What **health IT audience** would your company most like to reach?

- Health system and medical practice C-level executives.
- Market supplier C-level executives for potential partnerships & acquisitions.
- Investors.
- Informaticists and clinicians.
- Academic and government experts.
What if you could reach all of them via health IT’s most-trusted, unbiased resource for industry news?

“HISTALK OR IT DIDN’T HAPPEN.”

LARGE COMPANY CEO.
HIStalk’s Digital Audience

An independently commissioned survey of C-level health system executives found that HIStalk ranks #1 among health technology websites in readership, influence, and generating interest in companies.
In the past 30 days, which information source(s) did you read for at least 20 minutes?

- HIStalk: 71%
- Healthcare IT News: 69%
- Becker's Health IT & CIO Report: 64%
- Health Data Management: 40%
- Healthcare Informatics: 33%
- MedCity News: 2%

In the past 30 days, which information source(s) influenced at least one decision you or your department made?

- HIStalk: 48%
- Becker's Health IT & CIO Report: 40%
- Healthcare IT News: 38%
- Health Data Management: 22%
- Healthcare Informatics: 18%
- MedCity News: 1%
**HIStalk’s Digital Audience**

**INDUSTRY READERSHIP SURVEY**

**In the past 30 days, which information source(s) included information that raised your interest level in a company?**

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIStalk</td>
<td>66%</td>
</tr>
<tr>
<td>Healthcare IT News</td>
<td>52%</td>
</tr>
<tr>
<td>Becker’s Health IT &amp; CIO Report</td>
<td>42%</td>
</tr>
<tr>
<td>Health Data Management</td>
<td>26%</td>
</tr>
<tr>
<td>Healthcare Informatics</td>
<td>21%</td>
</tr>
<tr>
<td>MedCity News</td>
<td>1%</td>
</tr>
</tbody>
</table>

**In the past 30 days, which information source provided information that contributed most to your personal job performance?**

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIStalk</td>
<td>41%</td>
</tr>
<tr>
<td>Healthcare IT News</td>
<td>23%</td>
</tr>
<tr>
<td>Becker’s Health IT &amp; CIO Report</td>
<td>21%</td>
</tr>
<tr>
<td>Health Data Management</td>
<td>7%</td>
</tr>
<tr>
<td>Healthcare Informatics</td>
<td>7%</td>
</tr>
</tbody>
</table>
In the past 30 days, which information source was most often recommended by you to others?

- HIStalk: 44%
- Becker’s Health IT & CIO Report: 28%
- Healthcare IT News: 19%
- Healthcare Informatics: 5%
- Health Data Management: 4%
HIStalk’s annual sponsorship model provides exposure with banner ads, links, and surfacing of company blog posts, podcasts, case studies, white papers, and events adjacent to (but clearly separated from) news and opinion items.

Content is targeted to and read by experienced decision-makers who need to stay current on health IT news, rumors, and opinions.

The cost is a fraction of exhibiting at a conference or buying big ads in paper publications that few people read.
Nearly **50%** of HIStalk readers have 20+ years of healthcare experience

**25%** work for providers

**55%** have buying authority of at least **$10,000**
Readership

125,000 monthly page views
125,000 unique visits per month
50,000 readers
17,000 email subscribers
22,000 social followers
25 million visits since 2003
The industry looks to HIStalk for breaking news coverage.

HIStalk drew 32,907 page views in 25,631 unique visits the day HIMSS20 was cancelled.

We offer:

- Annual sponsorships at two levels.
- Email blast sponsored messages.
- Produced webinars with archiving on our YouTube channel.
- Promoted webinars. We typically drive 200 to 1,500 landing page visits.
- Top Spot banner
Sponsor benefits:

- A display ad, link to webpage, and rotating display as a featured sponsor.
- CEO interview.
- Posting of industry events and job listings.
- HIMSS guide listing and other conference exposure.
- Discounts on other services.
- Big Splash announcement.
- Resource Center.
- Consulting RFI Blaster.
- Sponsor Spotlight.

NOTE Some benefits are reserved for Platinum-level sponsors.
Contact: Lorre Wisham to learn more.
lorre@histalk.com | 520.991.1817

Ask about:
• Special offers for startups
• Bundles
• Webinar deals
• Sponsored messages in email blasts