

Media Kit 2020

Quality, Focused Content, Multi-Media Strategy, Proven Results.

- Diagnostic Laboratory Executives
- Licensing Industry Executives
- Medical Office Managers
- Law Office Managers
- Hospitals



Media Kit 2020



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Audience Reach: All Products

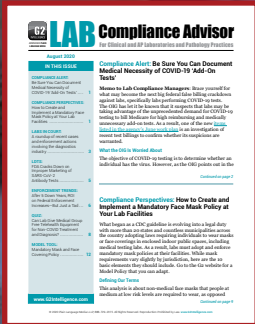
Media Kit2020 **PLM**
Plain Language Media

Celebrating more than 40 years of quality publishing, PLM's trusted, **targeted content** & award-winning editors **will get you noticed.**

- Diagnostic Laboratory Executives
- Licensing Industry Executives
- Medical Office Managers
- Law Office Managers
- Hospitals



Plain Language Media has a **total audience reach** of more than **390,000** executives and professionals



Audience Reach: G2 Intelligence

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Serving the information needs of the **diagnostic laboratory industry** for four decades, our unique focus on market analysis, legal compliance, legislative landscape, and the latest developments in diagnostic technology, provides **senior clinical and lab executives** with the actionable insights they need.

Titles include:

- President
- CFO
- CIO
- Sr. Director
- Managing Director
- Medical Director
- Director Strategy
- SVP, Managed Care
- Lab Director
- Principal
- Chair
- Director of Operations
- SVP, VP
- Compliance Director

Email your offer to more than **230,000** diagnostic laboratory executives and professionals





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Audience Reach: The Licensing Letter

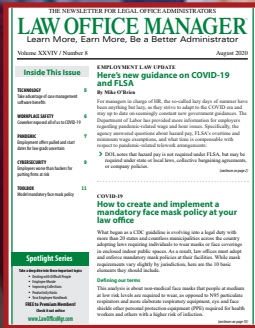
Serving the information needs of the dynamic **licensing industry** for three decades, our unique focus on new deals, licensing contacts, market data and licensing news provides, **licensors, licensees, agents, consultants and service providers** with the contacts and insights they need in order to thrive.



Representative Titles: (70%+ are VP to C-Level Licensing Executives)

- President
- Owner
- Sr. Director Licensing
- Director
- Director International Licensing
- SVP, VP
- VP, Licensing
- Managing Director

Email your offer to more than **54,000** licensing industry executives & professionals



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Audience Reach: Law Office Manager

For nearly three decades, Law Office Manager has provided **law office administrators, managers and supervisors** with relevant and timely information to help them perform their jobs more effectively and more efficiently.



Our Members report responsibility for:

- Hiring & firing
- Discipline & training
- Computer networking
- Budgeting & purchasing
- Compliance
- Client records & email policy
- Project management
- Employee productivity
- Attorney time allocation & billing
- Technology evaluation & acquisition
- Data storage & retention

Email your offer to more than **36,000** law office managers and supervisors



Audience Reach: Medical Office Manager

Medical Office Manager provides **medical office administrators, managers and supervisors** with relevant, timely information to help them perform their jobs more effectively and efficiently. MOM makes better medical offices - one manager at a time



Our Members report responsibility for:

- Hiring & firing
- Discipline & training
- Computer networking
- Budgeting & purchasing
- Client records & email policy
- Compliance
- Project management
- Employee productivity
- Coding, billing & collection
- Technology evaluation & acquisition
- Data storage & retention

Email your offer to more than 69,000 medical office managers and supervisors



Advertising & Sponsorship

Reach out to our audience. Let Plain Language Media design a customized multi-media program and **get the results you need.**

- **Email:** PLM offers our membership base over a dozen weekly ezines covering the latest news and new developments in four major markets. For the ezines available in the market that interests you, and ezine counts, please contact your rep.
- **WebSites:** PLM offers the opportunity to place your message on any of our popular B2B websites. Contact your rep for more information by website, including ad specs, and pricing.
- **Content Partnerships:** PLM also enters into content arrangements with select partners whose content is closely geared to the interests of our members. These options include blogs, articles, special reports, and other custom arrangements.
- **WebCast:** PLM Webcasts and Labcasts offer you the opportunity to deliver your message to PLM markets. You provide the speakers and content, along with your marketing piece and we'll handle promotion to our membership base, registration, and webcast presentation. Call for more details and pricing.
- **Webinar Sponsorship:** Sponsor a PLM webinar to one of our markets. Your company name is included in all promotions, you can deliver a 1 minute message to webinar registrants, and the webinar moderator will note your sponsorship at the beginning and end of the webinar presentation.
- **and much more!**

Email andrea@plainlanguagemedia.com or call 888-729-2315 for details and pricing



Why Partner with PLM?



When you get down to what really matters - **It's always about the people.**

PLM brings together **our team of experts** in content, marketing, multi-media, technology and publishing to deliver quality information to highly-targeted audiences. Our people **make sure you get more of the good stuff.** More eyeballs, more hang-time, more archive value and ultimately, more clicks through to your website.

- **Reach your target audience:** PLM's award-winning editors make sure your message is in front of the right group of leaders and decision makers.
- **Establish your company as a thought leader:** With decades of publication history, our audience has learned to trust the research and analysis we provide. Our sponsors are associated with that value.
- **Generate quality leads:** Content-driven leads connect you with the people you need to grow your business.
- **Build brand awareness:** Leverage PLM's reach and industry authority to strengthen your brand through top-of-mind awareness.
- **Leverage the power of content:** PLM can ensure your message is tied to expert research, data and content - and get it in front of the right audience.
- **The right blend of media for your message:** Different people respond to different media. PLM's multi-media approach will get you noticed.

Your sponsorship and advertising show industry support and build credibility where it counts



About Plain Language Media



Plain Language Media provides timely, accurate and trusted analysis of industry and market trends, legal and regulatory developments, and technology and innovation that directly affect the operations, financial performance, and competitive positioning of our readers and subscribers.

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