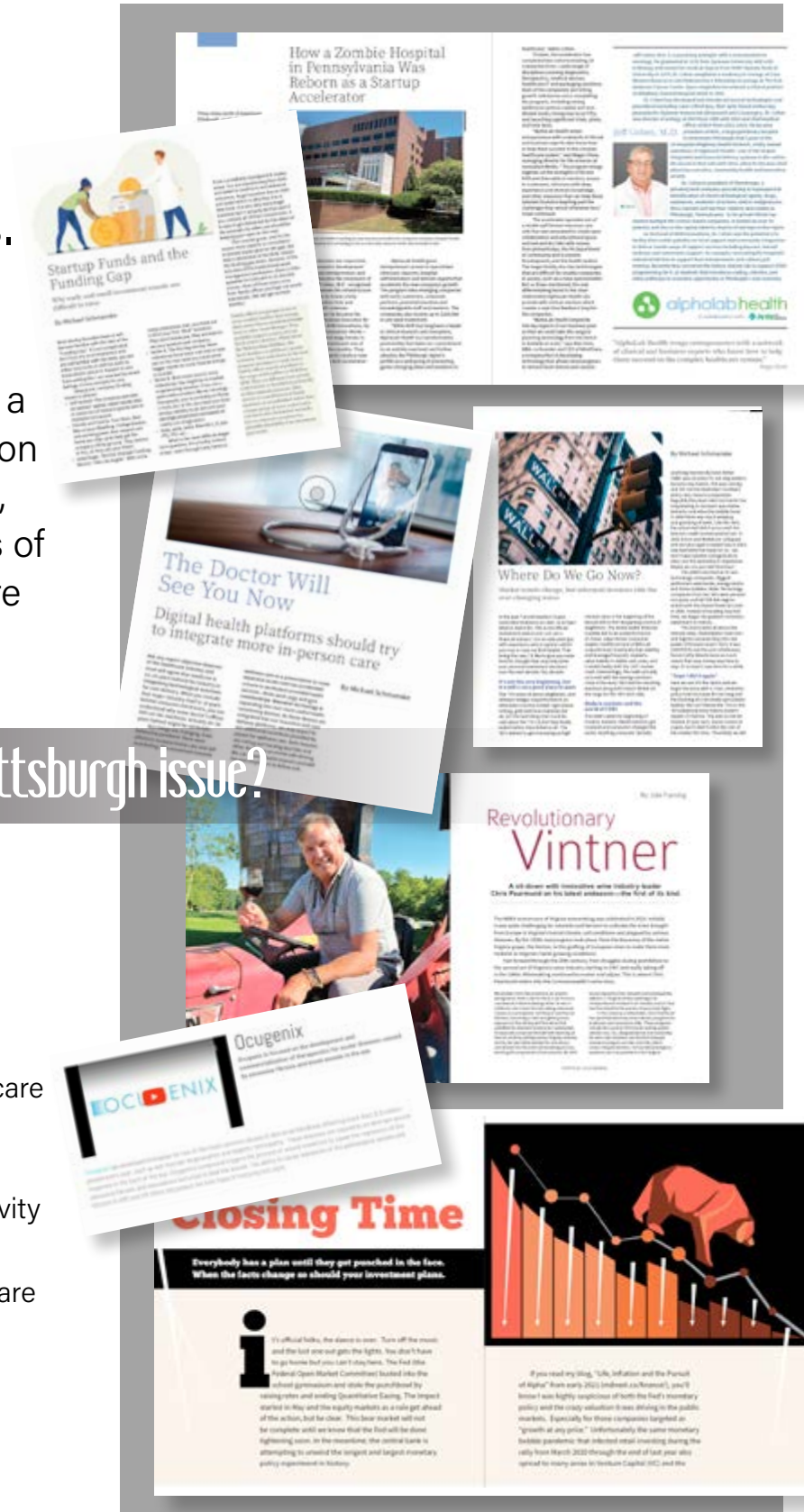
What can you expect in the Pittsburgh issue?

The magazine will have three featured sections with a collection of related columns and articles that reveal how these topics are driving innovation in technology, policy and care delivery:

Tick borne illnesses, regional health repercussions and the detection and care of long-term chronic infections.

Ageing gracefully, aging in place and advancements in dementia and longevity treatments.

Business development—The healthcare industry in western Pennsylvania is driving high-growth results within the state—and beyond.



ADVERTISING : PRINT

General

- Frequency: 1x per year (per region)
- Rate base: 10,000 print distribution
- Agency commission: 15%
- Prognosis:Innovation can create an ad for you for \$500. All ads designed by the Prognosis:Innovation team are for Prognosis:Innovation usage. An additional fee of \$1,000 will be charged to use the press-quality ad elsewhere. Contact your ad sales representative if you would like more information.

Take advantage of inaugural year publishing discounts—through March 2024 we are offering deep discounts to charter advertisers. **Get your brand in front of our readers!**

Rates

(per issue—contact us for multi-issue pricing discounts)

| Magazine | Full Page | 2/3 Page (Vertical) | 1/2 Page (Horizontal) | 1/3 Page (Vertical or Square) |
|-------------------------------|--|--|--|--|
| CONTACT US FOR PRICING | | | | |
| Includes: | Ad linked to advertiser website in digital edition | Ad linked to advertiser website in digital edition | Ad linked to advertiser website in digital edition | Ad linked to advertiser website in digital edition |

- Contact us for **premium placements**, including Inside Front Cover (C2), Back Cover (C4), Inside Back Cover (C3), opposite Contents page.
- Additional production costs will be applied if submitted files do not conform to spec's.

TRIM SIZE: 9" x 11"

Ad Dimensions

| | | | | | |
|--|---|--|--|---|---|
| FULL PAGE w/BLEED 9.25" x 11.25" <small>Keep all live matter at least .25" from trim on all sides</small> | FULL PAGE NO BLEED 8.5" x 10.5" | 2/3 PAGE VERTICAL 4.875" x 10.5" | HALF PAGE HORIZ 8.25" x 5.125" | 1/3 PAGE VERTICAL 2.33" x 10.5" | 1/3 PAGE SQUARE 4.875" x 5.125" |
|--|---|--|--|---|---|

Advertising inquiries: sales@prognosis-innovation.com | prognosis-innovation.com

ADVERTISING : DIGITAL

Website

Static media or animated gifs

- Rate base: website, digital content, newsletter and podcasts
- Agency commission: 15%
- Prognosis:Innovation can create an ad for you for \$350. All ads designed by the Prognosis:Innovation team are for Prognosis:Innovation usage. An additional fee of \$500 will be charged to re-use the ad file elsewhere. Contact your ad sales representative if you would like more information.

| Website | Block Display (Vertical—300px x 600px) | Block Display (Square—300px x 300px) |
|-------------------------------|---|---|
| CONTACT US FOR PRICING | | |
| Includes: | Ad linked to advertiser | Ad linked to advertiser |

Digital distribution extends outside of the Pittsburgh marketplace!

Email/Newsletter

Static media

| Newsletter/Email | Price: each appearance/email |
|--|-----------------------------------|
| Main Feature —Sits at top spot of email message, 40-50 words of copy and one image (600px x 300px) with a link to a dedicated event listing [One sold per newsletter] | CONTACT US FOR PRICING |
| Featured Event —Includes 40 words of copy and one image (300px x 300px) with a link to a dedicated event listing | |
| Banner —Banner size is 600px x 100px and links directly to your website | |

- File formats: .gif, .png, .jpeg with max file size of 300kb
- All ads must have a border or have a background color or photo/image which fills the entire dimensions of the ad
- Link (URL) to your website, promotional materials, etc. must be provided; text up to 50 characters

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ADVERTISING SPECS

PRINT Specs

General

- PUBLICATION TRIM SIZE: 9" x 11"
- SAFETY: 0.25" from trim on all sides
- BLEED: 0.25" beyond trim on all sides
- BINDING METHOD: perfect
- IMAGE RESOLUTION: 300 dpi
- LINE SCREEN: 150 dpi
- COLOR SPACE: CMYK only; no spot color or RGB
- ACCEPTABLE FILE FORMAT—PDF/X-1A: The press-quality PDF/X-1a must be made from a PostScript file with all fonts and high-resolution images embedded.

Resolution

- Image resolution: 300dpi
 - Line art, including text set in Photoshop: 600-1200 dpi
- NOTE:** Type will reproduce best if set in a page layout program. Make sure black text is 100% black and NOT made of multiple color builds.

Color Space

- Magazine is printed in CMYK. No RGB colors. (Ad files containing RGB or spot colors will be converted to CMYK which may cause an undesired shift in color appearance.)

File Formats

ACCEPTABLE ad file formats:

- Adobe Products Acrobat (Press-quality PDF files with fonts embedded). Generate one ad per pdf file.
- InDesign (INDD with accompanying links and fonts included)
- Illustrator (EPS or AI files—with accompanying links and fonts included)
- Photoshop (JPG)

NOT ACCEPTED for ad layout files:

- Powerpoint, Word* (other than plain text), Publisher, Excel, Freehand, Corel Draw, Paint, Quark, Canva

*If ad submission is plain text, Word is acceptable. No artwork, no logos included.

- NO gif or png images accepted; images from the web are not suitable for printing.

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- Vector artwork should be saved in .AI or .EPS format with fonts and images embedded, or all images and fonts must be supplied.
 - All screen and printer fonts must be provided.
 - We will substitute with similar fonts if originals are not submitted.
 - Text can be converted to outlines, but if proofing errors are discovered, new art will need to be submitted.
 - Keep live matter at least 1/4" inside trim dimensions on all sides.

Policies

It is the Client's responsibility to check all ad materials—**Prognosis:Innovation**, aka the PUBLISHER, assumes no responsibility for errors in submitted ad materials.

Cancellation or changes in orders not accepted after closing date.

RATES

All rates are per issue (print) or each instance of appearance (digital). Ads must be paid in advance.

PAYMENT TERMS

Invoice due upon receipt. Checks are payable to Prognosis:Innovation. 10% discount on rates paid up front. Discounts can not be combined. All major credit cards accepted. Advertiser agrees to pay all legal fees, court and/or collection costs on accounts delinquent over 90 days.

CONTRACTS

Advertising contracts and insertion orders with Prognosis:Innovation are non-cancellable.

AGENCIES

Recognized advertising agencies are entitled to a 15% commission on ads placed at full rate card prices that are submitted complete and to the publisher's specifications.

PRODUCTION

Advertisers shall provide Prognosis:Innovation with appropriate materials within stated guidelines. Late material will incur a \$100 charge. All ads are subject to publisher's approval.

RESPONSIBILITY FOR ADVERTISING

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless the PUBLISHER and its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the ad, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.

Submissions

Digital ad files should be uploaded to Drive:
<https://rb.gy/9jbmsd>

Questions?

prognosis-innovation.com/advertising-form/

Advertising Contact

Michael Schmanske
610-529-5319
sales@prognosis-innovation.com

PROGNOSIS: INNOVATION

Celebrating
disrupters in
healthcare.

Be a part of it.



GET YOUR BRAND IN FRONT OF OUR
DIVERSE COMMUNITY OF PROFESSIONALS
WHO ARE CHANGING HEALTHCARE

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