

IN.fluence

RETAIL COMMUNICATIONS
2025 MEDIA KIT

HRG HAMACHER
RESOURCE
GROUP

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Strength of the Channel

INDEPENDENT PHARMACY MARKET

Size of the Prize

Market Health

Independent Pharmacy is a **\$94 billion** marketplace representing **35%** of all retail pharmacies in the U.S.*

Data

Data from October 2022 - October 2023^

Name/Type	# Newly Opened Stores	Open Rate
Chain Drug Stores	408	3%
Independent Pharmacies	1,390	5%

Independent pharmacies opened at a higher rate than chain drug stores

Data

Approximately **80%** of independent pharmacies are serving areas with a population less than 50,000.*

30% of independent pharmacy owners own **2 or more locations**.*

Services

OTHER SERVICES INDEPENDENT PHARMACIES PROVIDE TO THEIR COMMUNITIES

87% GIVE FLU IMMUNIZATIONS

80% SYNCHRONIZE MEDICATION REFILLS

74% OFFER COMPLIANCE PACKAGING

51% CARE FOR LTC PATIENTS

81% PROVIDE WOUND CARE PRODUCT

78% OFFER HOME/WORK SITE DELIVERY

62% COMPOUND CUSTOM PRESCRIPTIONS

43% HAVE COLLABORATIVE PRACTICE AGREEMENTS WITH PHYSICIANS

Customer Traffic

Prescriptions Filled*

DAILY: **175** / WEEKLY: **1,050**

Data

10% If 10% of prescription patients ask for a recommendation each day; and **nearly half will purchase what is recommended,**

17.5 then 17.5 items per day would be recommended.

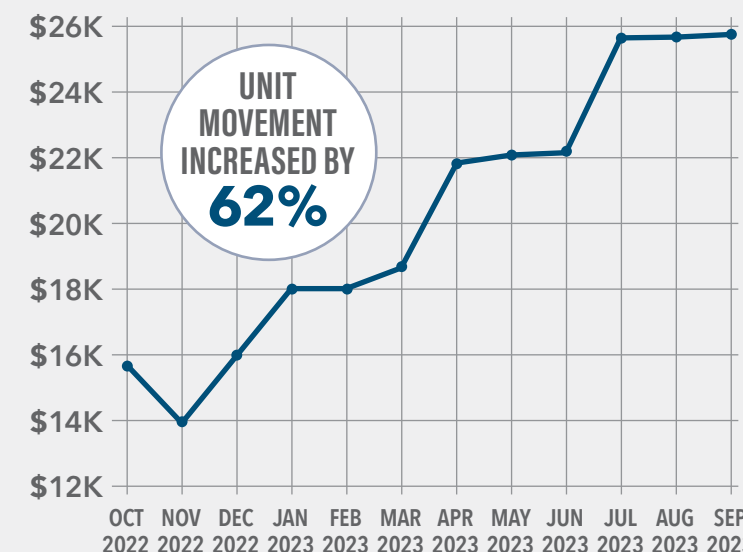
52 49% of those recommendations are purchased, that's 52 influenced purchases **per week** (based on a 6-day work week).†

520,000/week - 10,000 doors x 52 pharmacist-recommended purchases = 520,000 purchases per week of an OTC or HBW item.

27,040,000 OTC purchases made per year due to pharmacist recommendations

INFLUENCE the INFLUENCERS

Product Performance Data



A well-known, nationally distributed nasal spray brand participated in a multi-wave campaign to 10K independent pharmacies.

Unit sales grew from 16K to almost 26K in less than one year.

Survey Results

73% reference *IN.depth* regularly†

Nearly 40% hold on to *IN.depth* until the next issue arrives†

Independent Pharmacy Influence

Success Story

PUBLICATIONS

IN.depth

IN.depth is a monthly publication, created by HRG, designed to promote your brand.

In circulation for 12+ years

Distributed to 10,000 independent pharmacies every month

Themes tied to purchasing season

Scannable barcodes

Natural product call-outs

Manufacturers repeatedly advertise because pharmacists use this publication as a tool to make recommendations

Category Spotlight

Reach independents as they plan category assortments and counsel patients.



Product Sampler

Puts your product samples into decision-makers' hands.



Scan-to-order page inside!

**Book by
11/15/24**
to secure 2024
pricing

Category Spotlight advertisement rates

<p>Half-page Ad 8" x 4.5"</p>	<p>Full-page Ad 8" x 9.75"</p>	<p>Two-page spread Ad 16.5" x 9.75"</p>	<p>Advertorial 8" x 9.75"</p>	<p>Full-page Ad 8" x 9.75"</p>
<p>\$4,150</p>	<p>\$6,950</p>	<p>\$11,550</p>	<p>\$11,550</p>	

MULTI-WAVE & CAMPAIGN-BASED DISCOUNTS AVAILABLE!

Request an *IN.depth* Technical Requirements packet for ad templates and layouts.



Advertorial with full-page ad

Position your brand as a thought-leader.

Provide the pharmacy staff more educational information to help them better understand the proven efficacy of your product(s) or benefits it may offer their patients.

For more info about Advertorials see next page.



Specifications

SIZE: 8.0" x 9.75"

NO BLEED

LIVE COPY AREA: 7.5" x 9.25"

NO COPY IN FOLD AREA

Mandatory Content:

- Attention-grabbing headline
- Advertorial text (*430 words or less*)
 - Content that educates the the pharmacy staff about the the product's efficacy, features, or benefits, or a related health condition or product category in an editorial format.
- Citations if applicable
- Brand and/or product logo
- Company contact information
- Brand and/or product website

Optional Content/Elements:

(no more than 4)

- Product image
- One non-product image
- Quotes from industry leaders
- Testimonial(s)
- Statistics
- Icons and/or infographics

Pricing:

A one-page advertisement must be purchased in tandem with an advertorial.

<p>Advertorial</p> <p>8" x 9.75"</p>	<p>Full-page Ad</p> <p>8" x 9.75"</p>
<p>\$11,550</p>	

Product Sampler



How does *Product Sampler* work?



Advertise your brand in *Product Sampler*.



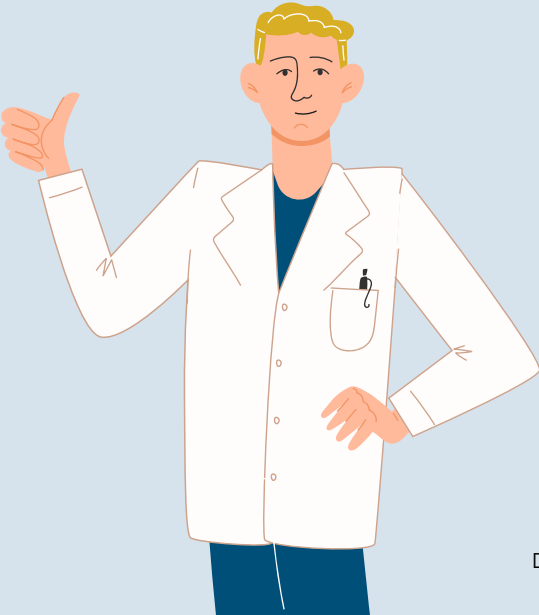
Send us your samples. We assemble & ship sample-filled boxes.



Additional pharmacies have an opportunity to express their interest in receiving a sample box.



Follow up with all participating pharmacists using HRG provided data.



85%
of pharmacists said they would order products they tried through our *Product Sampler*

Data represents 51 survey respondents; survey was conducted April 2024.

Post *Product Sampler* Data Provided

- ✓ Survey **conducted by HRG** - overall and individual brand stats
- ✓ *Product Sampler* recipient list sent to participating brands for personal follow-up

Don't stop there!

Take advantage of our reduced-rate follow-up options to strengthen your outreach!

See next page for more info

Fees for *Product Sampler*

Advertisement Rate + **Fulfillment Rate** + **Optional Follow-Up**
 (based on ad size) (based on the weight of the samples and materials you decide to include) (Based on follow-up choice)

Product Sampler Advertisement Rates

Half-page	Full-page	Two-page spread	Advertorial with Full-page
\$3,800	\$6,600	\$11,200	\$11,200



FOR EXAMPLE

Brand X buys a 1/2 page ad space in the *Product Sampler* publication = **\$3,800**

Brand X sends low-weight samples in the *Product Sampler* box = **\$3,975**

Brand X's estimated total cost = \$7,775

Fulfillment Rate Estimates*

April & October 2025

Weight Range	1,720*
LOW 0.01 oz - 3.50 oz	\$3,975
MEDIUM 3.51 oz - 7.25 oz	\$5,525
HIGH 7.26 oz - 22.0 oz	\$7,965
VERY HIGH 22.01+ oz	Request a Quote



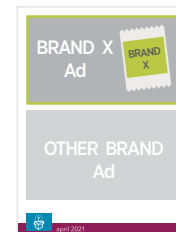
*5% +/- VARIANCE. Fulfillment of sample box includes distribution management, postage, and handling.

Follow-Up Outreach Options**

eBlast \$1,500	6" x 9" Postcard \$3,500
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**Sent to responders only.



2025 Publication Calendar Quarter 1

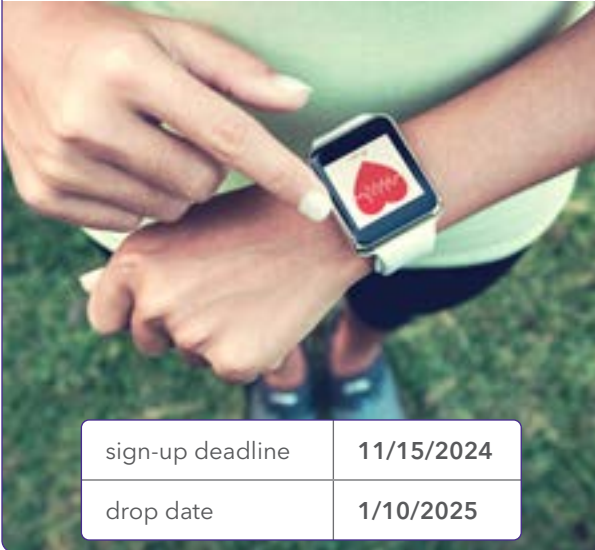
All product categories are welcome in any issue!

CATEGORY SPOTLIGHT

JANUARY

Weight Management & Healthy Living

Perfect for brands that combat GLP-1 side effects, aid weight loss, strengthen immunity, promote restful sleep, and more. A pharmacist's in-person recommendation can make or break the sale!



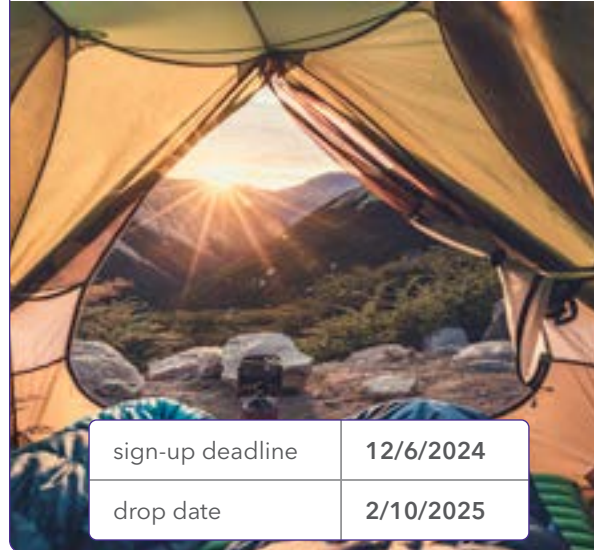
sign-up deadline	11/15/2024
drop date	1/10/2025

CATEGORY SPOTLIGHT

FEBRUARY

Sun, Skin, and First Aid

Pharmacies are looking for items that appeal to consumers preparing for warm weather fun, including spring break. Promote your allergy, anti-itch, first aid, and foot, lip, sun, and skin care items, and more.



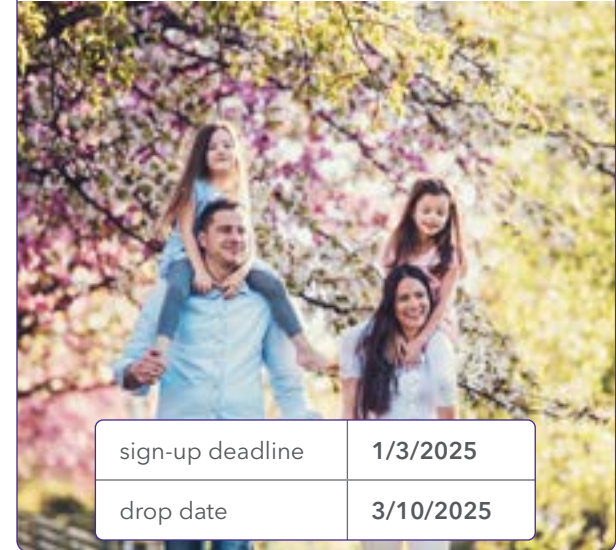
sign-up deadline	12/6/2024
drop date	2/10/2025

CATEGORY SPOTLIGHT

MARCH

Seasonal Solutions

Be a leading brand in independent pharmacies for allergy season by helping pharmacists counsel patients on your allergy, eye & ear care, sleep aid, or vitamins & supplements brand.



sign-up deadline	1/3/2025
drop date	3/10/2025

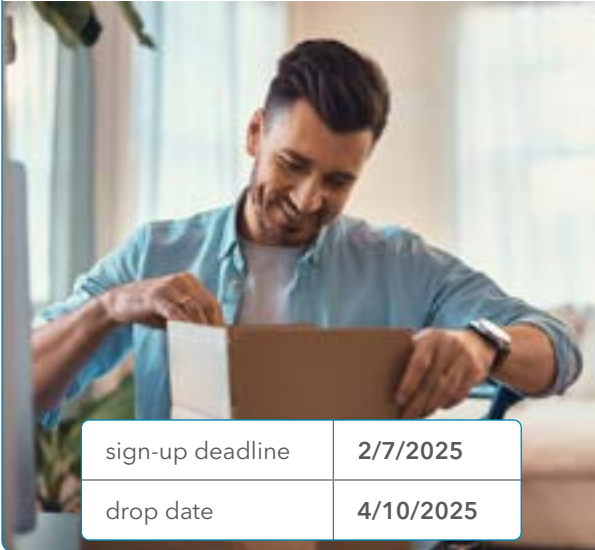
2025 Publication Calendar Quarter 2

All product categories are welcome in any issue!

PRODUCT SAMPLER

APRIL

Use this twice-a-year opportunity to sample your product to over 1,600 pharmacists and receive survey results and feedback.



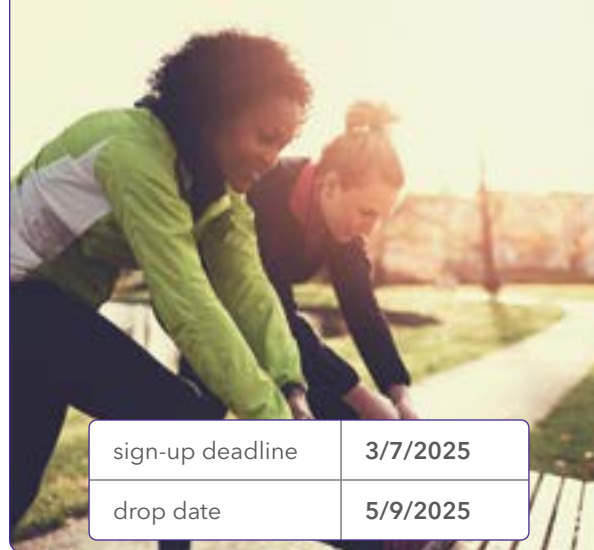
sign-up deadline	2/7/2025
drop date	4/10/2025

CATEGORY SPOTLIGHT

MAY

Personal & Self Care

Independent pharmacies tend to carry a nuanced collection of personal care products. Ensure your brand is included in an issue focused on categories such as: deodorants, oral, skin, hair, or sun care; sexual wellness; sleep aids, and many more.



sign-up deadline	3/7/2025
drop date	5/9/2025

CATEGORY SPOTLIGHT

JUNE

Medicine Chest & Summer Essentials

Encourage pharmacies to include your products and recommend your brand for their patients' summer stockup to their medicine cabinet. Many categories fit this need!



sign-up deadline	4/4/2025
drop date	6/10/2025

2025 Publication Calendar Quarter 3

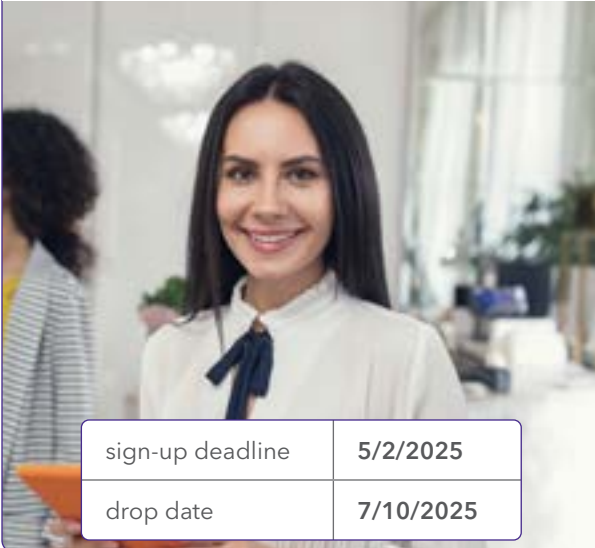
All product categories are welcome in any issue!

CATEGORY SPOTLIGHT

JULY

Women's Health

This hot topic issue is the perfect place to advertise your items targeting women's health, including: feminine care, sexual wellness, peri- or menopause, urinary/period pain relief, pregnancy, vitamins & supplements, and more.



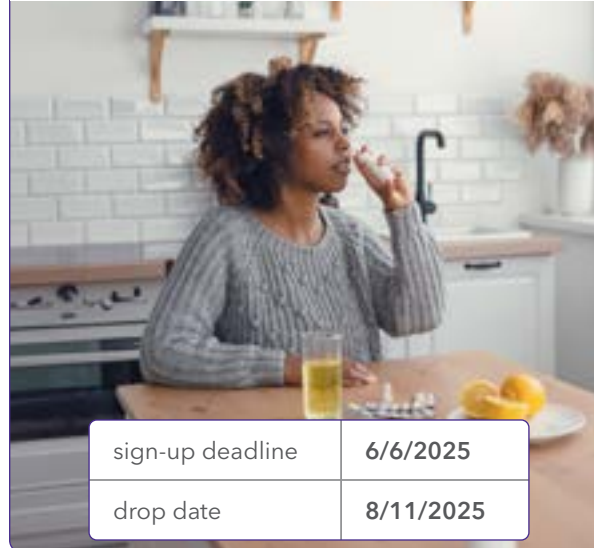
sign-up deadline	5/2/2025
drop date	7/10/2025

CATEGORY SPOTLIGHT

AUGUST

Cold, Flu, Pain, & Diagnostics

With cold & flu season around the corner, promote your humidifiers, or at-home testing, cold & flu, eye & ear, ORS, pain relief, or vitamins & supplements items.



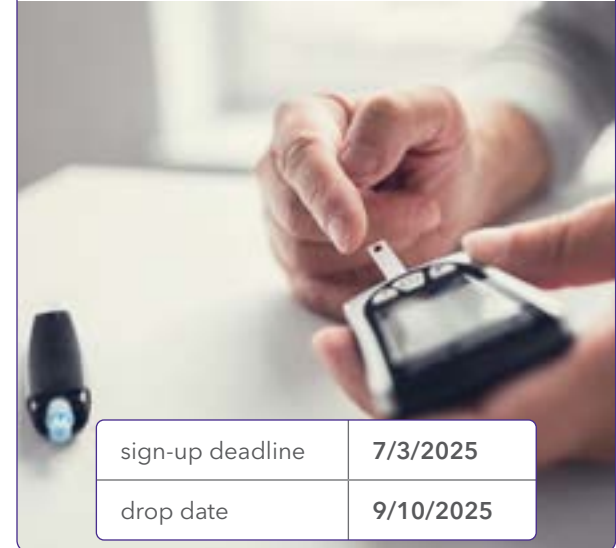
sign-up deadline	6/6/2025
drop date	8/11/2025

CATEGORY SPOTLIGHT

SEPTEMBER

Diabetes Care & Chronic Conditions

Stand out in this large category with your diabetes management supplies, from blood glucose monitors to diabetic candy. Promote chronic condition symptom solutions from pain relief to vitamins & supplements.



sign-up deadline	7/3/2025
drop date	9/10/2025

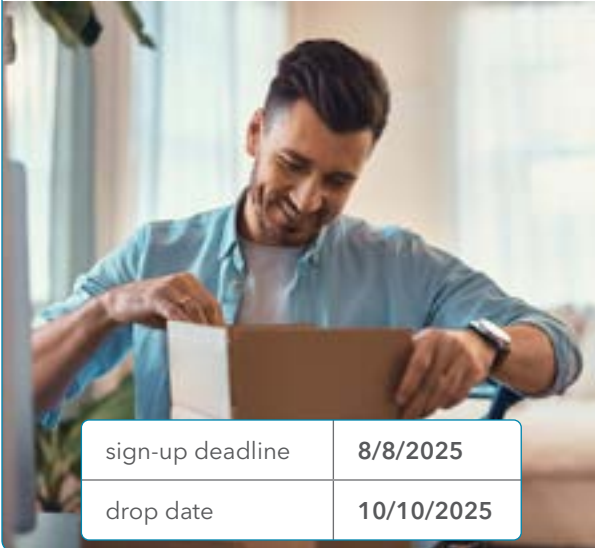
2025 Publication Calendar Quarter 4

All product categories are welcome in any issue!

PRODUCT SAMPLER

OCTOBER

Use this twice-a-year opportunity to sample your product to over 1,600 pharmacists and receive survey results and feedback.



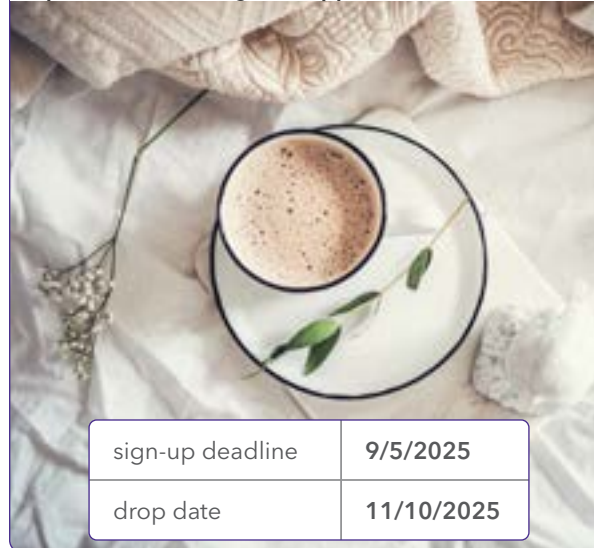
sign-up deadline	8/8/2025
drop date	10/10/2025

CATEGORY SPOTLIGHT

NOVEMBER

Wellness and Post-Op Recovery

Promote your products that support overall wellness. Whether the patient is looking to maintain or recover, highlight products in this issue for wound care, pain relief, or digestive aids. This issue is also a great place to showcase products for caregiver support.



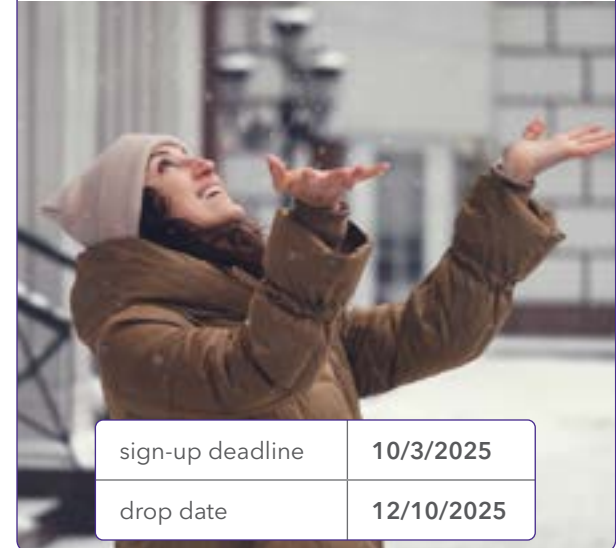
sign-up deadline	9/5/2025
drop date	11/10/2025

CATEGORY SPOTLIGHT

DECEMBER

Health Essentials

Ensure independent pharmacists are recommending your brand that falls within cold & allergy, digestive health, feminine care, pain, nutritionals, vitamins, weight management, and other essential categories.



sign-up deadline	10/3/2025
drop date	12/10/2025

EMAIL MARKETING

eBlasts

Measurable and interactive approach to influencing 10,000+ independent pharmacies.

HRG's eBlast program features fully-customized designs, multiple sends, and tangible ROI.

Our open, engagement, and total click-through rates* routinely exceed our customers' expectations.

UNIQUE
OPEN RATE

45%

ENGAGEMENT
RATE

25%

CLICK-THROUGH
RATE

17%



*Average rates for eBlast and reBlast combos,
time period latest 52 weeks ending 4/30/24.

HRG Retail Communications Media Kit
hamacher.com

eBlasts

Measure engagement with provided data analytics

TOTAL OPEN RATE

How many times the eBlast was opened.
 Calculation = The total number of times the campaign was opened divided by the number of successful deliveries.

UNIQUE OPEN RATE

The number of individual recipients who opened the eBlast.
 Calculation = The number of recipients who opened divided by the number of successful deliveries.

TOTAL CLICK RATE

How many times any links were clicked. Can vary based on if the call-to-action involves links or if the links are more for support.
 Calculation = The total number of times any links were clicked divided by the number of successful deliveries.

UNIQUE CLICK RATE

The number of individuals who clicked on at least one link. Can vary based on if the call-to-action involves links or if the links are more for support.
 Calculation = The number of recipients who clicked on any link divided by the number of successful deliveries.

ENGAGEMENT RATE

A higher engagement rate means more of the individual recipients have clicked multiple links more than once.
 Calculation = The number of total clicks divided by the number of unique opens.

CLICK-TO-OPEN RATE

Can indicate how effectively the email message, design, and/or content drove recipients to take action.
 Calculation = The number of unique clicks divided by the number of unique opens.

TOTAL CLICK-TO-OPEN RATE

A higher TCTO means that more of the recipients have both opened *and* clicked through your messages more than once.
 Calculation = The number of total clicks divided by the number of total opens.

CLICK-THROUGH RATE PER URL

Helps gauge interest in individual URLs.
 Calculation = The percentage of total clicks on a specific URL to recipients exposed to the URL (unique opens).



Analytics reporting provided 24 hours post deployment of eBlast, plus combined totals provided post reBlast.

Successful eBlast campaign examples

The image displays three vertical panels of eBlast content. The first panel on the left is for Aquaphor skincare products, featuring a 'TREAT & RELIEVE DRY SKIN' headline and a 'CLEAN SKIN' button. A callout bubble above it says 'High Engagement Rate'. The middle panel is for 'JUST FOR MEN' grooming products, with a headline 'The most natural-looking results.' and a 'NEW! 4 Way Beard & Skin' product highlight. A callout bubble above it says 'High Total Clicks'. The third panel on the right is for CofixRX, a pharmacy service, with a headline 'Pharmacies Share on CofixRX' and a 'CofixRX belongs in Every Pharmacy' sub-headline. A callout bubble above it says 'High Total Opens'.

Don't forget about the post-Sampler eBlast priced at just \$1,500!^

eBlast rates

Doors Influenced		
10,000+ \$5,350	15,000+ \$6,450	Customized Demographic upon request <i>Ask us about targeting Institutional or Clinic Pharmacies!</i>
Book by 11/15/24 to secure 2024 pricing		

EACH EBBLAST
DEPLOYS
2x*

Features & Add-ons

Included in pricing

- Two sends, second deploys to non-openers only
- 24-hr post initial deploy analytics report, plus final analytics post reBlast
- Fully customizable design
- HRG designed or client designed
- Unlimited links
- Mobile optimized layout

Upon request

- Video integrated header
- Animated buttons and/or CTAs
- Custom contact form
- Include wholesaler (National and Regional) codes
- Document hosting

À la carte options

Creation of more than 10 scannable UPC barcodes (as pdf)	\$375
Additional analysis	\$550
Sell sheets or other designed attachments	\$1,500
POG Vignette	\$500 - \$1,000
Survey creation utilizing SurveyMonkey	TBD
Sample fulfillment (special quote)	TBD

^Sent to Product Sampler participants only, qty 1800.

*Second send deploys to non-openers only.

eBlasts

FAQs

Q: What types of links can I include in an eBlast? What do other manufacturers typically do?

A: Any links can be included, though we would help you strategize which links would be best depending on your goals. Examples are home pages, product-specific landing pages, sell sheets, forms, and/or sign up forms for samples or other promotional items.

Q: How can I tell how many products were sold as a result of the eBlast to measure success of message and/or offer?

A: Standard analytics include open, click, and engagement rates (see page 14); however, if additional movement data is desired, a separate quote is required.

Q: How soon is the reBlast scheduled after the eBlast is deployed?

A: With a few exceptions, this is our typical eBlast/reBlast scheduling:

- All eBlasts will be scheduled to deploy Tuesday, Wednesday, or Thursday
- All Tuesday eBlasts will have their reBlast assigned the Friday of the following week
- All Wednesday eBlasts will have their reBlast assigned the Saturday morning of the following week
- All Thursday eBlasts will have their reBlast assigned the Saturday afternoon of the following week

Q: What is the timeline for eBlast submissions, and what are the content creation guidelines?

A: If you choose to create the eBlast, it's about 7 weeks to send from when we receive your first draft. If we create the eBlast, it's about 10 weeks from the kickoff to deployment.

Q: I want my team to create the eBlast, what are the specs?

A: Your HRG business development manager can provide our Technical Specs Guide.

Q: What percentage of the independent pharmacists that receive these eBlasts have access to McKesson, Cardinal, and Cencora ordering systems?

A: Approximately 75-80% of the receiving pharmacies order from one of those three wholesalers.

Q: Can additional content be added like scannable bar codes, sell sheets, planogram examples, etc.?

A: Yes, and we can help create these items if you don't already have them. Please see our à la carte options on page 15, or reach out to your business development manager.

Q: Are their other mailing lists available besides retail independent pharmacies?

A: Yes, we can target a group of institutional, long-term care, and clinic pharmacies (5,000+ doors), specialty pharmacies, and regional pharmacies (to include grocery and some chains).

Direct Mailers



Direct mailers dedicated to your brand(s) can provide the right amount of “real estate” you need to convince stores to stock and recommend your items. Here are some key reasons to add direct mailers to your independent pharmacy initiatives.

REACH

Send to our entire vetted list (up to 20,000+), or micro-target retailer locations based on:

- geography
- demographics
- regional preferences
- proximity to healthcare professionals

CONTENT

Communicate complex messages

- ✓ UPC conversions
- ✓ Line extensions
- ✓ Product relaunch
- ✓ Rx-to-OTC switch
- ✓ Branding or packaging updates
- ✓ Competitive advantages

COMPONENTS

- trifold/bifold/rollfold self mailers
- brochures
- custom envelopes
- coupons
- window clings
- in-aisle or on-shelf displays
- samples adhered to mailer
- shelf signs/aisle violators
- posters
- product guides
- and many other options

Examples

Haleon® 8-Page Booklet Mailer with Aisle Violator Signs



Florajen® Table Tent and Coupon Pad Self Mailer



Salvatori Scott Gatefold Mailer with Shelf Signs



NasoClenz™ Rollfold Mailer



TheraTears® Campaign



Laclede® 6-page Self Mailer



Note: above images are not perfectly scaled to size.

CAMPAIGNS



Plan a campaign with print and email marketing for multiple touchpoints and a stronger ROI. Plus, you'll benefit from a multi-wave discount!

FOR EXAMPLE[†]

Brand A has new packaging and needs to communicate the change and create a buzz.

Component	Month/Message	Price
eBlast to 10K (2 sends)	January - New Year New Look	\$5,350
Rollfold Self-Mailer to 10K	March - New Look Same Efficacy	\$10,200 Labor & Materials \$4,300 Postage = \$14,500
<i>IN.depth Product Sampler</i> ~1,720	April - low weight sample	\$3,800 (½ page <i>IN.depth Sampler</i> ad) \$3,975 (fulfillment & postage) = \$7,775
<i>IN.depth Product Sampler Follow-up Postcard</i> ~1,720	May - Includes QR code to form for feedback	\$2,730 (labor & materials) \$770 (postage) = \$3,500
eBlast to 10K (2 sends)	August - How We're Standing Out at Shelf	\$5,350
<i>IN.depth Ad</i> ½ page	November - Wellness & Self Care	\$4,150
6 WAVES with 8 TOUCHPOINTS		\$31,580 (labor & materials) \$9,045 (postage) = \$40,625

Plan your marketing for the entire year for **under \$40K** to 10,000 independent pharmacies

Multi-Wave Discount of 15%*

TOTAL CAMPAIGN = \$35,888 (including postage)
only \$3.58/door!

[†]Campaigns are customizable to meet your brand's needs.

*Discount cannot be combined with other discounts predetermined with your business development manager. Discount is only for labor & materials.

INTEGRATED PACKAGES

Reach your business goals using our robust retail services

DATA-DRIVEN



Performance data and category insights with several touch points to educate the market.

VISUAL MERCHANDISER



Persuasive tools to gain shelf placement, performance data, and educational materials.

BRAND DEVELOPMENT



Strategic review of brand and assortment placement tools for retailers.

HIGH ENGAGEMENT



Numerous touch points with multiple opportunities for the audience to engage.

CUSTOM



A customized package can be structured to fit your needs and budget.

DISCOUNTS AVAILABLE FOR ANY **3 OR MORE** ENGAGEMENTS

HRG is in the details of retail, so you don't have to be.



Contact our team today!



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Infographic sources:
*2023 NCPA Digest. ^NCPDP Member List October 2022 compared to October 2023, total of 38,000 chain drug locations and 26,000 independent pharmacy locations. †Independent Pharmacy Shopper Study 2020. ‡2024 HRG-conducted IN.depth customer satisfaction survey.