

RETAIL COMMUNICATIONS  
**2026 MEDIA KIT**

HRG

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## INDEPENDENT PHARMACY MARKET

## Market Health

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

## Data

Data from 2014 - October 2024<sup>^</sup>

CHAIN DRUG STORES:

**SHRUNK 10.3%** 

INDEPENDENT PHARMACY STORES:

**GREW 5.8%** 

## Data

Approximately **65%** 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

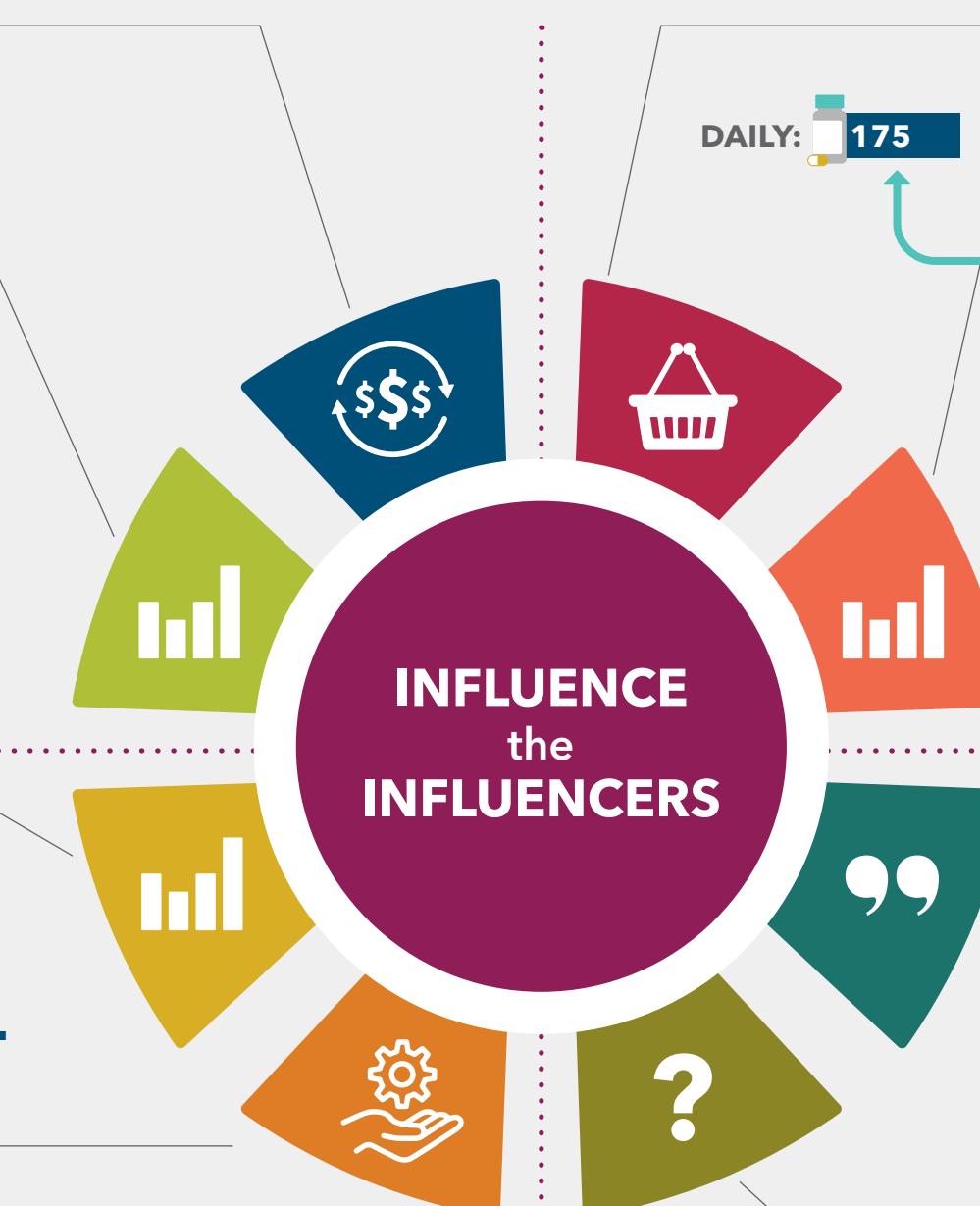
 **87%** GIVE FLU IMMUNIZATIONS

 **81%** PROVIDE WOUND CARE PRODUCT

 **78%** OFFER HOME/WORK SITE DELIVERY

 **51%** CARE FOR LTC PATIENTS

 **43%** HAVE COLLABORATIVE PRACTICE AGREEMENTS WITH PHYSICIANS



## Survey Results

**73%** reference *IN.depth* regularly\*

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

“ I have been working with HRG for just over 2 ½ years and find the team an absolute joy to work with. They are kind, passionate in their work, and willing to help in any way necessary! The amount of new data and market insights learned from the HRG team are above and beyond what typical marketing agencies can offer. It easily justifies our investment. ”

Eric Renner  
Gorilla Glue

“ I took advantage of HRG's established *IN.depth* publication to advertise our product and provide samples to independent pharmacies. What's great about working with HRG is their retail industry expertise and insights sets them apart from other marketing agencies. I also appreciated the level of personal service they provided. They were great to work with. ”

Ryan Tobias  
CofixRx

## 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

SAME PURPOSE, NEW LOOK - 2026!

### INDEPENDENT PHARMACY PUBLICATIONS

#### CATEGORY SPOTLIGHT

Reach independents  
as they plan category  
assortments and  
counsel patients.



#### PRODUCT SAMPLER

Puts your product  
samples into  
decision-makers'  
hands.

**Book by  
11/10/25**  
to secure 2025  
pricing

## **Category Spotlight advertisement rates**

<b>Half-page Ad</b> 8" x 4.5"	<b>Full-page Ad</b> 8" x 9.75"	<b>Two-page spread Ad</b> 16.5" x 9.75"	<b>Advertorial</b> 8" x 9.75"	<b>Full-page Ad</b> 8" x 9.75"
<b>\$4,300</b>	<b>\$7,100</b>	<b>\$11,800</b>		<b>\$11,800</b>

## MULTI-WAVE & CAMPAIGN-BASED DISCOUNTS AVAILABLE!

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



***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 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

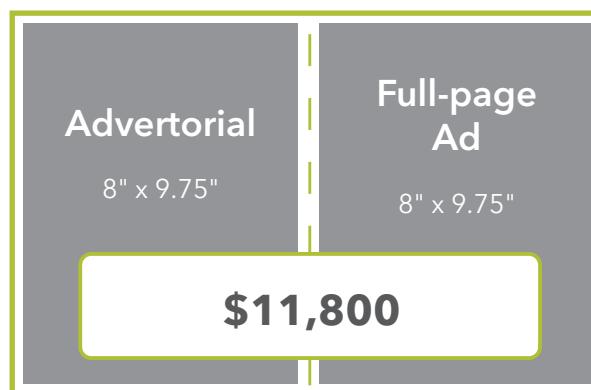
### Optional Content/Elements:

(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.



## 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.

FREE SAMPLES  
INSIDE!  
Take a look!  
HRG



Follow up with all participating pharmacists using HRG provided data.



**67%**  
of pharmacists said they would order products they tried through our *Product Sampler*

Data represents 49 survey respondents; survey was conducted April 2025.

### 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

(based on ad size)

#### Fulfillment Rate

(based on the weight of the samples  
and materials you decide to include)

#### Optional Follow-Up

(Based on follow-up choice)

### Product Sampler Advertisement Rates

Half-page	Full-page	Two-page spread	Advertisorial with Full-page
\$4,000	\$6,800	\$11,000	\$11,000



### Fulfillment Rate Estimates\*

April & October 2026

Weight Range	
LOW	0.01 oz - 3.50 oz
MEDIUM	3.51 oz - 7.25 oz
HIGH	7.26 oz - 14.60 oz



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

### Follow-Up Outreach Options\*\*

eBlast \$1,500



6" x 9" Postcard \$3,600



\*\*Sent to responders only.

Request an *IN.depth* Technical Requirements packet for ad templates and layouts. See ad dimensions on page 4.

Retail Communications Media Kit  
[hamacher.com](http://hamacher.com)

### FOR EXAMPLE

Brand X buys a 1/2 page ad space in the *Product Sampler* publication = **\$4,000**

Brand X sends low-weight samples in the *Product Sampler* box = **\$4,280**

Brand X's estimated total cost = **\$8,280**



## 2026 Publication Calendar

### Quarter 1

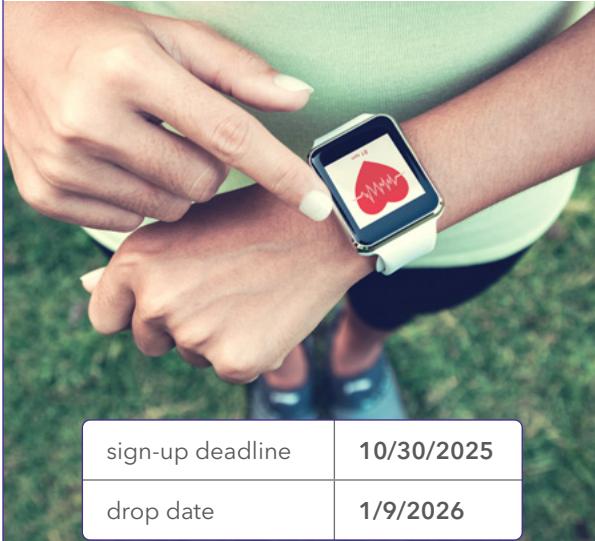
*All product categories are welcome in any issue!*

#### CATEGORY SPOTLIGHT

##### JANUARY

###### Healthy New Year

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!

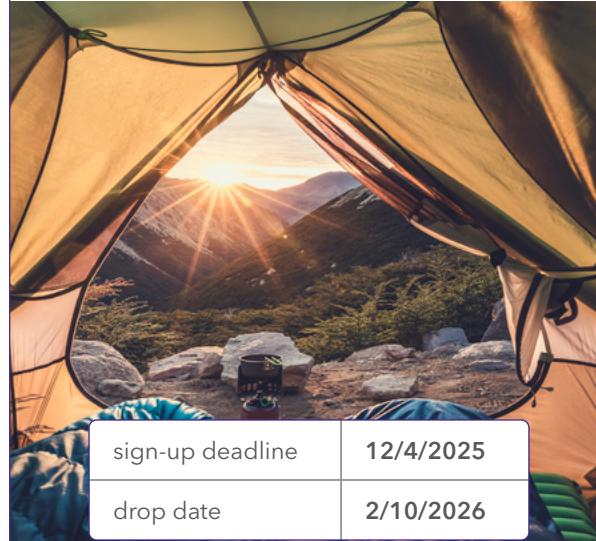


#### CATEGORY SPOTLIGHT

##### 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.

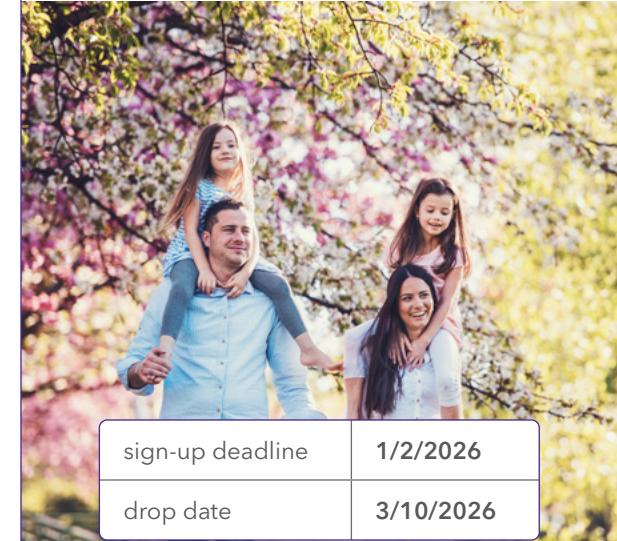


#### CATEGORY SPOTLIGHT

##### MARCH

###### Seasonal Solutions and Supplements & Vitamins

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.



# 2026 Publication Calendar

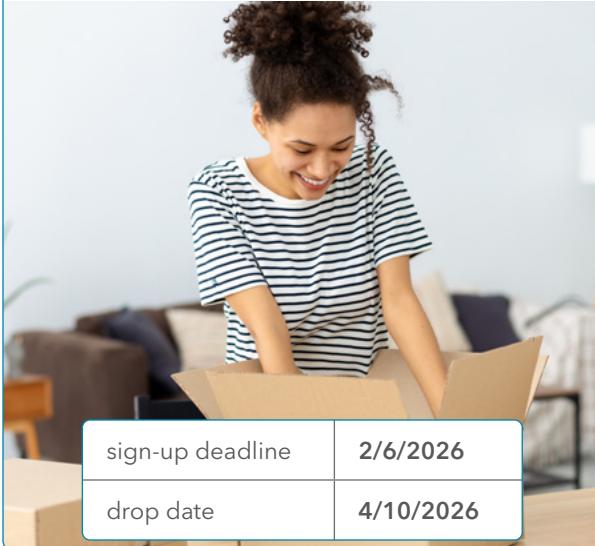
## Quarter 2

*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.



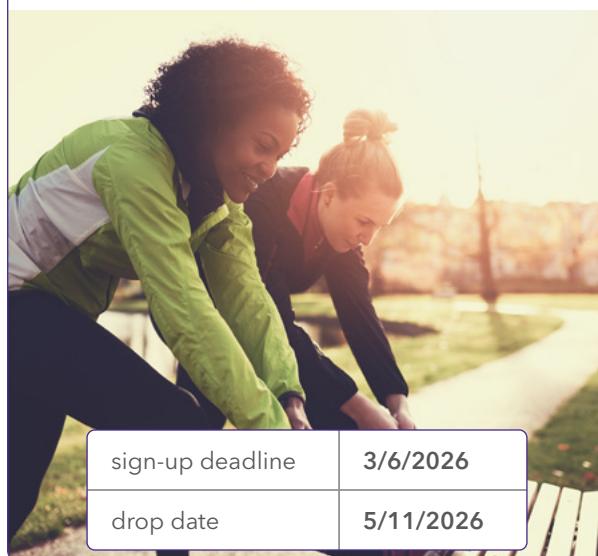
sign-up deadline	2/6/2026
drop date	4/10/2026

### 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.



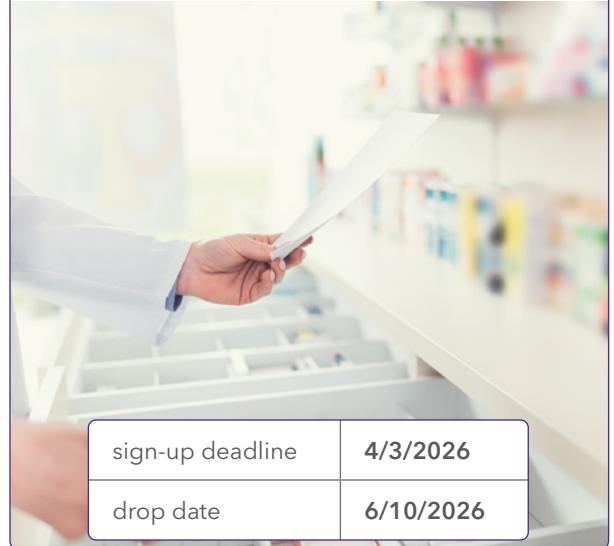
sign-up deadline	3/6/2026
drop date	5/11/2026

### CATEGORY SPOTLIGHT

#### JUNE

##### Medicine Chest & Survival Kit

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	4/3/2026
drop date	6/10/2026

# 2026 Publication Calendar

## Quarter 3

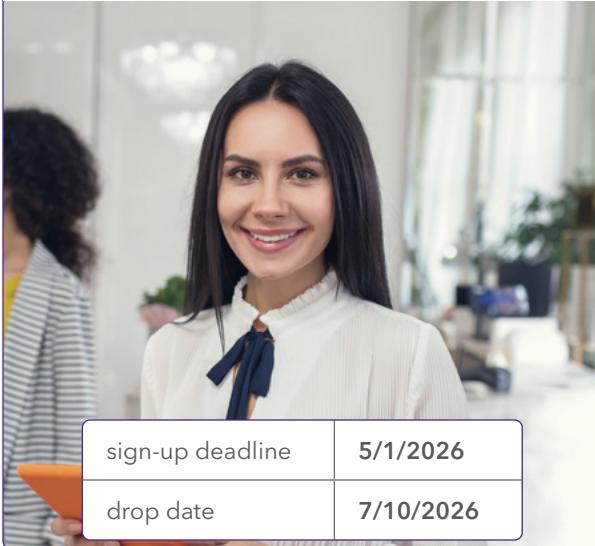
*All product categories are welcome in any issue!*

### 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.



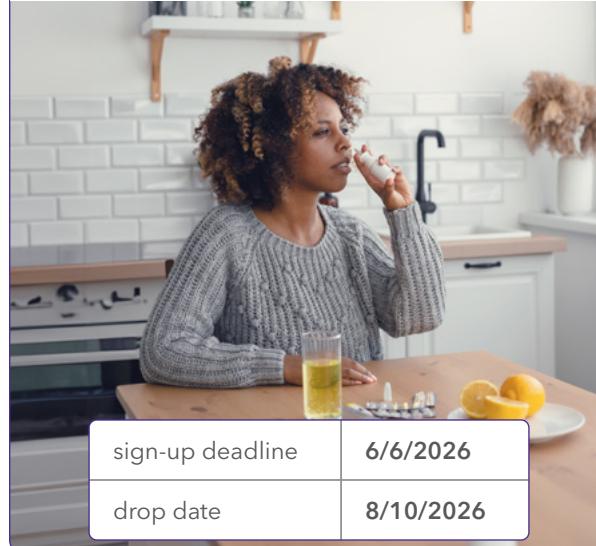
sign-up deadline	5/1/2026
drop date	7/10/2026

### 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.



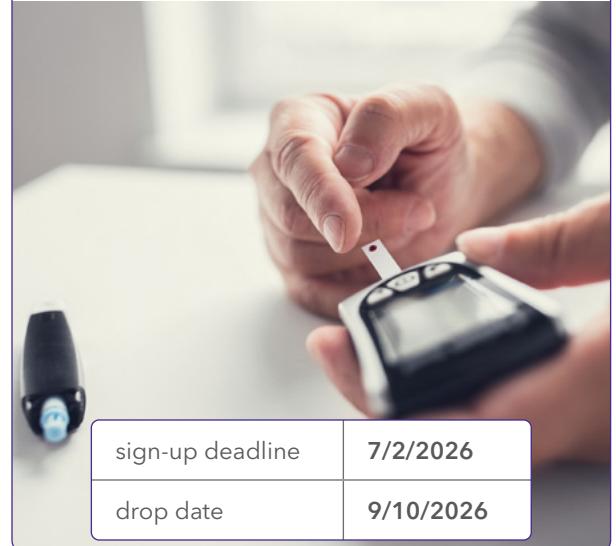
sign-up deadline	6/6/2026
drop date	8/10/2026

### 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	7/2/2026
drop date	9/10/2026

# 2026 Publication Calendar

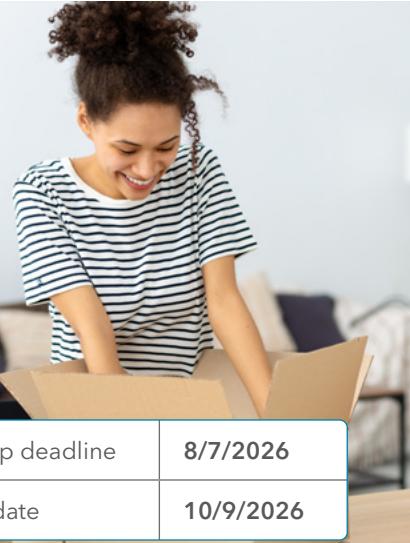
## Quarter 4

*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.



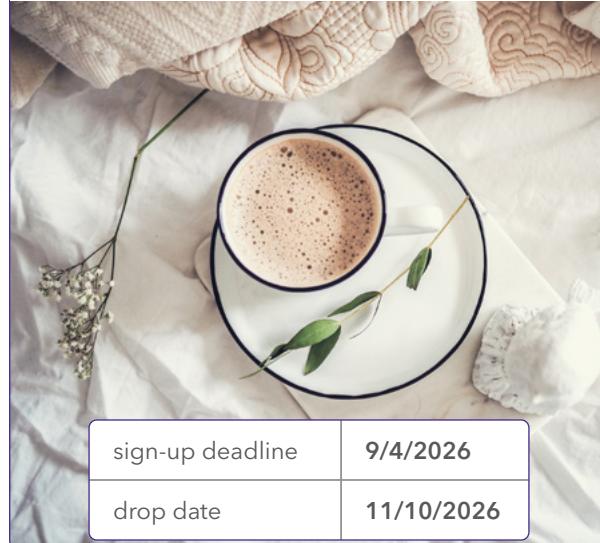
sign-up deadline	8/7/2026
drop date	10/9/2026

### CATEGORY SPOTLIGHT

#### NOVEMBER

##### Weighing In (Personal Health)

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.



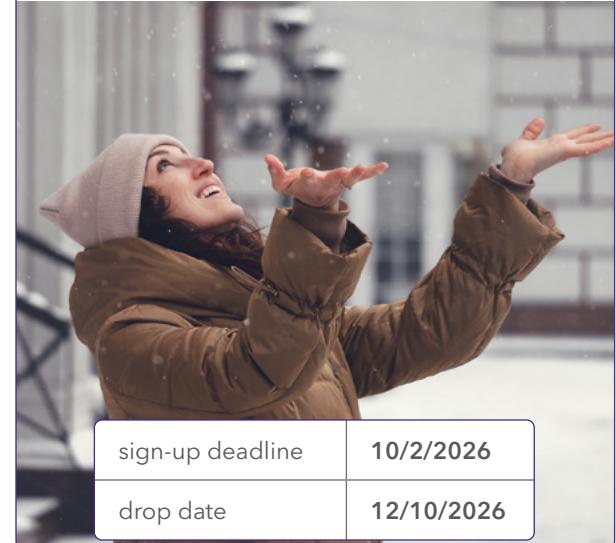
sign-up deadline	9/4/2026
drop date	11/10/2026

### CATEGORY SPOTLIGHT

#### DECEMBER

##### Health Essentials for the New Year

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	10/2/2026
drop date	12/10/2026

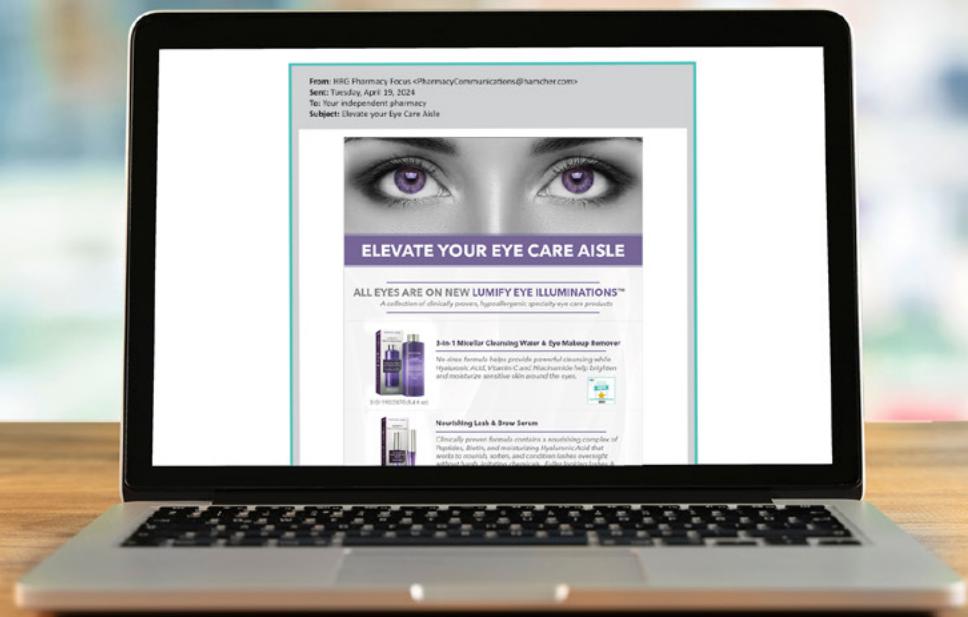
# eBlasts

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  
**35%**

CLICK-THROUGH  
RATE  
**17%**



# 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.

### CLICK-THROUGH RATE PER URL

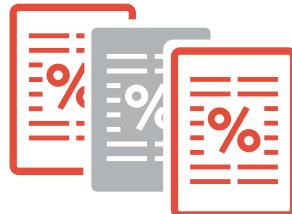
Helps gauge interest in individual URLs.

Calculation = The percentage of total clicks on a specific URL to recipients exposed to the URL (unique opens).

### CLICK-TO-OPEN RATE

Can indicate how effectively the email message, design, and/or content drove recipients to take action.

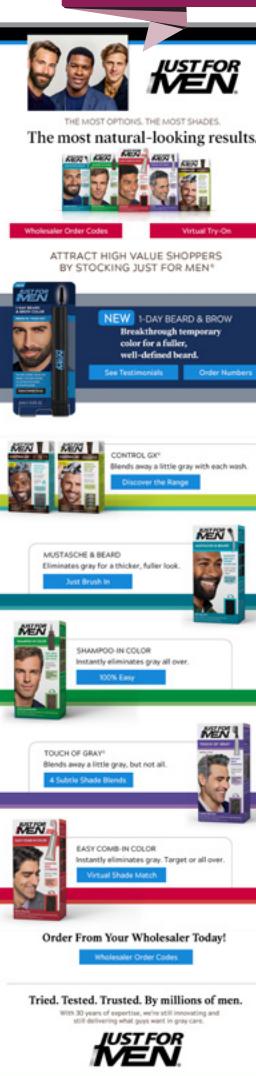
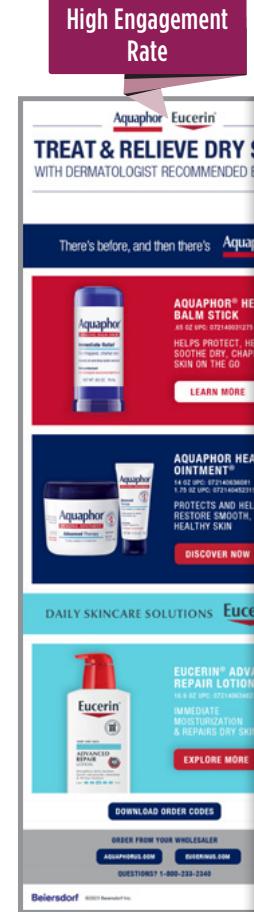
Calculation = The number of unique clicks divided by the number of unique opens.



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

## Successful eBlast campaign examples

### High Total Clicks



# eBlasts

**REMINDER!**  
**Post-Sampler eBlast**  
**priced at just**  
**\$1,500!^**

## eBlast rates

Doors Influenced*				
Independent Pharmacies	Specialty Pharmacies (Regional Chains <sup>†</sup> )	Institutional Pharmacies	Custom List	
10,000	15,000	12,000	5,000	quantity unknown
<b>\$5,500</b>	<b>\$6,500</b>	<b>\$6,000</b>	<b>\$5,000</b>	<b>Quote separately</b>

**Book by 11/10/25 to secure 2025 pricing**

\*Some regional chain stores will be inside grocery stores

\*Door counts are approximate, based on a moment in time, and can fluctuate throughout the year

**EACH EBLAST  
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	• Include wholesaler (National and Regional) codes
• Animated buttons and/or CTAs	• Document hosting
• Custom contact form	

### À la carte options

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

^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 there 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<sup>†</sup>

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	\$5,500
Rollfold Self-Mailer to 10K	March - New Look Same Efficacy	\$9,700 Labor & Materials \$4,400 Postage = \$14,100
<i>IN.depth Product Sampler</i> ~1,720	April - low weight sample	\$4,000 (1/2 page <i>IN.depth Sampler</i> ad) \$4,280 (fulfillment & postage) = \$8,280
<i>IN.depth Product Sampler</i> Follow-up Postcard ~1,720	May - Includes QR code to form for feedback	\$2,830 (labor & materials) \$770 (postage) = \$3,600
eBlast to 10K (2 sends)	August - How We're Standing Out at Shelf	\$5,500
<i>IN.depth</i> Ad 1/2 page	November - Wellness & Self Care	\$4,300
<b>6 WAVES with 8 TOUCHPOINTS</b>		\$31,830 (labor & materials) \$9,450 (postage) = \$41,280

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

**Multi-Wave  
Discount of  
15%\***

**TOTAL CAMPAIGN  
=\$35,880 (including postage)  
only \$3.50/door!**

<sup>†</sup>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 MERCHANTISER



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!



[inthedetails@hamacher.com](mailto:inthedetails@hamacher.com)



**Angela Pinkstaff**

Director of Business Development



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Infographic sources:

\*2023 NCPA Digest. ^www.icsc.com/news-and-views/icsc-exchange/as-chain-drugstores-close-what-about-independent-pharmacies.

†Independent Pharmacy Shopper Study 2020. ‡2024 HRG-conducted IN.depth customer satisfaction survey.

**HRG**

HRG Retail Communications Media Kit  
[hamacher.com](http://hamacher.com)