

2024

Media Kit



**The Society
of Thoracic
Surgeons**

About STS

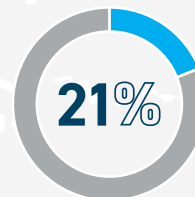
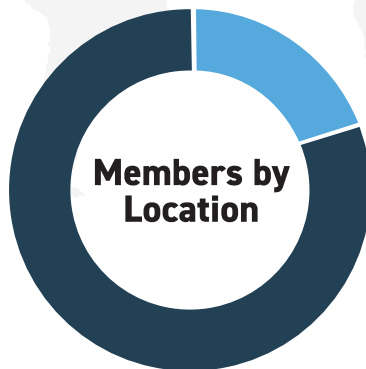
The Society of Thoracic Surgeons (STS) is the world's largest professional organization representing all members of the cardiothoracic surgery team, including surgeons, researchers, and allied health professionals. The STS mission is to advance cardiothoracic surgeons' delivery of the highest quality patient care through collaboration, education, research, and advocacy. STS offers a variety of advertising and sponsorship opportunities for your company to reach the cardiothoracic surgery community through its digital and print publications, podcasts, webinars, website, and more.

STS MEMBERSHIP

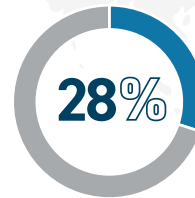
7,900 MEMBERS  representing **102** COUNTRIES

80%
US-Based

20%
International

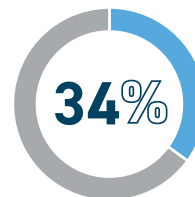


AGE 25-40



AGE 41-56

56 Average Age & Median Age



AGE 57-75

Learn more about STS membership categories at sts.org/membership.

 **15,231**
FOLLOWERS
[@societyofthoracicsurgeons](https://www.facebook.com/societyofthoracicsurgeons)

 **18,590**
FOLLOWERS
[@STS_CTSurgery](https://twitter.com/STS_CTSurgery)

 **19,621**
FOLLOWERS

 **8,268**
FOLLOWERS
[@societyofthoracicsurgeons](https://www.instagram.com/societyofthoracicsurgeons)

 **8,890**
SUBSCRIBERS

Digital Advertising

STS Website Ad

Add your message to the five top traffic webpages on STS.org—a frequent stop for cardiothoracic surgery professionals worldwide.

SPECS: 760 w x 200 h pixels

FILE TYPE: JPG, PNG, or GIF

	Inline Banner
1 month	\$6,000
3 months (10% discount)	\$16,700
6 months (15% discount)	\$30,600

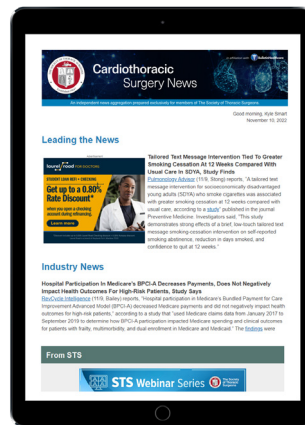
Cardiothoracic Surgery News

A daily briefing provided exclusively to STS members. It is delivered each weekday morning.

Rate Card

CIRCULATION: 4,600

OPEN RATE: 39%



Podcast Advertising

Reach your target audience by purchasing a pre-roll audio advertisement in the Society's Surgical Hot Topics podcast episodes. Episodes range from 15 to 60 minutes and are available on the STS website, or through iTunes, Google Play, Stitcher, iHeartRadio, TuneIn Radio, Spotify, and Castbox subscriptions. Podcasts are promoted on the STS website homepage, in social media, *STS News* (a quarterly newsletter published online and in print), *STS Weekly* (an e-newsletter that is distributed to all STS members), *The Annals of Thoracic Surgery* (STS print and online journal), and other publications throughout the year.

ALL TIME DOWNLOADS: 189,600

TOTAL ANNUAL DOWNLOADS: 36,020

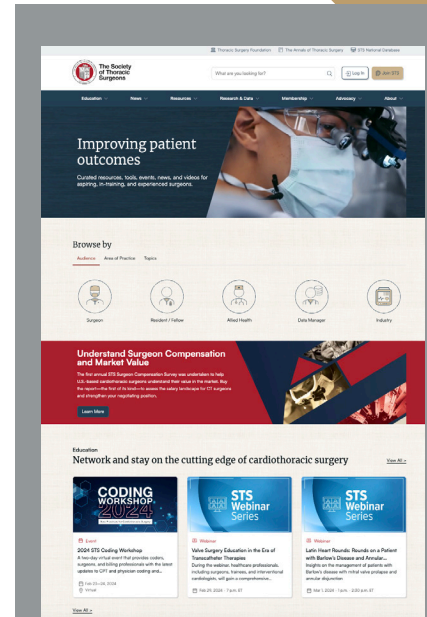
AVERAGE DOWNLOADS PER EPISODE: 1,145

AUDIENCE: International reach of over 142 countries in the last two years

LENGTH OF ADVERTISEMENT: 30 seconds or 60 seconds

FORMAT: MP3, recommended 256kbps encoded in vbr-3.

Pricing available upon request.



Industry Partnerships

STS offers customized, year-round sponsorship packages. These partnerships allow for the development of exciting new educational programs and curricula, research awards, information sharing, and more. Each package includes high-profile and exclusive opportunities that will extend an industry partner's reach and impact among cardiothoracic surgery professionals worldwide. To learn more about becoming an industry partner, contact Samantha McCarthy Tagg, Industry Relations Manager, at smccarthy@sts.org.

Newsletters

STS Weekly

A weekly e-newsletter that highlights important opportunities, events, and benefits for STS members.

CIRCULATION: 6,400

OPEN RATE: 44%

SPECS: 588 w x 98 h pixels

FILE TYPE: JPG, PNG, or GIF

Price: \$1,500

The Hub

This bi-monthly e-newsletter provides information about courses, benefits, and other activities relevant to residents, fellows, medical students, and STS scholarship recipients.

CIRCULATION: 1,168

OPEN RATE: 75%

SPECS: 588 w x 98 h pixels

FILE TYPE: JPG, PNG, or GIF

Price: \$1,000



STS emails exceed the **26.6%** industry benchmark open rate.

STS Print and Online Journal

The Annals of Thoracic Surgery is the official journal of The Society of Thoracic Surgeons and the Southern Thoracic Surgical Association. First published in 1965, *The Annals* is an international, peer-reviewed journal that provides outstanding original coverage of recent progress in adult and congenital cardiovascular and chest surgery and related fields. This leading monthly receives approximately 3,000 manuscripts for consideration annually and maintains rigorous acceptance standards under the editorial leadership of Joanna Chikwe, MD, and a distinguished editorial board.

Media Kit

IMPACT FACTOR: 4.6

CIRCULATION: 7,267

AVERAGE MONTHLY PAGEVIEWS: 81,857

EDITOR'S CHOICE EMAIL OPEN RATE: 53%

STS WEEKLY
January 31, 2024

Review Meeting Highlights and Claim CME Credit

This past weekend, the STS Annual Meeting educated, inspired, and brought together more than 3,000 members of the cardiothoracic surgery profession from 59 countries. The event showcased outstanding science, the latest research, and innovative techniques in every discipline of the specialty. Check out daily highlight videos from **Scientific, Surgical, and Bioscience**. Registrants will gain access to all the recorded meeting content in the STS Learning Center by mid-February. Attendees are encouraged to complete an evaluation and claim credit or a certificate of participation before April 24, 2024. For non-registrants interested in the meeting content, Annual Meeting Online will be available for purchase in a few weeks. Thank you to all the leaders, volunteers, attendees, exhibitors, speakers, and industry partners who contributed to the great success of STS 2024!

STS2024
The 86th Annual Meeting
The Society of Thoracic Surgeons
www.sts.org

New STS President Installed, Officers Elected

During the Annual Membership (Business) Meeting at STS 2024, Dr. Jennifer Romano was elected as the 2024-2025 STS President. Dr. Romano is a congenital heart surgeon from the C. S. Mott Children's Hospital and the University of Michigan Medical School. Also elected during the meeting were Dr. Joseph Balk as First Vice President and Dr. Vinay Badhwar as Second Vice President. Dr. Vinod Thourani will serve another year as treasurer, while Dr. John Mitchell will serve as treasurer-elect. Dr. Wilson Szeto will remain as secretary for a year. Congratulations to these STS officers!

Check Out Video on New Developments in the Adult Cardiac Surgery Database

Each month's issue of *The Annals of Thoracic Surgery* includes an "Annals Animated" video—a graphical summary of a selected research article. The February video illustrates findings from "The Society of Thoracic Surgeons Adult Cardiac Surgery Database: 2023 Update on Procedure Data and Research" by Dr. Moritz C. Wyler von Ballmoos, Toyoyuki Kameto, and coauthors. [Click the video](#) to learn about the development of new risk models and the STS Online Risk Calculator. Then [read the corresponding article](#) and subscribe to the STS YouTube channel to receive notifications about future "Annals Animated" videos.

Annals Animated

annalsthoracicsurgery.org

THE ANNALS OF THORACIC SURGERY

Volume 115 Number 3 March 2023

IN THIS ISSUE

- Education & Professional Development** Case-Based Discussion Cultural Diversity, Bias, and Patient Safety. A Case-Based Discussion Cohen, Maffei-Bence, and coauthors, p. 565
- STS Document** Annual Report The Society of Thoracic Surgeons Adult Cardiac Surgery Database: 2022 Update on Outcomes and Research Kim, Bowditch, and coauthors, p. 566
- Aorta Research** Improved Outcomes of Reimplantation vs Remodeling in Marfan Syndrome: A Propensity-Matched Study Elbortony, Ouzounian, and coauthors, p. 576
- Congenital & Pediatric Research** Complexity and Outcome of Reoperations After the Ross Procedure in the Current Era El-Sharif, Stepien, and coauthors, p. 633
- Mediastinum & Esophagus Research** Half of Anatomic Leaks After Esophagectomy Are Undetected on Initial Postoperative Esophagogram Elliott, Stragor, and coauthors, p. 719
- Transplant & Mechanical Support Case Report** Intraoperative Management of an Orthotopic Porcine-to-Human Cardiac Xenotransplant Stroux, Griffith, and coauthors, p. 784

A triple-branched stent graft designed for aortic arch dissection repair. For related article: see Li, Chen, and coauthors, p. 583.

WATCH Video Summary—Risk of Surgical Myocardial Repair for Primary MMR

ELSEVIER ISSN 0003-4975 Official Journal of The Society of Thoracic Surgeons and the Southern Thoracic Surgical Association



The Society of Thoracic Surgeons

Sponsored Content

E-Learning Videos

A special section on the STS website under Online Learning that is home to a collection of videos highlighting cutting-edge techniques, medical devices, and other industry news and education in the specialty. Industry Spotlight provides a dedicated portal for physicians to quickly and easily access the information they crave. The Society will regularly promote the availability of new content via multiple marketing channels.

PRICING AVAILABLE UPON REQUEST

LENGTH OF VIDEO: Up to 60 minutes
FORMAT: MP4 or URL

Email Blast Communications

Share news about your company's products, services, or other information directly with STS members by email. STS will distribute the pre-approved message on behalf of the sender.

CIRCULATION: 6,400
AVERAGE OPEN RATE: 45%

ROYALTY RATE: \$6,000 per email
FILE TYPE: HTML format with graphics embedded

Social Media Posts

Promote your content to more than 61,000 followers through one or more STS social media channels including Facebook, Instagram, LinkedIn, and Twitter.

PRICE: \$3,000 for one channel // \$5,000 for all channels
FILE TYPE: JPEG, JPG, PNG, or GIF

Direct Mail

Mailing List Licenses

Purchase an STS membership or Annual Meeting registrant list license to mail an STS-approved mailing such as a postcard or brochure.

CIRCULATION: 6,500
ROYALTY RATE: \$3,000



Educational Activity Opportunities

STS offers a variety of advertising and sponsorship opportunities designed to meet your budget, boost your brand, and generate demand. Some of these include:

STS ANNUAL MEETING

- ▶ 2,141 professional registrants
- ▶ 57 countries represented by registrants
- ▶ 389 abstracts highlighted across oral and e-poster presentations

STANDALONE PROGRAMS

- ▶ 50-700 professional registrants
- ▶ 11 events scheduled for 2024

WEBINARS

- ▶ 117 average number of live unique viewers
- ▶ 830 average number of archive viewers
- ▶ 17 countries represented by unique viewers



**The Society
of Thoracic
Surgeons**

Advertising & Sponsorship Contacts



The Society of Thoracic Surgeons

The Society of Thoracic Surgeons

Samantha McCarthy Tagg, Industry Relations Manager

312-202-5869

smccarthy@sts.org

- ▶ STS website
- ▶ Print and digital newsletters
- ▶ Podcast advertisements
- ▶ E-Learning videos
- ▶ Mailing list licenses
- ▶ Email blast communications
- ▶ Educational events and activities
- ▶ Year-round partnerships



ELSEVIER

Elsevier

Bob Heiman, Display Advertising

856-520-9632

Bob.rhmedia@comcast.net

Kenneth Naylor, Recruitment & Classified Advertising

212-633-3835

k.naylor@elsevier.com

Craig Smith, Multimedia Publishing

212-462-1933

c.smith@elsevier.com

- ▶ *The Annals of Thoracic Surgery* print and online advertisements



BulletinHealthcare

Bulletin Healthcare

advertise@bulletinhealthcare.com

- ▶ *CT Surgery News* Digital Advertisements