

Heart Insight[®]

2024 Media Kit

Serving & supporting heart patients
and their loved ones for 16 years.

Trusted, award-winning editorial from
the nation's oldest and largest
not-for-profit dedicated to fighting
heart disease and stroke.

Heart Insight e-News

Heart Insight has served heart patients and their families for 16 years.

Our award-winning monthly e-newsletter began in 2015.

Heart patients, their live- in caregivers and their family members make up 82% of the Heart Insight e- News audience.

This highly- engaged group seek credible information. They love resources and tools to support their health, independence and quality of life.

Industry e - mail engagement rates comparison

	Heart Insight	Health Care	Nonprofit	All Industries
Open	31.5%	23.7%	26.6%	21.5%
Click thru	8.2%	3.0%	2.7%	2.3%

Source: Campaignmonitor.com

Heart Insight e-News

Delivered monthly to
125,000+ subscribers.

8.2% of opens result in
clicks.

Our horizontal and
square ads are great
opportunities to grab
attention and
communicate your
message.



Heart



Advertising Interest

Types of products and services readers would like to see advertised in Heart Insight.

Healthy foods	69%
Health apps [For computers, tablets and smart phones]	41%
Home health monitoring equipment [blood pressure, diabetes, etc.]	42%
Medications	31%
Home fitness equipment	26%
Quality health care facilities [hospitals, clinics, cardiac rehab, etc.]	25%
Emergency alert devices	22%
Home health care assistance	18%
Fitness facilities	16%
Other	4%
Healthy meal delivery services	
Support groups	

Art Specifications

All ads subject to AHA/ASA approval.

Ad Specifications	
Horizontal ads (2 per issue)	655 w x 275 h pixels; jpeg; minimum file size 125 kb
Square ad (2 per issue)	313 w x 313 h pixels; jpeg; minimum file size 125 kb

