

# PCNA SmartBrief

## 2025 Media Kit

BROUGHT TO YOU IN  
PARTNERSHIP WITH:

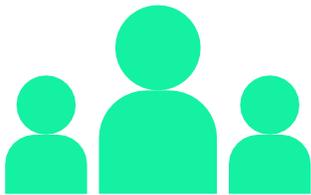


PCNA SmartBrief is a subscription-only news service dedicated to informing **preventive cardiovascular nurses** of the news shaping their industry.

Developed in exclusive partnership with PCNA, it provides a weekly summary of essential industry news.

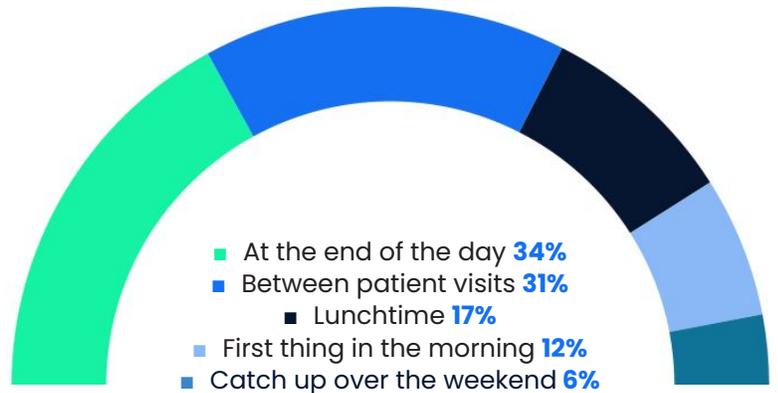
### Statistics

Subscribers



**10,400**

When Do Subscribers Read?



### Contact

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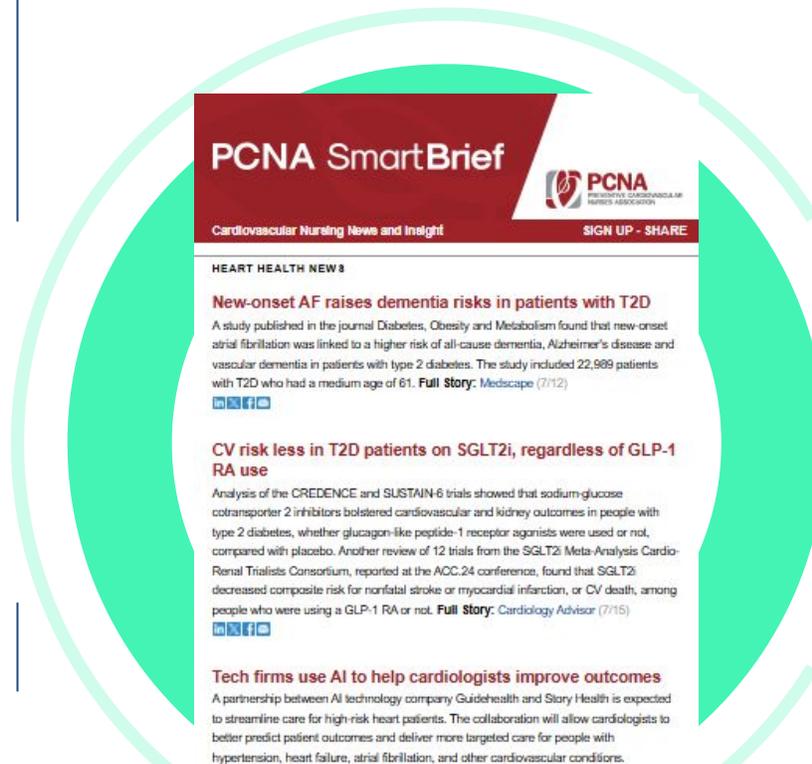
# 2025 Pricing

## Display & Native Advertising

- |  |                 |
|--|-----------------|
| ■ Above-the-Fold Takeover (Billboard + News 1) | \$4,300/issue   |
| ■ Billboard                                    | \$200/issue     |
| ■ News 1                                       | \$250/issue     |
| ■ News 2                                       | \$225/issue     |
| ■ News 3                                       | \$200/issue     |
| ■ Featured Content                             | \$200/issue     |
| ■ SmartSocial                                  | By Segment Only |
- 5x minimum on Display & Native Advertising
  - News Section ads include the Rectangle-Text Ad or Video-Text Ad
  - Upgrade any news section placement to a Video-Text ad for a premium
  - [View Advertising Examples and Product Details](#)
  - [View Advertising Best Practices](#)
  - [View Health Care Providers Industry Media Kit](#)

## Exclusive Opportunities

- |                               |         |
|-------------------------------|---------|
| ■ Special Report Single Issue | \$1,500 |
| ■ Dedicated Send              | \$4,200 |
| ■ Spotlight                   | \$4,200 |
| ■ Year in Review              | \$4,200 |



## Contact

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