

Expand your reach.

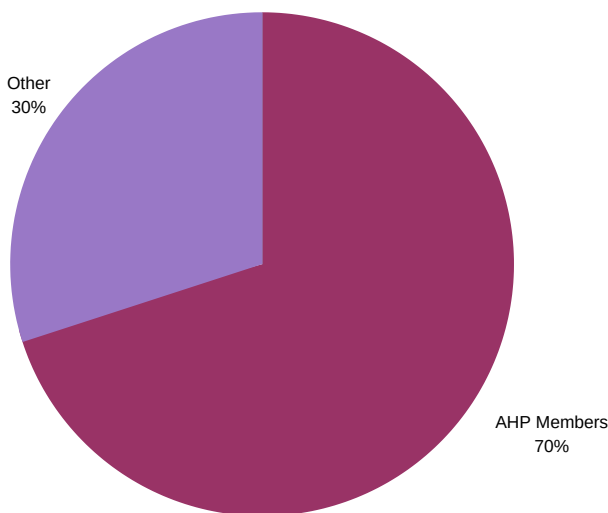
Connect with influential AHP members who represent approximately 70% of the healthcare philanthropy industry.

AUDIENCE MAKEUP

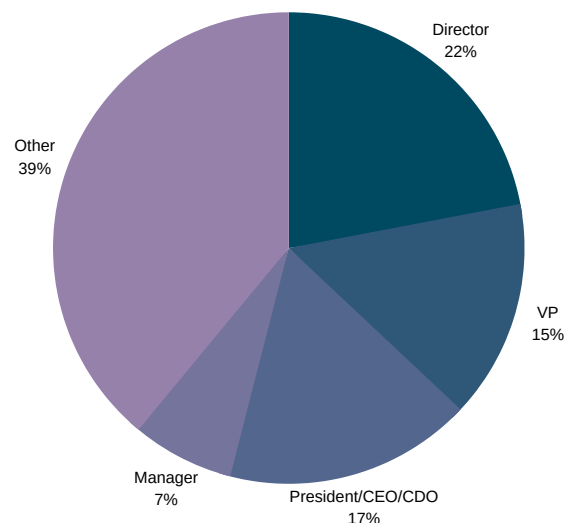
Our membership represents various healthcare facilities, including:

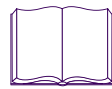
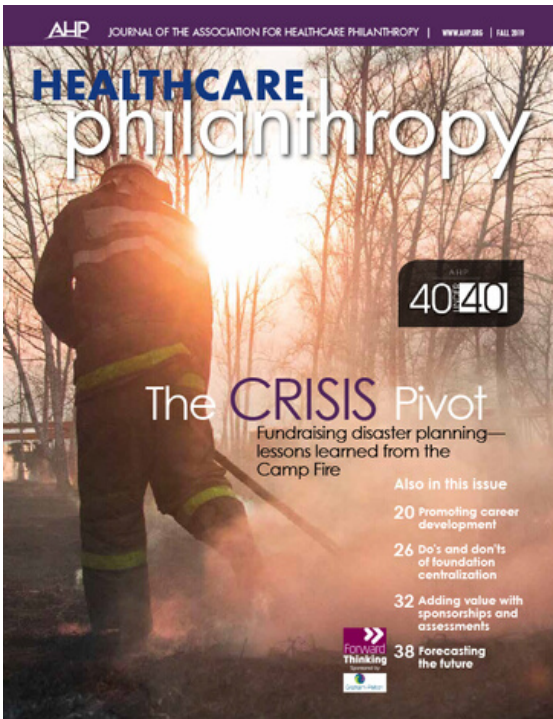
- Community and private hospitals
- Healthcare systems
- Children's hospitals
- Teaching hospitals and medical institutions
- Long-term care facilities
- Hospices
- Medical centers
- Advocacy groups
- Specialty hospitals

Representation of the Overall
Healthcare Philanthropy Sector



Titles of the AHP
Membership Base





AHP HEALTHCARE PHILANTHROPY JOURNAL

AHP's Journal is a highly valued product and a key component of our vision to provide valuable thought leadership content to our membership. Independent studies have shown the journal is well-regarded and frequently read. *Healthcare Philanthropy* is published in a PDF format, a printed copy is mailed to all our members (approximately 4,500), and is accessible to members on the AHP website.

- ✓ 82% regularly read the Journal
- ✓ 73% rate it as "excellent"
- ✓ 78% read the cover story
- ✓ 89% share content with their colleagues



AHP CONNECT E-NEWSLETTER

The AHP *Connect* newsletter is emailed every other Thursday to nearly 4,500 AHP members, and 1,000+ non-member subscribers. Your sales message reaches development professionals in all sectors of healthcare.

- ✓ 24% average open rate
- ✓ 5.5% average click rate

To learn more about these opportunities and what they could do for you, please contact Alison Bashian, Advertising Sales Manager, at 440-232-0108 or email her at alisonb@bashian.com