

Heart Insight®

2024 Media Kit

Serving & supporting heart patients and their loved ones for 16 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 16 years.

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	31.5%	23.7%	26.6%	21.5%
Click thru	8.2%	3.0%	2.7%	2.3%

Source: Campaignmonitor.com
November 2022

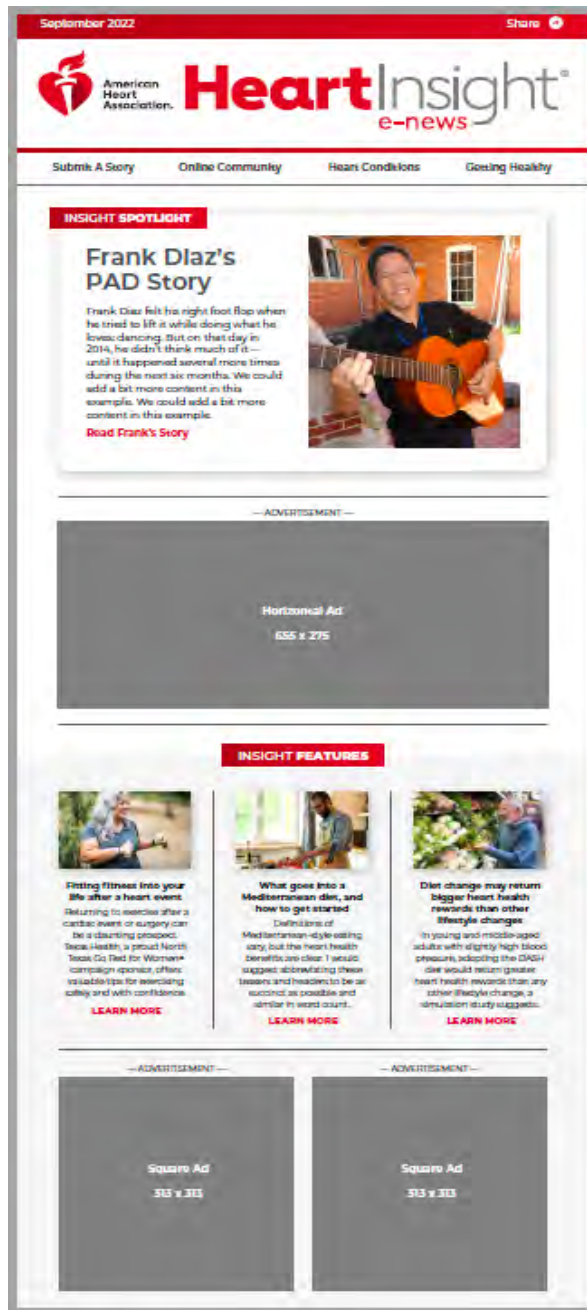
Heart Insight e-News

Delivered monthly to 125,000+ subscribers.

8.2% of opens result in clicks.

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

FOR ADVERTISING INFORMATION, contact Gloria Catha, Ad Sales Liaison, gloria.catha@heart.org



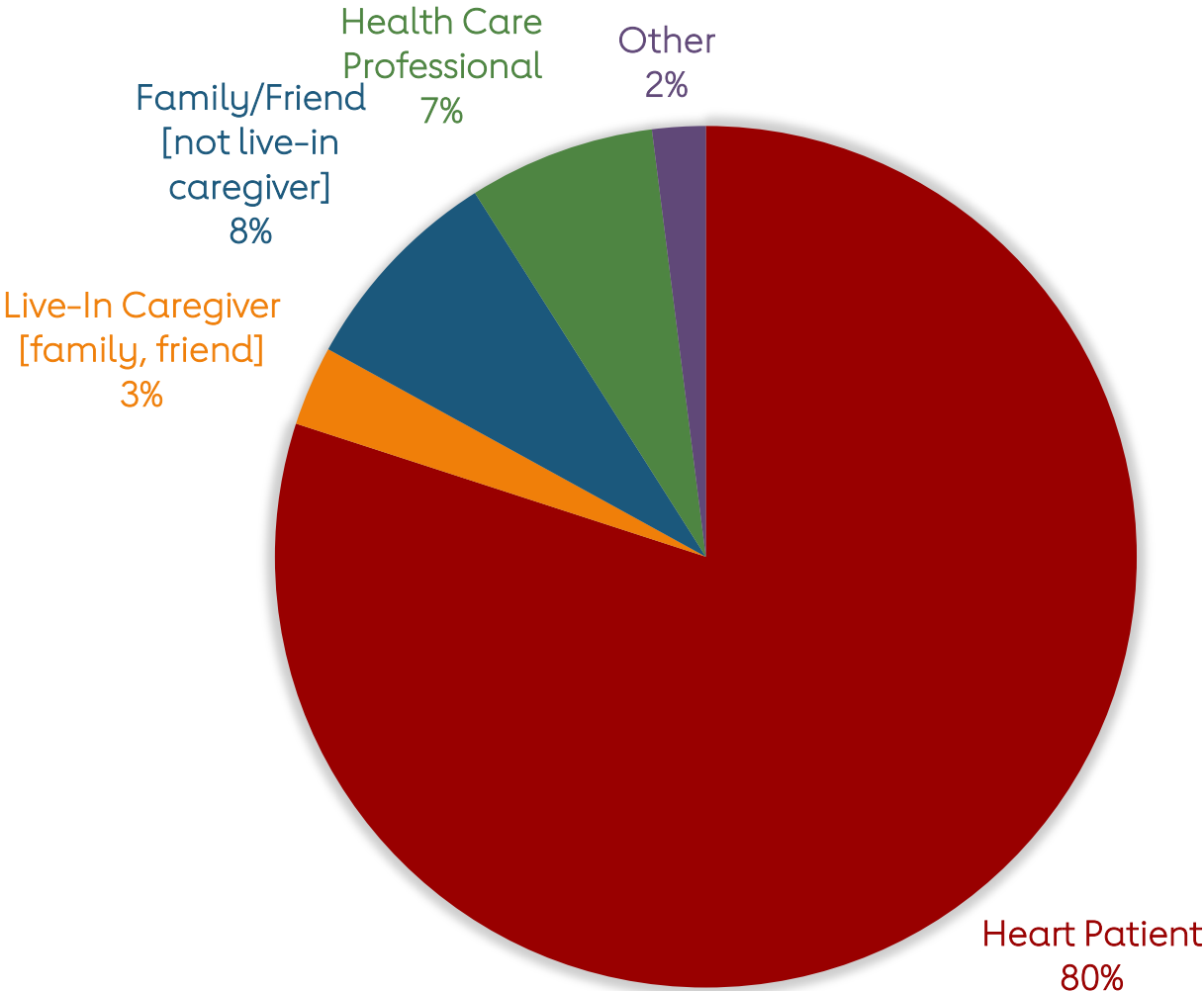
Heart Insight®

EMAIL AD RATES

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

Art specifications pg. 8
Deadlines & delivery dates, pg. 9

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.

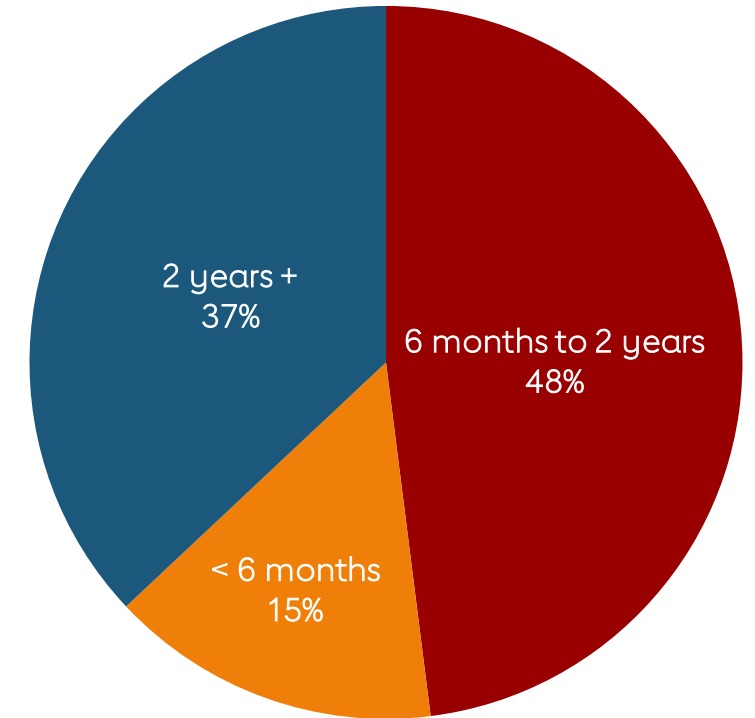
Heart Insight Readers

	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



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 ads (2 per issue)	655 w x 275 h pixels; jpeg; minimum file size 125 kb
Square ad (2 per issue)	313 w x 313 h pixels; jpeg; minimum file size 125 kb

Art Deadlines & Delivery Dates

	Delivery to readers			
Monthly Email	1 st Run	Reminder	Reserve By	Artwork Due
Jan	1/16	1/26	1/2/24	1/4/24
Feb	2/13	2/23	1/30/24	2/1/24
Mar	3/12	3/22	2/27/24	2/29/24
Apr	4/16	4/26	4/2/24	4/4/24
May	5/14	5/24	4/30/24	5/2/24
Jun	6/11	6/21	5/28/24	5/30/24
Jul	7/16	7/26	7/1/24	7/3/24
Aug	8/13	8/23	7/30/24	8/1/24
Sep	9/17	9/27	9/3/24	9/5/24
Oct	10/15	10/25	10/1/24	10/3/24
Nov	11/12	11/22	10/29/24	10/31/24
Dec	12/10	12/20	11/26/24	11/28/24

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.