

# 2024

## Media Kit



**The Society  
of Thoracic  
Surgeons**

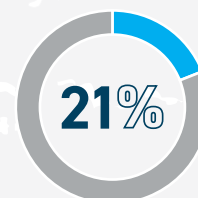
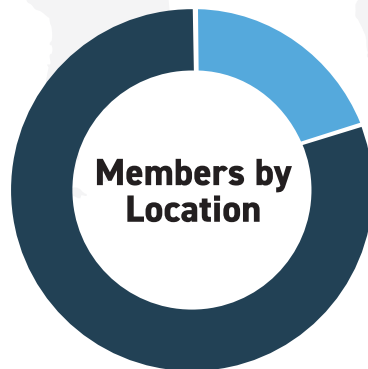
# About STS

**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 advance cardiothoracic surgeons' delivery of the highest quality patient care through collaboration, education, research, and advocacy. 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.

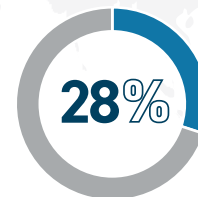
## STS MEMBERSHIP

**7,900** MEMBERS  representing **102** COUNTRIES

**80%**  
US-Based  
**20%**  
International

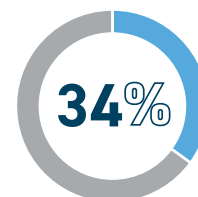


AGE 25-40



AGE 41-56

**56** Average Age & Median Age



AGE 57-75

Learn more about STS membership categories at [sts.org/membership](https://sts.org/membership).

 **15,231**  
FOLLOWERS  
[@societyofthoracicsurgeons](https://www.facebook.com/societyofthoracicsurgeons)

 **18,590**  
FOLLOWERS  
[@STS\\_CTSurgery](https://twitter.com/STS_CTSurgery)

 **19,621**  
FOLLOWERS

 **8,268**  
FOLLOWERS  
[@societyofthoracicsurgeons](https://www.instagram.com/societyofthoracicsurgeons)

 **8,890**  
SUBSCRIBERS

# Digital Advertising

## STS Website 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

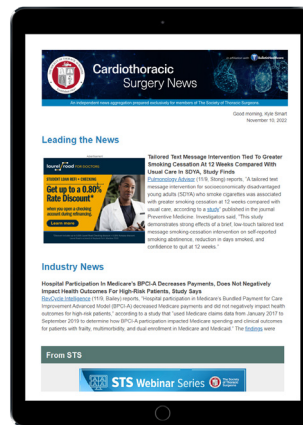
## Cardiothoracic Surgery News

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

### Rate Card

**CIRCULATION: 4,600**

**OPEN RATE: 39%**



# Podcast Advertising

Reach your target audience by purchasing a pre-roll audio advertisement in the Society's Surgical Hot Topics podcast episodes. Episodes range from 15 to 60 minutes and are available on the STS website, or through iTunes, Google Play, Stitcher, iHeartRadio, TuneIn Radio, Spotify, and Castbox subscriptions. Podcasts are promoted on the STS website homepage, in social media, *STS News* (a quarterly newsletter published online and in print), *STS Weekly* (an e-newsletter that is distributed to all STS members), *The Annals of Thoracic Surgery* (STS print and online journal), and other publications throughout the year.

**ALL TIME DOWNLOADS: 189,600**

**TOTAL ANNUAL DOWNLOADS: 36,020**

**AVERAGE DOWNLOADS PER EPISODE: 1,145**

**AUDIENCE: International reach of over 142 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.**



## 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](mailto:smccarthy@sts.org).

# Newsletters

## STS Weekly

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

**CIRCULATION: 6,400**

**OPEN RATE: 44%**

**SPECS: 588 w x 98 h pixels**

**FILE TYPE: JPG, PNG, or GIF**

**Price: \$1,500**

## The Hub

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

**CIRCULATION: 1,168**

**OPEN RATE: 75%**

**SPECS: 588 w x 98 h pixels**

**FILE TYPE: JPG, PNG, or GIF**

**Price: \$1,000**



STS emails exceed the **26.6%** industry benchmark open rate.

# STS Print and Online Journal

*The Annals of Thoracic Surgery* is the official journal of The Society of Thoracic Surgeons and the Southern Thoracic Surgical Association. 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 3,000 manuscripts for consideration annually and maintains rigorous acceptance standards under the editorial leadership of Joanna Chikwe, MD, and a distinguished editorial board.

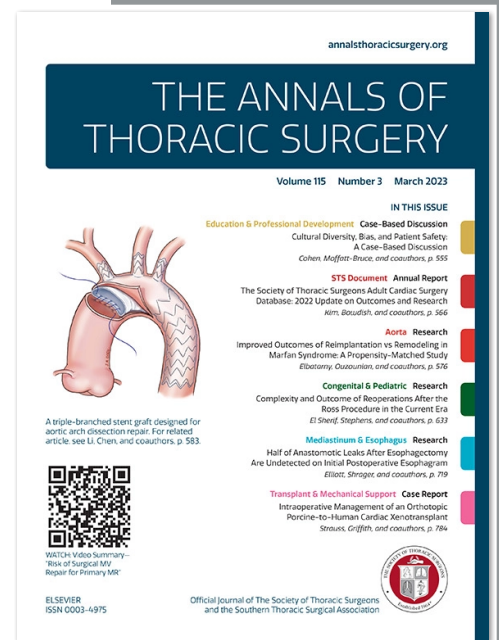
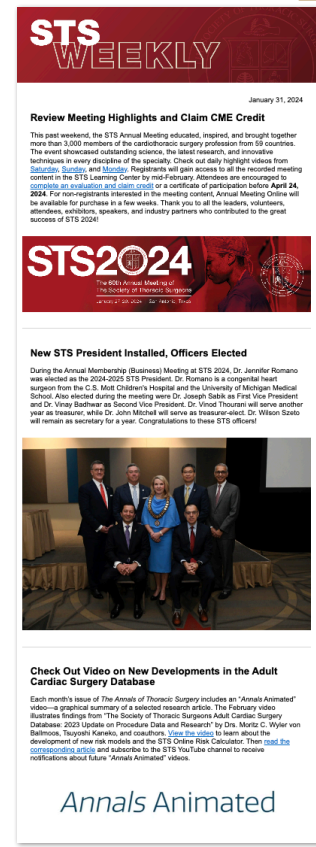
## Media Kit

**IMPACT FACTOR: 4.6**

**CIRCULATION: 7,267**

**AVERAGE MONTHLY PAGEVIEWS: 81,857**

**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 that 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: 6,400**

**AVERAGE OPEN RATE: 45%**

**ROYALTY RATE: \$5,000 per email**

**FILE TYPE: HTML format with graphics embedded**

## Social Media Posts

Promote your content to more than 61,000 followers through one or more STS social media channels including Facebook, Instagram, LinkedIn, and Twitter.

**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 or Annual Meeting registrant 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

- ▶ 2,141 professional registrants
- ▶ 57 countries represented by registrants
- ▶ 389 abstracts highlighted across oral and e-poster presentations

### STANDALONE PROGRAMS

- ▶ 50-700 professional registrants
- ▶ 11 events scheduled for 2024

### WEBINARS

- ▶ 117 average number of live unique viewers
- ▶ 830 average number of archive viewers
- ▶ 17 countries represented by unique viewers



**The Society  
of Thoracic  
Surgeons**

# 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](mailto: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](mailto:Bob.rhmedia@comcast.net)

Kenneth Naylor, Recruitment & Classified Advertising

212-633-3835

[k.naylor@elsevier.com](mailto:k.naylor@elsevier.com)

Craig Smith, Multimedia Publishing

212-462-1933

[c.smith@elsevier.com](mailto:c.smith@elsevier.com)

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



BulletinHealthcare

### Bulletin Healthcare

[advertise@bulletinhealthcare.com](mailto:advertise@bulletinhealthcare.com)

- ▶ *CT Surgery News* Digital Advertisements