

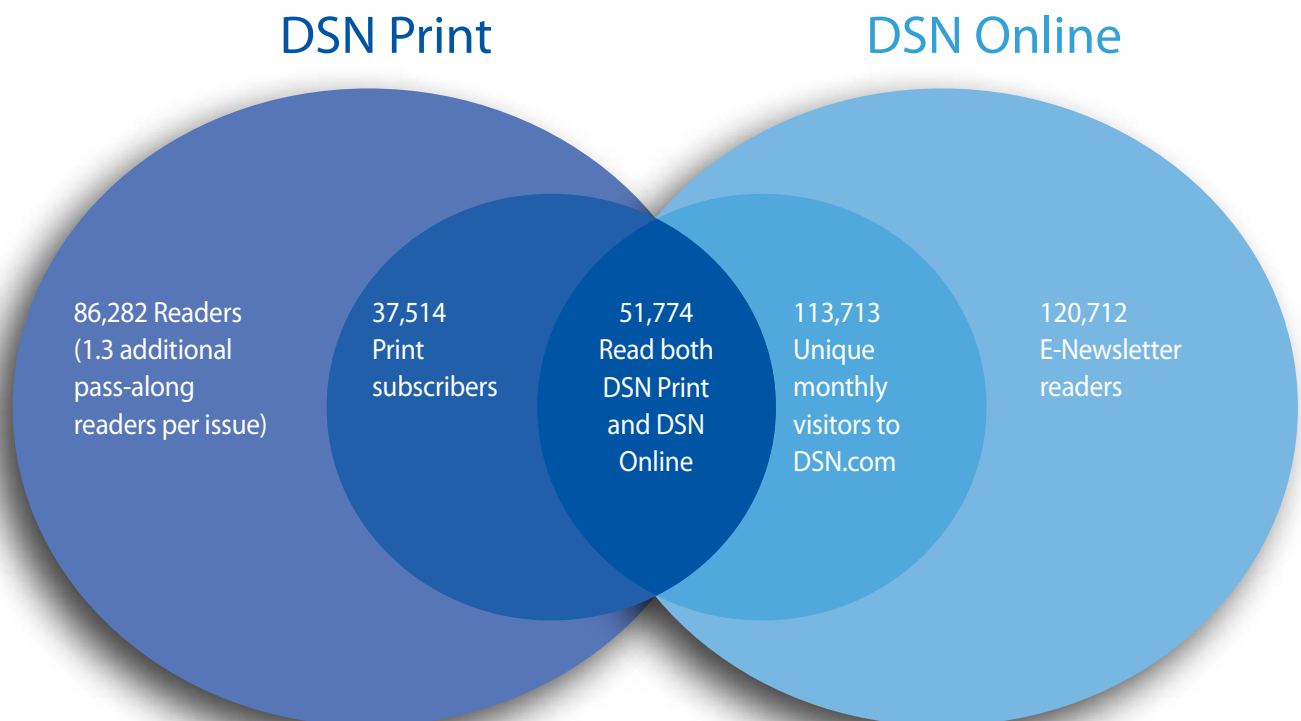
Take Advantage of a High-Impact Opportunity

# Reach Every Reader Across Every Platform

With an investment in a *Drug Store News* multimedia advertising program, you can align your message and marketing goals against the best news, insight, and intelligence in the industry, and better target and engage the influencer and executive audience.

## THE BENEFITS OF THE DSN TOTAL AUDIENCE ARE:

- Reach
- Engagement
- Measurability
- Impact



If your audience is in more than one place, your ad must be too.

## REACH

The audience is here: 571,930 total impressions per month – nearly 7 million total impressions per year.

## ENGAGEMENT

DSN's valued content delivers the most engaged audience in the industry:

- Direct request: 86.8% (ABC)
- 81% read 3 of 4 issues (Readex Research '08)
- Avg. 41 minutes reading each issue (Readex Research '08)
- Avg. monthly page views (Webtrends)
  - 327,414 – dsn.com
  - 456,523 – cedsn.com
- Avg. time spent on websites (Webtrends)
  - 18:47 – dsn.com
  - 17:34 – cedsn.com
- Avg. open rates: 31% vs. industry average of 25% (e-Newsletter Pro)

## MEASURABILITY

The only industry publication with a multimedia publisher's statement.

## IMPACT

DSN offers a multimedia audience that reaches across all platforms. Influence print readers, website visitors, e-newsletter readers, and a combination of all three.

## COMPETITIVE ADVANTAGE

DSN delivers a competitive advantage that the other publications can't match:

- DSN's website received a grade of 99.6 from Hubspot's Website Grader - the highest independent online ranking awarded. This means that drugstorenews.com scored higher than 99.6% of millions of other sites – making it one of the most highly effective sites for marketing.
- Alexa – an online service that measures website traffic – ranks DSN in the top 1% of all websites.



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