

2019 Media Kit

raise awareness of your brand among independent pharmacies

IN.depth
INDEPENDENT PHARMACY **FOCUS**

Independent pharmacists make buying decisions for their front end and they influence shopper decisions every day. They are a thriving channel spanning all parts of the U.S. with many of them serving as the only pharmacy in their community. To effectively market to independent pharmacies with your brand message, you need to reach them multiple times throughout the year. Hamacher Resource Group's (HRG's) *IN.depth* family of publications is a proven vehicle that helps keep brands top of mind. This shared advertising piece is sent to 10,000 independent pharmacies.

In response to the natural movement, we recently introduced *IN.depth Natural* as an additional vehicle to share our knowledge about this marketplace with pharmacists and to help brands promote their natural health, beauty, and wellness products.

The results are **IN** – independents love *IN.depth* and *IN.depth Natural*!

87%

of independent pharmacists surveyed indicated that they order product advertised in *IN.depth* within a month of receiving the issue.

80%

of independent pharmacists surveyed indicated that they stock natural products.



... Get **IN!**

Issues to Choose From



IN.depth Category Spotlight issues emphasize one or two categories or merchandising themes and are timed to reach independents as they plan their category assortments.



IN.d Natural Spotlight issues educate the pharmacies about the growing natural products market and highlight new or existing natural products that are a good fit for independent pharmacies.

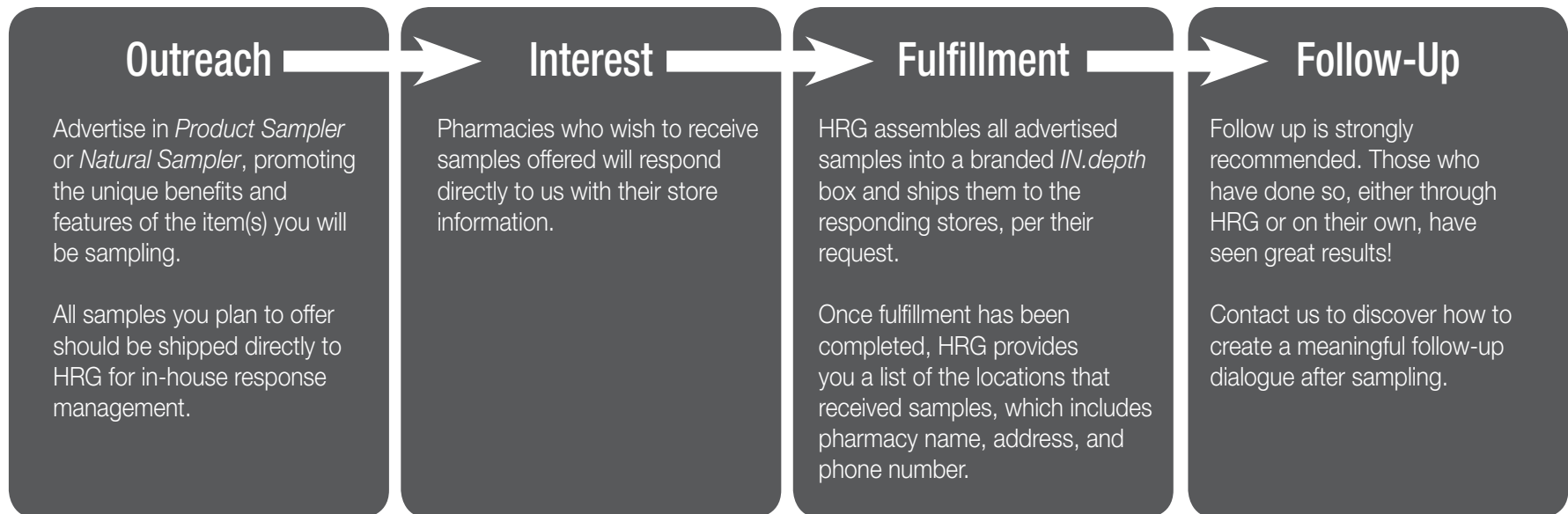


IN.depth Product Sampler is a turnkey sampling solution that includes fulfillment. You may provide full- or trial-size samples to persuade independents to stock your product by putting it in their hands.



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How Does Sampler Work?



2019 *IN.depth* Publication Calendar | Q1 & Q2

JANUARY | Product Sampler

- Any Product(s)
- Any Category(s)
- Line Extension(s)
- New Item(s)

10% early bird discount	10/19/2018
last sign-up date	11/2/2018
drop date	1/10/2019

FEBRUARY | Category Spotlight: Medicated Skin, First Aid & Sun Care

- Allergy
- Anti-itch Treatments
- Bandages, Wound Care & First Aid
- Foot Care
- Health Supports
- Skin Care
- Sun Care, After-sun Care

10% early bird discount	11/16/2018
last sign-up date	11/30/2018
drop date	2/11/2019

MARCH | Natural Spotlight Extending Options in Wellness

MARCH | Category Spotlight: Seasonal Solutions

- Anti-itch Treatments
- Cold & Allergy
- Eye & Ear Care
- Foot Care
- Vitamins & Supplements
- Weight Management

10% early bird discount	12/21/2018
last sign-up date	1/4/2019
drop date	3/11/2019

APRIL | Product Sampler

- Any Product(s)
- Any Category(s)
- Line Extension(s)
- New Item(s)

10% early bird discount	1/25/2019
last sign-up date	2/8/2019
drop date	4/10/2019

MAY | Category Spotlight: Wellness & Personal Care

- Eye & Ear Care
- Family Planning
- Feminine Care
- Hair Care
- Oral Care
- Shaving & Grooming & Deodorant
- Skin Care
- Sun Care, After-sun Care

10% early bird discount	2/22/2019
last sign-up date	3/8/2019
drop date	5/10/2019

JUNE | Category Spotlight: Medicine Chest

- Bandages & First Aid
- Digestive Health
- Lice Treatments
- ORS
- Pain Relief
- Thermometers
- Skin Care
- Vitamins & Supplements

10% early bird discount	3/22/2019
last sign-up date	4/5/2019
drop date	6/10/2019

All items are welcome in all issues. Be creative!

2019 IN.depth Publication Calendar | Q3 & Q4

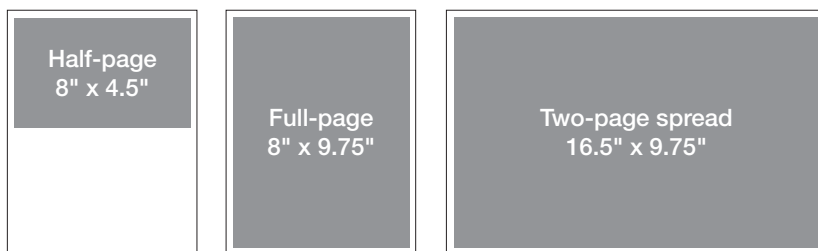
JULY Natural Sampler Extending Options in Wellness		AUGUST Category Spotlight: Cold, Flu & Pain Relief		SEPTEMBER Category Spotlight: Chronic Conditions	
JULY Category Spotlight: Innovations & Emerging Brands		<ul style="list-style-type: none"> • Cold & Flu • Eye & Ear Care • Humidifiers & Vaporizers • ORS • Pain Relief • Thermometers • Vitamins & Supplements 		<ul style="list-style-type: none"> • Diabetes Supplies • Diabetes Meters & Test Strips • Diabetic Footwear • Foot Care • Nutritionals • Pain Relief • Skin Care • Vitamins & Supplements 	
<ul style="list-style-type: none"> • Emerging Brands • Innovative Products • New, HRG-starred Item • Newly Launched Product • Niche Product • Planogrammed Item 					
10% early bird discount	4/19/2019	10% early bird discount	5/24/2019	10% early bird discount	6/21/2019
last sign-up date	5/3/2019	last sign-up date	6/7/2019	last sign-up date	7/5/2019
drop date	7/10/2019	drop date	8/12/2019	drop date	9/10/2019
OCTOBER Product Sampler		NOVEMBER Natural Spotlight Extending Options in Wellness		DECEMBER Category Spotlight: Wellness & Nutritional Health	
<ul style="list-style-type: none"> • Any Product(s) • Any Category(s) • Line Extension(s) • New Item(s) 		NOVEMBER Category Spotlight: Wellness & Self-care		<ul style="list-style-type: none"> • Digestive Health • Nutritionals • Vitamins & Supplements • Weight Management 	
		<ul style="list-style-type: none"> • Deodorant • Eye & Ear Care • Foot Care • Hair Care • Incontinence • Oral Care • Skin Care • Sun Care, After-sun Care 			
10% early bird discount	7/26/2019	10% early bird discount	8/23/2019	10% early bird discount	9/20/2019
last sign-up date	8/9/2019	last sign-up date	9/6/2019	last sign-up date	10/4/2019
drop date	10/10/2019	drop date	11/11/2019	drop date	12/10/2019

All items are welcome in all issues. Be creative!

Rates

	Early Bird Rates	Standard Rates
Half-page	\$2,925	\$3,255
Full-page	\$4,950	\$5,525
Two-page spread	\$9,425	\$10,475

For Product Sampler, there is also a fulfillment, shipping and handling fee, which is based on the weight of your product(s) and the number of pharmacies who request samples. Fulfillment, shipping, and handling fees normally range from \$1,500 to \$2,000 per event. Items weighing more than 9 oz. will incur additional fees.



Don't have the time or resources to create your own ad? No need to worry, HRG has a staff of experienced, creative professionals skilled at effectively communicating to independent pharmacies.

Multi-wave discounts of up to 15% are available!

Solutions that Deliver Impactful Results!

Did you know...

HRG offers a wide range of marketing services focused on achieving results within the health, beauty, and wellness marketplace. Our professional category and product analysts, market researchers, savvy sales veterans, and agency-caliber marketers and creative staff combine forces to enhance your efforts in the following areas:

- Education and training
- Custom planograms
- Market and category insights
- Buyer presentations
- Direct mail outreach
- Sales support materials
- Trade event materials
- Images and photography
- Package design
- Market research
- Ad creative
- Supportive infographics

We can help you bring your product from Concept through Commercialization™!

Useful Tips for Effective Ads (for both client-created and HRG-created)

We want you to get the most out of your participation in *IN.depth*. A well-laid out advertisement draws the reader's attention and leads them through the content until they reach the can't-miss call to action. Here are a few recommendations to consider when creating or modifying your advertisement.

Know your audience

The *IN.depth* audience is pharmacists and front-end managers at independent pharmacies – **not consumers**. Make sure your copy speaks to these individuals who are interested in how your product can benefit their patients as well as increase sales.

Readers scan first, so keep it simple – and striking

The goal of an ad is to have the reader understand your message **as quickly as possible**. Cover what is important in as few words as possible and make it memorable. Use bullet points for features and benefits to make them easy to see at first glance.

- What is the product? Emphasize clinical, scientific, factual features.
- Who does it benefit, and how? Point out symptom relief and patient benefits, profit potential, competitive margins, and category growth potential.
- What is unique about it? Highlight product differentiators and explain why the pharmacist should stock and recommend your product over your competitor's product.
- How do they order? Be sure to include UPCs, website address, and ordering instructions.

Image is everything

Create a direct connection with your brand. Think of your ad like a billboard along the freeway, where you literally have seconds to grab attention and convey your message. Keep it clean and simple.

- Scale your content to the size of your ad. Allow some white space.
- Use easily legible text and a simple tagline.
- Utilize professional photography or an enticing image that directly relates to what you are advertising.
- Choose a simple graphical element to help lead the reader's eye toward your call to action.

A strong call to action

Advertisements are for awareness, but if you'd like to try to drive a response, have a highly visible and easy-to-track call to action in your ad. Most of all, make sure you offer something of value to incentivize the reader to act. It's hard to track call to actions such as "call your wholesaler" or "order now." Do you have a pharmacist portal you can drive traffic to and monitor? Clinical studies or samples they can request? Is there an introductory offer for new retailers?

Technical Requirements (for both client-created and HRG-created ads)

Please observe the following technical requirements whenever submitting art files to HRG. We are PC-based, running Adobe Creative Cloud 2018. Please note that Macintosh to PC translation difficulties can prevent successful transfer of art files. Projects may be delayed if the guidelines below are not followed carefully.

The booklet is tabloid sized, folded to either 8.5 inches by 11 inches or 8.5 inches by 5.5 inches depending on the number of pages in the issue. The specifications of the three advertisement sizes available (half-page, full-page, and two-page spread) are as follows:

- Half-page — 8" x 4.5"
- Full-page — 8" x 9.75"
- Two-page spread — 16.5" x 9.75"

Please pick an advertisement size that will be able to contain the amount of copy and accompanying images that will best represent your product. The HRG creative department can assist you in the design of your ad.

If you are submitting copy and images for HRG to create your ad:

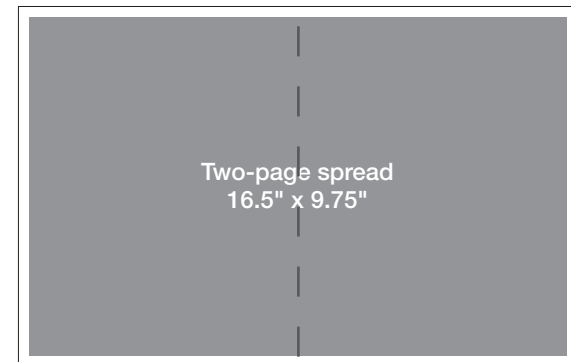
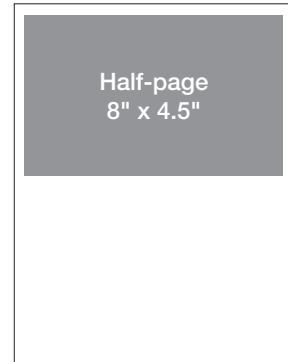
- Copy must be in Microsoft Office Word or Microsoft Wordpad format
- Images should be in EPS, TIF, or JPG format at a resolution of 300ppi or greater
- Include UPCs, fonts, and Pantone color specifications, if applicable

If you are submitting finished artwork for your company-created ad:

- Camera-ready artwork must be at full scale
- Provide a press-quality PDF or an EPS file with fonts outlined

Acceptable file formats for client-submitted artwork

- Illustrator EPS with outlined fonts and embedded images
- Native .AI Illustrator source file with outlined fonts and embedded images
- Press quality PDF
- PDF/X-1a
- Native Photoshop with all fonts rasterized
- Native InDesign (CS 2015 or earlier) collected for output with PC fonts and images (Mac fonts not accepted)
- 300-600 ppi TIF or JPG



note: when designing an ad for a two-page spread, be sure to keep text away from center line for optimum readability

Deadlines

Deadlines for client-created ads (both *IN.depth* and *IN.depth Natural*)

January	11/29/2018	February	1/3/2019
March	1/31/2019	April	3/1/2019
May	4/3/2019	June	5/1/2019
July	5/31/2019	August	7/3/2019
September	8/1/2019	October	9/3/2019
November	10/3/2019	December	10/30/2019

Deadlines for copy and graphics for HRG-created ads (both *IN.depth* and *IN.depth Natural*)

January	11/7/2018	February	12/11/2018
March	1/10/2018	April	2/12/2019
May	3/14/2019	June	4/12/2019
July	5/10/2019	August	6/13/2019
September	7/12/2019	October	8/13/2019
November	9/13/2019	December	10/10/2019

HRG asks that all copy and graphics (if HRG is designing the ad) or print-ready artwork (if client-created artwork) be sent to HRG before the deadline dates. If you are unable to meet these deadlines, HRG may look at alternate issues for your ad placement to keep the commitment to the drop date of the publication as promoted.

How to Transfer Files

You may send files to us using our WebFTP site – maximum file size is 50MB. Following are the instructions:

- Log on to <http://webftp.hamacher.com>
- Select **Cardenas, Cheyenne** from the drop down list:
- Enter **IN.depth and month of issue** in the subject line
- Enter **your email address and name** in the appropriate boxes
- Attach **zipped file** using the browse button
- Type a **message** into the message box

Or send your ad (if client created) or copy and materials (if HRG created) via email to: cheyenne_cardenas@hamacher.com

Proofs (client-created ads)

If you elect to submit a completed ad, we will review it to ensure it will resonate with the intended audience. If necessary, we will make recommendations and send them to you for your review. Once your ad is complete, we will drop it into our publication template. All artwork must be approved by HRG prior to publication. Refer to insertion order for more information.

Proofs (HRG-created ads)

If you elect to have HRG's design team create your ad for you, an electronic file of the ad will be sent to you via e-mail for review and approval. We ask that you respond in the timeframe given in order to maintain our production timeline. Refer to insertion order for more information.

If you encounter any issues, please contact Cheyenne Cardenas, Marketing Services Account Manager, at (414) 431-5250 or via email: cheyenne_cardenas@hamacher.com

Contact your HRG Business Development Manager to reserve your space today!

(800) 888-0889

