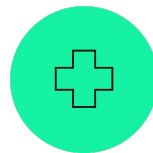


# Healthcare Providers

MEDIA KIT 2026



# Table of Contents

**03** About SmartBrief »»»

**06** Advertising Partners »»»

**07** Portfolio »»»

**11** Advertising Capabilities »»»

**15** SmartStudio »»»

**19** Campaign Roadmap Infographic »»»

**20** Pricing »»»

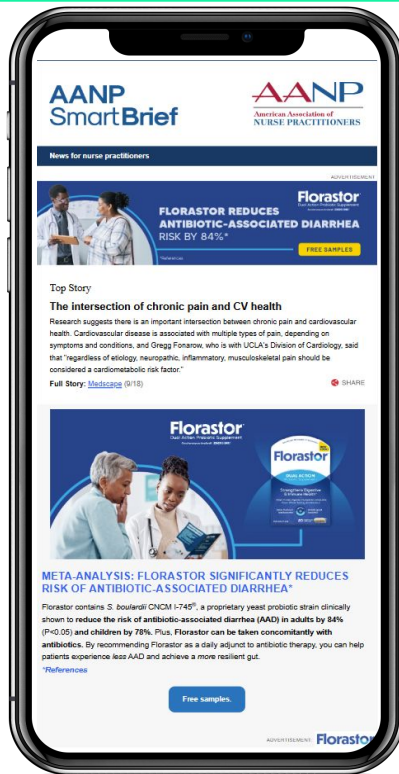
**23** Testimonials »»»

**24** Contact »»»



The leading digital media publisher of targeted business news and information by industry.

SmartBrief's mission is to equip B2B marketers, trade associations, and influential professionals with the technology, content, and data they need to succeed. We offer unparalleled targeting ability to reach a sought-after audience of decision-makers.



### INFLUENTIAL READERSHIP

SmartBrief's qualified B2B audiences span 16 industries, 200+ newsletters and 7M subscribers.

### SOLUTION-DRIVEN PRODUCTS

Benefit from SmartBrief's proprietary email platform to reach a targeted audience in a brand safe, contextually relevant environment.

### PERSONALIZED EXPERIENCE

Optimize your campaign with direct access to your SmartBrief account management team.

### ENGAGED AUDIENCE

Gain access to a secure portal to view campaign results, including company and persona-level engagement.

## SmartBrief is the leading digital news service for Healthcare Providers.

Each SmartBrief is distributed for free and is specifically targeted to top-level health care payers, hospital and health system executives, nurses, physicians, and life sciences professionals. We work closely with leading trade associations, professional organizations and corporations to create these news round-ups for their members and industries.

**1,005,000+**   
engaged healthcare providers  
professionals reading every day



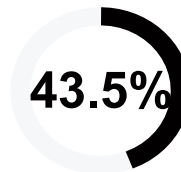
of subscribers make or  
influence purchasing  
decisions

**15**   
association partnerships with leading  
healthcare organizations



More than half of readers  
read SmartBrief daily;  
80% read it multiple  
times per week\*

**23**   
healthcare provider publications



Average total open  
rate across all SmartBrief  
publications\*\*



77% of readers have shared  
SmartBrief content with  
a friend or colleague\*

Visit SmartBrief's [B2B Marketing Resources](#) page for free tools, best practices and original content produced by SmartBrief for B2B marketers

# The Anatomy of a Brief

While each SmartBrief is unique, they are all developed and designed for readers to easily consume the news and are an ideal distribution channel for any B2B marketer.

## In-Brief Advertising

Each brief may include a variety of ad placements and formats, including a billboard banner below the masthead and a native or display ad unit in each news section.

### BILLBOARD

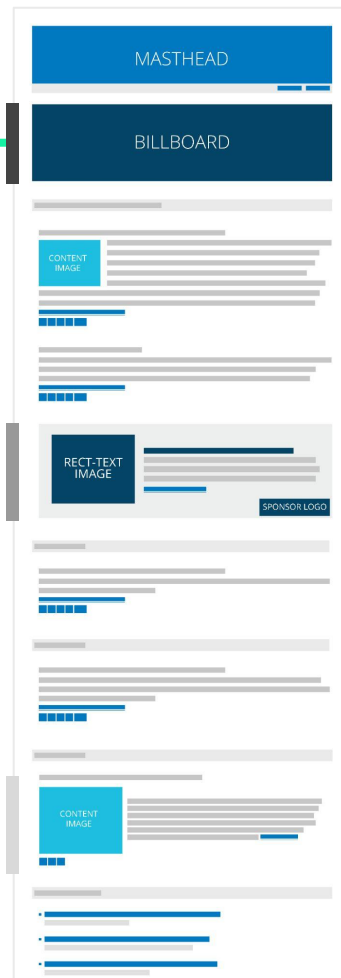
Keeping your brand top of mind and above the fold.

### RECTANGLE-TEXT AD

Seamlessly aligns your message and imagery with our editorial content.

### FEATURED CONTENT

Gain exclusive ownership of a newsletter section for promotion of your branded content through Featured Content.



## Elements of the Brief

### MASTHEAD

### NEWS

Six to ten top news and best practices stories curated and summarized by our expert editors from the most credible news sources. These provide readers with a snapshot of the news and trends affecting their industries.

### NEWS SECTION 1

### NEWS SECTION 2

### NEWS SECTION 3

### RESOURCES

Additional sections of the brief offer original SmartBrief content and news from our partners.

## Recent Advertising Partners Include...



# Portfolio

## NEWS FOR PROVIDERS

### Family Medicine SmartBrief

**PARTNER:** SmartBrief

**CIRCULATION/FREQUENCY:** 14,275/daily

**AUDIENCE:** Family physicians



### Pediatrics Today SmartBrief

**PARTNER:** SmartBrief

**CIRCULATION/FREQUENCY:** 24,575/daily

**AUDIENCE:** Pediatricians



### ANA SmartBrief

**PARTNER:** American Nurses Association

**CIRCULATION/FREQUENCY:** 186,225/daily

**AUDIENCE:** CNOs, nursing directors, nurse educators and leading staff nurses



### NAPNAP Daily News powered by SmartBrief

**PARTNER:** National Association of Pediatric Nurse Practitioners

**CIRCULATION/FREQUENCY:** 6,040/daily

**AUDIENCE:** Pediatric nurse practitioners



National Association of  
Pediatric Nurse Practitioners®

### AANP SmartBrief

**PARTNER:** American Association of Nurse Practitioners

**CIRCULATION/FREQUENCY:** 145,775/daily

**AUDIENCE:** Nurse practitioners



### DiabetesPro SmartBrief

**PARTNER:** American Diabetes Association

**CIRCULATION/FREQUENCY:** 99,180/daily

**AUDIENCE:** Professionals in diabetes care and prevention



# Portfolio

## NEWS FOR PROVIDERS (continued)

### Nutrition and Dietetics SmartBrief



**PARTNER:** Academy of Nutrition and Dietetics

**CIRCULATION/FREQUENCY:** 91,030/daily

**AUDIENCE:** Health and wellness professionals

### Critical Care SmartBrief



**PARTNER:** SmartBrief

**CIRCULATION/FREQUENCY:** 8,210/2x per week

**AUDIENCE:** Critical care and ICU physicians, nurses and leadership

### ACC CV Quality SmartBrief



**PARTNER:** American College of Cardiology

**CIRCULATION/FREQUENCY:** 9,630/2x per week

**AUDIENCE:** Cardiovascular professionals

### Ultrasound SmartBrief



**PARTNER:** American Registry for Diagnostic Medical Sonography

**CIRCULATION/FREQUENCY:** 119,685/2x per week

**AUDIENCE:** Medical ultrasound professionals

### AMSUS SmartBrief



**PARTNER:** The Society of Federal Health Professionals

**CIRCULATION/FREQUENCY:** 12,025/2x per week

**AUDIENCE:** Federal health professionals

### Women's Health SmartBrief



**PARTNER:** SmartBrief

**CIRCULATION/FREQUENCY:** 17,050/weekly

**AUDIENCE:** OB-GYNs, women's health, and neonatal nurses

# Portfolio

## NEWS FOR PROVIDERS (continued)

### HPNA SmartBrief

**PARTNER:** Hospice & Palliative Nurses Association

**CIRCULATION/FREQUENCY:** 13,835/weekly

**AUDIENCE:** Hospice and Palliative Care Nurses



### Hospice & Palliative Medicine SmartBrief

**PARTNER:** American Academy of Hospice and Palliative Medicine

**CIRCULATION/FREQUENCY:** 10,780/weekly

**AUDIENCE:** Hospice and palliative care professionals



### Specialty Pharmacy SmartBrief

**PARTNER:** National Association of Specialty Pharmacy

**CIRCULATION/FREQUENCY:** 2,115/weekly

**AUDIENCE:** Specialty pharmacy stakeholders



### Social Work SmartBrief

**PARTNER:** National Association of Social Workers

**CIRCULATION/FREQUENCY:** 51,180/daily

**AUDIENCE:** Social workers



### Inside OME Powered by SmartBrief

**PARTNER:** American Association of Colleges of Osteopathic Medicine

**CIRCULATION/FREQUENCY:** 9,690/weekly

**AUDIENCE:** Osteopathic college students, faculty, program directors and physicians/doctors



# Portfolio

## NEWS FOR ANIMAL HEALTH

### Animal Health SmartBrief



**PARTNER:** American Veterinary Medical Association

**CIRCULATION/FREQUENCY:** 54,620/daily

**AUDIENCE:** Veterinarians and animal health professionals

### ACVIM SmartBrief



**PARTNER:** American College of Veterinary Internal Medicine

**CIRCULATION/FREQUENCY:** 4,780/2x per week

**AUDIENCE:** Subscribing ACVIM Candidates and Specialists in Veterinary Internal Medicine

## NEWS FOR LEADERS

### AHIP Solutions SmartBrief



**PARTNER:** America's Health Insurance Plans

**CIRCULATION/FREQUENCY:** 53,250/daily

**AUDIENCE:** Health plan executives

### SmartBrief for Healthcare Leaders



**PARTNER:** SmartBrief

**CIRCULATION/FREQUENCY:** 30,560/daily

**AUDIENCE:** Healthcare executives

### AI Impact: Healthcare powered by SmartBrief



**PARTNER:** SmartBrief

**CIRCULATION/FREQUENCY:** 14,185/2x per week

**AUDIENCE:** IT & industry leaders interested in AI for healthcare and life sciences

### AI Impact SmartBrief



**PARTNER:** SmartBrief

**CIRCULATION/FREQUENCY:** 26,220/2x per week

**AUDIENCE:** Business decision-makers and influencers involved in their organization's AI strategy, including investments, governance, and innovation

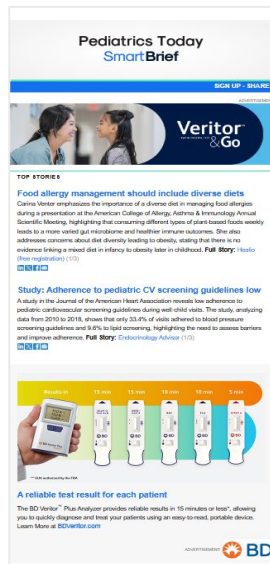
# Email Newsletter Advertising

Sponsor a newsletter that's delivered to one audience or reach an audience segment across multiple publications using SmartBrief's first-party reader profile data.

## SPONSORSHIPS

### HIGH-IMPACT PLACEMENTS

Select the newsletter that best aligns with your target and own all, or a portion of, that newsletter on the dates of your choice. SmartBrief's primary and most high-impact sponsorship, the Above-The-Fold Takeover, is ideal for those seeking maximum share-of-screen and a strong brand presence.



## TARGETED IMPRESSIONS

Target prospective customers by position level or function, company size and type, or location across the SmartBrief reader network.

### NEWSLETTER SIGN UP CAPTURES KEY DATA

First Name \*

Last Name \*

Job Title \*

Company Name \*

State

Please Select...

Zip Code \*

Country

United States

Level in Organization \*

Please select...

### AN AUDIENCE-BASED TARGETING APPROACH



# Email Newsletter Advertising

## Featured Formats:

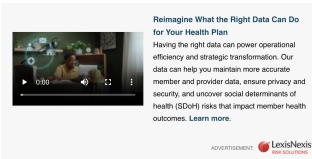
### DISPLAY ADVERTISING: BILLBOARD BANNER

As the top banner above the fold, the billboard is the first thing our readers see when they open the newsletter.



### NATIVE ADVERTISING: VIDEO-TEXT AD

Advertisers can supercharge engagement and stand out from the crowd by using a combination of video and text. SmartBrief is the only publisher with the technology to allow videos to play within the news brief.



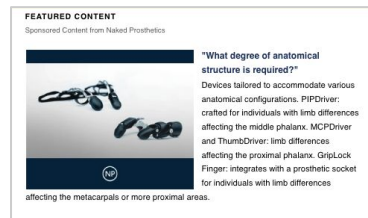
### NATIVE ADVERTISING: RECTANGLE-TEXT AD

Seamlessly aligns the advertiser's brand message with our editorial content. This high-performing ad unit, which includes images and text, provides valuable resources, case studies or information to readers.



### NATIVE ADVERTISING: FEATURED CONTENT

This highly visible sponsored news section is ideal for promoting thought leadership and building a trusted relationship with prospective leads through blog posts, original research and infographics.

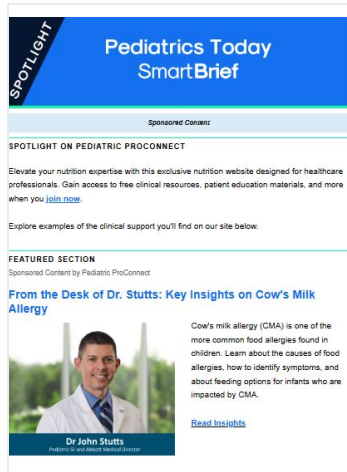


# Email Newsletter Advertising

SmartBrief offers three opportunities to gain exclusive share of voice via high-impact sends.

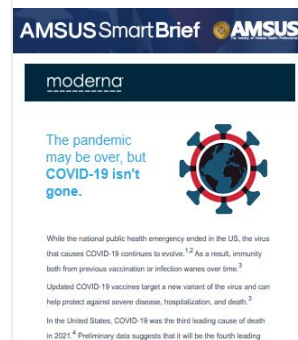
## SPOTLIGHT

Engage your target audience with useful, relevant information on a topic of your choice. Your content runs in a stand-alone send that also incorporates relevant news and information summarized by our editorial team.



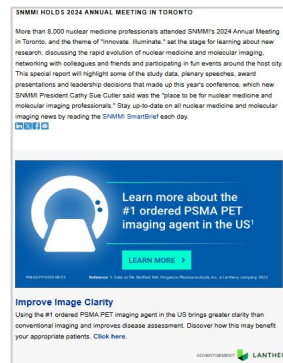
## DEDICATED SEND

Promote your content through a dedicated email to the SmartBrief audience of your choice. Target an individual brief list or reach a specific audience segment across the entire SmartBrief network.



## SPECIAL REPORT

Position your brand alongside news on a trending industry topic with a topic-based Special Report or elevate your event presence by sponsoring a Conference Report, which provides a preview of the event's top features as well as a post-event review of the highlights.



# SmartSocial

Extend your campaign and reach SmartBrief's highly-engaged education decision-makers across the largest social media channels

## GAIN EXCLUSIVE ACCESS

to SmartBrief's closed list of qualified professionals. Our data and technology are used to match readers' email addresses with their social media account.

## AUTOMATICALLY OPTIMIZE YOUR MESSAGE

to the highest-performing creative and social media placements, providing you with the best possible engagement.

## REACH YOUR TARGET CUSTOMERS

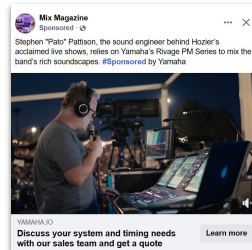
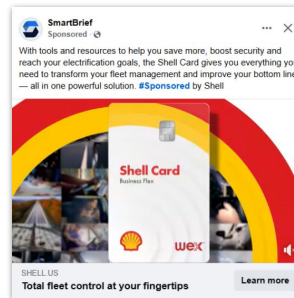
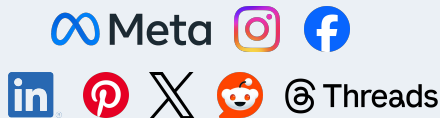
throughout the day with your content as they browse their preferred social media platform(s).

## DRIVE EXCEPTIONAL ENGAGEMENT

with a strategic mix of sponsored and promoted social posts on platforms like **Facebook/Instagram, X, Pinterest, and LinkedIn**. With a current benchmark click-through rate of 0.37%, our approach ensures you connect with the highest-quality audience to maximize your influence.

## PLATFORMS WE CAN PROMOTE ON

Meta (Instagram, Facebook, Threads), LinkedIn, Pinterest, X (Twitter), Reddit



- Increase brand awareness
- Drive web traffic
- Capture leads
- Generate video views

# SmartStudio: B2B Custom Content Solutions

Our audiences drive business and move markets.

**SmartStudio combines industry expertise and an engaged audience to create content that aligns readers' needs and interests with your brand messaging.**

Our team of editorial subject matter experts, creative designers, and project managers will guide you through the content creation process from ideation to distribution.



AUDIENCE

Over 7 million highly engaged senior executives.



EDITORIAL EXPERTISE

A dedicated team of industry experts and editors.



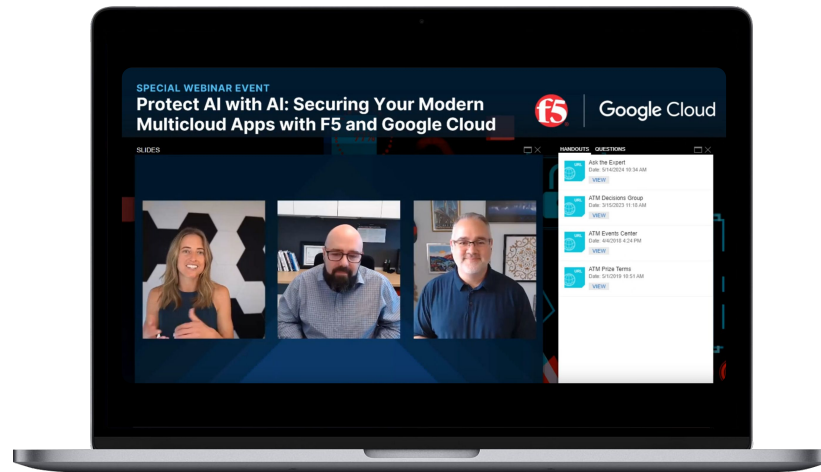
PROVEN RESULTS

Distribution channels that enable meaningful connections.



## Custom Webinars

Webinars are essential for your quarterly lead generation programs, providing a fantastic opportunity to educate a new audience about your solutions, launch a new product, or nurture existing business consistently! We collaborate with you to develop webinar programs that leverage our extensive audience, helping you deliver your message to a broader user base.



- ▶ **Content Support:** Assistance with topics, titles, and abstracts with an option for pre-recording.
- ▶ **White Glove Service:** Just provide your deck and speaker, and we handle the rest. This includes creating the registration page with your abstract, executing day-of tasks, offering prizes, and managing upfront promotion.
- ▶ **Professional Moderation:** A moderator will manage introductions, housekeeping, and closing remarks.
- ▶ **Exclusive Reporting:** Post-webinar lead reporting and "hot-lead" identification.
- ▶ **Complimentary Services:** On-demand page hosting and a post-webinar video file.

[VIEW A SAMPLE](#)

### WEBINAR ADD ONS

- Full Service Content
- Webinar Keynote Speaker
- LinkedIn/YouTube Live (Stream your webinar)
- Webinar Nurture Assets
- Social Media Shorts



## Articles

Collaborate with our team of content experts to target topics to create articles that showcase your company's initiatives and capabilities.

### ► SPONSORED ARTICLE

SmartStudio content experts will help you choose a topic that addresses top industry trends or challenges and aligns with your company initiatives.

### ► EXECUTIVE Q&A ARTICLE

Showcase your company's leadership through a Q&A series with a company executive focusing on timely and relevant topics.

### ► VIDEO Q&A

An editorial expert will host a video Q&A discussion with a company thought leader.



## Infographic

Bring your complex data to life through a combination of designed visuals and charts.

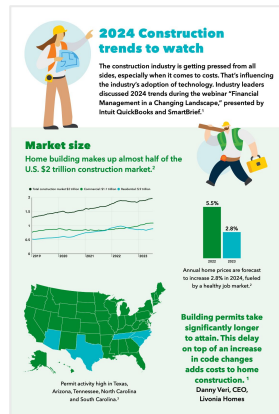
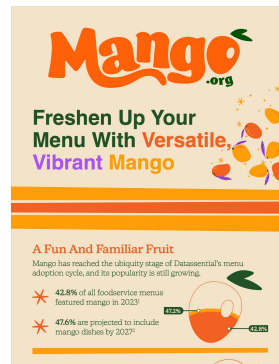
SmartStudio editors and designers work with you to develop a visual storyboard representing data points and key insights. Our team of designers create custom visually appealing content that adheres to your brand guidelines and engages your target audience.

### ► MINI INFOGRAPHIC

Three sections with three data points per section.

### ► STANDARD INFOGRAPHIC

Five sections with three data points per section.





# Whitepaper

SmartStudio offers three whitepaper formats that deliver key insights, expert analysis and real-world applications to your target audience.

## ▶ CUSTOM WHITEPAPER

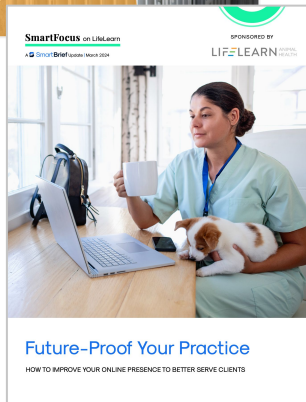
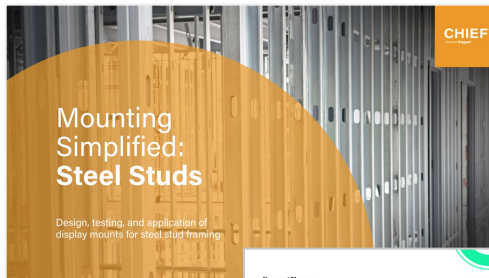
Collaborate with an editorial expert to create meaningful content that addresses top industry challenges and spotlights your thought leadership.

## ▶ SMARTFOCUS

Leverage a turnkey co-branded whitepaper solution that aligns your messaging objectives with trusted editorial expertise.

## ▶ EXECUTIVE SUMMARY

Summarize key talking points and highlights from your events or long-form content.



**Collaborate with SmartStudio to develop valuable content that strengthens your brand and drives demand.**

**Our editorial expertise spans 16 industries and has been trusted by industry-leading brands such as: Hitachi, Butterball, LexisNexis, Salesforce, Verizon and many others. Our audiences drive business and move markets. Your content can, too.**

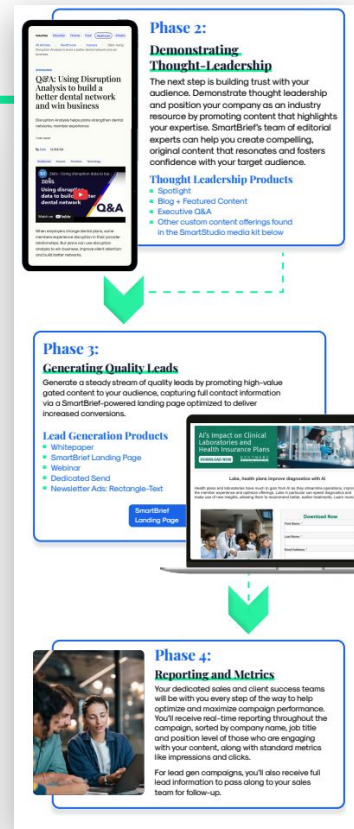
**Learn more at <https://www.smartbrief.com/smartstudio>**

# Campaign Roadmap Infographic

## Want to see your campaign come to life?

Every brand and marketer has a different set of goals and each SmartBrief campaign is tailored to achieve them. See how we design customized strategies to meet your goals at every stage—from building awareness to driving meaningful conversions. View the infographic to see how your campaign can take shape.

[View Infographic](#)



# Rates

| BRIEF NAME                         | AUDIENCE                                                                | CIRCULATION           | ABOVE-<br>THE-FOLD<br>TAKEOVER | FEATURED<br>CONTENT | SPECIAL<br>REPORT | SPOTLIGHT | DEDICATED<br>SEND | SMARTSOCIAL<br>(CPM) |
|------------------------------------|-------------------------------------------------------------------------|-----------------------|--------------------------------|---------------------|-------------------|-----------|-------------------|----------------------|
| NEWS FOR PROVIDERS                 |                                                                         |                       |                                |                     |                   |           |                   |                      |
| Family Medicine SmartBrief         | Family physicians                                                       | 14,275/Daily          | \$1,200                        | \$1,500             | \$9,500           | \$9,500   | \$9,500           | \$35                 |
| ANA SmartBrief                     | CNOs, nursing directors,<br>nurse educators<br>and leading staff nurses | 186,225/Daily         | \$2,275                        | \$2,500             | \$11,000          | N/A       | \$16,000          | \$30                 |
| AANP SmartBrief                    | Nurse practitioners                                                     | 145,775/Daily         | \$2,275                        | \$2,650             | N/A               | N/A       | N/A               | \$35                 |
| Pediatrics Today SmartBrief        | Pediatricians                                                           | 24,575/Daily          | \$1,975                        | \$1,900             | \$8,250           | \$13,200  | \$13,200          | \$30                 |
| NAPNAP SmartBrief                  | Pediatric nurse<br>practitioners                                        | 6,040/Daily           | \$1,200                        | \$1,500             | \$9,500           | \$9,500   | \$9,500           | N/A                  |
| DiabetesPro SmartBrief             | Professionals in diabetes<br>care and prevention                        | 99,180/Daily          | \$1,700                        | \$1,775             | \$7,875           | \$12,075  | \$10,500          | \$35                 |
| Nutrition and Dietetics SmartBrief | Health and wellness<br>professionals                                    | 91,030/Daily          | \$2,300                        | \$2,200             | \$10,000          | \$16,500  | \$16,500          | \$30                 |
| ACC CV Quality SmartBrief          | Cardiologists and<br>quality care<br>professionals                      | 9,630/2x per<br>week  | \$1,050                        | \$1,150             | \$6,000           | N/A       | N/A               | \$40                 |
| AMSUS SmartBrief                   | Federal health<br>professionals                                         | 12,025/2x per<br>week | \$750                          | \$700               | \$4,000           | \$5,000   | \$6,000           | By Segment<br>Only   |
| Critical Care SmartBrief           | Critical care and ICU<br>physicians,<br>nurses and leadership           | 8,210/2x per<br>week  | \$975                          | \$1,250             | \$6,000           | \$5,500   | \$5,000           | \$40                 |

# Rates

| BRIEF NAME                               | AUDIENCE                                                                        | CIRCULATION         | ABOVE-<br>THE-FOLD<br>TAKEOVER | FEATURED<br>CONTENT | SPECIAL<br>REPORT | SPOTLIGHT | DEDICATED<br>SEND | SMARTSOCIAL<br>(CPM) |
|------------------------------------------|---------------------------------------------------------------------------------|---------------------|--------------------------------|---------------------|-------------------|-----------|-------------------|----------------------|
| NEWS FOR PROVIDERS                       |                                                                                 |                     |                                |                     |                   |           |                   |                      |
| Ultrasound SmartBrief                    | Medical ultrasound professionals                                                | 119,685/2x per week | \$900                          | \$1,900             | \$4,000           | \$6,500   | \$6,500           | \$30                 |
| Women's Health SmartBrief                | OB-GYNs, women's health, and neonatal nurses                                    | 17,050/Weekly       | \$325                          | \$275               | \$2,500           | \$5,600   | \$5,600           | By Segment Only      |
| Specialty Pharmacy SmartBrief            | Specialty pharmacy stakeholders                                                 | 2,115/3x per week   | \$625                          | \$500               | \$1,500           | \$2,500   | \$2,500           | By Segment Only      |
| HPNA SmartBrief                          | Hospice and Palliative Care Nurses                                              | 13,835/Weekly       | \$750                          | \$800               | \$3,425           | \$5,775   | \$5,000           | \$35                 |
| Hospice & Palliative Medicine SmartBrief | Hospice and palliative care professionals                                       | 10,780/Weekly       | \$750                          | \$800               | \$3,425           | \$5,775   | \$5,000           | \$35                 |
| Social Work SmartBrief                   | Social workers                                                                  | 51,180/Daily        | \$850                          | \$800               | \$4,125           | \$7,200   | \$7,200           | \$40                 |
| Inside OME Powered by SmartBrief         | Osteopathic college students, faculty, program directors and physicians/doctors | 9,690/Weekly        | \$675                          | \$625               | \$5,000           | \$5,000   | \$5,000           | N/A                  |

# Rates

| BRIEF NAME                                  | AUDIENCE                                                              | CIRCULATION        | ABOVE-<br>THE-FOLD<br>TAKEOVER | FEATURED<br>CONTENT | SPECIAL<br>REPORT | SPOTLIGHT | DEDICATED<br>SEND | SMARTSOCIAL<br>(CPM) |
|---------------------------------------------|-----------------------------------------------------------------------|--------------------|--------------------------------|---------------------|-------------------|-----------|-------------------|----------------------|
| NEWS FOR ANIMAL HEALTH                      |                                                                       |                    |                                |                     |                   |           |                   |                      |
| Animal Health SmartBrief                    | Veterinarians and animal health professionals                         | 54,620/Daily       | \$1,650                        | \$1,650             | \$8,500           | \$11,000  | \$11,000          | \$40                 |
| ACVIM SmartBrief                            | Board certified veterinary specialists                                | 4,780/2x per week  | \$775                          | \$600               | \$4,000           | \$6,000   | \$6,000           | \$50                 |
| NEWS FOR LEADERS                            |                                                                       |                    |                                |                     |                   |           |                   |                      |
| AHIP Solutions SmartBrief                   | Health plan executives                                                | 53,250/Daily       | \$4,200                        | \$4,450             | \$16,000          | N/A       | \$19,000          | \$50                 |
| SmartBrief for Health Care Leaders          | Health care executives                                                | 30,560/Daily       | \$775                          | \$600               | \$4,000           | \$6,000   | \$6,000           | \$50                 |
| AI Impact: Healthcare powered by SmartBrief | IT & industry leaders interested in AI                                | 14,185/2x per week | \$1,100                        | \$900               | \$6,500           | \$6,500   | \$7,500           | By Segment Only      |
| AI Impact SmartBrief                        | Business decision-makers involved in their organization's AI strategy | 26,220/2x per week | \$1,425                        | \$630               | \$5,700           | \$9,500   | \$9,500           | By Segment Only      |

# Testimonials

“ SmartBrief has a huge array of placements that are different than standard media offerings. These often don't seem like ads — **they look like editorial content and have much higher engagement rates.**”

— **GINA VIGILANTE-SOTO,**  
Strategist, DiD Agency

“ SmartBrief has proven time and time again to be a **very effective way to reach key decision-makers** with formats that are designed to engage and deliver desired outcomes.”

— **JASON CRAWFORD,**  
Vice president of Digital Performance Marketing,  
iProspect

“ Working with SmartBrief may be one of the smartest marketing decisions we have made. We have worked with many platforms and **SmartBrief is consistently one of the strongest LeadGen tactics.**

SmartBrief has a large, interested population of influencers [and] with the ability to focus on niche subjects ... we are able to tailor our messages to be content-relevant.”

— **MATTHEW POLLOCK,**  
VP Creative Director, Curriculum Associates



# Healthcare Providers

MEDIA KIT 2026

NEW YORK | LONDON



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