

Canadian Healthcare manager

2012 MEDIA KIT

STEPHEN DUCKETT ON THE SUSTAINABILITY OF MEDICARE – PAGE 30
SPRING 2012

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- Is healthcare 'off track' and are we in a state of fiscal collapse? – PAGE 9
- A practice becomes safer from client health services with the switch to safety seats – PAGE 15
- Going Lean in Regina Health region's quality improvement initiative starts at the top – PAGE 23

Doing MORE with LE\$\$

EFFICIENCY

Strategies and techniques for improving system performance. Report on the first Healthcare Efficiency Conference – PAGE 14

THE COMING CRISIS IN CANADA'S BLOOD SUPPLY – PAGE 23
SUMMER 2012

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- Options for saving medicine they aren't all equal – PAGE 10
- Electronic records and the law: it's changing legal liability – PAGE 20
- "Sharing" in hospitals in care: Patient safety depends on it – PAGE 28

ONCE IN A LIFETIME
That's how often you get to build a new hospital. Ideas for getting it right – PAGE 17

12th annual
eHealth summit

EXTENDING THE HOSPITAL INTO THE HOME

2 MAY 4 2012

Canadian Healthcare manager

ROGERS HealthcareGroup
The Rosseau – A JW Marriott Resort, Red Leaves, Muskoka, Ontario

THE FIVE STAGES OF GRIEF IN ACTIVITY-BASED FUNDING – PAGE 46
WINTER 2011

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- Bridging the digital divide: Universal healthcare access needs unequal Internet access – PAGE 43
- Why par level is sub-par: Inventory management system that's common in healthcare is obsolete elsewhere – PAGE 39
- A better DR supply chain: Pilot program develops new improvement strategies – PAGE 16

LEARNING TO GET AHEAD
Find the healthcare education program that's right for you – PAGE 12

12 WAYS TO STREAMLINE HEALTHCARE ORGANIZATIONS
Expert advice and practical experiences from across the country – PAGE 23

HEALTHCARE 2011 – EXCLUSIVE EXHIBITION PREVIEW – PAGE 15
AUTUMN 2011

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- Do MDs make better CEOs? A new study says they do – PAGE 25
- Revised mental health: Real organizational change means taking real problems – PAGE 36
- Improving IT: How to Reduce Patient Health – PAGE 18

GOING MOBILE

Healthcare support: Mobile health technologies engage clinicians and patients – PAGE 27

Fifth annual
Healthcare Infrastructure summit

BUILDING THE HOSPITAL OF THE FUTURE

18 APRIL 20 2012

Canadian Healthcare manager

ROGERS HealthcareGroup
The Rosseau – A JW Marriott Resort, Red Leaves, Muskoka, Ontario

Canadian Healthcare manager

is the management magazine for Canada's health system leaders, focusing on issues of interest and importance to decision-makers in the institutions of healthcare.

WHO READS CANADIAN HEALTHCARE MANAGER

- Two-thirds (66.7%) of *Canadian Healthcare Manager* readers are executives or managers in hospitals:
 - Board members, CEOs, CIOs and other executive management – 15.7%
 - Non-clinical department heads, directors and chiefs – 32.0%
 - Clinical department heads, directors and chiefs – 22.6%
- 17.6% of readers are executives or directors of nursing in long-term-care facilities
- 10.4% of readers are executives or managers in health regions, authorities and similar organizations
- 88% of readers take action as a result of reading *Canadian Healthcare Manager* *

THE TOP AREAS OF INTEREST

- Leadership and management
- Health information technology
- Capital planning and facilities management
- Human resources
- Health policy
- Patient-centred healthcare

HIGHLIGHTS

- *Canadian Healthcare Manager* offers a suite of communications products to help you reach healthcare decision-makers across Canada – print, conferences, online, research and custom projects.
- Our readers are hard-to-reach executives and managers with responsibility for administering Canada's \$195-billion healthcare system.
- Our conferences are widely recognized as valuable opportunities for learning and developing personal contacts with leaders in various sectors of healthcare.
- We work closely with clients to develop custom marketing opportunities through print, online, events and research channels.

READERSHIP

C-suite executives, department heads and other senior executives and managers in hospitals, long-term-care facilities and other healthcare organizations, including government health regions, authorities, LHINs and ministries.

CIRCULATION (ABC-audited)

11,500



REACH*

50,000



*Source: Rogers Business and Professional Publishing Group research survey, June 2009

2012 EDITORIAL CALENDAR*

SPRING ISSUE (MARCH)

- Thinking the unthinkable: Addressing healthcare's real issues
- Electronic records: From many to one
- Demystifying cloud computing in healthcare
- *Bonus distribution at Healthcare Infrastructure Summit, eHealth Summit and COACH e-Health conference*

SUMMER ISSUE (JUNE)

- Building better hospitals to deliver better care
- Preparing for 2014: What Ottawa needs to do
- The invisible hand: Finding funding for hospital IT

AUTUMN ISSUE (SEPTEMBER)

- Extending the hospital into the community — and the home
- HealthAchieve Exhibition Preview
- Bedside manner: Technology and the bedridden patient
- *Bonus distribution at Healthcare Efficiency Conference and HealthAchieve*

WINTER ISSUE (NOVEMBER)

- Ideas and insights for more efficient healthcare delivery
- Digitizing doctors: Update on electronic medical records
- A new generation of caregivers — and their IT expectations

* Editorial lineup subject to change

IN EVERY ISSUE

FROM THE EDITOR

Opinion and commentary by Editor/Publisher Simon Hally

HEALTHCARE NEWS IN REVIEW

A roundup of headlines and excerpts from our online news source — CanadianHealthcareNetwork.ca — including a calendar of events and news of important appointments

VITAL SIGNS

Timely facts and figures about health and the healthcare system

HEALTHCARE IT

Column of informed commentary on developments in health information technology, by Tim Wilson

AS THE COOKIE CRUMBLES

Opinion and reflections on leadership and management by Stephen Duckett, internationally renowned healthcare economist and former CEO of Alberta Health Services

ROGERS ONLINE RESEARCH

The Rogers Healthcare inter-professional portal, CanadianHealthcareNetwork.ca has 80,000 registrants on this gated site, including physicians (GPs, specialists, residents), pharmacists (retail, hospital plus pharmacy technicians), nurses (including nurse practitioners), and healthcare managers (hospital executives, government). Use the Rogers Research Division to survey any or all of the above target audiences.



Rogers Market Research and Client Services Group offers turnkey solutions to position our clients as industry leaders through:

- Access to the right audiences
- Collection of actionable data
- Credible third-party research
- Brand positioning through sponsorship

**The only research group of its kind in Canada with incomparable B2B vertical and Consumer expertise
Over 1000 B2B and consumer projects conducted since 2004**

- Extensive team of research professionals
- Knowledge to create unique research opportunities
- Led by Tricia Benn, Senior Director Market Research, Board of Directors for National MRIA B2B Committee

CANADIAN HEALTHCARE MANAGER ONLINE

WINNER
**BEST
WEBSITE**
2010 CANADIAN
PHARMACEUTICAL
DIGITAL AWARDS



Canadian
HealthcareNetwork.ca / **ProfessionSanté.ca**

Canadian Healthcare Manager's online home is CanadianHealthcareNetwork.ca

This unique gated healthcare portal is a community for doctors, pharmacists, nurse practitioners/nurses and healthcare managers, where each professional group will derive value from content solely for them, but will also learn from and interact with fellow professionals. Please see the CanadianHealthcareNetwork.ca web media kit for more information, including:

- Banner ads
- Enewsletter ads
- Enewsflash ads/sponsorship
- Bulletin/text/image newsletter ads
- Edirects/email
- Therapeutic category sponsorships
- Custom poll sponsorship
- Microsites
- Content section sponsorship
- Plus custom solutions - ask your account manager

SPONSORSHIP OPPORTUNITIES

CONFERENCES



Healthcare Infrastructure Summit (fifth annual)

April 18 – 20, 2012

The Rosseau, A JW Marriott Resort, Red Leaves, Muskoka, Ontario

An exclusive, invitation-only retreat for C-suite and other high-level executives focusing on healthcare capital planning and construction projects. Delegates and sponsor representatives share experiences, knowledge and insights in a collegial, educational environment designed for high-quality networking. Limited to 35 healthcare provider and government delegates. *A range of sponsorship opportunities is available.*

eHealth Summit (12th annual)

May 2 – 4, 2012

The Rosseau, A JW Marriott Resort, Red Leaves, Muskoka, Ontario

This is Canada's premier eHealth event, noted for its innovative agenda, bringing top-level healthcare executives together to share strategies for harnessing information technology to improve outcomes and create efficiencies in the healthcare system. An exclusive, invitation-only retreat that provides high-value, intimate networking opportunities with a small group of top-level decision-makers. Limited to 35 healthcare provider and government delegates.

A range of sponsorship opportunities is available.

Healthcare Efficiency Conference (third annual)

October 2012, Toronto

Dates and venue to be confirmed

Launched in 2010 for health system leaders, this conference focuses on strategies and tools for reducing costs while improving the quality of care. It explores new approaches and modes of thinking at both the strategic and operational levels, and is open to all healthcare providers and suppliers.

A range of sponsorship opportunities is available as well as exhibit space.

CUSTOM PROJECTS

Using the extensive resources of the Rogers Healthcare Group and Rogers Business and Professional Publishing, we can organize a variety of high-quality customized projects for our clients, including:

- Conferences
- Webinars
- Roundtables
- Research studies
- Web programs

DELEGATES' FEEDBACK ON OUR CONFERENCES

In post-conference evaluations of the Healthcare Infrastructure Summit and eHealth Summit in 2009, 2010 and 2011:

- 100% of delegates rated the quality of each event as good or excellent
- 100% said each event was a good or excellent forum to network with colleagues

Comments about the 2011 Healthcare Infrastructure Summit

"Information was great — something for everyone regardless of where they are in the cycle." — *Hospital CEO*

"Very well done — excellent mix between opportunity to learn and network." — *Hospital CEO*

"Great opportunity to secure insights and make contacts with consultants providing a variety of services."

— *Hospital redevelopment director*

Comments about the 2011 eHealth Summit

"Terrific and intimate forum for networking; good balance of vendor vs. provider perspective." — *Healthcare CFO*

"Great conference with the themes being very relevant in today's environment." — *Hospital CIO*

"Exceptional opportunity to learn, very knowledgeable presenters and attendees. Very worthwhile." — *Health region VP medicine*

NEW FOR 2012!

Canadian Healthcare Manager is pleased to announce a new publication that will reach and connect Canada's life sciences communities

HEALTH RESEARCH & Innovation

LEADING INNOVATION TO IMPROVE LIVES

Research and innovation in life sciences and technology are essential not only to ensure a healthier future but also to help build a stronger, knowledge-based economy. Governments, non-profit organizations and the private sector are investing heavily in pursuit of that goal. In the belief that these efforts can be enhanced by greater communication and interaction among the various communities involved in health research, *Canadian Healthcare Manager* is launching a new publication for leaders and decision-makers in life sciences and technology field.

Published quarterly, *Health Research & Innovation* will have the following aims:

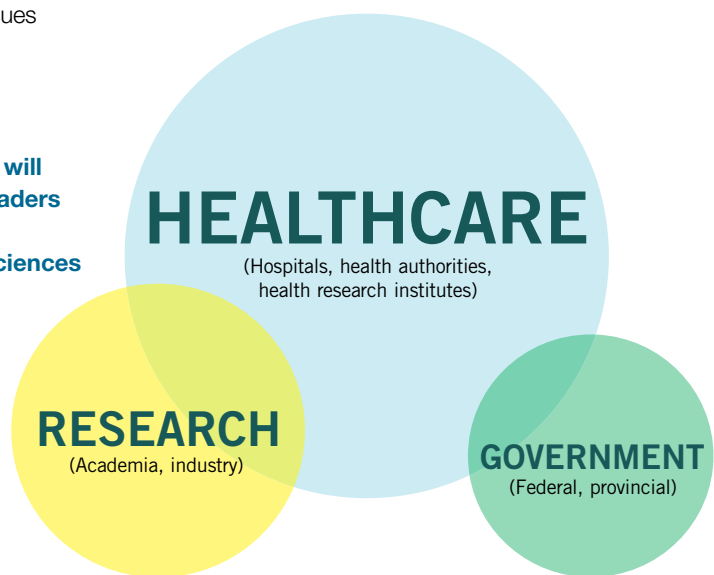
- Contribute to the advancement of health research and innovation in Canada
- Reach and connect health research communities
- Provide a forum for communication and discussion of key issues

EDITORIAL FOCUS

Health Research & Innovation will engage and connect readers by:

- Informing them of research news, activities and developments in Canada and internationally
- Celebrating successes in Canadian life sciences and technology
- Advocating for an improved economic, regulatory and policy environment for health innovation
- Identifying and addressing opportunities, challenges and hurdles
- Profiling health research leaders — people and organizations
- Offering expert analysis and commentary on current issues

Health Research & Innovation will create a new community of readers by connecting these existing communities involved in life sciences and technology.



2012 PUBLISHING SCHEDULE AND ADVERTISING RATES

Canadian Healthcare Manager

ISSUE	AD CLOSING	MATERIAL	MALING DATE
Spring	February 10	February 14	March 20
Summer	May 17	May 22	June 26
Autumn	August 10	August 14	September 18
Winter	October 4	October 9	November 13

Four-colour	1x	2x	4x
1 page	\$6,595	\$6,170	\$5,840
2/3 page	5,130	4,780	4,530
1/2 page island	4,520	4,215	3,985
1/2 page	4,185	3,895	3,690
1/3 page	3,015	2,810	2,660
1/4 page	2,345	2,180	2,070
1/6 page	1,670	1,555	1,480

Black & white	1x	2x	4x
1 page	\$4,825	\$4,490	\$4,260
2/3 page	3,740	3,475	3,300
1/2 page island	3,175	2,960	2,800
1/2 page	3,045	2,835	2,690
1/3 page	2,095	1,955	1,845
1/4 page	1,605	1,495	1,425
1/6 page	1,085	1,015	965

Cover rates (4-colour)	1x	2x	4x
Outside back cover	\$8,280	\$7,720	\$7,315
Inside front cover	8,090	7,535	7,140
Inside back cover	7,955	7,415	7,025

Health Research & Innovation

ISSUE	AD CLOSING	MATERIAL	MALING DATE
Spring	February 16	February 21	March 20
Summer	May 25	May 29	June 26
Autumn	August 17	August 21	September 18
Winter	October 12	October 16	November 13

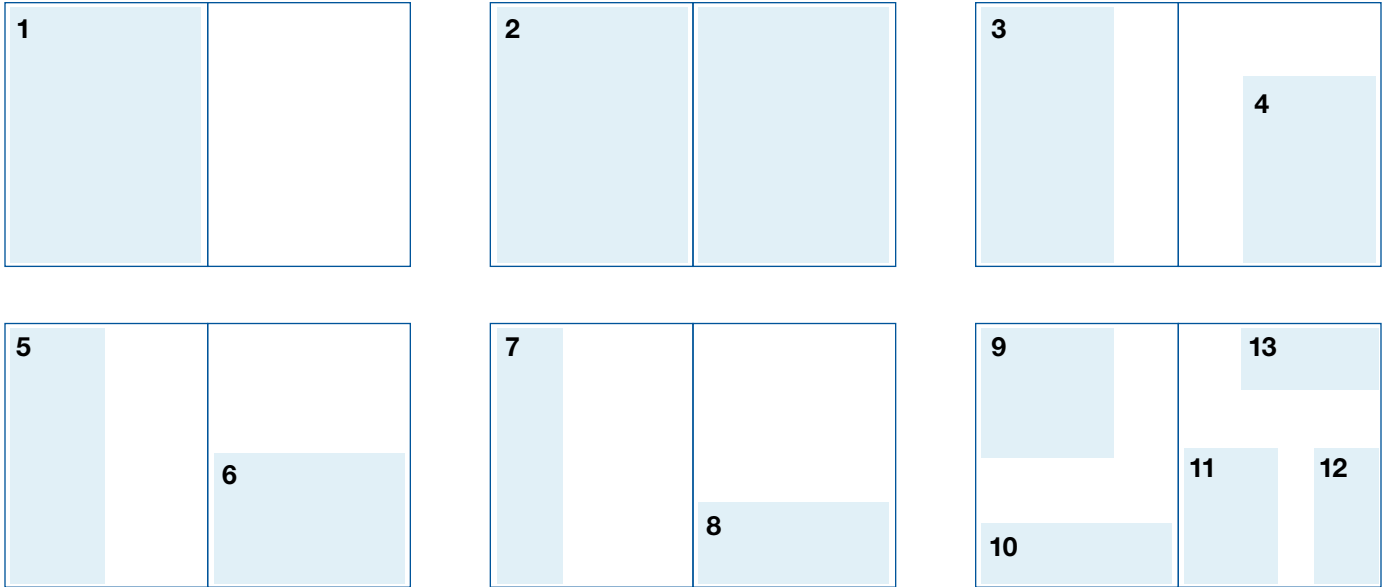
Four-colour	1x	2x	4x
1 page	\$7,580	\$7,095	\$6,715
2/3 page	5,900	5,495	5,210
1/2 page island	5,195	4,845	4,585
1/2 page	4,810	4,475	4,245

Black & white	1x	2x	4x
1 page	\$5,545	\$5,165	\$4,900
2/3 page	4,300	3,995	3,795
1/2 page island	3,650	3,405	3,220
1/2 page	3,500	3,260	3,095

Cover rates (4-colour)	1x	2x	4x
Outside back cover	\$9,520	\$8,875	\$8,410
Inside front cover	9,300	8,665	8,210
Inside back cover	9,145	8,525	8,075

Special Charter Advertiser rates are available for *Health Research & Innovation*. Please ask your account manager for details.

MECHANICAL SPECIFICATIONS



STANDARD UNIT SIZE IN INCHES

	AD SIZE	WIDTH	DEPTH
1	Full Page	7-7/8"	10-3/4"
2	DPS	15-3/4"	10-3/4"
3	2/3 Page Vertical	4-5/8"	10"
4	1/2 Page Island	4-5/8"	7-1/2"
5	1/2 Page Vertical	3-3/8"	10"
6	1/2 Page Horizontal	7"	4-5/8"
7	1/3 Page Vertical	2-1/4"	10"
8	1/3 Page Horizontal	7"	3-1/8"
9	1/3 Page Square	4-5/8"	4-5/8"
10	1/4 Page Horizontal	7"	2-3/8"
11	1/4 Page Square	3-3/8"	4-7/8"
12	1/6 Page Vertical	2-1/4"	4-7/8"
13	1/6 Page Horizontal	4-5/8"	2-3/8"

MAGAZINE TRIM SIZE:	7-7/8"	10-3/4"
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NOTES:

Type safety: 3/8"

All type matter or illustration material not intended to bleed to be kept 3/8" from publication trim. Publisher reserves the right to crop 3/16" to allow for variation of trim size and grind off.

For templates and other sizes, visit www.addirect.sendmyad.com

MECHANICAL SPECIFICATIONS

FOR FULL PAGE ADVERTISERS

- Allow 1/8" (3mm) bleed on all four sides of full page ad (if applicable)
- Single page ad size including bleed measures 8-1/8" W x 11" D (206 mm x 279 mm)
- Double page ad size including bleed measures 16" W x 11" D (406 mm x 279 mm)

TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 3/8" from publication trim. Double page spreads hold 1/4" from gutter on each page. Publisher is NOT responsible for line-up of type or images running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

METHOD OF PRINTING

Offset

METHOD OF BINDING

Saddle Stitch

DIGITAL FILE ADVERTISING SPECIFICATIONS

PDF /X-1a or a generic PDF created to Rogers Publishing specifications sent online using Magazines Canada AdDirect at www.addirect.sendmyad.com. Check www.rogersdigitalads.com or contact the Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour-trapping. Production charges apply for material not to specifications or for alterations.

SHIP PROOFS TO

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M4Y 2Y5

STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all supplied physical material if not requested within 3 months from the last time of use.

INSERT/POLYBAG

Rates and quantities are available upon request.

ENVIRONMENTAL POLICY

For details on the Rogers Publishing environmental policy, please visit www.rogerspublishing.ca/environmental

COMMISSIONS

- Agency Commission: 15% of gross billing allowed on space, colour, position, and charges for special insert stock, to recognized agencies only.
- Prices are subject to additional sales tax where applicable.
- Accounts payable at office of publication in Canadian funds or equivalent funds at the rate of exchange prevailing at time of payment.

CONTRACT AND COPY REGULATIONS

- Rates subject to change without notice.
- Advertisers and agencies assume liability for all content (text, representation, and illustrations) or advertisements printed,

and also assume responsibility for any claims arising there from against the publisher.

- Preferred positions, contracted for 12 months, non-cancellable.

GENERAL

- Advertiser and agency agree that Canadian Healthcare Manager shall be under no liability for its failure for any cause to insert any advertisement.
- Publisher will not be responsible for production of colour advertisements unless a MAC standard proof is supplied.
- All digital material will be destroyed one year after last use.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertisement" in at least 10 pt. type at the top of the page.

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