

Heart Insight[®]

2023 Media Kit

Serving & supporting heart patients and their loved ones for 15 years.

Trusted, award-winning editorial from the nation's oldest and largest not-for-profit dedicated to fighting heart disease and stroke.



American
Heart
Association.



Heart Insight e-news

Heart Insight has served heart patients and their families for over a decade.

Our award-winning monthly e-newsletter began in 2015.

Heart patients, their live-in caregivers and their family members make up 82% of the Heart Insight e-news audience.

This highly-engaged group seek credible information. They love resources and tools to support their health, independence and quality of life.

Industry e-mail engagement rates comparison

	Heart Insight	Health Care	Nonprofit	All Industries
Open	29%	24%	27%	22%
Click thru	11%	3%	3%	2%

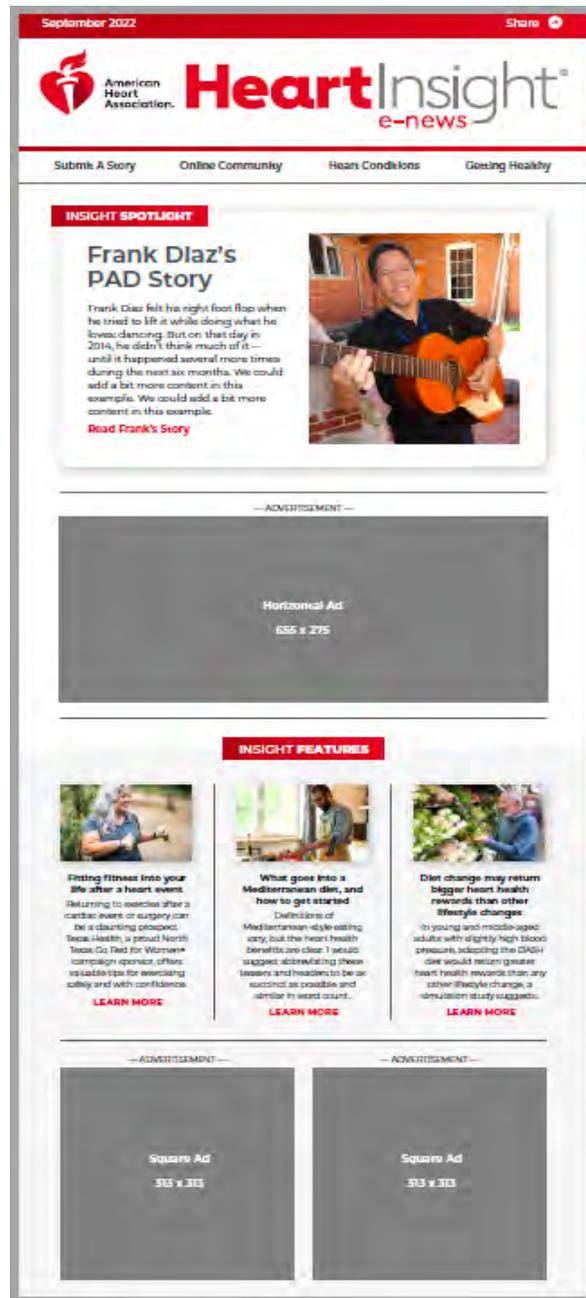
Source: Campaignmonitor.com
November 2022

Heart Insight e-News

Delivered monthly to 143,300+ subscribers.

11% of opens result in clicks.

Our horizontal and square ads are great opportunities to grab attention and communicate your message.

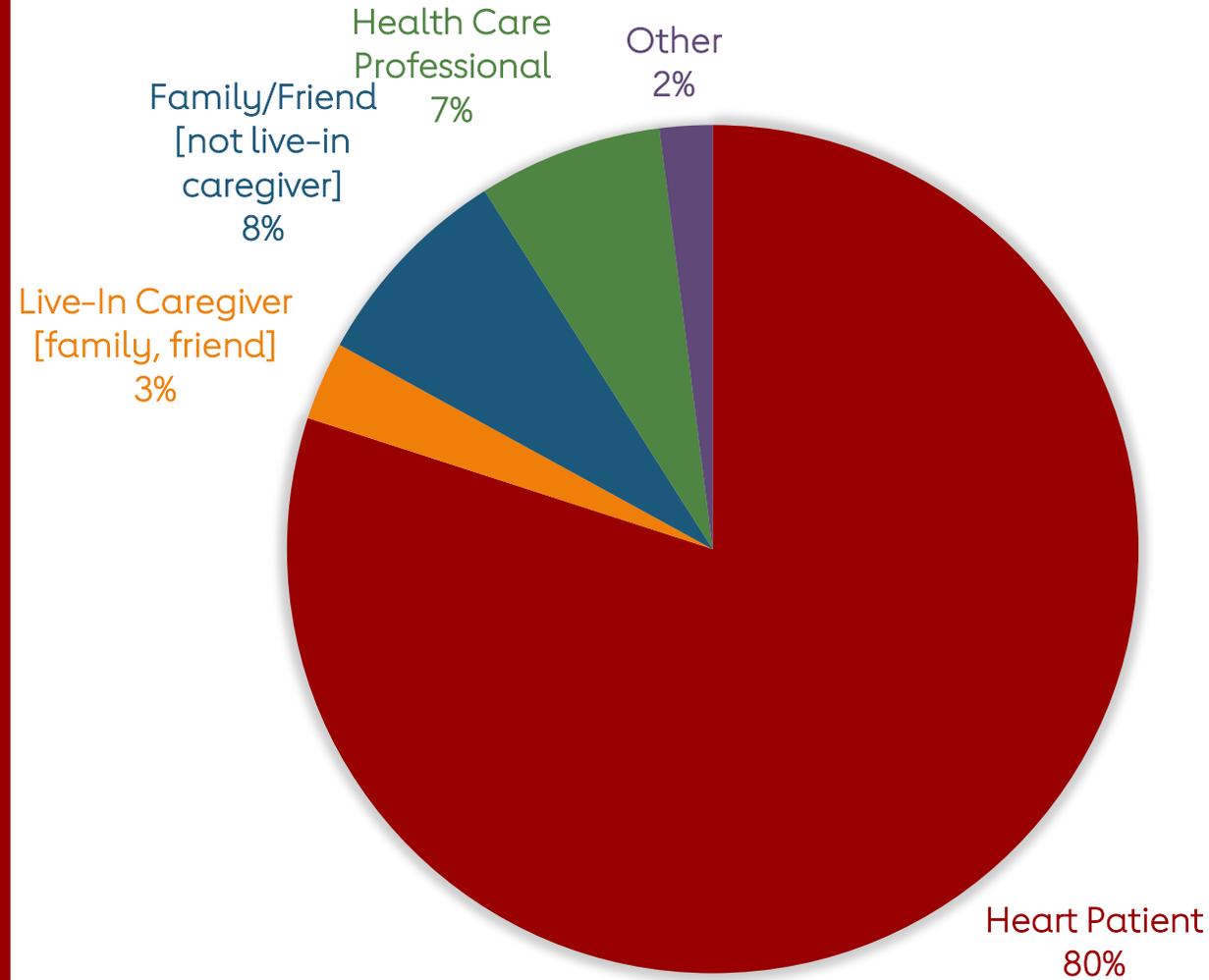


Heart Insight®

EMAIL AD RATES

# of monthly placements	Price per placement
1x	\$3550
3x	\$3350
6x	\$3150
12x	\$2950

Heart Insight Readers



DEMOGRAPHICS FOR HEART PATIENTS

≤ 35	1%
36-45	3%
46-55	9%
56-65	29%
66-75	35%
≥ 76	20%
Male	35%
Female	62%

Demographics for other segments continued on next page.

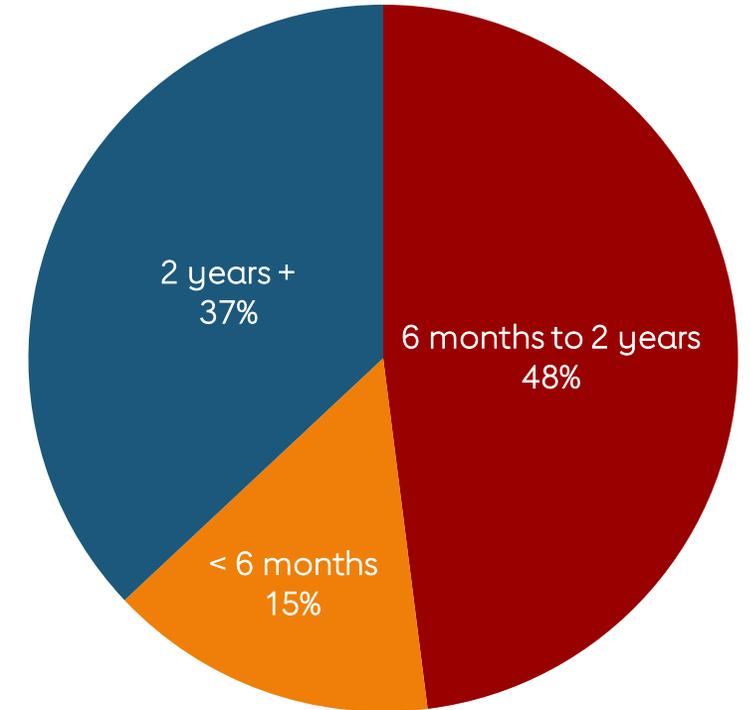
Heart Insight Readers

	Live-in Caregiver	Family/Friend (not live-in caregiver)	Health Care Professional
≤ 35	12%	2%	6%
36-45	0%	17%	8%
46-55	28%	5%	10%
56-65	17%	32%	29%
66-75	11%	27%	22%
≥ 76	28%	15%	24%
Male	17%	12%	18%
Female	67%	85%	76%

Health Care Professionals Specialty	
Nurse	47%
Other	37%
Patient Educator	8%
Cardiologist	6%
Primary Care Physician	4%
Patient Advocate	4%
Cardiac Rehab	2%
Social Worker	2%
Mental Health	2%

Heart Insight®

HOW LONG THEY'VE BEEN READING



Source: Heart Insight Readership Survey
May 2022 **5**

Heart Insight Influence

48% have **sought medical advice** because of information they saw in Heart Insight

THEY SOUGHT ADVICE FOR

Blood pressure	62%
Cholesterol	44%
Exercise	40%
Nutrition	34%
Weight management	28%
Heart attack	24%
Diabetes	29%
Chest pain	26%
Stroke	26%
Atrial fibrillation	28%
Heart failure	29%
Depression/anxiety/emotions	23%
Heart valves	19%
Cardiac rehab	17%

86% have made changes to **improve their physical health** because of information they saw in Heart Insight

60% have made changes to **improve their emotional well-being** because of information they saw in Heart Insight

74% have **improved their general quality of life** because of information they saw in *Heart Insight*

Advertising Interest

Types of products and services readers would like to see advertised in Heart Insight.

Healthy foods	69%
Health apps [For computers, tablets and smart phones]	50%
Home health monitoring equipment [blood pressure, diabetes, etc.]	42%
Medications	35%
Home fitness equipment	26%
Quality health care facilities [hospitals, clinics, cardiac rehab, etc.]	23%
Emergency alert devices	22%
Home health care assistance	18%
Fitness facilities	16%
Other	4%
Healthy meal-delivery services	
Support groups	

Art Specifications

All ads subject to AHA/ASA approval.

Ad Specifications

Horizontal ad	655 w x 275 h pixels; jpeg; max file size 125 kb
Square ad	313 w x 313 h pixels; jpeg; max file size 125 kb

Art Deadlines & Delivery Dates

	Delivery to readers			
Monthly Email	1 st Run	2 nd Run	Reserve by	Artwork Due
Jan	1/17	1/27	1/2/23	1/12/23
Feb	2/14	2/24	1/30/23	2/9/23
Mar	3/14	3/24	2/27/23	3/9/23
Apr	4/11	4/21	3/27/23	4/6/23
May	5/16	5/26	5/1/23	5/11/23
Jun	6/13	6/23	5/29/23	6/8/23
Jul	7/18	7/28	7/3/23	7/13/23
Aug	8/15	8/25	7/31/23	8/10/23
Sep	9/12	9/22	8/28/23	9/7/23
Oct	10/17	10/27	10/2/23	10/12/23
Nov	11/7	11/17	10/23/23	11/2/23
Dec	12/12	12/22	11/27/23	12/7/23

All ads subject to AHA/ASA approval.

Artwork for ads may be emailed to: gloria.atha@heart.org

Please type "HI Ad Artwork" in the subject line of your email.