

DIGITAL ADVERTISING

Build your marketing communications plan around an integrated platform, utilizing print and online delivery channels. Cath Lab Digest offers industry-specific editorial content and is already reaching our readers (your customers) frequently, consistently, and at the most critical time—when they are concentrating on work-related issues. Cathlabdige-st.com is updated with its most recent articles at the beginning of each month, before readers receive their monthly print issue, offering readers a chance to read content online first. Social media platforms (Facebook, LinkedIn, Twitter, etc) drive readers to cathlabdigest.com via the promotion of specific articles throughout the month. The website is frequently updated with breaking industry and clinical news, upcoming meeting events, and CME/CEU offerings.

Monthly Page Views: 46,000

Online Subscribers: 13,202 emails (approximately)

Demographics:

RCIS/RT/CVT	20%
Interventional Cardiologists/MD	50%
RN	23%
NP/PA/Fellow/Student	4%
Industry/Other	3%

Coverage & Market: Interventional/invasive cardiologists, clinical cardiologists with an interest in interventional cardiology, cath lab and office-based lab medical directors, and allied healthcare professionals.

eBlast Cost: \$7,000 per blast

eBlast Averages:

Opens	15%
Clicks	6%
Unique Opens	11%
Unique Clicks	3%
CTR	1%

Social Media:

- LinkedIn ([Cath Lab Digest](#)) – 8,092 members
- X ([@CathLabDigest](#)) – 11,900 followers
- Facebook ([Cath Lab Digest](#)) – 13,000 followers

PRINT ADVERTISING

[Cath Lab Digest \(CLD\)](#) was launched in 1993. For more than 20 years, CLD has provided a path through which companies can reach cath lab administrators, managers, directors, supervisors, nurses, and technologists while offering cath lab professionals information of practical and clinical use in their working lives. Today, CLD has not only had a steady increase in popularity, but remains the sole publication focused on cardiac cath lab professionals. We strive to educate and inform; connect our readers across the US and worldwide; and highlight the knowledge, experience, and hard work of cath lab professionals. A double-blind, peer review process by members of the advisory editorial board is available. The Clinical Editor is Morton J. Kern, MD.

Issuance: 12x per year

Circulation: 17,144

Demographics:

RCIS	2,118
CVT	548
Physician	9,904
CCRN	211
RN	2,792
RT	916
Fellow	43
NP	156
PA	34
Nursing Student	13
Tech Student	225
Other	156
Did not respond	28
Total Qualified	17,144
Original Office-Based Labs List (Non-Qualified)	2,623

Coverage & Market: Interventional/invasive cardiologists, cath lab and office-based lab administrators, directors, managers, supervisors, nurses, and technologists.

Custom Print/Publishing:

- **Advertorial:** Company to sponsor an advertorial to CLD or EPLD. The company will provide HMP with the author. The managing editor will contact the author to provide deadlines and specifics for article submission. (Content may be a clinical case overview, article featuring a product, physician interview, etc). The company will have the opportunity to review all content prior to publication. Cost includes two tabloid pages of content as well as a full page print advertisement. The published advertorial will be archived on the publication's website. Additional promotional opportunities are available (eBlasts, social media posts, reprints, etc).
- **Clinical Case Update:** HMP will contact the clinician chosen by the company for the purpose of having him/her provide a successful case highlighting one or more of the company's

The logo for Cath Lab Digest features a stylized red line that starts as a vertical stroke on the left, curves into a horizontal line, and then rises to form a red underline beneath the text. The text "Cath Lab Digest" is written in a bold, sans-serif font, with "Cath Lab" in blue and "Digest" in red. Below the text, a smaller line of text reads "A product, news & clinical update for the cardiac catheterization laboratory specialist".

Cath Lab Digest

A product, news & clinical update for the cardiac catheterization laboratory specialist

products/devices. The CCU is typically two to four pages. Once approved, the piece will be tipped or polybagged with CLD and/or EPLD. The content is also archived on the publication's website. Additional promotional opportunities are available (eBlasts, social media posts, reprints, etc.)

- **Supplement:** Supplement to be published by HMP and funded by the company. The company will select the faculty, title and topics for the Supplement. HMP will coordinate every detail of the project. The Supplement will be polybagged with an issue of CLD and/or EPLD. Additional promotional opportunities are available (eBlasts, social media posts, reprints, etc). Supplements are typically 8+ pages.
- **Sponsored Section:** The company to sponsor a section (2 ½ pages-vertical) in CLD or EPLD for 1 year. The company will supply the final content and headshot to HMP each month. Content may be a clinical case overview, article featuring a product, physician interview, etc. but must be clinician bylined. (Word count and deadlines to be provided by HMP).