



**McKnight's**  
LONG-TERM CARE NEWS

# Media Kit

## 2012

Long-term care purchasers prefer *McKnight's* over all its leading competitors — combined

Source: *Readex Research*

McKnight's  
INDUSTRY  
**Directory**

McKnight's  
Long-Term Care News & Assisted Living  
[www.mcknights.com](http://www.mcknights.com)

McKnight's  
PRODUCT  
**buzz**

McKnight's  
Long-Term Care News & Assisted Living  
Daily Update

McKnight's  
WEEKLY ROUNDUP

McKnight's  
SpotlightOn

McKnight's  
ONLINE EXPO

McKnight's  
LONG-TERM CARE NEWS  
Webcasts

# McKnight's

The industry's trusted source for news, information, analysis and perspective



## Our readers, your customers ... the industry decision makers



Our 43,000+ readers are the purchasing engine for the \$150 billion-plus nursing home market.

They are:

- The owners and top executives who determine business strategies and policies.
- The executive directors/administrators who oversee and carry out day-to-day operations.
- The Directors of Nursing (DONs) and their assistants who oversee resident care.

## What we deliver ... the most dedicated and engaged readers in the industry

- 100% of *McKnight's Long-Term Care News* subscribers personally request receiving the magazine each year.
- More providers prefer to read *McKnight's* than its three competitors combined.
- *McKnight's* is #1 in market share, according to IMS, at press time.
- *McKnight's* was rated #1 in every subject area in the Readex study of industry reading habits.

Source: 2011 Readex Reader Preference Survey

## In every issue

- Buyer's Guide
- Product Focus
- New Products
- Classified Ads
- Careers
- Profile
- News
- Business & Marketing
- Design
- Opinion
- Feature Stories

"I can honestly say that without a doubt, our most effective advertising is the ads placed in McKnight's printed and electronic media. Advertising with them is a 'must' for any senior care product awareness campaign!"

Dave Shusterich, President, Accessible Systems, LLC



# McKnight's

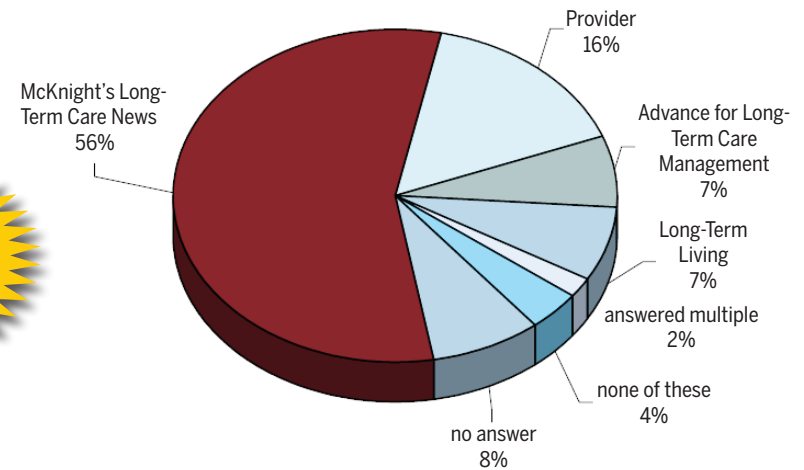
## What your customers are saying



“As a marketing agency in long-term care and other healthcare sectors, I rely on strong and forward-thinking media partners to carry out our clients’ vision for the most effective and results-driven marketing programs. Time and time again, the team at *McKnight's Long-Term Care News* delivers on their promises through a high level of professionalism and perfection in the strategic programs they offer to this market. They service their readership with quality reporting, and they service their advertisers with flawless execution of key advertising and marketing programs.”

Pam Selker Rak, President, CommuniTech, LLC

### Publication reader would select (if they could only choose one)\*



Readex, an independent research company, conducts the industry’s “blind” reader survey. Here are some of the key findings:

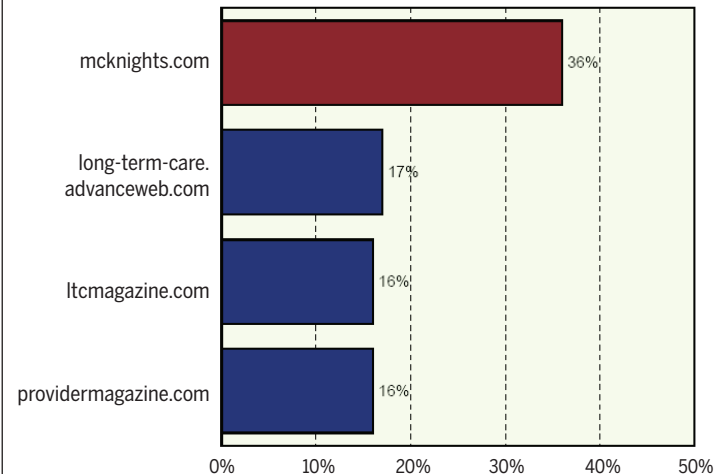
More buyers in the \$150 billion long-term care industry prefer *McKnight's Long-Term Care News* over its top three competitors combined.

### Purchasing involvement

- 78%** Involved in some way
- 42%** Approve/authorize
- 23%** Recommend/specify
- 13%** Involved in some other way

\* 2011 Readex Reader Preference Survey

### Whose site do your customers visit?



# McKnight's

## Custom digital solutions



### Website: [www.mcknights.com](http://www.mcknights.com)

- 2010/2011 Silver and 2008/2009 Gold for Best Online News in Healthcare
- Your message will reach the top decision makers in the senior care industry
- More than 40,000 unique visitors and 100,000 page impressions every month, on average
- Click-through rates that are well above industry average
- Marketing options include different size graphic units, text sponsorships
- Only website in senior care audited by BPA

Center IMU	\$2,950	Large IMU	\$1,950
Small IMU	\$1,400	Leaderboard	\$1,400
Breadcrumb	\$1,400	Button	\$950

McKnight's is currently the only industry publication that offers BPA-audited Web traffic data

### Daily Update E-Newsletter

- Reaches more than 20,000 industry professionals every business day
- Short concise format including three top news stories
- Number one entry point to our award-winning website
- Sponsorship opportunities are text only

Premium position: \$4,950  
Standard position: \$2,750

All prices are net per month, unless otherwise noted  
All e-newsletters are opt-out

### Product Buzz E-Newsletter

- Delivered to over 20,000 readers every Wednesday
- Highlights latest products/services and vendor news in the industry
- Graphics and text sponsorships available

Primary Banner:	\$3,850
Secondary Banner:	\$2,850
Tower ad:	\$2,750
Button:	\$1,850

### Weekly Roundup E-Newsletter

- Every Friday morning, 20,000 readers receive our newest e-newsletter
- We recap the top 5 events of the week and take a sneak peek in the week ahead
- Our only single-sponsored e-newsletter
- Sponsorship includes your banner across the top of the page, and your Large IMU in the lower right hand corner

Sponsorship: \$5,950

### SpotlightOn — Co-branded E-blast

- Cost effective way to promote your message, downloadable files, case studies to 22,000 of our industry professionals
- Co-branded within our Spotlight On template
- Delivered 'From': McKnight's on behalf of 'your company' for third-party credibility

One e-blast: \$4,500  
Three or more e-blasts: \$3,950

### 10 Minutes On

- Distributed on-demand to over 22,000 recipients
- Six- to eight-slide presentation with PowerPoint and recorded audio
- Program showcased within McKnight's co-branded player
- Viewers must register to view program
- A great, informative lead-generation tool

\$6,500 net per presentation







### 2012 Calendar of Events

#### NIC Regional Symposium & Skilled Nursing Investment Forum

March 25-27  
Boca Raton, FL

#### LeadingAge Spring Conference (formerly AAHSA)

April 23-24  
Washington, DC

#### ACHCA 46h Annual Convocation & Exposition

May 4-8  
Nashville, TN

#### ALFA Spring Conference

May 16-18  
Dallas, TX

#### WOCN 44th Annual Conference

June 9-13  
Charlotte, NC

#### NADONA Conference

July 21-25  
Nashville, TN

#### NIC 22nd Annual Conference

September 19-21  
Chicago, IL

#### AHCA/NCAL Convention & Expo

October 7-10  
Tampa, FL

#### LeadingAge Annual Meeting (formerly AAHSA)

October 21-24  
Denver, CO

### McKnight's National Awards: The numbers say it all!

17 Awards of Excellence

8 Awards for Best Website and Online News Section

Best Annual Buyer's Guide 2011

Best Blog 2010

**#1**  
**Publication**  
**of the Year**  
**2009**

10 Awards for Best News Section

16 Awards for single article/issue

63 Overall Awards for editorial content in print and online

Best E-newsletter Daily Update 2009

ASHPE — American Society of Healthcare Publication Editors • ASBPE — American Society of Business Publication Editors • APEX — Awards for Publication Excellence

### Staff List

**Vice President, Publisher:**  
Karmen Maurer • **Tel:** (970) 689-3813  
**e-mail:** karmen.maurer@mcknights.com

**VP/Associate Publisher/  
Editorial Director:** John O'Connor  
**Tel:** (847) 784-8706, Ext. 18  
**e-mail:** john.oconnor@mcknights.com

**Editor:** James M. Berklan  
**Tel:** (847) 784-8706, Ext. 15  
**e-mail:** jim.berklan@mcknights.com

**Senior Editor:** Elizabeth Newman  
**Tel:** (847) 784-8706, Ext. 14  
**e-mail:** elizabeth.newman@mcknights.com

**Staff Writer:** Mary Gustafson  
**Tel:** (847) 784-8706, ext. 11  
**e-mail:** mary.gustafson@mcknights.com

**Graphic Designer:** Terry Rinella  
**Tel:** (847) 784-8706, Ext. 12  
**e-mail:** terry.rinella@mcknights.com

**Production Manager:** Michelle Zuhlke  
**Tel:** (646) 638-6126  
**e-mail:** michelle.zuhlke@mcknights.com

**VP Audience Development:** John Crewe  
**Tel:** (646) 638-6060  
**e-mail:** john.crewe@haymarketmedia.com

**Group Circulation Manager:** Paul Silver  
**Tel:** (646) 638-6063  
**e-mail:** paul.silver@haymarketmedia.com

**East Coast Account Manager:**  
Denise De Vito • **Tel:** (847) 784-8706, Ext. 19  
**e-mail:** denise.devito@mcknights.com

**Midwest/West Coast Account Manager:**  
Jason O'Grady • **Tel:** (773) 772-8380  
**e-mail:** jason.ogrady@mcknights.com

**Sales Executive:** Andrew Riviere  
**Tel:** (847) 784-8706, Ext. 17  
**e-mail:** andrew.riviere@mcknights.com

**Office Manager:** Christine Marzillo  
**Tel:** (847) 784-8706, Ext. 10  
**e-mail:** christine.marzillo@mcknights.com

**Job Opportunities Advertising**  
Russell Johns Associates, LLC  
**Tel:** (877) 394-1388/**Fax:** (727) 445-9380  
**e-mail:** MLTCN@russelljohns.com  
**Web site:** www.russelljohns.com

Issue and Deadlines	Special Report	Special Feature	How To	Buyers Guide	Product Focus/ Events/Value Added
<b>January</b> Space 11/14/11 Material 11/29/11	Information Technology	Furniture and Furnishings	Finance	Bathing/Lifts	Resident Security
<b>February</b> Space 12/14/11 Material 12/29/11	Rehab	Medication Management	Wound Care	Rehabilitation	Media/Activities
<b>March</b> Space 1/13/12 Material 1/27/12	Wound Care	Laundry/Housekeeping	Information Technology	Design: Furnishings & Furniture	Fall Prevention/ Resident Monitoring NIC Symposium
<b>April</b> Space 2/16/12 Material 3/1/12	Information Technology	Rehabilitation	Transportation	Laundry/Housekeeping	Design: Furnishings & Furniture LeadingAge Conference
<b>May</b> Space 3/13/12 Material 3/26/12	Bathing/Lifts	Renovation	Finance	Wound Care	Bathing/Lifts ACHCA Convocation ALFA Conference
<b>June</b> Space 4/16/12 Material 4/27/12	Infection Control	Rehabilitation	Wound Care	Brain Fitness	Wound Care Products WOCN Conference
<b>July</b> Space 5/21/12 Material 6/4/12	Furniture & Furnishings	Skin Care	Incontinence	Software Source	Laundry/Housekeeping NADONA Conference
<b>August</b> Space 6/18/12 Material 6/29/12	Laundry/Housekeeping	Wound Care	Resident Security	Lender Source	Pressure Relief Surfaces
<b>September</b> Space 7/17/12 Material 7/30/12	<b>Dealmaker's Handbook</b> Compliance	Bathing/Lifts	Information Technology	Resident Security	Skin Care & Incontinence NIC Conference AHCA/NCAL Convention
<b>October</b> Space 8/13/12 Material 8/24/12	Medication Management	Finance	Rehabilitation	Infection Control	Beds LeadingAge Annual Meeting
<b>Industry Directory</b> Space 8/7/12 Material 8/20/12					
<b>November</b> Space 9/13/12 Material 9/26/12	Wound Care	Activities/Brain Fitness	Measuring Resident Satisfaction	Continuing Education	Medication Services & Delivery
<b>December</b> Space 10/12/12 Material 10/25/12	Infection Control	Information Technology	Design	Skin Care & Incontinence	Information Management/ Software

# McKnight's

## Advertising Rate Card



### Display Black and White Rates (Gross)

	1x	3x	6x	12x	25x	36x
<b>Page</b>	6,795	6,205	5,165	4,890	4,755	4,620
<b>Island 1/2 page</b>	5,015	4,560	3,855	3,660	3,565	3,460
<b>1/2 page</b>	4,689	4,230	3,515	3,370	3,240	3,130
<b>1/3 page</b>	4,245	3,850	3,190	3,040	2,935	2,810
<b>1/4 page</b>	3,285	2,980	2,510	2,380	2,245	2,110
<b>Bottom Line</b>	1,975	1,720	1,515	1,315	1,185	1,055

### Position Charges (Gross)

Cover 4	960	4 color per page	1,750
Cover 3	630	4 color per spread	2,685
Cover 2	825	2 color standard per page	735
Center spread (4C only)	675	2 color standard per spread	1,080
Editorial page	285	PMS color	880
Page 5	545	PMS color per spread	1,215

### Color Charges (Gross)

Cover 4	960	4 color per page	1,750
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### Display Sales Contacts

**Vice President, Publisher:**  
Karmen Maurer  
**Tel:** (970) 689-3813  
**e-mail:** karmen.maurer@mcknights.com

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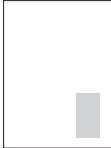
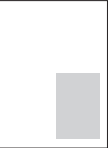
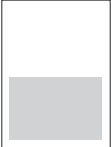


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### Classified Black and White Rates (Gross)










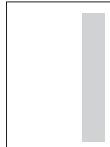


	1x	4x	12x
<b>2 column x 2"</b> or <b>1 column x 4"</b>	960	925	865
<b>Quarter Page</b>	1,300	1,265	1,180
<b>Half Page</b>	2,065	2,010	1,955

Color Rates: Add \$95 for 2-color or \$235 for 4-color

### Classified Ad Size Specifications

		
2 column x 2" 3.42" w x 2" h	1 column x 4" 2" w x 3.42" h	Quarter Page 3.42" w x 4.125" h
		
Half-Horizontal 7" w x 4.125" h	Half-Vertical 3.42" w x 8.65" h	Full Page Trim 7 3/4" w x 10 1/2" h

### Display Ad Size Specifications

				
Full Page Trim 7 3/4" w x 10 1/2" h	Bleed Full page 8" w x 10 3/4" h (Live Area: 7 1/4" w x 10" h)	Double Page 15 1/2" w x 10 1/2" h (Live Area: 15" w x 10" h)	Bleed DPS 16" w x 11" h	Bottom Line 7" w x 1 1/8" h
				
1/2 Horizontal 7" w x 4 1/2" h	1/2 Vertical 3 1/4" w x 9 1/2" h	1/2 Square Island 5" w x 6 3/4" h	1/4 Horizontal 7" w x 2 1/4" h	1/4 Vertical 1 5/8" w x 9 1/2" h
				
1/4 Square Island 3 3/8" w x 5" h	1/3 Horizontal 7" w x 3" h			

### Digital File Formats

The pages of *McKnight's Long-Term Care News* magazine are created on an Apple Mac. All advertisements must be saved for Macintosh format, ideally a high resolution press optimized PDF.

All ads supplied must have all fonts either made into outline or embedded within, no true type fonts. This helps eliminate re-flowing and font clash issues. Files should be saved as eps, tiff or JPEG, high resolution (at least 300 dpi) and as CMYK and not RGB.

**Inserts and Postcards:** Contact sales representative.

**Mechanical Specifications:** Accepted Materials: Electronic Digital File. A SWOP standard proof of the file supplied at 100% size is required for all ads. Typesetting, camera work, stripping, scanning, film conversion and file manipulation will be billed at cost when required to convert to a useable electronic digital file.

**Line Screen (B/W, 2/C, 4/C):** Maximum 133; acceptable 120

**Density:** B/W, 2/C maximum 160% to 170%; 4/C maximum 260% to 280%

**Standard Colors:** Red (100% magenta and 100% process yellow), magenta, process yellow, cyan and green (100% cyan and 100% process yellow). Colors conform to Standard Web Offset Printing (SWOP) specifications.

**Proofs:** B/W, 2/C, 3/C ads require a digital proof at 100% size of the file supplied. 4/C ads require a Kodak Approval or equivalent SWOP standard color proof at 100% size of the file supplied. In order to ensure that everything runs smoothly, we require SWOP-certified or Kodak Approval hard copy color proofs for new ads. If ads are supplied without a color guide, 100% of actual ad size, then McKnight's cannot accept responsibility for final printed color and content. Haymarket Media will not be held responsible if no proof is provided.

**Paper Stock:** 45# Grade 4 Stock

**Shipping Instructions:** Printing materials and instructions to:  
Ad Production Department  
*McKnight's Long-Term Care News*  
Michelle Zuhlke  
114 W. 26th Street  
4th Floor  
New York, NY 10001  
Phone: (646) 638-6126  
Fax: (646) 638-6120  
E-mail: michelle.zuhlke@mcknights.com