

OR Management News

The Independent Source of News for Operating Room Managers, Supply Chain Professionals & C Suite

Quarterly publication devoted to news and information on topics ranging from best practices, new technology, process improvements, reimbursement, value analysis, and ideas you can use to meet daily OR challenges. Editorial contributions from the Association of periOperative Registered Nurses Leadership Forum (AORN) and the Association of Healthcare Value Analysis Professionals (AHVAP).

'It keeps me up to date with changes available in the surgical specialty areas.'

'Great articles, I use them for my competency training and morning huddles.'

'Appreciate getting the information as an IP it helps me understand discussions with the OR associates.'

'Well versed, very informative, good resource.'

Independent Readex Survey, July 2019



2019 Advertising Rates

Print Advertising Options	Trim Size	Rate
Journal Page	8.625" x 11"	\$5,950 Net*
Half Page Vertical	4.33" x 11"	\$5,250 Net
Half Page Horizontal	8.625" x 5.5"	\$5,250 Net
Quarter Page Vertical	4.313" x 5.5"	\$4,850 Net
Quarter Page Horizontal	8.625" x 2.75"	\$4,850 Net
Product Listing		Rate
1st Listing		\$1,750 Net
2nd		\$1,125 Net
3rd		\$1,125 Net
4th		\$1,125 Net
5th		Free of charge
Inserts		Rate
2-Page		\$8,500 Net
4-Page		\$14,650 Net
Monthly e-Newsletters and/or Website		Rate
Banner	728 x 90 px	\$2,750
Medium Rectangle	300 x 250 px	\$2,500

NEW

Print & Digital Distribution to:

	PRINT	DIGITAL
Purchasing Directors	5,350	2,797
Operating Room Directors	4,056	2,537
Directors of Infection Prevention	5,217	3,069
Chief Executive Officers	507	182
Chief Financial Officers	3,509	3,110
Chief Medical Officers	6,351	3,355
TOTAL	24,990	15,050

Important Dates

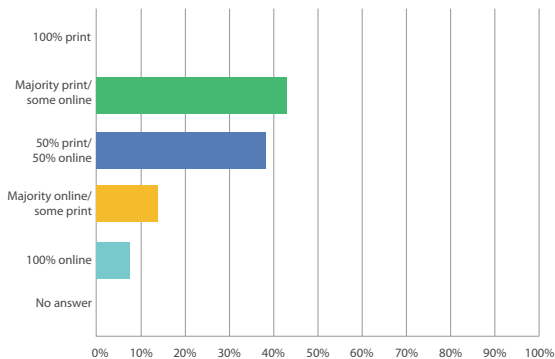
	Spring	Summer	Fall	Winter
Issue closing	Feb. 2	Apr. 15	July 15	Oct. 15
Materials due	Feb. 9	Apr. 25	July 25	Oct. 25
Bonus conference distribution	AORN/ SAGES/ IAHCSMM	APIC	AHVAP/ ACS/ ObesityWeek	OR Business Mgmt. Conference

*Bonus offer: The first Buyer's Guide listing is free of charge with purchase of ad unit.

For more information, or to reserve advertising space, please contact your representative:

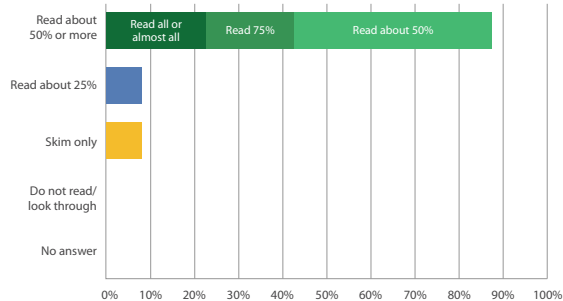
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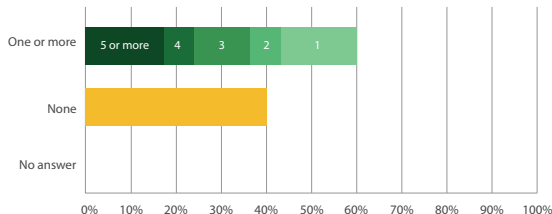
Which of the following best describes how you read OR Management News?

Reading Habit	Count	Percentage
100% print	0	0%
Majority print/some online	13	43%
50% print/50% online	11	37%
Majority online/some print	4	13%
100% online	2	7%
No answer	0	0%



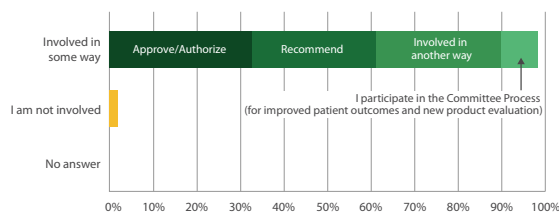
How thoroughly do you read or look through a typical issue of OR Management News?

Reading Thoroughness	Count	Percentage
Read about 50% or more	26	87%
Read all or almost all	7	23%
Read about 75%	6	20%
Read about 50%	13	43%
Read about 25%	2	7%
Skim only	2	7%
Do not read/look through	0	0%
No answer	0	0%



How many other people (besides you) usually read or look through your copy of OR Management News?

Number of Other People	Count	Percentage
ONE OR MORE	18	60%
5 or more	5	17%
4	2	7%
3	4	13%
2	2	7%
1	5	17%
None	12	40%
No answer	0	0%



What is your usual involvement in your organization's purchases of surgical products

Involvement Level	Count	Percentage
INVOLVED IN SOME WAY	29	97%
I approve/authorize purchases	10	33%
I recommend/specify brands/suppliers	8	27%
I am involved in another way	8	27%
I participate in the Committee Process (for improved patient outcomes and New Product evaluation)	3	10%
I am not involved	1	3%
No answer	0	0%

Insertion Order

Targeted Buyer's Guide

Your potential new customers love Buyer's Guides since they're an excellent resource in the early information gathering stage of the purchasing decision process. Effective listings are rich in keywords, dense in character count and recognizably original. Include a quality image as, "a picture is worth a thousand words."

Name: _____

Title: _____

For (Company): _____

Email: _____

Phone: _____

Authorization: _____

Buyer's Guide Text:

Company Name: _____

Product Name: _____

Category: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Web Site: _____

Product Description (400-character limit):

Product Photo Format (300 dpi), check one: EPS TIFF AI PSD JPG

Logo File Format (300 dpi), check one: EPS TIFF AI PSD JPG

Check all that apply: Spring Summer Fall Winter

Rate Card & Purchase Calculation

Net \$1,750 for one listing

Net \$1,125 each for two or more listings

Free listing after every four paid listings

I Authorize _____ Buyer's Guide Listing(s)

Net Total \$ _____



Targeted Distribution – Access Decision Makers

Each listing includes:

Digital Element:

90-Day E-Newsletter Program to 86,610 recipients

- 3 *OR Management News* E-Newsletters to 15,890 recipients per send (Open rates averaging 25%)
- 3 *General Surgery News* E-Newsletters to 12,980 recipients per send (Open rates averaging 40-60%)

Print Element:

- Published in *ORM* Buyer's Guide Special Section

ORM Circulation	PRINT	DIGITAL
Purchasing Directors	5,350	2,797
Operating Room Directors	4,056	2,537
Directors of Infection Prevention	5,217	3,069
Chief Executive Officers	507	182
Chief Financial Officers	3,509	3,110
Chief Medical Officers	6,351	3,355
TOTAL	24,990	15,050

SAMPLE LISTING

COMPANY NAME

Product Name

Address: 800 Main Street
City, ST 00000

Phone: 800-xxx-xxxx

Email: xyz@company.com

Website: www.xyz.com

Product Description: Product specifications and features.

**4 Color
Product
Photo
Goes Here**

Company Logo

For additional information, please contact:

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Our Readers Get Your *Special* **REPORT** Message...

OR Management News 2019 Readex Research Survey Results

How thoroughly do you read or look through a typical issue of OR Management News?

Read about 50% or more	87%
Read all or almost all	23%
Read about 75%	20%
Read about 50%	43%
Read about 25%	7%
Skim only	7%
Do not read/look through	0%
No Answer	0%

Which of the following best describes how you read medical and clinical?

100% print	0%
Majority print, some online	43%
50% print, 50% online	37%
Majority online, some print	13%
100% online	7%
No answer	1%



Do you read supplements to General Surgery News, such as Special Reports, Corporate Spotlights, Procedural Breakthroughs, etc.?

Yes	70%
No	30%
No answer	0%

How useful do you find the information provided in these monograph & white paper supplements? 5 = very valuable; 1 = not at all valuable

5	14%
4	52%
3	29%
2	5%
1	0%

Your data deserves the highest exposure. The Value Analysis Committee appreciate the content. We publish in less than 4 months. Contact:

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