



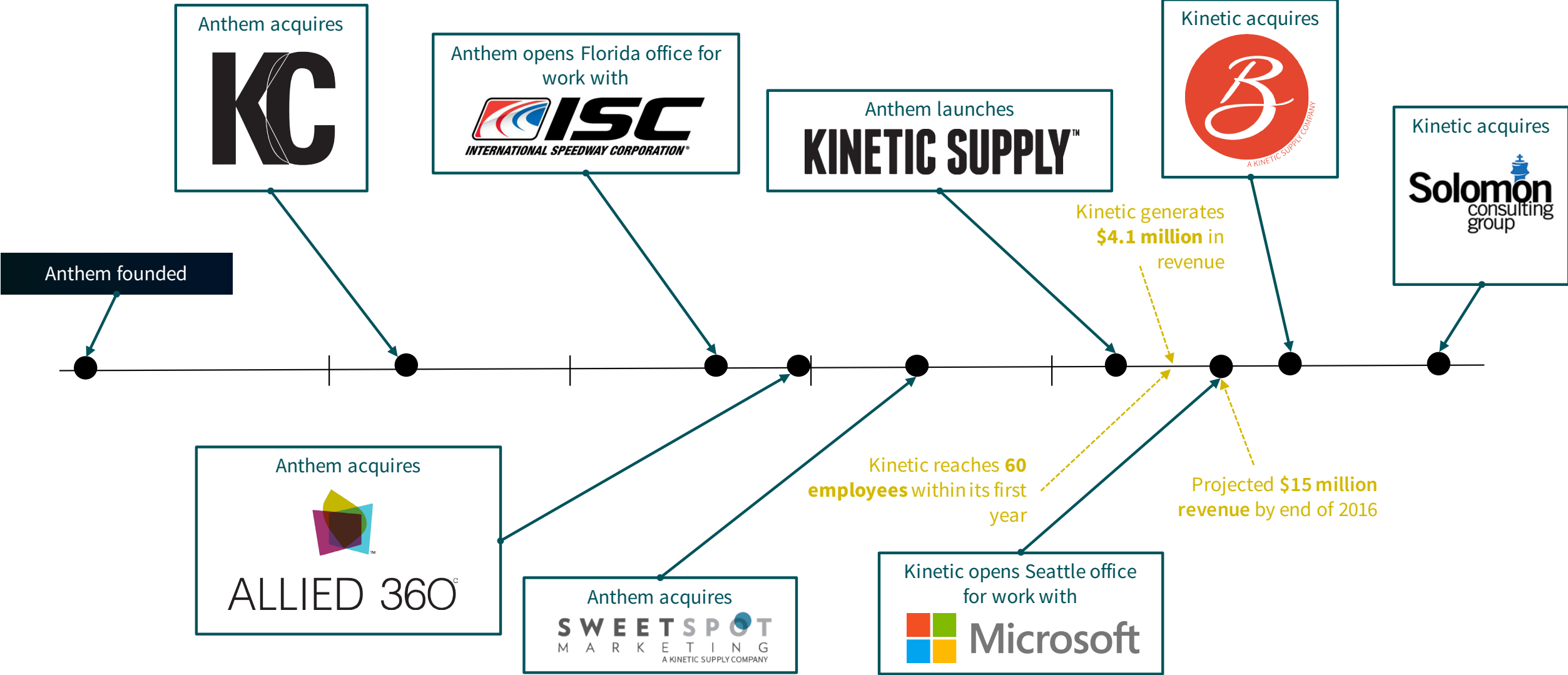
PSP

PLASTICSURGERYPRACTICE.COM

# CORPORATE HISTORY



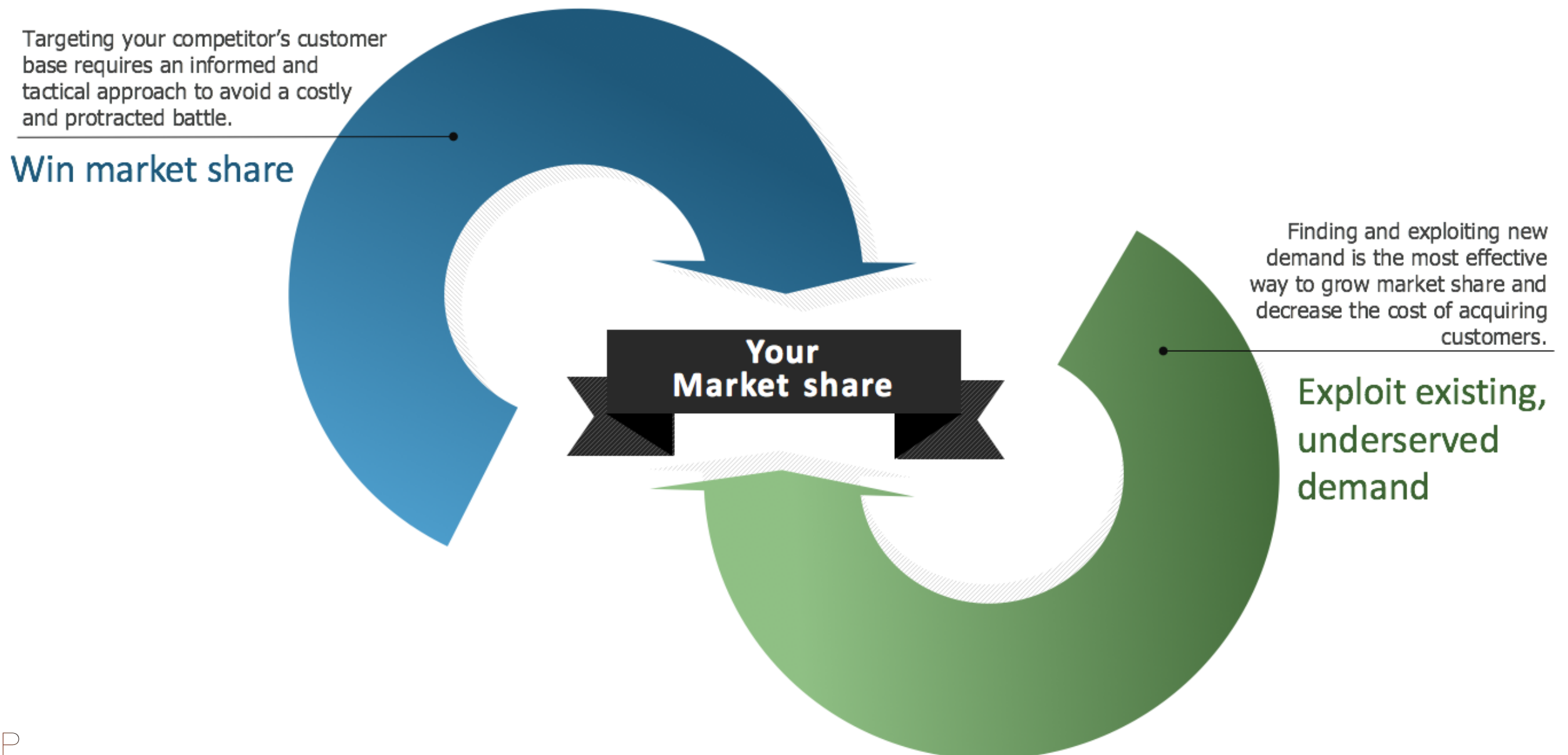
Plastic Surgery Practice is part of the Anthem Systems family of companies whose goal is to quickly and easily **embed economic analytics into a client's existing workflow** enabling well-informed strategic decisions to expand market share and exploit unmet demand.



# ABOUT TORCH

TORCH™, a ground-breaking big data analytics platform with a highly-distributed architecture and new levels of memory and processing power. TORCH™ is built on an open-source model originally conceived and developed over a two decade period.

Why is TORCH™ so powerful? One of the differentiators between TORCH™ and other analytics products on the market is the breadth of data accommodated by the tool. *Plastic Surgery Practice* accesses thousands of core sources – metadata, software platforms, public data repositories, blogs, social media, conversations, advertising, emails, articles, even print and television ads. Most business intelligence players on the market only look at a small subset of one of these data pools. We collect, analyze, and interpret all of it in real time. That's what makes our insights invaluable to our clients and unparalleled in our field.





# OUR MISSION

*Plastic Surgery Practice* helps our partners realize the full potential of their marketing efforts in the aesthetics industry. To do so, we utilize TORCH™ in three distinct ways: to generate strategic insights across the entire healthcare economy with specific regard to market share expansion and unmet demand opportunities; to optimize advertising messages and placements to maximize ROI; and to align editorial with trending topics and themes specific to our industry at the early stages of opinion formation.

**All to make your marketing efforts more successful.**

# JOURNAL

*Plastic Surgery Practice* is the source more than 25,000 plastic surgeons and dermatologists rely to deliver complete coverage of critical technological advancements, applied products intelligence, and diagnostics. With well-thought-out articles by compelling thought leaders, *PSP* gets to the core of the most complex issues focusing on:



## CLIENT EXPERIENCE

Addressing all aspects of patient needs, trends in audience, preferred treatments.



## PRACTICE MANAGEMENT

Focusing on the wide-range of needs for a successful practice: marketing, billing procedures, professional networking and legal issues.



## SERVICE OFFERINGS

A guide to in-office skincare lines, groundbreaking techniques, equipment, best practices and the most popular topics in aesthetics.

# PSP

CLIENT MGMT HEADLINE  
Ebis accaturior as ipid maio. Odignam, sit poribus autat pratinv enecest di dempost. Consequam, earut occulpa solum t re cumqui imin.

SERVICE OFFERINGS  
Ebis accaturior as ipid maio. Odignam, sit poribus autat pratinv enecest di dempost. Consequam, earut occulpa solum t re cumqui imin. Erum aut la veritae nullupta porporis dem et voluptur asim voluptae omnis volo.

PRACTICE MANAGEMENT  
Ebis accaturior as ipid maio. Odignam, sit poribus autat pratinv enecest di dempost.

PLASTICSURGERYPRACTICE.COM

ISSUE 02 | 2016

**COVER STORY | SERVICES HEADLINE**  
Amy McMichael, MD, leads the skin of color crusade. Ebis accaturior as ipid maio. Odignam, sit poribus autat praenecest dempost, consecta nis quas et et, eum, sedndi occum qui acepell enimilit faccum core senis modit fugitatur? Dem fuga. Commodi gniam, quodi reolupta volor saimus cimuscii llandaeice tem ipis as et es.

READERSHIP  
19,775

FREQUENCY  
Quarterly

CIRCULATION  
11,008

# AUDIENCE PROFILE

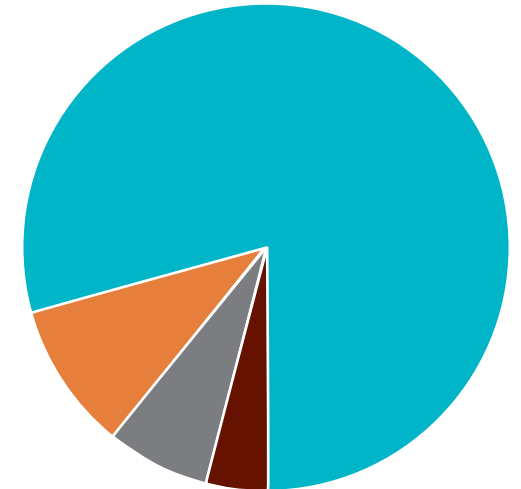
*Plastic Surgery Practice* enables innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *PSP* delivers complete coverage of critical technological advancements, applied products intelligence and diagnostics.

## Audience by distribution channel



## Audience by occupation

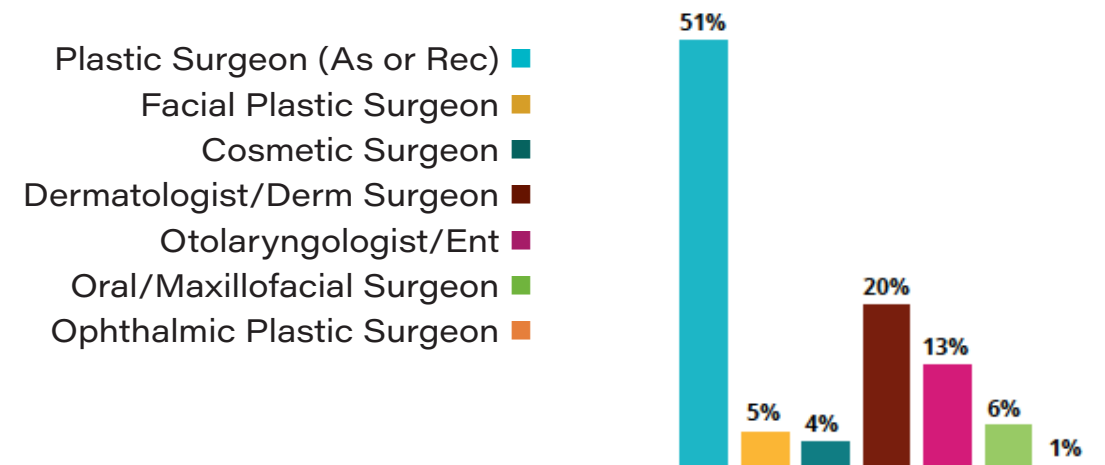
- Private Practice ■
- Hospital ■
- Freestanding Surgery Center ■
- Other ■

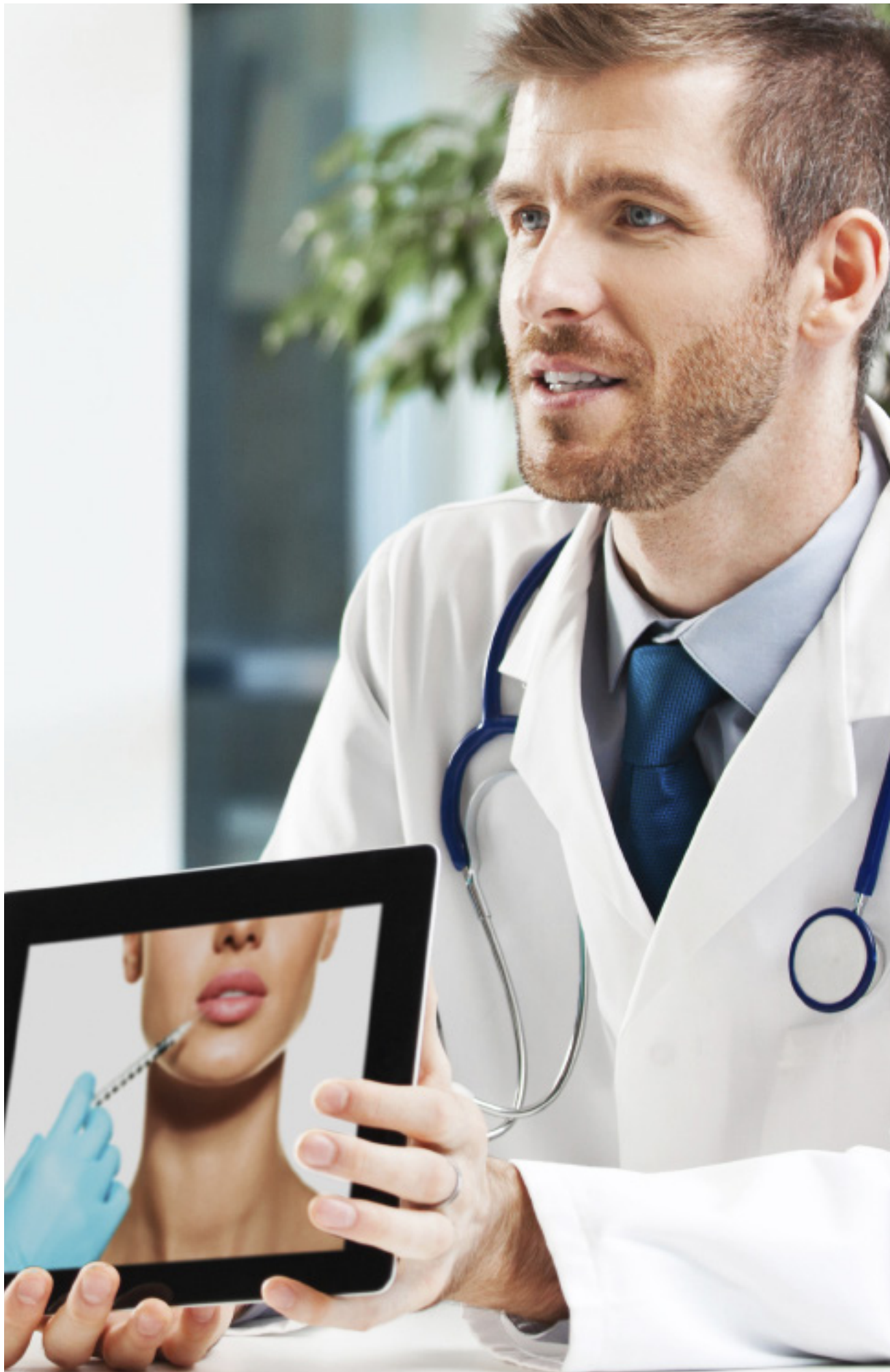


## Mobile impressions month



## Purchasing Audience



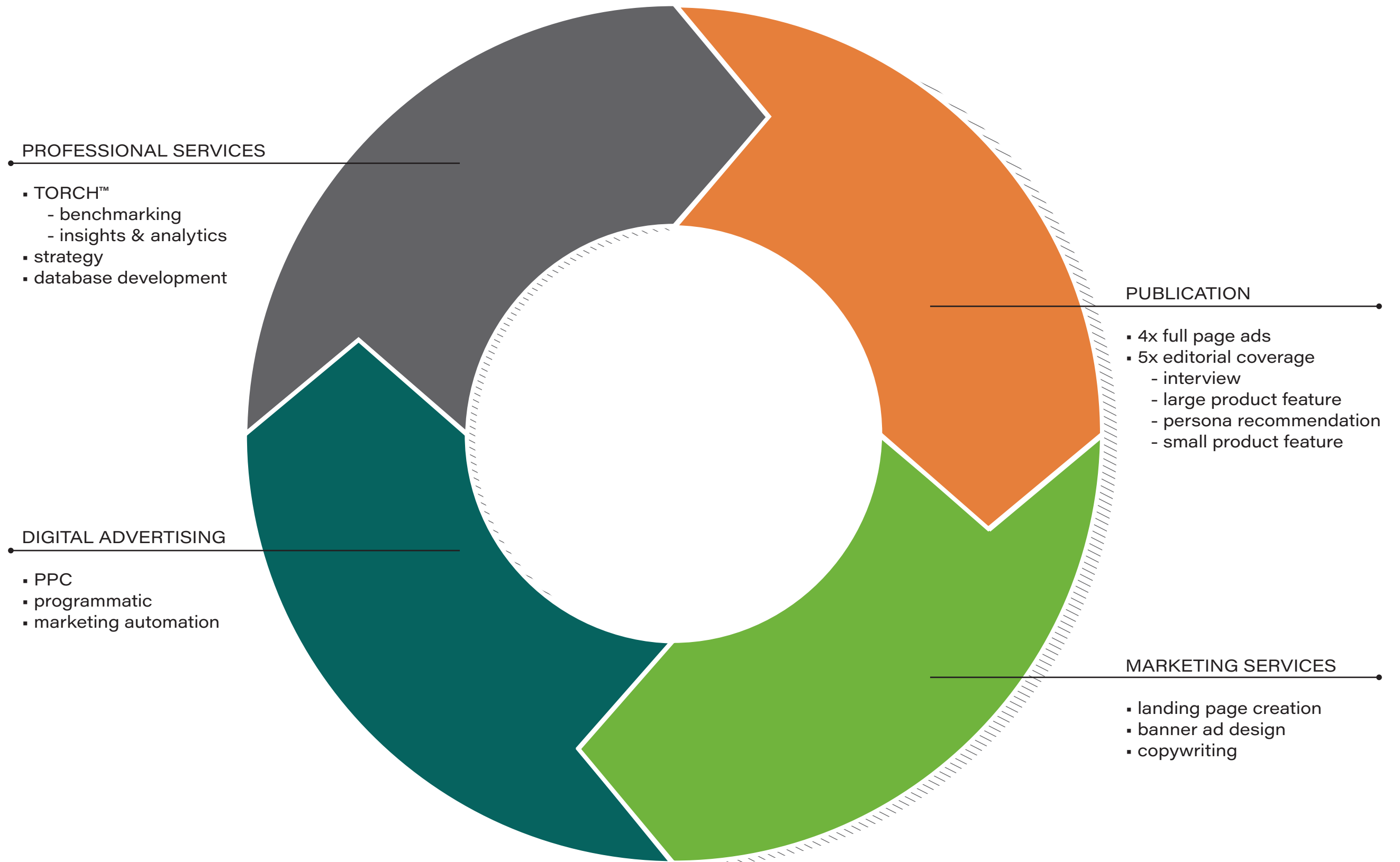


# CAMPAIGN COMPONENTS

*Plastic Surgery Practice's* expanded value proposition gives you the opportunity to connect with the aesthetics and dermatology industry more efficiently and more effectively than ever before.

Whether we're creating a campaign from scratch, or complimenting your existing efforts, *PSP* offers a variety of print, digital, and marketing efforts to deliver your message. Coupled with the insight of TORCH™ our team will ensure you deliver the right message, the right way, to the right audience.

# SAMPLE CAMPAIGN



# MARKETING SERVICES

Marketing services can be deployed to compliment a current campaign or as a stand alone effort. Combined with insights from TORCH™ your Account Executive will craft a package to meet your needs.

### TORCH SUBSCRIPTIONS/MONTH

Tier 1   <b>Entry</b>   Ecosystem access only.....	\$495
Tier 2   <b>Intermediate</b>   Ecosystem access + customizable nodes.....	\$1,495
Tier 3   <b>Enterprise</b>   Proprietary ecosystem, custom nodes/data/widgets.....	\$4,995

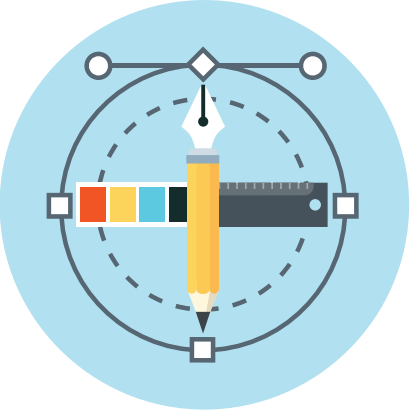
*The following services range in price based on the level-of-effort and timeline.*

### MARKETING SERVICES

- Brand development** | Mission/values, persona development, logo design, etc.
- Campaign concepting & execution** | from persona development to finished pieces
- Traditional advertising** | direct response, outdoor, broadcast media, catalogs, etc.
- Video Production** | scripting, casting, recording, post-production and graphics
- Photography** | casting and styling, art direction, retouching, etc.
- Web design & development** | fully responsive and interactive sites
- Experiential marketing** | presentation and event development, displays, etc.

### CONSULTING

- Insights, strategies and campaign planning leveraging TORCH™ data
- Professional services and staffing augmentation



# DIGITAL ADVERTISING

Consumption of online content continues to grow. Keep your message front-and-center in and out of *Plastic Surgery Practice's* owned channels.

## PSP'S OWNED CHANNELS

Email marketing	CPM	50,000	100,000	200,000	SET-UP
Sponsored content placement	\$100	\$5,000	\$10,000	\$20,000	\$200
Dedicated e-newsletter	\$100	\$5,000	\$10,000	\$20,000	\$200
<b>Display ad on weekly editorial e-newsletter</b>					
Banner (720x90)	\$60	\$5,000	\$10,000	\$20,000	\$200
Medium Rectangle (300x100)	\$60	\$3,000	\$6,000	\$12,000	\$200
<b>Display advertising on PlasticSurgeryPractice.com</b>					
Leaderboard (720x90)	\$40	\$2,000	\$4,000	\$8,000	\$200
Medium Rectangle (300x250)	\$40	\$2,000	\$4,000	\$8,000	\$200

The following services range in price based on the level-of-effort and timeline.

## MEDIA (outside of PSP's owned channels)

Retargeting | web, site, search, and social media      \$40      \$2,000      \$4,000      \$8,000      \$200

Email marketing | content development, design, list acquisition, and deployment

Display advertising | static and gif design, programmatic buying, pre-roll ads

Social Media | profile creation, editorial calendars, post creation, writing

## SEARCH

Paid search | Google/Yahoo/Bing keyword PPC, Google contextual video, etc.

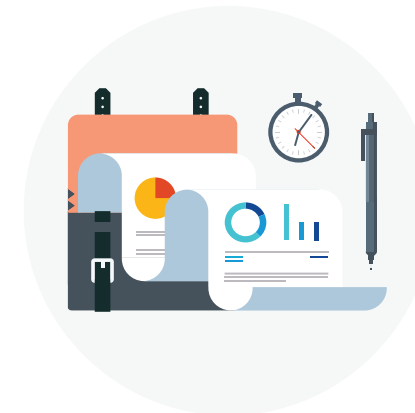
Search engine optimization | site audits, on-page SEO, off-page SEO

## CONTENT MARKETING

Content marketing | copywriting, ghostwriting for articles/blogs, social content

Community development | landing pages, gated content development, social

Digital content | whitepapers, online catalogs/publications, video content



# PRINT ADVERTISING

In addition to our selection of full-color magazine ads, *Plastic Surgery Practice* offers sponsored editorial through which to tell your story. You'll work directly with our editorial team to determine the best format and topic(s).

## TRADITIONAL DISPLAY ADVERTISING

Half-page horizontal.....	\$1,650
Single page .....	\$2,570
Double page.....	\$3,855

## SPONSORED EDITORIAL

### Recommendations

Brief bio of Doctor or service provider with top ten of products, habits, services they "can't work without."

Single page .....	\$1,100
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### Interview

Presented in Q&A format of Doctor, service providers, or testimonial.

Single page .....	\$6,125
Double page.....	\$9,188

### Product Features

Single page (one product).....	\$2,625
Double page (one or more products).....	\$3,938

**DOUBLE PAGE SPREAD**  
 LIVE AREA: 17.7 X 10.45  
 TRIM SIZE: 18 X 10.75  
 BLEED: 18.25 X 11

**FULL PAGE**  
 LIVE AREA: 8.7 X 10.45  
 TRIM SIZE: 9 X 10.75  
 BLEED: 9.25 X 11

**1/2 PAGE HORIZONTAL**  
 7.875 X 4.875



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# IMPORTANT DEADLINES

	Sponsored Editorial Close	Display Ad Close	Materials Due
<b>SUMMER</b>	<b>04.25.16</b>	<b>05.05.16</b>	<b>05.13.16</b>
<b>FALL</b>	<b>07.25.16</b>	<b>08.17.16</b>	<b>08.25.16</b>
<b>WINTER</b>	<b>10.06.16</b>	<b>10.31.16</b>	<b>11.08.16</b>



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