

46,000 +
decision-making
team members
follow us in
print and online.



To advertise, contact your
Business Development
Associate or one of our
Publishers at 404-671-9551.

PUBLISHER, CEO
Doug Field
404.671.9551, ext. 101
dfield@fieldmedia.com

ASSOCIATE PUBLISHER
Brent Macy
404.671.9551, ext. 103
bmacy@fieldmedia.com

MANAGING EDITOR
Matt Bolch
404.671.9551, ext. 105
mbolch@fieldmedia.com



A FieldMedia Property

www.cdhsolutionsmag.com
404-671-9551

CDHC Solutions, a FieldMedia property, has a three-fold mission:

- To reach the health and benefits decision-making teams in mid- to large-size employers—C-level executives; HR directors; benefit and compensation managers plus the TPAs, brokers and health plans, working with them—current audience of more than 46,000 print/online.
- To deliver to our audience a unique and useful editorial product—print and online—that provides them with innovative solutions to help their business.
- To reach a unique audience not served by any other magazine. By doing so, we best serve the needs of marketers like you, who want to reach this audience.

Reaching more than 46,000+ online and in print

OUR SUBSCRIPTION IS CONTROLLED, WHICH MEANS OUR READERS GET THE MAGAZINE FREE IF THEY FIT OUR QUALIFICATION GUIDELINES. OVER 46,000 OF OUR AUDIENCE IS FOCUSED ON EMPLOYERS, TPAs, BROKERS, AND HEALTH PLANS.

- Over 93% of our employer readers are from mid- to large-size companies (500+ employees)
- Nearly all of the executives who subscribe to *CDHC Solutions*™ are involved in health care decisions for their companies.

JOB TITLES AND FUNCTIONS

- *CDHC Solutions*™ reaches a diverse group of decision makers encompassing the entire spectrum of individuals involved in the purchasing process for their organizations. One in seven (14%) indicate their job title as a C-level executive (COO/CEO/CFO/Financial Officer). Six in ten (57%) indicated HR, benefits or benefits and compensation manager/VP. Approximately one in ten (12%) indicate benefits director or administrator.

COMPANY SIZE

- The typical *CDHC Solutions*™ subscriber works for a company with an average of 6,500 employees.

PURCHASE INVOLVEMENT

- Respondents are highly involved in the purchase of health care-related programs, products and/or services for their organization. In fact, nine in ten (89%) indicated they are involved. Seven in ten (67%) recommend or influence the purchase decision while six in ten (60%) indicated they identify the need.

CDHC SOLUTIONS' AUDIENCE INCLUDES BENEFITS CONSULTANTS; TPAs; BROKERS AND REGIONAL HEALTH PLANS THAT WORK WITH EMPLOYERS.

- Total Distribution: 46,000 plus the *Annual Outlook* will be distributed at key trade shows.

ACTIONS TAKEN

- *CDHC Solutions*™ readers take action after reading ads in the magazine. Six in ten (63%) have taken action as a result of seeing an ad in *CDHC Solutions*™. One in four have visited an advertiser's website (26%) and/or discussed an ad with others (25%). Another two in ten (21%) have filed an ad for future reference.

A targeted readership for YOUR advertising:

- 100% of our content is about innovative health and benefits management and best practices, which makes our online community and magazine very compatible to your messages.
- 100% of the more than 46,000 executives who receive *CDHC Solutions*™ are involved in health care and benefits decisions in mid-to-large companies..

SIZE OF COMPANY by Number of Employees	
More than 25,000	6%
10,000 – 25,000	9%
5,000 – 9,999	17%
1,000 – 4,999	35%
500 – 999	26%
1 – 499	7%