

2023

Media Kit



**The Society
of Thoracic
Surgeons**

About STS

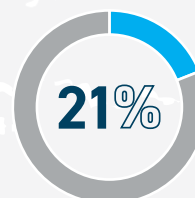
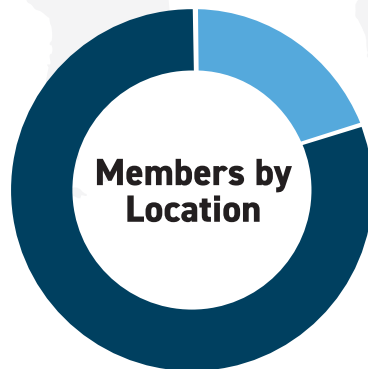
The Society of Thoracic Surgeons (STS) is the world's largest professional organization representing all members of the cardiothoracic surgery team, including surgeons, researchers, and allied health professionals. The STS mission is to advance cardiothoracic surgeons' delivery of the highest quality 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

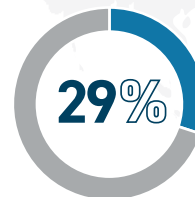
7,800 MEMBERS  representing **100** COUNTRIES

80%
US-Based

20%
International

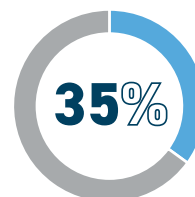


AGE 25-40



AGE 41-56

57 Average Age & Median Age



AGE 57-75

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

 **14,891**
FOLLOWERS
[@societyofthoracicsurgeons](https://www.facebook.com/societyofthoracicsurgeons)

 **17,088**
FOLLOWERS
[@STS_CTSurgery](https://twitter.com/STS_CTSurgery)

 **16,559**
FOLLOWERS

 **6,406**
FOLLOWERS
[@societyofthoracicsurgeons](https://www.instagram.com/societyofthoracicsurgeons)

 **8,890**
SUBSCRIBERS

Digital Advertising

STS Website

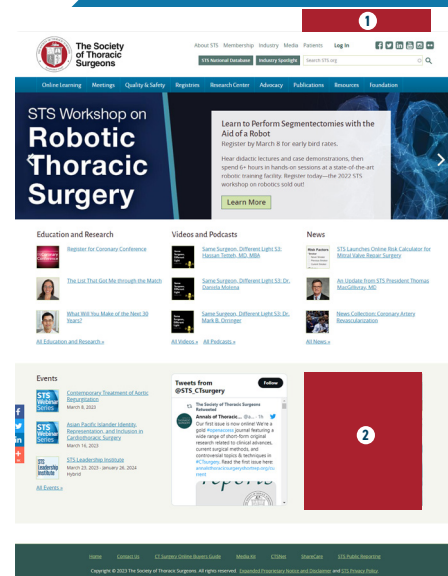
Add your message to the STS website homepage—a frequent stop for cardiothoracic surgery professionals worldwide. Two ad spaces in prominent locations are available and can be hyperlinked.

ANNUAL UNIQUE PAGE VIEWS: 196,000

ANNUAL PAGE VIEWS: 267,000

	1 Top Page Banner Ad 384w x 56h pixels	2 Lower Right Box Ad 366w x 416h pixels
1 month	\$3,000	\$2,500
3 months (10% discount)	\$8,100	\$6,750
6 months (15% discount)	\$15,300	\$12,750

FORMAT: JPG, JPEG, PNG, or GIF
MAXIMUM FILE SIZE: 256 MB



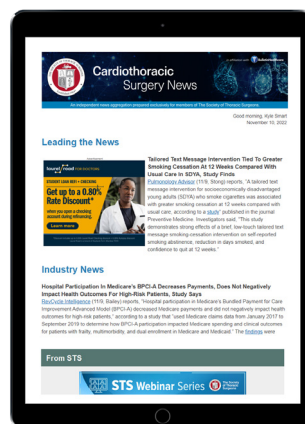
Cardiothoracic Surgery News

A daily briefing provided exclusively to STS members. It is delivered each weekday morning by 8:00 a.m. ET.

Rate Card

CIRCULATION: 4,600

OPEN RATE: 39%



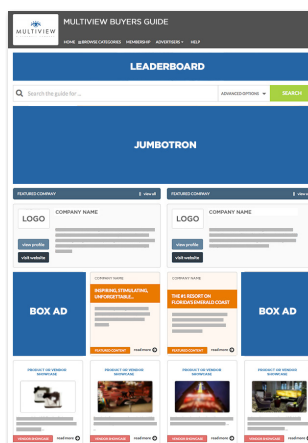
CT Surgery Online Buyers Guide

A user-friendly online tool for cardiothoracic surgeons and their teams to utilize when seeking out products and services for their practices. The Online Buyers Guide has advertising options for every company, from high-profile banners to premier listings designed to fit a variety of budgets. It is promoted on the STS website homepage, in *STS Weekly* (an e-newsletter that is distributed to all STS members), and other publications throughout the year.

Rate Card

ANNUAL UNIQUE PAGE VIEWS: 2,500

ANNUAL UNIQUE VISITORS: 1,300



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.

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: 157,000

TOTAL ANNUAL DOWNLOADS: 44,000

AVERAGE DOWNLOADS PER EPISODE: 1,070

AUDIENCE: International reach of over 140 countries

LENGTH OF ADVERTISEMENT: 30 seconds or 60 seconds

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

Pricing available upon request.

Newsletters

STS News

The Society's quarterly flagship newsletter published online and in print.

Regular Features

- ▶ President's Column
- ▶ Thoracic Surgery Foundation
- ▶ Member News
- ▶ Washington Scene

PRINT CIRCULATION: 6,300

DIGITAL CIRCULATION: 7,300

OPEN RATE: 45%

FORMAT: high-quality PDF, 300 dpi, set in CMYK

Ad	Full Page	Half Page	Quarter Page
Size	Trim: 8.5 x 10.875" Bleed: 0.125" Live Area: ▶ Top/bottom: 0.75" ▶ Left/right: 0.5625"	Trim: 8.5 x 5.4375" Bleed: 0.125" Live Area: ▶ Top/bottom: 0.75" ▶ Left/right: 0.5625"	Trim: 4.25 x 5.4375" Bleed: 0.125" Live Area: ▶ Top/bottom: 0.75" ▶ Left/right: 0.5625"
Price	\$5,000	\$3,000	\$1,500

ISSUE	SPACE DUE	AD ARTWORK DUE	DIGITAL VERSION DISTRIBUTED	MAIL DROP
Summer 2023	July 1, 2023	July 10, 2023	July 17, 2023	July 26, 2023
Fall 2023	September 18, 2023	September 25, 2023	October 10, 2023	October 18, 2023
Winter 2023	December 4, 2023	December 11, 2023	December 12, 2023	January 5, 2024



The Society of Thoracic Surgeons

STS Weekly

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

CIRCULATION: 6,200

OPEN RATE: 44%

SPECS: 588 w x 98 h pixels

FILE TYPE: JPG, PNG, or GIF

Price: \$1,500

Trainee Connection

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

CIRCULATION: 1,225

OPEN RATE: 54%

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.

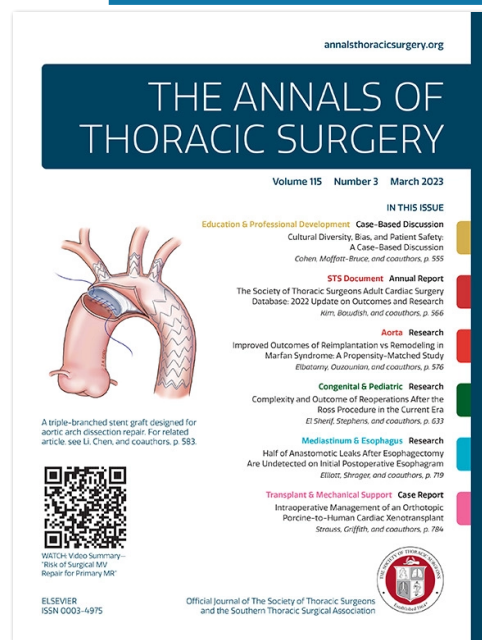
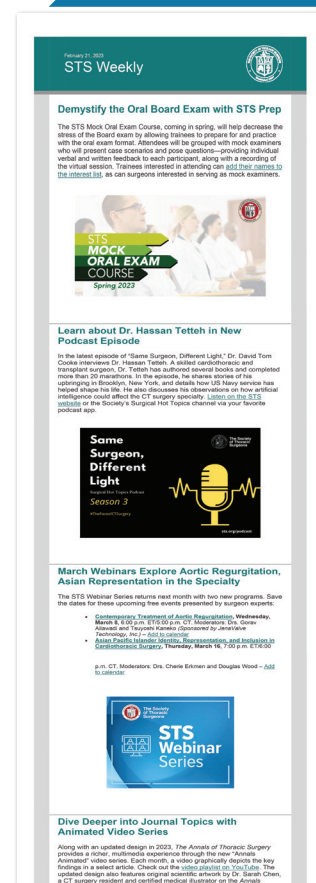
Media Kit

IMPACT FACTOR: 5.113

CIRCULATION: 5,700

AVERAGE MONTHLY VISITS: 28,000

TOC EMAIL OPEN RATE: 63%



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: 5,300
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 55,000 followers through one or more STS social media channels including Facebook, Instagram, LinkedIn, and Twitter.

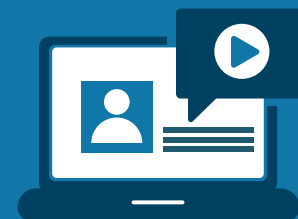
PRICE: \$2,500 for one channel // \$4,000 for all channels
FILE TYPE: JPEG, JPG, PNG, or GIF

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: \$2,000



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

- ▶ 2,100 professional registrants
- ▶ 46 countries represented by registrants
- ▶ 211 abstracts highlighted across oral and e-poster presentations

STANDALONE PROGRAMS

- ▶ 50-150 professional registrants
- ▶ 7 events scheduled for 2023

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

- ▶ 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



Multiview

800-816-6710

sts@multiview.com

- ▶ CT Surgery Online Buyers Guide



BulletinHealthcare

Bulletin Healthcare

advertise@bulletinhealthcare.com

- ▶ *CT Surgery News* Digital Advertisements