

AN INITIATIVE OF THE SOCIETY OF FEDERAL HEALTH PROFESSIONALS

# HEALTH 21<sup>©</sup>

Communicate. Educate. Collaborate.



## 2017 OVERVIEW



# HEALTH 21<sup>©</sup>

Wellness & Health Care for the 21st Century



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## Diverse Collaboration for 21st Century Health

Health21 is an educational communications and boots-on-the ground advocacy initiative whose mission is to support a new vision of wellness and health care for the 21st Century. It is designed to contribute to thought leadership, strengthen public-private relationships and shape the future direction of health for all. This broad-based program will share information, build bi-lateral and multi-lateral relationships, create a networking infrastructure and provide mentoring and collaboration opportunities among diverse audiences and stakeholders. The program centers on a monthly magazine with 400,000+ circulation in coordination with on-site forums at leading post-secondary schools and medical centers, online national and international lecture series, educational and series podcasts and videos, and on-the ground collaboration opportunities that contribute to meaningful change for the betterment of all.

## Leading with Heart for Meaningful Change

Wellbeing is an integral and crucial component of one's ability to survive and thrive in any meaningful capacity. The same is true for global wellbeing because it is the primary driver of international security and mission readiness, integrative health and sustainable economics. Health21 provides a unique network of forward-thinking military and other federal thought leadership, including past and present Surgeons General, whose mission is to bring private industry and civilian stakeholders and experts together to share ideas, to collaborate for the common good and to promote solutions that drive meaningful change for everyone. Ours is an inclusive environment; there are no outsiders. We engage military health and other federal departments and agencies, civilian health, non-profits, private industry, post-secondary schools, tribes and other change agents.

nothing but love. share the passion.



**VICE ADM. MICHAEL COWAN, (RET.)**  
34th Surgeon General of the U.S. Navy and Chief, Bureau of Medicine and Surgery



**VICE ADM. RAQUEL BONO**  
Director, Defense Health Agency



**VICE ADM. ADAM M. ROBINSON, (RET.)**  
36th Surgeon General of the U.S. Navy and Chief, Bureau of Medicine and Surgery, current Director of VA Maryland Health Care System



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U.S. Public Health Service Deputy Surgeon General



**VICE ADM. C. FORREST FAISON, III**  
38th and current Surgeon General of the U.S. Navy and Chief, Bureau of Medicine and Surgery



**REAR ADM. RANDY GARDNER**  
U.S. Public Health Service Chief Engineer



**LT. GEN. NADJA WEST**  
44th U.S. Army Surgeon General and Commanding General of the U.S. Army Medical Command



**REAR ADM. SUSAN ORSEGA**  
U.S. Public Health Service Chief Nurse



**LT. GEN. MARK EDIGER**  
22nd Surgeon General of the U.S. Air Force



**REAR ADM. DAVID GOLDMAN**  
U.S. Public Health Service Chief Medical Officer

# EDITORIAL PROFILE & AUDIENCE

Subject-matter experts and thought leaders contribute 70 percent of the magazine content under the direction of our seasoned editors. This combination guarantees meaningful, thought-provoking information that is fact-focused and unique.

## Timely Articles by Timely Leaders

Vice Adm. Faison, U.S. Navy Surgeon General, provided a compelling argument of how a fundamentally different approach to health is required to reach millennial and later generations; AMSUS Executive Director Vice Adm. Cowan (Ret.) wrote a first-hand account of medicine's "Sea Change" in attitude regarding veterans and others with physical impairments, and Defense Health Agency Director Vice Adm. Bono discussed the ideology and functional operational capacity of "Health over Healthcare." In addition, our non-profit and academic partners shared timely information on the current state of U.S. aid-in-dying legislation, and health as an implicit goal.

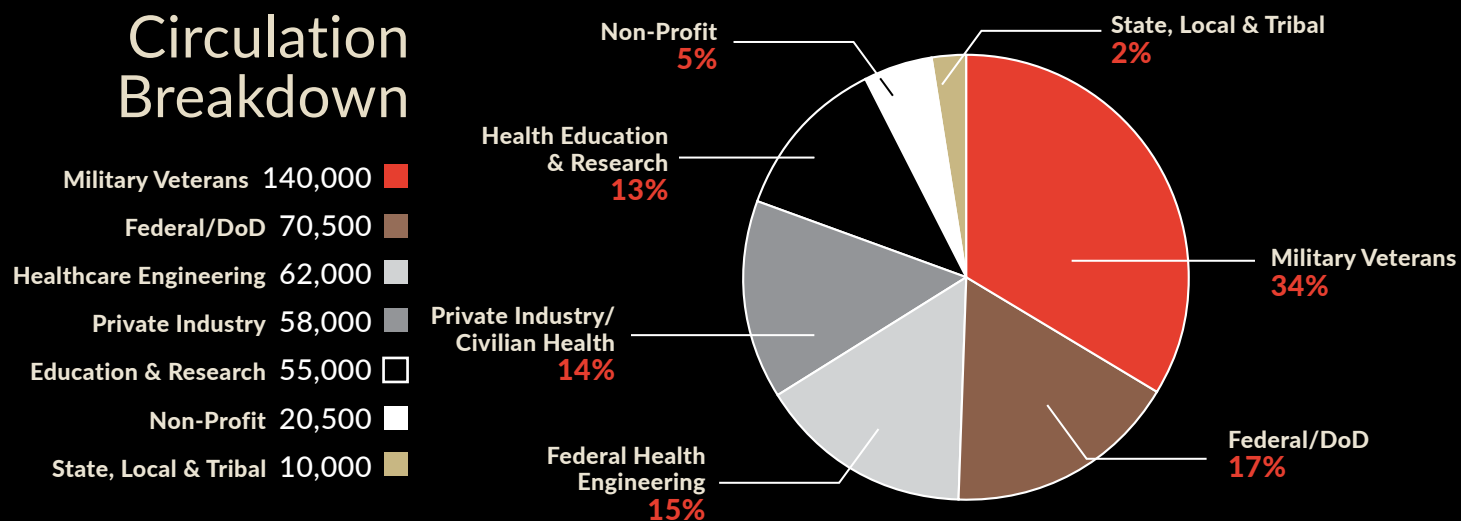
Each article supports Health21's primary objectives, which include:

1. Raise Awareness of the Mission;
2. Inspire a Creative, Multi-disciplinary "Rethink;"
3. Provide the Motivation to Embrace Collaboration;
4. Share Information & Build Working Relationships;
5. Provide a Platform that Supports Beneficial Change;
6. Empower the Next Generation of Health Leaders.

## 400,000+ Controlled Circulation

Built one name at a time, Health21 magazine's 400,000+ circulation consists of wellness and health care movers and shakers, to include Surgeons General and other thought leaders of every military service and federal health department and agency, as well as members of Congress. In addition, the e-magazine reaches Air Force Association members and other military veterans; CEOs and C-level decision-makers of health-related Fortune 500 companies; and engineers responsible for health technology, public health engineering and health care construction, both nationally and internationally. The remaining circulation is divided between healthcare providers; major medical centers; post-secondary, professional schools and researchers; non-profits; change-agents like tribes; and other relevant stakeholders. In addition, every issue of Health21 can be read online or subscribed to for free at [www.health21initiative.org](http://www.health21initiative.org), reaching additional readers in countries and territories around the world.

## Circulation Breakdown



# 2017-2018 EDITORIAL CALENDAR

Health21 magazine focuses on a wide variety of topics from global health to the most pressing U.S. health problems to the unique needs of wounded warriors. These wide-ranging, diverse issues include: climate change, epidemics, humanitarian assistance and disaster relief, opioid addiction, obesity, chronic disease, traumatic brain injury, PTSD, depression, chemical exposure, infectious diseases, integrated health, wellbeing, virtual health and health information technology.

### ISSUE 1 August 2017

A NEW VISION OF HEALTH, PT. 1

Editorial Due: Jun 15, 2017 • Ads Due: Aug 1, 2017

### ISSUE 2 September 2017

A NEW VISION OF HEALTH, PT. 2

Editorial Due: Aug 1, 2017 • Ads Due: Aug 15, 2017

### ISSUE 3 October 2017

MILITARY HEALTH & TECHNOLOGY

Editorial Due: Sep 1, 2017 • Ads Due: Sep 15, 2017

### ISSUE 4 November 2017

VETERAN HEALTH & TECHNOLOGY

Editorial Due: Sep 15, 2017 • Ads Due: Oct 2, 2017

### ISSUE 5 December 2017

ENGINEERING & HEALTH

Editorial Due: Oct 2, 2017 • Ads Due: Oct 16, 2017

### ISSUE 6 January 2018

HUMANITARIAN ASSISTANCE & DISASTER RELIEF

Editorial Due: Oct 2, 2017 • Ads Due: Oct 16, 2017

### ISSUE 7 February 2018

GLOBAL HEALTH & SECURITY

Editorial Due: Nov 1, 2017 • Ads Due: Nov 15, 2018

### ISSUE 8 March 2018

WELLBEING & INTEGRATIVE CARE

Editorial Due: Dec 1, 2017 • Ads Due: Dec 15, 2018

### ISSUE 9 April 2018

PUBLIC & POPULATION HEALTH

Editorial Due: Jan 2, 2018 • Ads Due: Jan 16, 2018

### ISSUE 10 May 2018

MENTAL & PSYCHOSOCIAL HEALTH

Editorial Due: Feb 1, 2018 • Ads Due: Feb 15, 2018

### ISSUE 11 June 2018

CLIMATE CHANGE & HEALTH

Editorial Due: Mar 1, 2018 • Ads Due: Mar 15, 2018

### ISSUE 12 July 2018

ENVIRONMENT & HEALTH

Editorial Due: Apr 2, 2018 • Ads Due: Apr 16, 2018

### EDITORIAL OPPORTUNITIES

- Guest Feature (2500-3000 words, 3rd person)
- Guest Department (1800-2000 words, 3rd person)
- Guest Column (1200-1500 words, 1st person op-ed)

### WRITER'S GUIDELINES > TERMS & CONDITIONS >

**Note:** Once an article is accepted for publication, it becomes the property of Health21 magazine, and the magazine maintains full and final editing rights and privileges.

# SPONSORSHIPS & PROGRAM COMPONENTS

## Podcasts & Videos

One (a segment): \$8,000; Three (a mini-series): \$20,000; Six (a series): \$30,000.

## e-Magazine Sole Sponsor

One: \$15,000; Six: \$70,000; Twelve: \$120,000

## Sponsorships

Sponsorships are highly customized in order to specifically benefit each sponsoring organization. Prices are based upon program component choices and can include a mix of the following:

### Onsite Forums

In partnership with all branches of the Uniformed Services and other federal health agencies, post-secondary schools, tribal nations, private industry and civilian health, Health21's onsite forums will facilitate interdisciplinary engagement, military-civilian interoperability and . . . [READ MORE ONLINE](#)

### Online Nationwide Lecture Series

Health21's online nationwide expert lectures will facilitate education and outreach of timely health topics. Each series will include 10 or more lectures, accommodating 50 people per lecture to allow active participation. These will be provided to target markets like professional . . . [READ MORE ONLINE](#)

### Boots-on-the-Ground Collaboration

Health21 is providing unique opportunities for public-private stakeholders to bring their visions, products and processes to a collaborative network of beneficial change. These opportunities will focus on real-world results related to improved health outcomes for veteran health and . . . [READ MORE ONLINE](#)

For detail on sponsorships, visit <http://health21initiative.org/sponsorships-editorial/> or contact Mike Ryan at 781.455.9838 or [mike.ryan@livebetterpublishing.com](mailto:mike.ryan@livebetterpublishing.com).

## 2017-2018 Health21 Online Advertising Rates

Rate Card 1. Effective July 1, 2017.  
Average e-Magazine Rate Base: 400,000  
All Rates are Net.

	1x	6x	12x
Rectangle	\$2,400	\$2,040	\$1,630
Banner (Other than Homepage)	\$3,000	\$2,550	\$2,040
Content Module* (Other than Homepage)	\$3,400	\$2,890	\$2,315
Banner (Homepage)	\$3,500	\$2,975	\$2,380
Content Module* (Homepage)	\$4,000	\$3,400	\$2,720
Link Ad to FP on Health21 Website*	\$1,200	\$1,020	\$815

\*Content Modules link to a full-page ad on our website for advertorial and tracking (568 wide x 750 tall minimum). All other ads can link similarly for an additional cost.

## Mechanical Specifications & Submissions

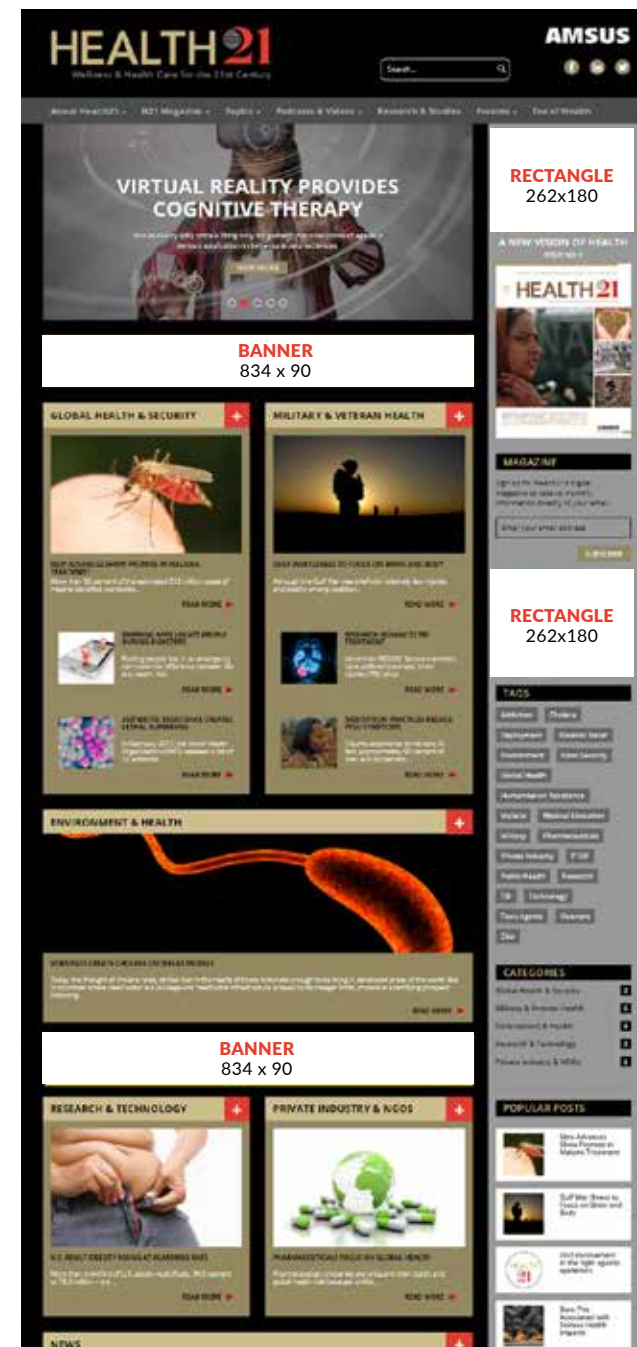
Accepted Material Format: JPG, GIF or HTML5  
Image Resolution: Minimum 72 ppi in RGB color  
Animation: Maximum animation length is 15 seconds

Send Material by Email To: Randy Goble at [randy.goble@livebetterpublishing.com](mailto:randy.goble@livebetterpublishing.com).

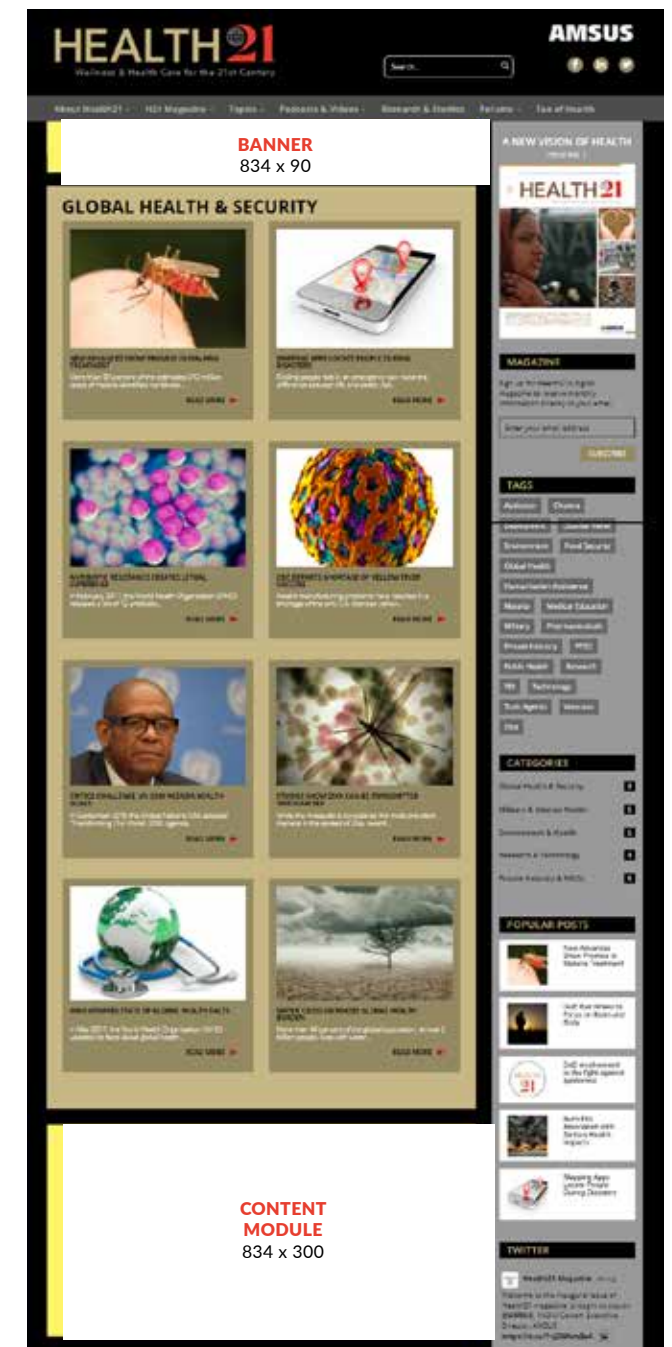
For sponsorship, advertising and marketing opportunities, contact Mike Ryan at 781.455.9838 or [mike.ryan@livebetterpublishing.com](mailto:mike.ryan@livebetterpublishing.com).

# AD SIZES

online magazine and website



HOMEPAGE



TOPIC SECTION



Wellness & Health Care for the 21st Century



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**HEALTH21INITIATIVE.ORG**

An **AMSUS** Project

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