

McKnight's

LONG-TERM CARE NEWS

Media Kit

2013

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

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



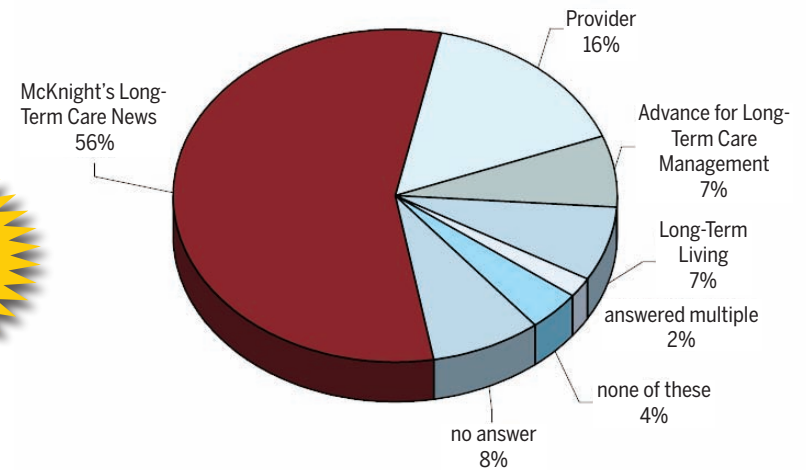
What your customers are saying



“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

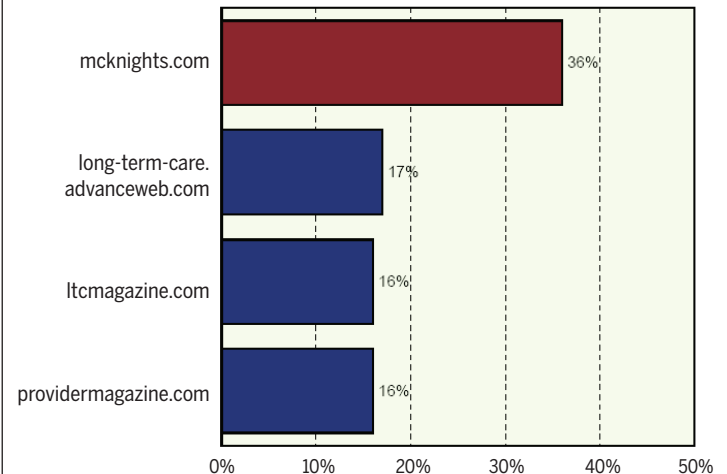
42% Approve/authorize

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

- 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 43,000 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	\$2,400
Small IMU	\$1,750	Leaderboard	\$1,950
Breadcrumb	\$1,750	Prestitial	\$3,950

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: \$5,400
Standard position: \$3,200

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: \$3,950
Secondary Banner: \$3,250
Tower ad: \$3,150

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: \$6,500

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: \$4,950
Three or more e-blasts: \$4,250

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



2013 Calendar of Events

NIC Skilled Nursing Investment Forum & Seniors Housing Regional Symposium

March 4-7
San Diego, CA

LeadingAge PEAK Leadership Summit

March 18-20
Washington, DC

ACHCA

April 12-16
Orlando, FL

ALFA Spring Conference

May 7-9
Charlotte, NC

NADONA Conference

June 8-12
Las Vegas, NV

WOCN

July 22-26
Seattle, WA

AHCA/NCAL Convention & Expo

October 6-9
Phoenix, AZ

NIC 23rd National Conference

October 9-11
Chicago, IL

LeadingAge Annual Meeting

October 27-30
Dallas, TX

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

2012 Best Senior Living
Industry Resource

21 Awards of Excellence

#1 Publication
of the Year 2009

11 Awards for Best Website
and Online News Section

73
Overall Awards
for editorial content
in print and online

Best Annual
Buyer's Guide 2011

Best Blog
awards (various)

11 Awards for
Best News Section

Best E-newsletter:
"Daily Update"

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

Staff List

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Issue and Deadlines	Special Feature	Special Report	How To	Buyers Guide	Product Focus/ Events/Value Added
January Space 11/14/12 Material 11/29/12	Furniture and Furnishings	Information Technology	Finance	Bathing/Lifts	Resident Security
February Space 12/12/12 Material 12/27/12	Medication Management	Rehab	Wound Care	Rehabilitation	Media/Activities
March Space 1/14/13 Material 1/28/13	Laundry/Housekeeping/ Chemical	Wound Care	Information Technology	Design: Furnishings & Furniture	Fall Prevention/ Resident Monitoring NIC Symposium
April Space 2/14/13 Material 2/28/13	Information Technology	Rehabilitation	Transportation	Laundry/Housekeeping	Design: Furnishings & Furniture LeadingAge Conference
May Space 3/18/13 Material 3/29/13	Renovation/Design	Bathing/Lifts	Finance	Wound Care	Bathing/Lifts ACHCA Convocation ALFA Conference
June Space 4/15/13 Material 4/26/13	Rehabilitation	Infection Control	Wound Care	Brain Fitness	Wound Care Products WOCN Conference
July Space 5/20/13 Material 6/3/13	Skin Care/Incontinence	Furniture & Furnishings	Medication Management	Software Source	Laundry/Housekeeping NADONA Conference
August Space 6/17/13 Material 6/28/13	Wound Care	Laundry/Housekeeping/ Chemical	Resident Security	Lender Source	Pressure Relief Surfaces
September Space 7/16/13 Material 7/29/13	MDS	Bathing/Lifts	Information Technology	Resident Security	Skin Care & Incontinence
October Space 8/12/13 Material 8/23/13	Dealmaker's Handbook Finance	Medication Management	Rehabilitation	Infection Control	Beds NIC Conference AHCA/NCAL Convention
November Space 9/9/13 Material 9/20/13	Activities/Brain Fitness/ Dementia Care	Wound Care	Professional Development/ Online Education	Continuing Education	Medication Services & Delivery LeadingAge Annual Meeting
December Space 10/15/13 Material 10/28/13	Information Technology	Infection Control	Design	Skin Care & Incontinence	Information Management/ Software
Industry Directory Space 10/8/13 Material 10/21/13					

Advertising Rate Card



Display Black and White Rates (Gross)

	1x	3x	6x	12x	25x	36x
Page	7,000	6,390	5,320	5,040	4,900	4,760
Island 1/2 page	5,160	4,700	3,970	3,770	3,670	3,560
1/2 page	4,830	4,360	3,620	3,470	3,340	3,220
1/3 page	4,370	4,970	3,290	3,100	3,020	2,890
1/4 page	3,380	3,070	2,590	2,450	2,310	2,170
Bottom Line	1,975	1,720	1,515	1,315	1,185	1,055

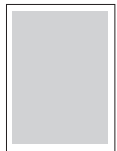
Position Charges (Gross)

Cover 4	960
Cover 3	630
Cover 2	825
Center spread (4C only)	675
Editorial page	285
Page 5	545

Color Charges (Gross)

4 color per page	1,750
4 color per spread	2,685
2 color standard per page	735
2 color standard per spread	1,080
PMS color	880
PMS color per spread	1,215

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)



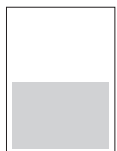
Double Page
15 1/2" w x 10 1/2" h
(Live Area: 15" w x 10" h)



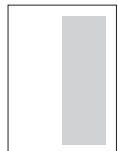
Bleed DPS
16" w x 11" h



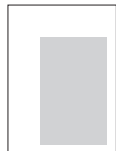
Bottom Line
7" w x 1 1/8" h



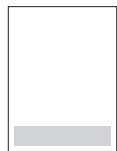
1/2 Horizontal
7" w x 4 1/2" h



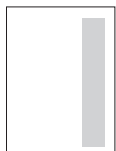
1/2 Vertical
3 1/4" w x 9 1/2" h



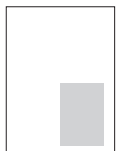
1/2 Square Island
5" w x 6 3/4" h



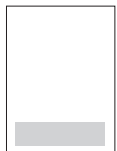
1/4 Horizontal
7" w x 2 1/4" h



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

Display Sales Contacts

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Classified Black and White Rates (Gross)

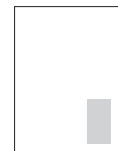
	1x	4x	12x
2 column x 2" or 1 column x 4"	990	950	890
Quarter Page	1,340	1,300	1,210
Half Page	2,130	2,070	2,000

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

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:

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