

Magellan Rx Report

Media Kit | 2020



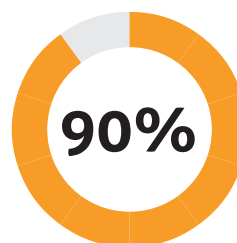
**Winner of a 2018
Communicator
Award of Distinction:**

Cover Design for
Corporate Communications

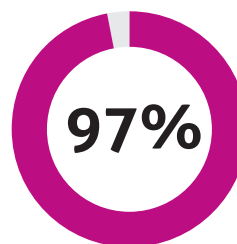
Welcome to the Magellan Rx Report

The Report

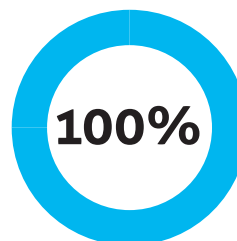
The Magellan Rx Report, published by Magellan Rx Management, is the industry's premier resource focused on complex and chronic disease management for managed care organizations. It features the latest information on oncology management, specialty disease states, medical and pharmacy integration, government programs, STAR ratings, opioid dependency, and much more.



of readers consider the Magellan Rx Report to be valuable and useful in their daily practice



of readers would recommend the Magellan Rx Report to their colleagues



of readers find the articles timely and relevant

What's Inside

- Pertinent managed care articles representing the key areas of disease management and education
- Specialty medical and pharmacy management strategies
- Innovative approaches to managing complex disease states
- Digital innovation programs
- Insight on how payers can engage with providers and patients, resulting in better outcomes
- Behavioral health impacts and management mechanisms
- Clinical guideline updates and reviews
- Health outcomes analysis
- Issues involving healthcare reform
- Expert advice from key opinion leaders in the industry

Why Advertise in the Magellan Rx Report?

Relevant and Timely Articles
Knowledgeable and Insightful Authors
Strategic Alignment
Increased Exposure
Competitive Rates

The Facts



~9,000

Key managed care decision-makers reached through email and targeted print mailings for each issue



16%

Email open rate (compared to ~13% industry average)



15,000+

Page views per month on Magellan Rx website



Events

Featured at the largest industry events in the country, including AMCP, Asembia Summit, MRx Specialty Summit, and more

Three Publications Per Year
Spring | Summer | Fall

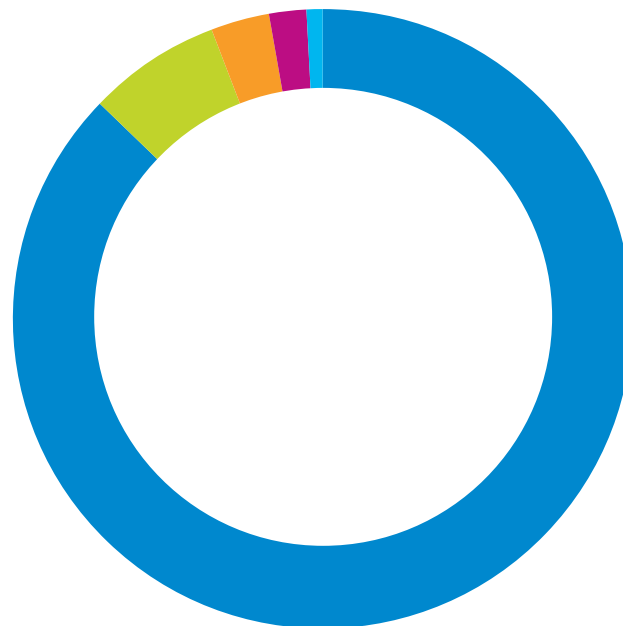
Three Distribution Channels
Print | Digital | Events

The Stats

The Magellan Rx Report reaches key decision makers from **150+** payers responsible for over **95%** of covered lives in the country.

It also reaches over **1,500** healthcare facilities, provider networks, medical groups, and medical and pharmacy service providers and associations.

Recipient audience is comprised of chief officers, medical and pharmacy directors, case and brand managers, and other clinical team members.



87%
Health Plans

7%
Integrated Delivery Networks

3%
Pharmacy Benefit Management

2%
Accountable Care Organizations

1%
Other

A Unique Vision of Care

Our valuable content empowers managed care decision makers to appropriately manage their complex and chronically ill populations while reducing overall healthcare costs. Our readers are also our clients, and these relationships are what make the Magellan Rx Report so unique – your product message will reach the right people at the right time because of our impact and strategic collaboration.

Advertising Opportunities

Specifications	Full Page	Spread
Trim	8.375" x 10.875"	16.75" x 10.875"
Bleed	8.625" x 11.125"	17.25" x 11.125"
Live	7.75" x 10.25"	16.25" x 10.25"

Inserts and custom specs can be accommodated upon request.

Rates	Per Issue
Inside front cover spread (2 color pages)	\$29,000
Inside front cover spread (1 color + 1 black/white page)	\$26,000
Back cover	\$24,000
Full page color ad	\$19,000
Each additional color page	\$5,000
Each additional black/white page	\$2,000

Discount of 10% available for three consecutive issue ads.

Online Supplements

- Online-only supplement on a topic of interest, developed by Magellan Rx.
- Three email and social marketing campaigns to Magellan Rx report readership, with metrics to track open and click rates.
- 10% discount on Magellan Rx Report advertising.

Product Spotlight Article

- 1-2 page piece within a print issue of the Magellan Rx Report highlighting a product of interest, developed by Magellan Rx.
- Corresponding ad placement in the same issue of the Magellan Rx Report.



Submissions

Bleed:

- Allow for .125" (1/8") head, foot and face bleed.
- Supply crop marks for trim, but do not include an outline of the trim.
- All crop marks must fall fully outside the bleed area.

Color:

- Files must be in CMYK mode.
- All spot colors and RGB images must be converted to 4-color process before files are submitted for publications.
- All total area ink coverage in ad should not exceed 280%.
- For areas with black text over white background, do not use rich black.

File Format:

We use a PDF-only workflow system. All advertisement files must be submitted as PDFs and formatted as specified. We cannot accept EPS files or native layout files. Macintosh or PC accepted.

For Inquiries and Submissions:
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401.344.1040