

Heart Insight®

2025 Media Kit

Serving & supporting heart patients
and their loved ones for 17 years.

Trusted, award-winning editorial from
the nation's oldest and largest
not-for-profit dedicated to fighting
heart disease and stroke.



American
Heart
Association®

FOR ADVERTISING INFORMATION, contact Gloria Catha,
Ad Sales Liaison, gloria.catha@heart.org

October 2024

Subscribe

Share



American
Heart
Association.

Heart Insight®

e-news

[Submit A Story](#)

[Online Community](#)

[Heart Conditions](#)

[Getting Healthy](#)

INSIGHT SPOTLIGHT

**'Weekend warriors'
may gain the same
health benefits as
people who spread out
exercise**

Getting the recommended amount of physical activity in one or two days a week may be as effective at lowering disease risk as exercising throughout the week, research finds.

[Learn more](#)



—ADVERTISEMENT—

American Heart Association.
Reduce Your Risk.

THE LDL THREAT IS REAL

Talk to Your Doctor for
a Healthier Tomorrow

ACT NOW

Proudly sponsored by **AMGEN**

Heart Insight e-News

Heart Insight has served heart patients and their families for 17 years.

Our award-winning monthly e-newsletter began in 2015.

Heart patients, their live-in caregivers and their family members make up 82% of the Heart Insight e-News audience.

This highly-engaged group seek credible information. They love resources and tools to support their health, independence and quality of life.

Industry e-mail engagement rates comparison

	Heart Insight	Health Care	Nonprofit	All Industries
Open	42.1%	23.7%	26.6%	21.5%
Click thru	7.0%	3.0%	2.7%	2.3%

Source: Campaignmonitor.com
November 2022

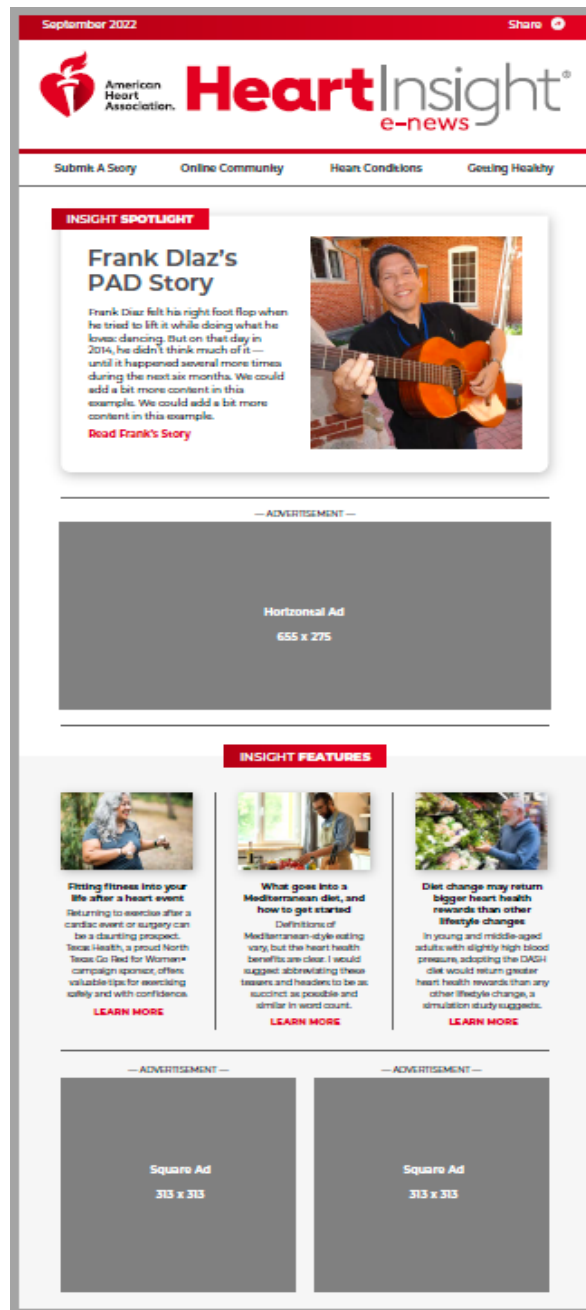
Heart Insight e-News

Delivered monthly to over 69,250 subscribers.

11.4% of opens result in clicks.

Our horizontal and square ads are great opportunities to grab attention and communicate your message.

FOR ADVERTISING INFORMATION, contact Gloria Catha, Ad Sales Liaison, gloria.catha@heart.org



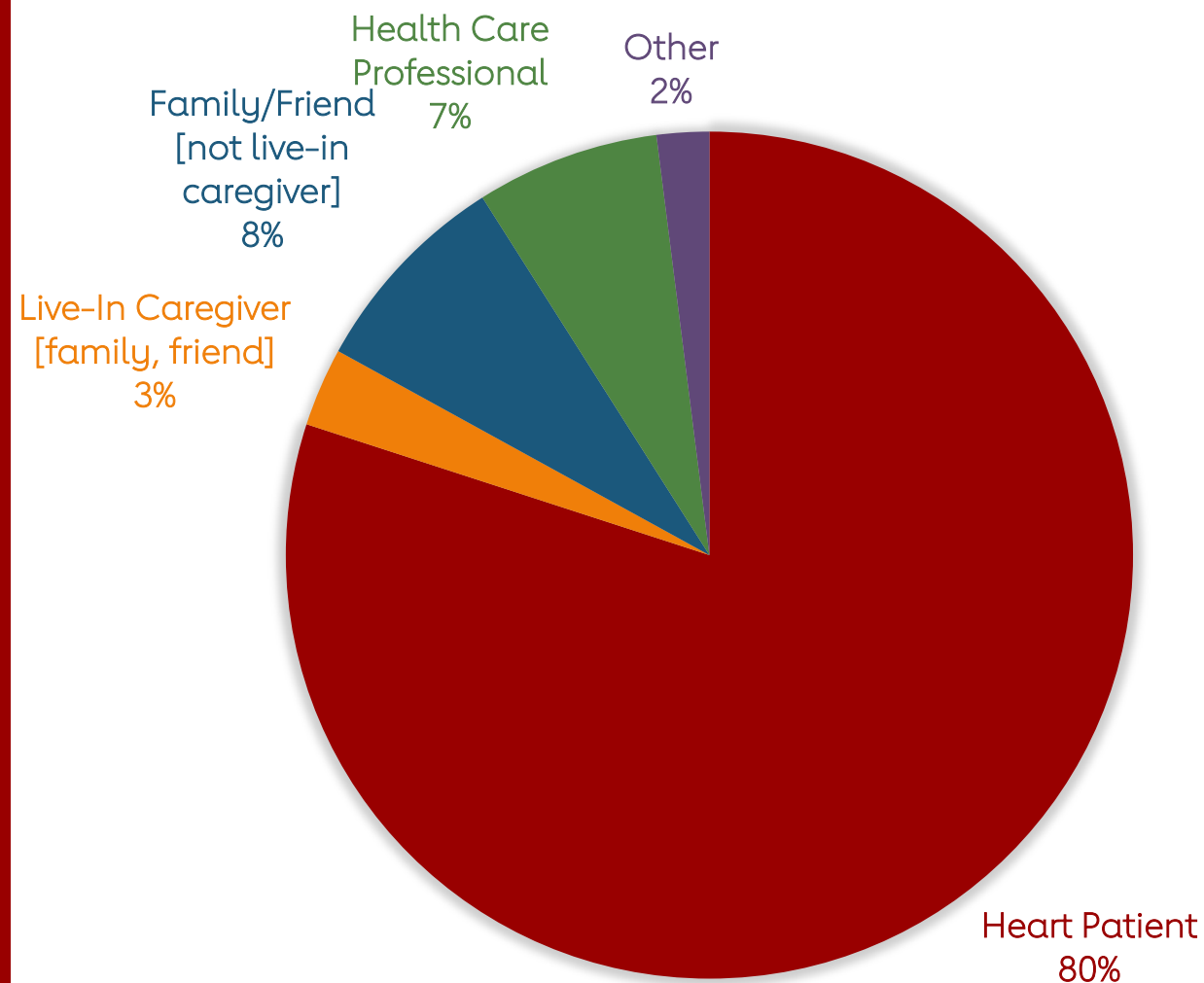
Heart Insight®

EMAIL AD RATES

# of monthly placements	Price per placement
1x	\$3250
3x	\$3050
6x	\$2850
12x	\$2650

Art specifications pg. 8
Deadlines & delivery dates, pg. 9

Heart Insight Readers



DEMOGRAPHICS FOR HEART PATIENTS

≤ 35	1%
36-45	3%
46-55	9%
56-65	29%
66-75	35%
≥ 76	20%
Male	35%
Female	62%

*Demographics for other segments
continued on next page.*

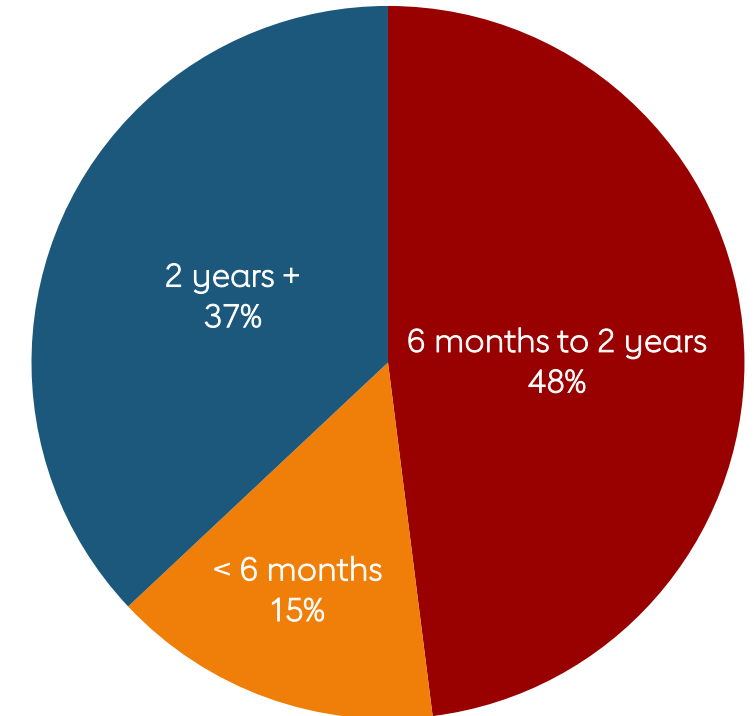
Heart Insight Readers

	Live-in Caregiver	Family/Friend (not live-in caregiver)	Health Care Professional
≤ 35	12%	2%	6%
36-45	0%	17%	8%
46-55	28%	5%	10%
56-65	17%	32%	29%
66-75	11%	27%	22%
≥ 76	28%	15%	24%
Male	17%	12%	18%
Female	67%	85%	76%

Health Care Professionals Specialty	
Nurse	47%
Other	37%
Patient Educator	8%
Cardiologist	6%
Primary Care Physician	4%
Patient Advocate	4%
Cardiac Rehab	2%
Social Worker	2%
Mental Health	2%

Heart Insight®

HOW LONG THEY'VE BEEN READING



Heart Insight Influence

48% have sought medical advice because of information they saw in Heart Insight

THEY SOUGHT ADVICE FOR

Blood pressure	62%
Cholesterol	44%
Exercise	40%
Nutrition	34%
Weight management	28%
Heart attack	24%
Diabetes	29%
Chest pain	26%
Stroke	26%
Atrial fibrillation	28%
Heart failure	29%
Depression/anxiety/emotions	23%
Heart valves	19%
Cardiac rehab	17%

86% have made changes to improve their physical health because of information they saw in Heart Insight

60% have made changes to improve their emotional well-being because of information they saw in Heart Insight

74% have improved their general quality of life because of information they saw in Heart Insight

Advertising Interest

Types of products and services readers would like to see advertised in Heart Insight.

Healthy foods	69%
Health apps [For computers, tablets and smart phones]	50%
Home health monitoring equipment [blood pressure, diabetes, etc.]	42%
Medications	35%
Home fitness equipment	26%
Quality health care facilities [hospitals, clinics, cardiac rehab, etc.]	23%
Emergency alert devices	22%
Home health care assistance	18%
Fitness facilities	16%
Other	4%
Healthy meal-delivery services	
Support groups	

Art Specifications

All ads subject to AHA/ASA approval.

Ad Specifications	
Horizontal ads (2 per issue)	655 w x 275 h pixels; jpeg; minimum file size 125 kb
Square ad (2 per issue)	313 w x 313 h pixels; jpeg; minimum file size 125 kb

Art Deadlines & Delivery Dates

	Delivery to readers			
Monthly Email	1 st Run	Reminder	Reserve By	Artwork Due
Jan	1/7	1/17	12/23/24	12/30/24
Feb	2/4	2/14	1/20/25	1/27/25
Mar	3/4	3/14	2/17/25	2/24/25
Apr	4/8	4/18	3/24/25	3/31/25
May	5/6	5/16	4/21/25	4/28/25
Jun	6/3	6/13	5/19/25	5/26/25
Jul	7/8	7/18	6/23/25	6/30/25
Aug	8/5	8/15	7/21/25	7/28/25
Sep	9/9	9/19	8/25/25	9/1/25
Oct	10/7	10/14	9/22/25	9/29/25
Nov	11/4	11/14	10/20/25	10/27/25
Dec	12/2	12/12	11/17/25	11/24/25

All ads subject to AHA/ASA approval.

Artwork for ads may be emailed to:
gloria.atha@heart.org

Please type "HI Ad Artwork" in the subject line of your email.