

EMS World

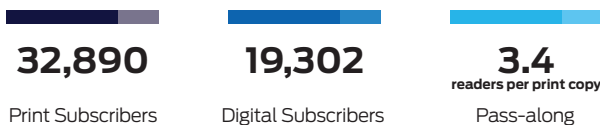
EMS World delivers cutting-edge education and product information for the emergency medical services (EMS) profession. Informative and balanced editorial content-addressing clinical, leadership and training issues assists managers, administrators, educators and EMS practitioners to excel in their positions. The EMS World audience is charting the future of EMS and out of hospital care, driving change and innovation at every level.

EMS World reaches all EMS delivery models: fire-based EMS, municipal EMS agencies, volunteer EMS agencies, independent agencies, private services, and hospital/health systems.



- 43.6% Fire Service
- 13% Private Service
- 10.4% Independent Agencies
- 10.4% Hospital/Health Systems
- 8.9% Commercial/Other
- 8.7% Municipal Agencies
- 4.9% Government/Military

2020 EMS World Reach



Exclusive benefits for EMS World advertisers:

- Complimentary listing in the EMS World "Top 500 EMS Suppliers" print and on-line Buyer's Guide
- Value-added merchandising opportunities
- Integrated media packages
- Market Intelligence: Ad Effectiveness and Brand Effectiveness Surveys
- Priority Booth Selection for EMS World Expo

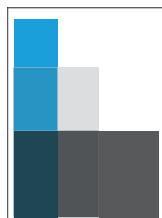
EMS World Integrated Media Solutions are designed to provide you with the most cost-efficient marketing campaign.

- Half Page; 4 Color Advertisement in EMS World Magazine
- 30,000 banner impressions (300 x 250) on EMSWorld.com
Rate: \$3,650
- Full Page; 4 Color Advertisement in EMS World Magazine
- 50,000 banner impressions (300 x 250) on EMSWorld.com
Rate: \$5,950

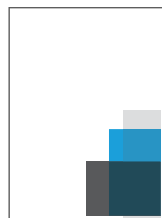


2020 Print Advertising Rates/Specifications:

Full Page
Bleed: 8 3/8" x 11"
Trim: 7 7/8" x 10 3/4"
Live area: 7" x 10"



1/2 Page Vertical
3 3/8" x 10"
1/2 Page Island
4 5/8" x 7 3/8"
1/2 Page Horizontal
7" x 4 7/8"



1/4 Page Standard
3 3/8" x 4 7/8"
1/4 Page Horizontal
4 7/8" x 3 3/8"
Marketplace
2 1/8" x 4 3/4"

Ad Pricing

Full Page	\$5,500
Half Page	\$3,350
Quarter Page	\$2,265
Product Showcase	\$995
Marketplace	\$625

In addition to EMS World Magazine advertising, reinforce your company's content marketing efforts with printed Inserts, Ride-Alongs, Sponsored Supplements and eBooks.
For more information visit, <https://emssales.hmpglobal.com> or contact your business development manager.

To submit EMS World Magazine advertising creative, please upload files to www.hmpglobal.com/ads

Editorial Calendar

January



Airway Management

Specials: Corporate Profile \$1500

Ads close: November 16

Materials due: November 24

Industry Calendar:

NAEMSP

Jan. 11-13, San Diego, CA



February



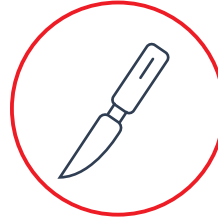
Cardiac/Stroke

Specials: Digital Supplement

Ads close: December 17

Materials due: December 30

March



Trauma/Active Shooter

Specials: Product Applications

Ads close: January 20

Materials due: January 28

Industry Calendar:

EMS Today

Mar 2-6, Tampa, FL



EMS On The Hill Day

Mar 24-25, Washington, DC



April



Emergency Vehicles

Specials: Digital Supplement

Ads close: February 19

Materials due: February 26

Industry Calendar:

FDIC

April 20-25, Indianapolis, IN



May



EMS Week Recognition

Specials: EMS Week Sponsorship

Ads close: March 23

Materials due: March 27

June



Pediatrics & Special Populations

Specials: Product Showcase

Ads close: April 22

Materials due: April 29

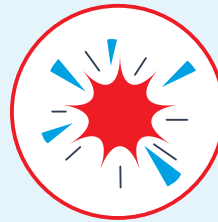
Industry Calendar:

NAEMSO

June 15-18, Reno, NV



July



MCI Disaster Response

Specials: Digital Supplement

Ads close: May 19

Materials due: May 26

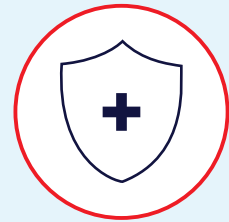
Industry Calendar:

Pinnacle

July 27-31, Phoenix, AZ



August



Safety

Specials: Product Showcase

Ads close: June 23

Materials due: June 30

Industry Calendar:

NAEMSE

August 3-8, Pittsburgh, PA

Fire Rescue International

August 19-21, Phoenix, AZ



September



EMS World Expo Show

Specials: Research & Education

Ads close: July 21

Materials due: July 28

Industry Calendar:

EMS World Expo

Sept 14-18, Las Vegas, NV



October



Mobile Integrated Healthcare- Community Paramedicine

Specials: Product Application from
the Field

Ads close: August 18

Materials due: August 25

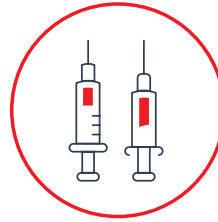
Industry Calendar:

ACEP

Oct 26-29, Dallas, TX



November



Simulation & Training

Specials: Digital Supplement

Ads close: September 22

Materials due: September 30

Industry Calendar:

AMTC

Nov 2-4, Nashville, TN



American Ambulance Assoc

Nov 2-4, Las Vegas, NV



December



2019 Buyer's Guide/ Top Innovations

Specials: Product Showcase

Ads close: October 21

Materials due: October 28