

Heart Insight[®]

2025 Media Kit



Serving & supporting heart patients and their loved ones for 17 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[®]

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


October 2024 Subscribe  Share 

 American Heart Association. **Heart Insight[®]**
e-news

[Submit A Story](#) [Online Community](#) [Heart Conditions](#) [Getting Healthy](#)

INSIGHT SPOTLIGHT


'Weekend warriors' may gain the same health benefits as people who spread out exercise



Getting the recommended amount of physical activity in one or two days a week may be as effective at lowering disease risk as exercising throughout the week, research finds.

[Learn more](#)

—ADVERTISEMENT—

 American Heart Association. Reduce Your Risk.

THE LDL THREAT IS REAL

Talk to Your Doctor for a Healthier Tomorrow

ACT NOW

Proudly sponsored by **AMGEN**

Heart Insight e-News

Heart Insight has served heart patients and their families for 17 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	42.1%	23.7%	26.6%	21.5%
Click thru	7.0%	3.0%	2.7%	2.3%

Source: Campaignmonitor.com
November 2022

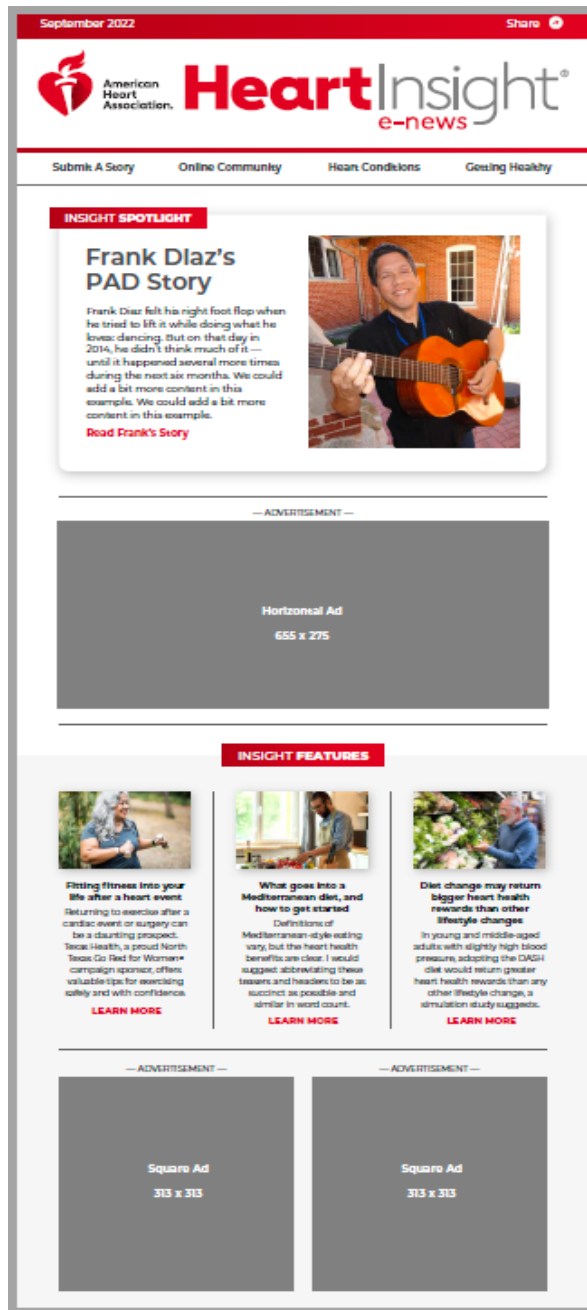
Heart Insight e-News

Delivered monthly to over 69,250 subscribers.

11.4% of opens result in clicks.

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

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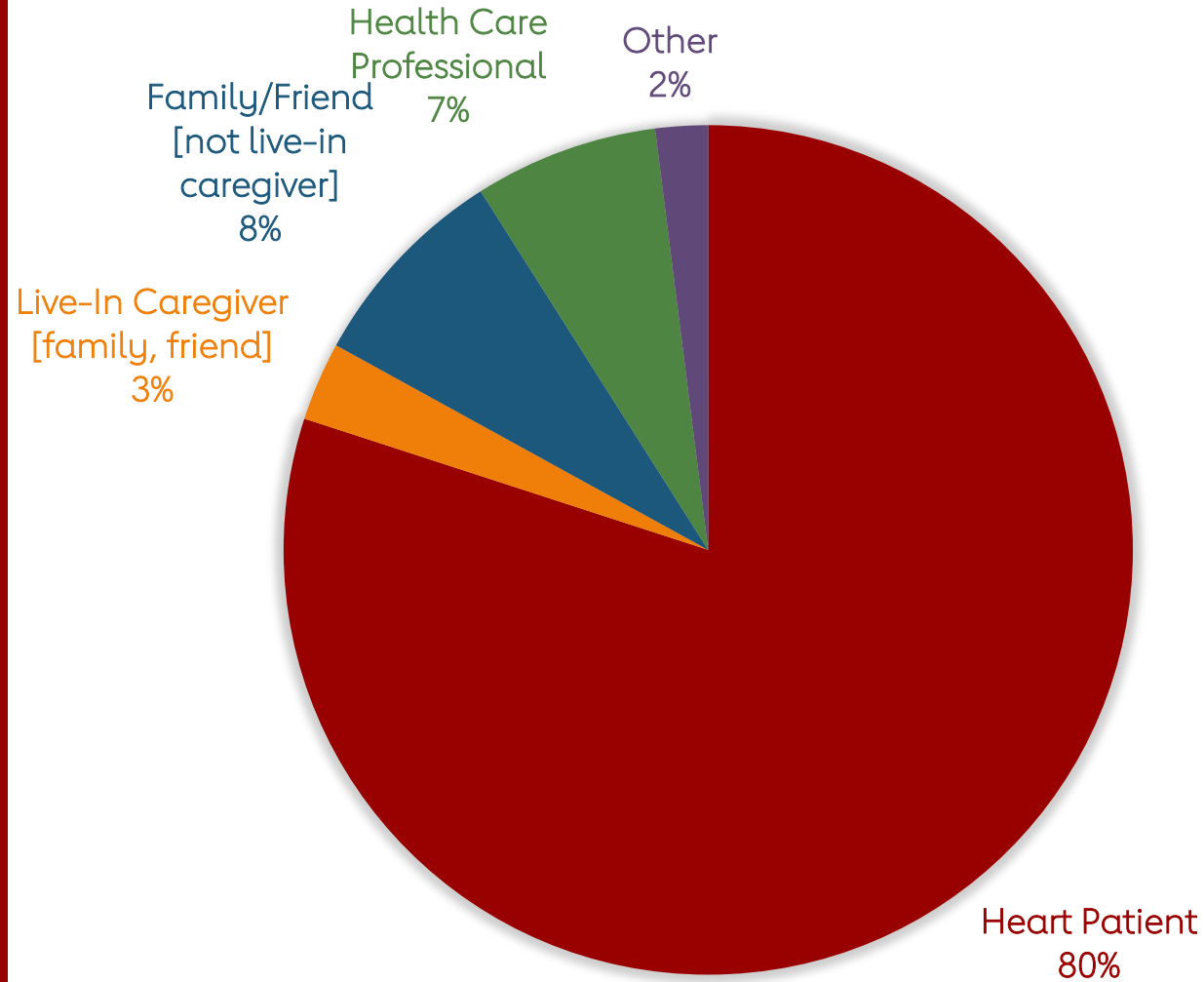
Heart Insight®

EMAIL AD RATES

# of monthly placements	Price per placement
1x	\$3250
3x	\$3050
6x	\$2850
12x	\$2650

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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.

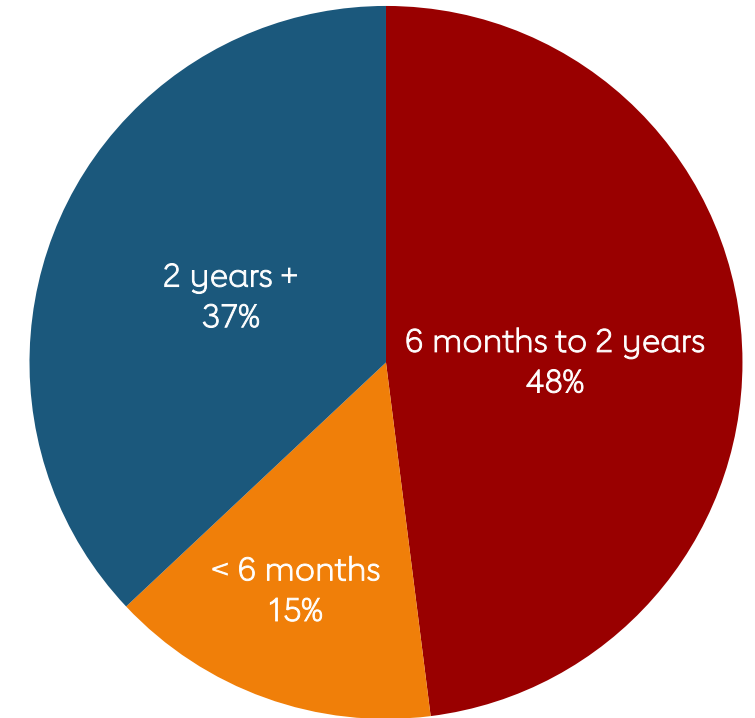
Heart Insight Readers

	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	1/7	1/17	12/23/24	12/30/24
Feb	2/4	2/14	1/20/25	1/27/25
Mar	3/4	3/14	2/17/25	2/24/25
Apr	4/8	4/18	3/24/25	3/31/25
May	5/6	5/16	4/21/25	4/28/25
Jun	6/3	6/13	5/19/25	5/26/25
Jul	7/8	7/18	6/23/25	6/30/25
Aug	8/5	8/15	7/21/25	7/28/25
Sep	9/9	9/19	8/25/25	9/1/25
Oct	10/7	10/14	9/22/25	9/29/25
Nov	11/4	11/14	10/20/25	10/27/25
Dec	12/2	12/12	11/17/25	11/24/25

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.