

2025

Media Kit



**The Society
of Thoracic
Surgeons**

About STS

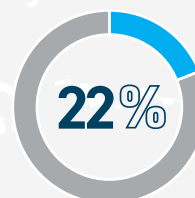
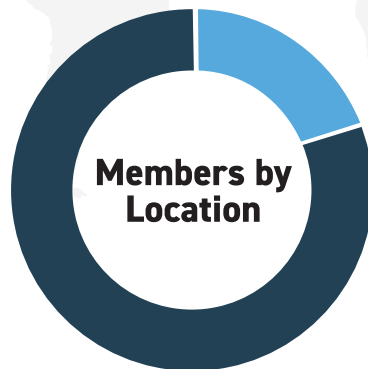
The Society of Thoracic Surgeons (STS) is the world's largest professional organization representing all members of the cardiothoracic surgery team, including surgeons, researchers, and allied health professionals. The STS mission is to improve the lives of patients with cardiothoracic diseases. STS 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

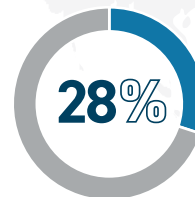
7,800 MEMBERS  representing **100+** COUNTRIES

81%
US-Based

19%
International

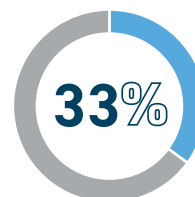


AGE 25-40



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

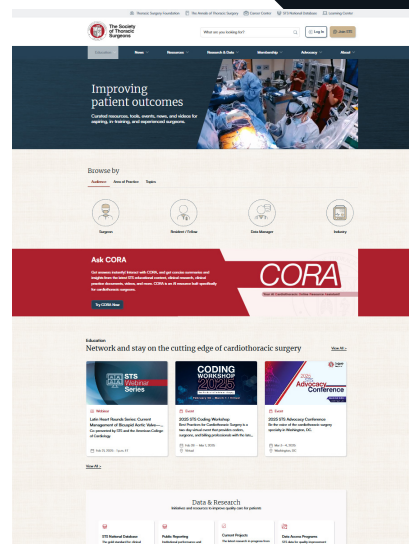
STS Website Banner Ad

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

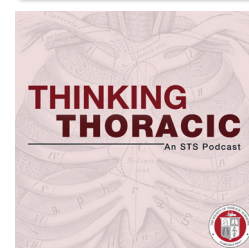
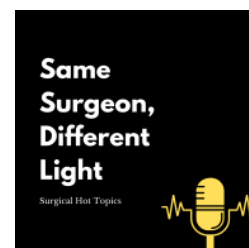
AVERAGE DOWNLOADS PER EPISODE: 1,096

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: \$2,500

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.

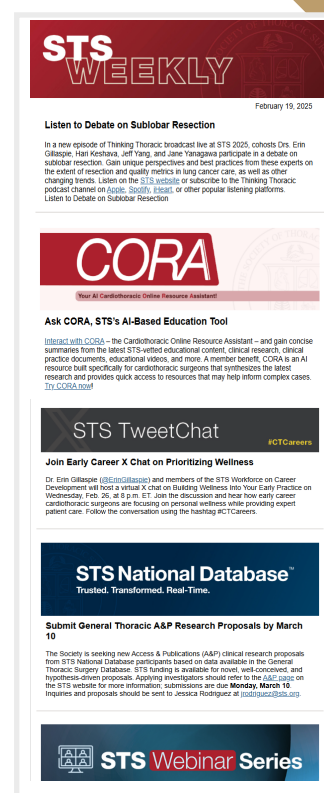
Media Kit

IMPACT FACTOR: 3.7

CIRCULATION: 7,056

ONLINE USAGE: >3.715 million views/downloads

EDITOR'S CHOICE EMAIL OPEN RATE: 53%



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: \$6,000 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

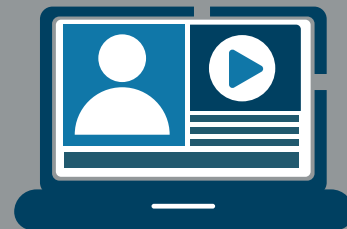
Direct Mail

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
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Career Center

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

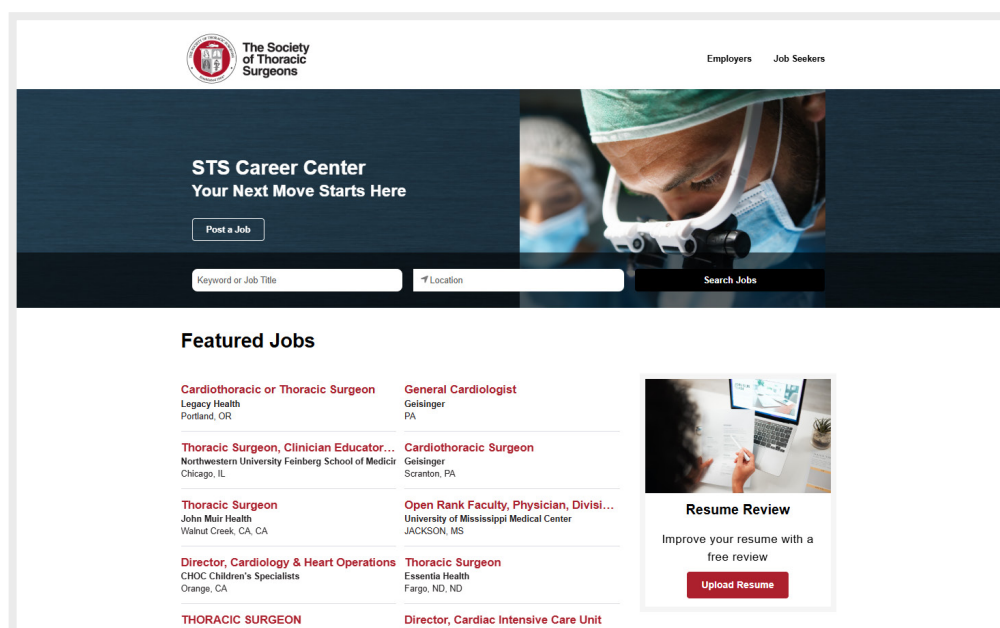
Job Postings

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



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