

## Drive Engagement by Sharing Your Expertise or Aligning Your Brand With Industry Experts/Leaders Selected by Our Editorial Team

### Type of Podcasts

Choose your preferred method of educating the industry.

- Sponsor participates in a five (5) minute editorial interview exclusively focused on the suppliers product innovation.
- Sponsor aligns their brand with an editorial driven podcast with an industry leader.

### Who You Reach

Qualified Medical Aesthetic Professionals across multiple media channels

- 19,000 Magazine Subscribers
- 18,500 Daily Newsletter Subscribers
- 10,000 E-blast Subscribers
- 34,300 Monthly Website Visitors
- 6,000 Registered Website Users
- 28,800 Social Media Followers

### Direct Leads & Reporting

- Anyone who selects “Listen” to hear the podcast will generate a lead.
- Leads are available real time with daily access to the report.
- Final report will be submitted 1 week after the 4 week editorial push.

### The Program

This is a 4-week Lead Generation and branding ride along. Podcast will be:

- Posted in the daily newsletter once a week and listed as the sponsor
- Shared in our social media as the sponsor

- Published on the website
  - Logo will be placed on the podcast website page
  - Company name will be listed as “Sponsored by Company Name” (no logo).
  - Listed on the home page (4-5 days)
  - Listed under description of podcast on the list pages
  - Listed under author name on detail page
  - Listed on podcast graphic or next to podcast/video file
- Included in the digital magazine as an exclusive content
- Included in an e-blast to qualified subscribers

### Material Needed:

Logo, 300 dpi & Company Name to be listed.

**Rate: \$3,360**

*Must book at least 6 weeks before run date.*

*Material is due 4 weeks before run date.*



[PODCAST] **MEDICAL AFFAIRS:**  
**THE BRIDGE BETWEEN INDUSTRY  
AND CLINICAL PRACTICE**

WITH **TERRI PHILLIPS, MD,**  
CHIEF MEDICAL AFFAIRS OFFICER  
AT MERZ AESTHETICS

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