

A dark, blue-tinted photograph of two surgeons in an operating room. They are wearing surgical masks and caps, leaning over a patient. Medical monitors are visible in the background.

SURGERY BUSINESS

2027 MEDIA KIT

Connecting you to our fast growing ambulatory surgery audience.



About Surgery Business Magazine

Surgery Business Magazine is the only publication in the United States devoted exclusively to the business of surgery. We do not cover clinical techniques or procedural medicine. Our focus is singular: the dollars, cents, economics, ownership, and financial strategy behind surgical care.

There is nothing else in the country that occupies this space.

We speak directly to surgeons who own, operate, invest in, or influence surgical businesses, including ambulatory surgery centers, in-office procedure suites, and physician-led healthcare enterprises.

Audience & Reach

Surgery Business Magazine reaches surgeons and executives who control purchasing decisions and capital allocation.

- **30,000+** surgeons and senior associates on our verified email distribution list
- **7,000** print copies mailed directly to multi-specialty Surgery Centers nationwide

Audience includes:

- Surgeon-owners
- ASC CEOs and administrators
- Practice founders
- Healthcare investors and developers
- Industry leaders

This is not a passive readership. These are buyers, owners, and operators.



Why Surgery Business Magazine Is Valuable

What makes Surgery Business Magazine uniquely valuable:

- 100% focused on business, finance, and ownership
- No clinical distraction, no consumer health content
- No competing publication dedicated solely to the economics of surgery
- Read by surgeons who make financial decisions
- Long shelf life—kept in offices, boardrooms, and executive suites
- Written by operators, not journalists

Every page is relevant to advertisers targeting surgical revenue.

Editorial Authority

Our credibility is unmatched.

- Board of Directors composed of Stanford- and Harvard-trained surgeons
- Contributors are subspecialty-trained, research-driven physician leaders
- Content authored by individuals with real-world ownership and operational experience

Trust drives readership. Trust drives action.



Global Reach

Surgery Business Magazine is a global platform.

- Portuguese edition serving South America
- Read across all continents
- Strong international interest in U.S. outpatient surgery and ASC business models

Our influence extends well beyond the United States.

Advertising Opportunities

Our credibility is unmatched.

- Full-page and premium print placements
- Inside front cover, inside back cover, back cover
- Sponsored editorials and cover editorials
- Digital placements
- Email newsletter sponsorships

Advertising reaches financial decision-makers, not trainees.

Publication Schedule

- Quarterly publication
- High retention and repeat exposure



Ideal Advertising Partners

- Medical device and implant companies
- Capital equipment manufacturers
- Anesthesia and pathology groups
- ASC developers and construction firms
- Private equity and investment groups
- Revenue cycle, IT, compliance, and specialty service providers

***If your product or service touches surgical revenue, margins, or growth,
our readers are your market.***

Contact Information

Erik Glowacki

Director of Sales

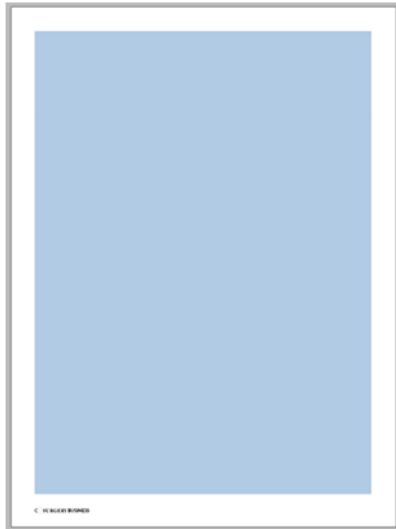
erik.glowacki@surgerybusiness.com

Advertising & Partnerships

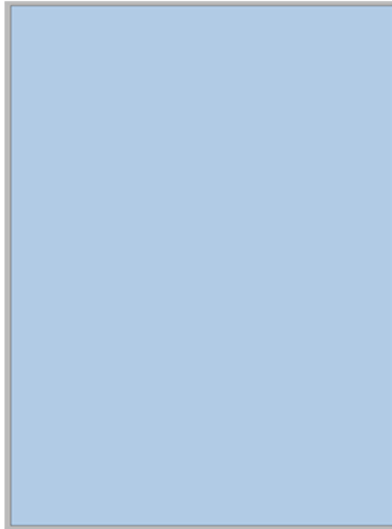
Advertise@surgerybusiness.com

SURGERY BUSINESS

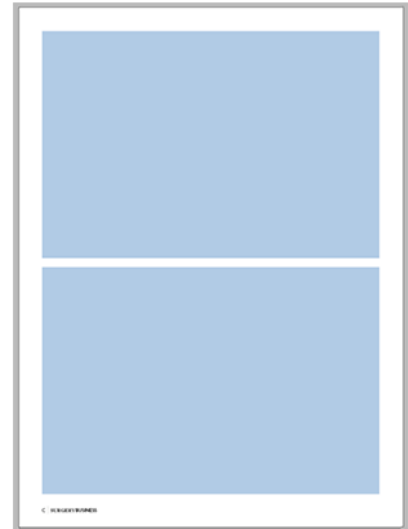
WHERE MONEY MAKES THE CUT



Full Page ad, with margins:
7.1875 x 9.6875



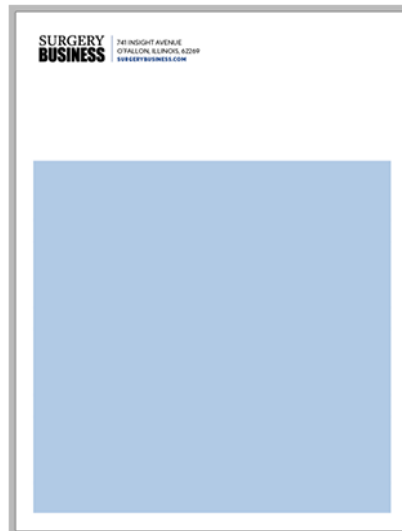
Full Page, bleed:
8.625 x 11.125
(provides .125" to be trimmed by printing press)



Half page ad, with margins:
7.1875 x 4.75

Print Ads

Full Page Ad:	\$4,000
Half Page Ad:	\$2,500
Back Cover:	\$9,500
Front Cover Feature & CEO Interview:	\$19,000



Back Cover, with margins:
7.625 x 7.375



Back Cover, Bleed:
8.625 x 7.875

Specifications for Surgery Business Magazine Print Ads

Publication Page Size: 8.375 x 10.875

- **Resolution:** 300 dpi
- **Color:** CMYK
- **Acceptable formats:** .jpg, .pdf, .eps

If submitting a .pdf or .eps, convert text to outlines.

Online Banner Ads

Ensure that your ad is visually appealing with high-quality images and graphics.

Utilize contrasting colors that make the ad stand out from the surrounding content. This contrast should be visually pleasing and draw the eye.

Legibility is key, so choose easily readable fonts and an appropriate text size. Maintain a clear hierarchy of information, placing the most important elements where users are likely to see them first.

The language used in your CTA should be action-oriented and compelling, encouraging users to take the desired action.

Homepage
728X90 LEADERBOARD



Homepage
728X90 SECONDARY

Secondary Pages
300X250 MEDIUM RECTANGLE



Banner Ads: \$1,750

Image Requirements for Online Ads

- Either 728x90 pixels or 300x250 pixels
- All ad's are to be built in RGB color mode.
- All ad's are to be built at a resolution of 72 dpi.

Online Ad Tracking

All ads are tracked for impressions and clicks.

eNewsletter

15,000 Average Distribution

Open Rate 35.96%

Click Through Rate 11.58%

A monthly e-newsletter focused on timely advice and the latest advances in Ambulatory Surgery Centers (ASC) with our insightful, in-depth articles.

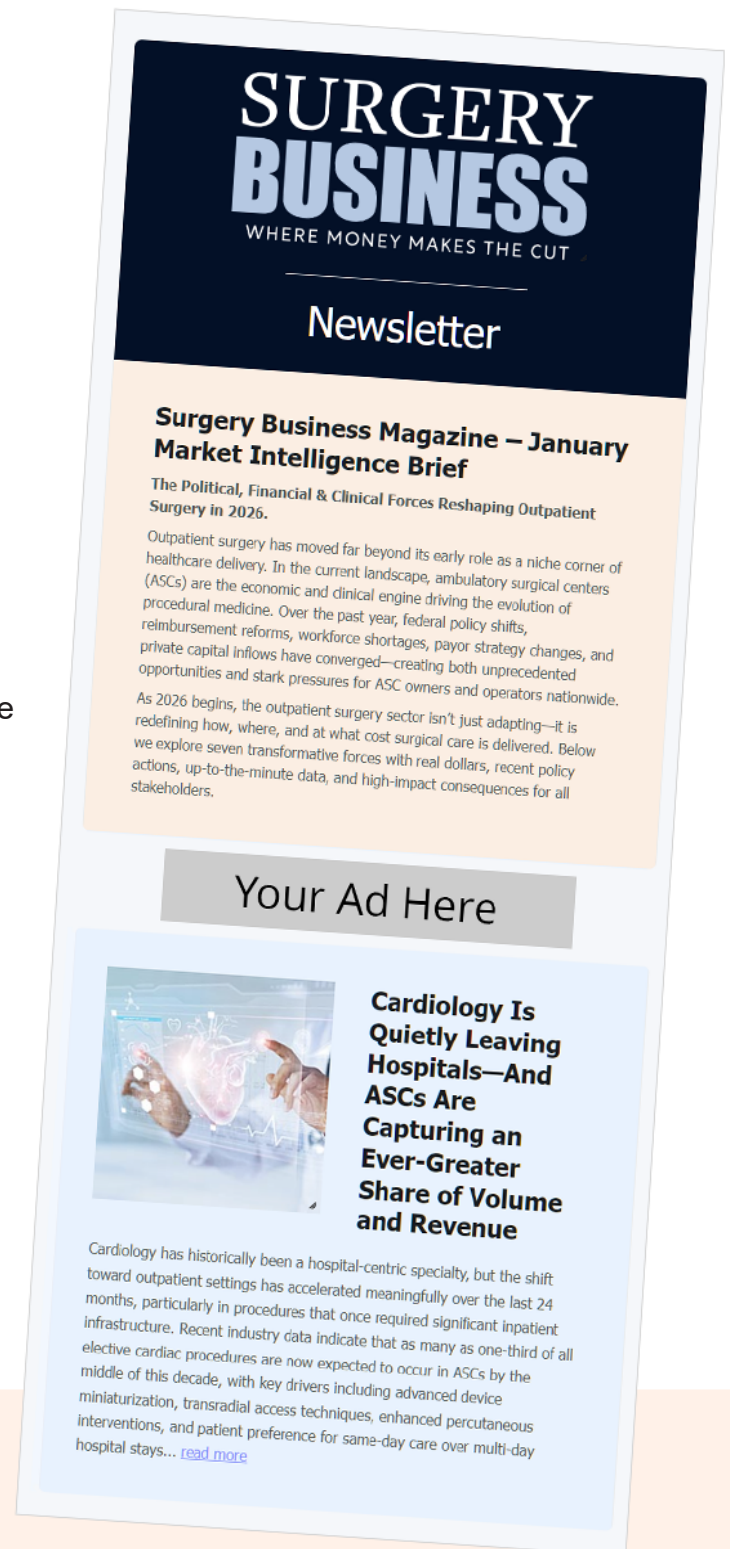
Banner Ad: \$1,750

Image Requirements for Banner Ads

- 468x80 pixels
- All ad's are to be built in RGB color mode.
- All ad's are to be built at a resolution of 72 dpi.

Online Ad Tracking

All ads are tracked for clicks.



Custom Eblast

Deliver your message directly to our highly engaged audience. Email campaigns are sent to our full subscriber database. A limited number of sponsored e-blasts are available each month, offering an exclusive opportunity to communicate directly with a targeted and relevant audience.

- Send your email content (HTML file) or design file and subject line, one week prior to your send date.
- We will format the file into our header/footer template that includes and send a proof for approval.
- Open and click metrics will be provided one week after deployment.

Custom Email: \$2,500



Email Requirements

- 600 pixels width
- All images are to be built in RGB color mode.
- All images are to be built at a resolution of 72 dpi.



**Surgery Business Magazine — America's
only publication solely focused on the
business of surgery.**

advertise@surgerybusiness.com