HCMS Media Kit

Empowering Physicians for Leadership and Service in Activities that Benefit the Community and Support the Medical Profession.
The Harris County Medical Society (HCMS), was founded in 1903 and is the largest county medical society in the nation.

Our membership includes more than 12,000 physicians and medical students. Of these, 7,500 are practicing physicians, making up close to 65 percent of the practicing physicians in the Greater Houston area.

HCMS is the official professional organization for physicians in Harris County and is governed by an annually elected Executive Board.
HCMS Offers Many Ways to Interact and Communicate with our Members

**In Print**

**Physician Newsletter**
This monthly Print/Digital newsletter publication is distributed to more than 9,500 physician members and subscribers. It is the primary avenue for communicating with our membership, providing them with current practice information, public health alerts, Legislative news, and more.

Ad space is available and ads will appear in the printed copy which is mailed, and the online copy which is emailed. The online newsletters remain on our website for 3 years.

**Annual Business Expo**
HCMS hosts this annual event, where physicians can meet with businesses offering products and services designed to meet their professional and personal needs. A great opportunity to network and build your customer base.

**Meeting Sponsorships**
HCMS holds numerous meetings and a variety of events for physicians, and medical students. Meeting sponsorship is another great way to interact and communicate directly with our members.

**In Person**

**Online**

**Physician BUZZ**
This monthly digital publication is distributed to more than 9,500 members, informing them on important issues, benefits and services offered by HCMS. Available are two full color ad spaces per publication.

**www.hcms.org**
Our newly updated website is visited by our members and their staff daily. With round the clock access to relevant medical information, news, and the events calendar, it is an ideal place to advertise.
HCMS Membership Audience Statistics

**Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>34%</td>
</tr>
<tr>
<td>Male</td>
<td>66%</td>
</tr>
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</table>

**Age Range**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-29</td>
<td>12%</td>
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<tr>
<td>30-39</td>
<td>15%</td>
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<td>40-49</td>
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<td>50-59</td>
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<td>60-69</td>
<td>15%</td>
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<tr>
<td>70+</td>
<td>18%</td>
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**Practice Settings**

<table>
<thead>
<tr>
<th>Practice Settings</th>
<th>% of Total</th>
</tr>
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<tbody>
<tr>
<td>Students</td>
<td>23%</td>
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<tr>
<td>Academic</td>
<td>13%</td>
</tr>
<tr>
<td>Hospital</td>
<td>3%</td>
</tr>
<tr>
<td>Large Group</td>
<td>16%</td>
</tr>
<tr>
<td>Small Group</td>
<td>32%</td>
</tr>
<tr>
<td>Retired</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>
**Physician Newsletter Advertising**

The **Physician Newsletter** is the most widely read newsletter by physicians in the Greater Houston area. It is distributed mid-month by mail and email to more than 9,500 members and subscribers. Back issues remain on our [website](#) for three years.

We offer Classified ad space on page 7, as well as commercial Specialty ad space on page 3 across from the President’s Page and on the back cover.

<table>
<thead>
<tr>
<th>Classified Ads</th>
<th>Size Options</th>
<th>Rates</th>
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<tbody>
<tr>
<td>8-Line</td>
<td>2.5” wide x 1” high</td>
<td>$165</td>
</tr>
<tr>
<td>16-Line</td>
<td>2.5” wide x 2.25” high</td>
<td>$320</td>
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<tr>
<td>24-Line</td>
<td>2.5” wide x 3.25” high</td>
<td>$420</td>
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<tr>
<td>32-Line</td>
<td>2.5” wide x 4.5” high</td>
<td>$567</td>
</tr>
<tr>
<td>64-Line</td>
<td>5” wide x 4.5” high</td>
<td>$995</td>
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<table>
<thead>
<tr>
<th>Specialty Ads</th>
<th>Size Options</th>
<th>Rates</th>
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<tbody>
<tr>
<td>Inside Block</td>
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<td>$450</td>
</tr>
<tr>
<td>Back Cover</td>
<td>3.25” wide x 4.5” high</td>
<td>$500</td>
</tr>
</tbody>
</table>

**Specifications:**
- Print ads are grayscale; digital ads are full color.
- 300 DPI resolution.
- PDF, TIF, JPEG and PNG file types accepted.

For Classified advertising, contact John Eolf at 713-524-4267, ext. 240, or jelolf@hcms.org. For Specialty advertising, contact Ahuva Terk at 713-524-4267, ext. 329, or sales@hcms.org.
Business Expo Opportunities

The Business Expo is held annually with a focus on the business side of practicing medicine. Physicians and their senior staff are invited to the event. They attend four lectures and have the opportunity to visit with more than 50 exhibitors.

Businesses that offer products and services that meet the needs of our physician members are invited to participate as exhibitors and sponsors. Both options offer visibility and direct communication opportunities with HCMS members.

Exhibit: A great opportunity to meet with physicians and network. Exhibitor rates range from $1,110-$1,310. The available booth sizes are 8’ x 8’, 8’ x 10’, and 10’ x 10’.

Sponsor: Increase your visibility or have a presence at the expo, even if a business representative is not available to attend. Sponsorship rates start at $350.

Donate: When you donate a door prize with a retail value of $100 or more, it will be entered as a prize in a game called “Stick 15 to Win”. In this game, the physician attendees must visit 15 booths and collect a sticker from each exhibitor in order to draw to win. It’s fun for the physicians and another opportunity for business visibility.

For more information, contact Ahuva Terk at 713-524-4267, ext. 329, or sales@hcms.org.
Throughout the year, HCMS holds numerous meetings and events for physicians, and medical students. Sponsorship provides you the opportunity to market your business and network. Sponsorship rates range from $350 to $675.

You are invited to sponsor the following events:

- **Branch Meetings - Held throughout the year**
- **Marketing 101 - Annual Event**
- **Medical Student Mixer - Annual Event**
- **Member Appreciation Day - Annual Event**
- **New Members and Young Physicians Reception - Annual Event**
- **Young Physicians Organization - Annual Event**

For more information, contact Ahuva Terk at 713-524-4267, ext. 249, or sales@hcms.org.
The Physician Buzz is a monthly enews publication sent out by email to more than 9,500 physicians. Back issues remain on our website for three years.

This digital publication serves to inform our physician members on upcoming events, important practice related information, and member benefits and services.

There are two available color ad spaces per publication.

Ad Rates:
- $360 per publication

Ad Specifications:
- Full color, rgb
- 300 pixels wide x 100 pixels high.
- 300 dpi resolution preferred; minimum 150 dpi.
- JPEG and PNG files accepted.

For more information, contact Ahuva Terk at 713-524-4267, ext. 249, or sales@hcms.org.
HCMS Website Advertising

The HCMS website is located at www.hcms.org. It is the central hub for physician members and their staff to access current news, practice information, member benefits and programs, events calendar, and much more.

Home page ad space is available to Friends of the Society members. Rates range from $430 to $530 per 30-days, with a minimum three month contract.

Ad space is available to businesses as a three or four page bundle. Rates range from $200 to $350 per 30-days, with a minimum three month contract.

The four page bundle includes the Telemedicine-Telehealth, TMB Info, Billing-Payers and Community Health Resources.

The three page bundle includes the Benefits of Membership, Physician Directories and Young Physicians.

We also offer advertising in our online Buyers Guide. This business directory was designed to connect our physician members with businesses that provide products and services for a variety of professional and personal needs. Rates start at $500 annually.

For more information, contact Ahuva Terk at 713-524-4267, ext. 249, or sales@hcms.org.
The HCMS Friends of the Society program offers businesses a unique blueprint to a customized marketing plan that will reach the physicians of the largest county medical society in the nation.

There are two levels of participation available to suit your budget and marketing needs: Gold ($7,500) and Silver ($5,500). Applications are accepted June 15 - July 15, and December 15 - January 15 in a given year.

Benefits include:

- Additional access and visibility to members, not offered outside this program.
- Access to HCMS Friends DocList mailing and electronic data service program.
- Preferred registration to all advertising venues.
- Limited non-competing environment at meetings.
- Most program fees go toward any of the HCMS advertising venues (Physician Newsletter, Business Expo, Meeting Sponsorship, Physician BUZZ, and Website advertising.)
- HCMS Friends meet annually for a network-building event to build strategic partnerships.

For more information, contact Ahuva Terk at 713-524-4267, ext. 249, or sales@hcms.org.
NEWSLETTER CLASSIFIED INQUIRES:
JOHN ELOLF at 713-524-4267, ext. 244, or JEOOLF@HCMS.ORG.

ALL OTHER INQUIRES:
Ahuva Terk at 713-524-4267, ext. 249, or SALES@HCMS.ORG.