

**DIGITAL ADVERTISING**

EP Lab Digest’s integrated platform combines print and digital content, providing a comprehensive digital resource to fit your needs. New features of our website include a direct link to EP Lab Live content, CME/CEU offerings, an expanded video library, online polls, and upcoming podcasts. Monthly issues, including favorite content such as our Spotlight Interviews, are available to readers at the beginning of each month, before the print issue. Online exclusives such as industry news as well as our job board are frequently updated. Content is also cross-promoted to our social media platforms (Facebook, LinkedIn, Twitter, Instagram) for continued successful engagement with our readership.

**Monthly Page Views:** 27,000

**Online Subscribers:** 8,731 emails (approximately)

**Demographics:**

Electrophysiologists	28%
RN/RT	24%
NP/PA/Student	45%
Industry/Other	3%

**Coverage & Market:** Electrophysiologists (adult and pediatric EPs), EP allied professionals (nurses, techs, etc), administrators, and fellows.

**eBlast Cost:** \$5,000 per blast

**eBlast Averages:**

Opens	22%
Clicks	7%
Unique Opens	15%
Unique Clicks	4%
CTR	2%

**Social Media:**

- LinkedIn ([EP Lab Digest](#)) – 9,600 members
- X ([@EPLabDigest](#)) – 9,300 followers
- Facebook ([EP Lab Digest](#)) – 3,900 followers

## PRINT ADVERTISING

[EP Lab Digest \(EPLD\)](#) was created in 2001 to serve as an educational tool and voice for the EP lab professional. Monthly topics such as atrial fibrillation, emerging technologies, pediatric EP, and ECG interpretation, provide information to the reader about the best practices, latest procedures, and ongoing advancements in EP. With longevity and brand recognition in this field, EP Lab Digest remains dedicated to EP lab professionals, both in the US and worldwide. A percentage of content undergoes peer review by our advisory editorial board, led by Bradley Knight, MD.

**Issuance:** 12 x per year

**Circulation:** 6,500

### Demographics:

RCIS	271
RCES	182
CVT	99
Physician	4,328
CCRN	86
RN	977
RT	224
Fellow	29
NP	124
PA	30
Nursing Student	6
Tech Student	55
Other	87
Did not respond	2
<b>Total Qualified</b>	<b>6,500</b>

**Coverage & Market:** Electrophysiologists (adult and pediatric EPs), EP allied professionals (nurses, techs, etc.), administrators, and fellows.

### 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 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).