

2025

Media Kit



**The Society
of Thoracic
Surgeons**

About STS

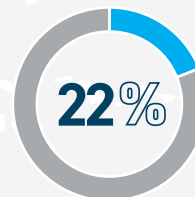
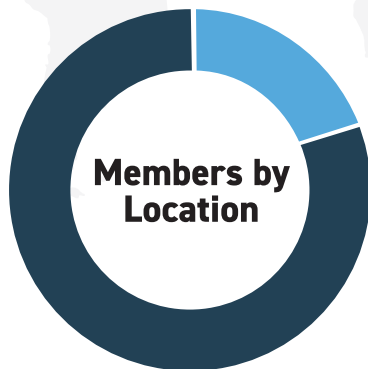
The Society of Thoracic Surgeons (STS) is the world's largest professional organization representing all members of the cardiothoracic surgery team, including surgeons, researchers, and allied health professionals. The STS mission is to improve the lives of patients with cardiothoracic diseases. STS offers a variety of advertising and sponsorship opportunities for your company to reach the cardiothoracic surgery community through its digital and print publications, podcasts, webinars, website, and more.

STS MEMBERSHIP

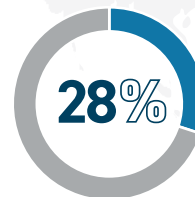
7,800 MEMBERS  representing **100+** COUNTRIES

81%
US-Based

19%
International

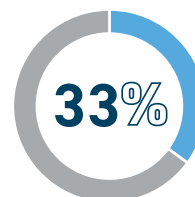


AGE 25-40



AGE 41-56

57 Average Age & Median Age



AGE 57-75

Learn more about STS membership categories at sts.org/membership.

 **19,000**
FOLLOWERS
[@STS_CTSurgery](https://twitter.com/STS_CTSurgery)

 **23,100**
FOLLOWERS

 **10,800**
FOLLOWERS
[@societyofthoracicsurgeons](https://www.instagram.com/societyofthoracicsurgeons)

 **12,700**
SUBSCRIBERS
[@ThoracicSurgeons](https://www.youtube.com/ThoracicSurgeons)

Digital Advertising

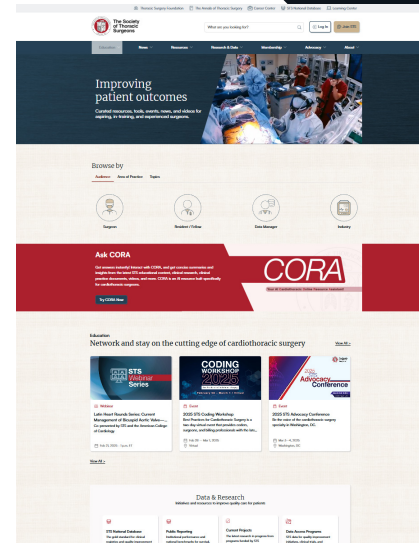
STS Website Banner Ad

Add your message to the five top traffic webpages on STS.org— a frequent stop for cardiothoracic surgery professionals worldwide.

SPECS: 760 w x 200 h pixels

FILE TYPE: JPG, PNG, or GIF

	Inline Banner
1 month	\$5,000
3 months (10% discount)	\$13,500
6 months (15% discount)	\$25,500



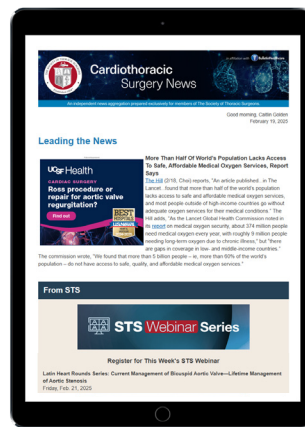
Cardiothoracic Surgery News

A daily briefing provided exclusively to STS members. It is delivered each weekday morning.

Rate Card

CIRCULATION: 4,477

UNIQUE ENGAGEMENT RATE: 61%



Podcast Advertising

Reach your target audience by purchasing a pre-roll audio advertisement in the Society's podcast series. Episodes range from 15 to 60 minutes and are available on the STS website, or through Apple Podcasts, Google Play, Stitcher, iHeartRadio, TuneIn Radio, Spotify, and Castbox subscriptions. Podcasts are promoted various channels including digital publications, social media, and email blasts throughout the year.

ALL TIME DOWNLOADS: 212,400

TOTAL ANNUAL DOWNLOADS: 21,100

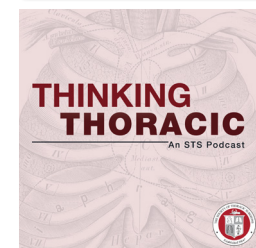
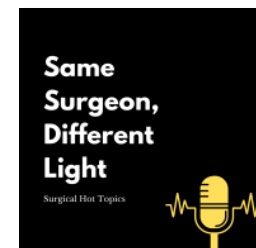
AVERAGE DOWNLOADS PER EPISODE: 1,096

AUDIENCE: International reach of over 136 countries in the last two years

LENGTH OF ADVERTISEMENT: 30 seconds or 60 seconds

FORMAT: MP3, recommended 256kbps encoded in vbr-3.

Pricing available upon request.



Newsletters

STS Weekly Banner Ad

A weekly e-newsletter that highlights important opportunities, events, and benefits for STS members.

CIRCULATION: 7,739

OPEN RATE: 52.7%

SPECS: 588 w x 98 h pixels

FILE TYPE: JPG, PNG, or GIF

Price: \$1,500

The Hub Banner Ad

This bi-monthly e-newsletter provides information about courses, benefits, and other activities relevant to residents, fellows, medical students, and STS scholarship recipients.

CIRCULATION: 1,762

OPEN RATE: 57%

SPECS: 588 w x 98 h pixels

FILE TYPE: JPG, PNG, or GIF

Price: \$1,000



STS emails exceed the **37%** industry benchmark open rate.

STS Print and Online Journal

The Annals of Thoracic Surgery is the most read and most cited cardiothoracic surgery journal in the world. First published in 1965, *The Annals* is an international, peer-reviewed journal that provides outstanding original coverage of recent progress in adult and congenital cardiovascular and chest surgery and related fields. This leading monthly receives approximately 2,000 manuscripts for consideration annually and maintains rigorous acceptance standards under the leadership of Editor-in-Chief, Joanna Chikwe, and a distinguished editorial board.

Media Kit

IMPACT FACTOR: 3.7

CIRCULATION: 7,056

ONLINE USAGE: >3.715 million views/downloads

EDITOR'S CHOICE EMAIL OPEN RATE: 53%

STS WEEKLY
February 19, 2025
Listen to Debate on Sublobar Resection
In a new episode of Thinking Thoracic broadcast live at STS 2025, cohosts Drs. Erin Gillette, Neil Kishore, Jeff Yang, and Jane Yonagami participate in a debate on sublobar resection. Gain unique perspectives and best practices from these experts on the extent of resection and quality metrics in lung cancer care, as well as other changing trends. Listen on the STS website or subscribe to the Thinking Thoracic podcast channel on Apple, Spotify, iHeart, or other popular listening platforms. Listen to Debate on Sublobar Resection.

CORA
Your AI Cardiothoracic Online Resource Assistant
Ask CORA, STS's AI-Based Education Tool
Interact with CORA – the Cardiothoracic Online Resource Assistant – and gain concise summaries from the latest STS vetted educational content, clinical research, clinical practice documents, educational videos, and more. A member benefit, CORA is an AI resource built specifically for cardiothoracic surgeons that synthesizes the latest research and provides quick access to resources that may help inform complex cases. www.sts.org/cora

STS TweetChat
Join Early Career X Chat on Prioritizing Wellness
Dr. Erin Gillette (@ErinGillette) and members of the STS Workforce on Career Development will host a virtual X chat on Building Wellness into Your Early Practice on Wednesday, Feb. 26, at 8 p.m. ET. Join the discussion and hear how early career cardiothoracic surgeons are focusing on personal wellness while providing expert patient care. Follow the conversation using the hashtag #CTCareers.

STS National Database
Trusted. Transformed. Real-Time.
Submit General Thoracic A&P Research Proposals by March 10
The Society is seeking new Access & Publications (A&P) clinical research proposals from STS National Database participants based on data available in the General Thoracic Surgery Database. STS funding is available for novel, well-conceived, and hypothesis-driven proposals. Applying investigators should refer to www.sts.org on the STS website for more information. Submissions are due **Monday, March 10**. Inquiries and proposals should be sent to jessica.thorogate@sts.org.

STS Webinar Series

annalsthoracicsurgery.org

THE ANNALS OF THORACIC SURGERY

Volume 119 Number 3 March 2025

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STS Document Clinical Practice Guideline
The Society of Thoracic Surgeons (STS) Clinical Practice Guideline on Surgical Management of Oligometastatic Non-small Cell Lung Cancer
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Valve Invited Expert Review
Developing Proficiency in Robotic Cardiac Surgery
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STS Document Invited Perspective
Multisociety Endorsement of the 2024 European Guideline Recommendations on Coronary Revascularization
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Congenital & Pediatric Research
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Congenital & Pediatric Research
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Interlobar triangle reconstruction. For related article, please see Chu, Baird, and coauthors, p. 697

WATCH Video Summary: "Pulmonary Surgical Margins for Metastatic Oesophageal Cancer"

ELSEVIER
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The Society of Thoracic Surgeons

Sponsored Content

E-Learning Videos

A special section on the STS website under Online Learning is home to a collection of videos highlighting cutting-edge techniques, medical devices, and other industry news and education in the specialty. Industry Spotlight provides a dedicated portal for physicians to quickly and easily access the information they crave. The Society will regularly promote the availability of new content via multiple marketing channels.

PRICING AVAILABLE UPON REQUEST

LENGTH OF VIDEO: Up to 60 minutes

FORMAT: MP4 or URL

Email Blast Communications

Share news about your company's products, services, or other information directly with STS members by email. STS will distribute the pre-approved message on behalf of the sender.

CIRCULATION: Dependent on demographics chosen

AVERAGE OPEN RATE: 49.5%

ROYALTY RATE: \$5,000 per email

FILE TYPE: HTML format with graphics embedded and hosted on server

Social Media Posts

Promote your content to more than 53,700 followers through one or more STS social media channels including Instagram, LinkedIn, and X.

PRICE: \$3,000 for one channel // \$5,000 for all channels

FILE TYPE: JPEG, JPG, PNG, or GIF

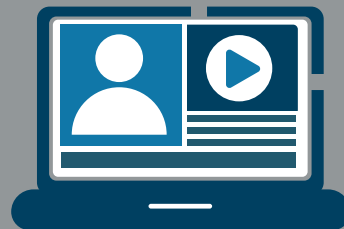
Direct Mail

Mailing List Licenses

Purchase an STS membership list license to mail an STS-approved mailing such as a postcard or brochure.

CIRCULATION: 6,500

ROYALTY RATE: \$3,000



Educational Activity Opportunities

STS offers a variety of advertising and sponsorship opportunities designed to meet your budget, boost your brand, and generate demand. Some of these include:

STS ANNUAL MEETING

- ▶ 2,111 professional registrants
- ▶ 46 countries represented by registrants
- ▶ 121 exhibiting organizations

STANDALONE PROGRAMS

- ▶ Up to 500 professional registrants
- ▶ 9 events scheduled for 2025

WEBINARS

- ▶ 48 average number of live unique viewers
- ▶ 352 average number of archive viewers
- ▶ 28 countries represented by unique viewers

8 IN 8 SERIES

- ▶ 385 average numbers of views



**The Society
of Thoracic
Surgeons**

Career Center

Elevate your recruitment strategy with our tailored solutions designed to connect you with top-tier talent in the field of cardiothoracic surgery.

Job Postings

Maximize your reach by advertising your open positions on our platform. Our job posting packages ensure your listings are visible to a targeted audience of qualified professionals.

Resume Access

Resume Access: Streamline your candidate search with our pay-per-prospect service. This feature allows you to view anonymous resumes and pay only for the candidates you choose to connect with, ensuring a cost-effective and efficient recruitment process.

Products & Pricing

The screenshot shows the STS Career Center website. At the top left is the logo for The Society of Thoracic Surgeons. To the right are links for 'Employers' and 'Job Seekers'. The main header area features the text 'STS Career Center Your Next Move Starts Here' and a 'Post a Job' button. Below this is a search bar with fields for 'Keyword or Job Title' and 'Location', and a 'Search Jobs' button. The 'Featured Jobs' section lists several positions:

Cardiothoracic or Thoracic Surgeon Legacy Health Portland, OR	General Cardiologist Geisinger PA
Thoracic Surgeon, Clinician Educator... Northwestern University Feinberg School of Medicine Chicago, IL	Cardiothoracic Surgeon Geisinger Scranton, PA
Thoracic Surgeon John Muir Health Walnut Creek, CA, CA	Open Rank Faculty, Physician, Divisi... University of Mississippi Medical Center JACKSON, MS
Director, Cardiology & Heart Operations CHOC Children's Specialists Orange, CA	Thoracic Surgeon Essentia Health Fargo, ND, ND

At the bottom of the featured jobs section, there are two more entries: 'THORACIC SURGEON' and 'Director, Cardiac Intensive Care Unit'. To the right of the job listings is a 'Resume Review' section with the text 'Improve your resume with a free review' and an 'Upload Resume' button.

Industry Partnerships

STS offers customized, year-round sponsorship packages. These partnerships allow for the development of exciting new educational programs and curricula, research awards, information sharing, and more. Each package includes high-profile and exclusive opportunities that will extend an industry partner's reach and impact among cardiothoracic surgery professionals worldwide. To learn more about becoming an industry partner, contact Samantha McCarthy Tagg, Industry Relations Manager, at smccarthy@sts.org.

Advertising & Sponsorship Contacts



The Society of Thoracic Surgeons

The Society of Thoracic Surgeons

Samantha McCarthy Tagg, Industry Relations Manager

312-202-5869

smccarthy@sts.org

- ▶ STS website
- ▶ Print and digital newsletters
- ▶ Podcast advertisements
- ▶ E-Learning videos
- ▶ Mailing list licenses
- ▶ Email blast communications
- ▶ Educational events and activities
- ▶ Year-round partnerships



ELSEVIER

Elsevier

Bob Heiman, Display Advertising

856-520-9632

Bob.rhmedia@comcast.net

Kenneth Naylor, Recruitment & Classified Advertising

212-633-3835

k.naylor@elsevier.com

Craig Smith, Multimedia Publishing

212-462-1933

c.smith@elsevier.com

- ▶ *The Annals of Thoracic Surgery* print and online advertisements



BulletinHealthcare

Bulletin Healthcare

advertise@bulletinhealthcare.com

- ▶ *CT Surgery News* Digital Advertisements