

THE Health PROFESSIONAL

Canada's
Source For The
Rehabilitation
Industry

2012 MEDIA KIT

About *THP*

Issue Themes and Timelines

Products and Rates

Demographics and Reach



About *THP*

The Health Professional is the medical rehabilitation industry's multi-media network (see Our Network below), providing unmatched reach of more than 14,000 industry professionals through all media channels, including print, Web, events, and now radio - 96.3 FM.

Mission Statement

To foster broad awareness of issues having an impact on the practices that define acute care and rehabilitation, and to facilitate the dissemination of best practices that contribute to the achievement of better patient outcomes

Vision

To be the first-read and last-read publication of Canadian rehabilitation professionals, and the go-to community platform for industry professionals

2012 Issue Themes and Timelines

Season	Issue Theme	Release Date
Winter	Technology and Beyond	February (<i>CLOSED</i>)
Spring	All about the Brain	April
Summer	Spinal Matters	July
Fall	Pain Management	October

Products and Rates

Our Network

All print advertisers receive access to the products and services available through our network, including:

- Print ad with specific, relevant placement
- Ad hoc media release postings through our daily news channel and social media network
- Online directory listings
- Online event listings
- Classified platform
- Media coverage of industry events*

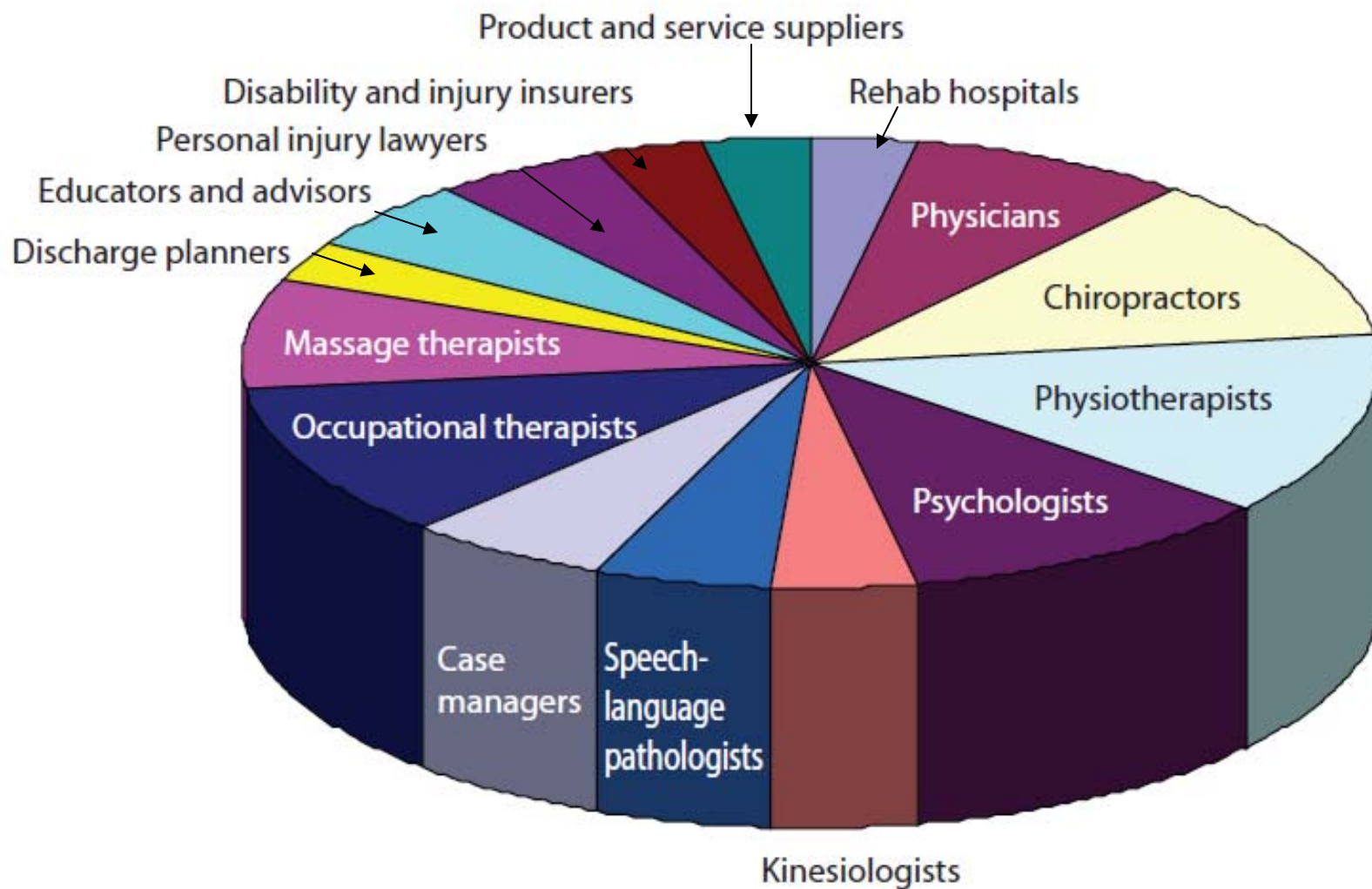
*Events need to be booked in advance and have direct relevance to issues *THP* addresses

Print Sizes and Rates

	Single Issue Rate	Annual Commitment per Issue rate
Full Page	\$2495	\$2245
Half Page	\$1680	\$1512
Quarter Page	\$1130	\$1015
Business Card	\$650	\$550
Inside Front / Back Cover	\$2870	\$2585
Back Cover	\$3195	\$2875
Spread (2 Pages)	\$4165	\$3750

Demographics and Reach

The only publication of its kind, *The Health Professional* is published four times a year and distributed to more than 14,000 rehabilitation professionals with a focus on issues relevant to:



Contact Us

Should you have any question or require more details, please contact us.

Publisher

Maria Kelebeev

maria@thehealthprofessional.ca

Editor

Sandy Leppan

editor@thehealthprofessional.ca

Media

Daria Perevezentsev

media@thehealthprofessional.ca

Advertising

ads@thehealthprofessional.ca

Mailing Address

9200 Dufferin St., PO Box 20010

Vaughan, ON L4K 0C8

Telephone: 416-778-1277

1-877-293-1277

Fax: 1-877-293-4003

Web: **thehealthprofessional.ca**