



2018 MEDIA KIT

UPDATED MAY 2018

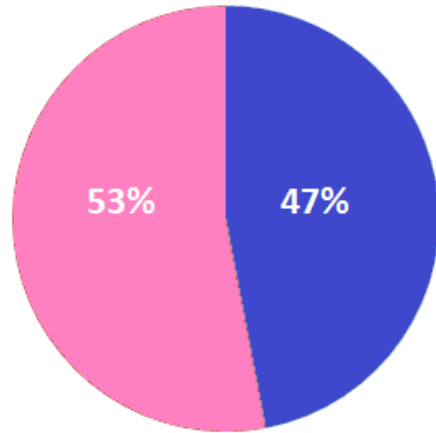
HEARING HEALTH & TECHNOLOGY MATTERS

- Since launching in April 2011, **HearingHealthMatters.org** (HHTM) has become a leading online resource for hearing professionals and consumers alike.
- HHTM continues to witness rapid growth in readership each year, exceeding more than one Million unique pageviews over the past 12 months. Since January 2018, the site has seen greater than 20% increase in unique pageviews compared to 2017.
- Well over 3000 original posts, discussing a wide range of topics, have been produced and read in over 200 countries since the site was created.

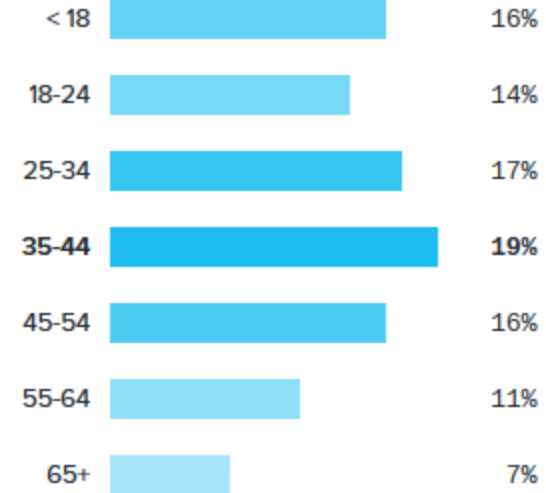
SITE DEMOGRAPHICS



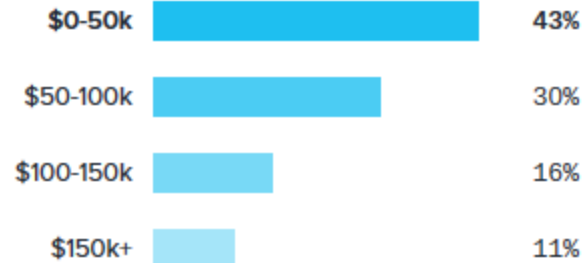
GENDER



AGE



HOUSEHOLD INCOME



COMPOSITION

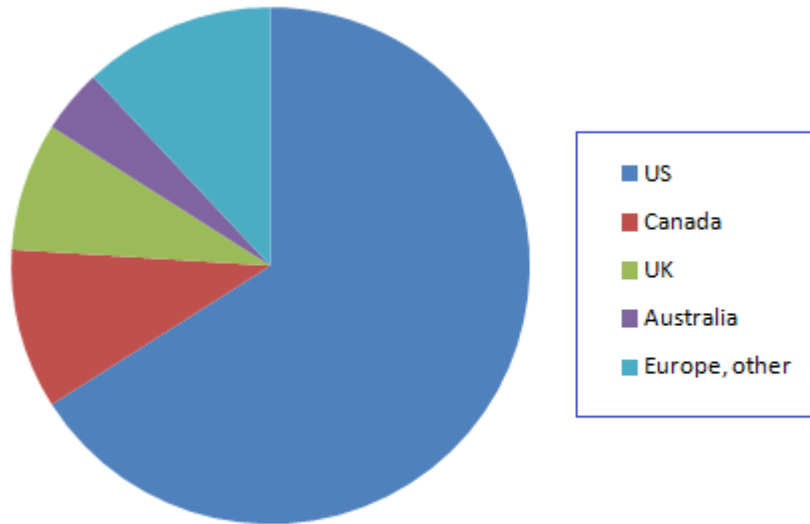


EDUCATION LEVEL



SITE DEMOGRAPHICS

HHTM readers hail primarily from the US and Canada, but the site continues to build upon a growing readership from across the globe



WEBSITE ADVERTISING

- HHTM offers options for on-page advertising
 - Banner Ad
 - Side Bar Ad
 - Rotating, static or animated GIF options available

The image shows a screenshot of a website titled "HEARING HEALTH & TECHNOLOGY MATTERS". The website features a search bar, a navigation menu, and several promotional banners. A red arrow points to a banner for "ZPOWER BUILT-IN" with the text "LEARN MORE AT BOOTH #1147". Another red arrow points to a side bar advertisement for "QSA Quiet Sound Amplifier" with the text "Have you heard? QSA provides a low-cost, high-quality solution for those not ready to buy hearing aids." The text "On-Page Banner Ads" is written in red above the ZPOWER banner, and "Static or Rotating Side Bar ads" is written in red below the QSA advertisement.

On-Page Banner Ads

Static or Rotating Side Bar ads

EMAIL ADVERTISING

- HHTML offers options for email advertising
 - Weekly newsletter banners
 - Approximately 5,000 highly-engaged weekly subscribers
 - Custom eBlast campaigns – *Very Popular!*
 - List of nearly 15,000



Clinic management made easy.

customized

Now With Medical Report Writer and Automated Appointment Reminders by email or text.

Blueprint OMS is a comprehensive, cloud-based office management system that increases your profitability, efficiency and patient retention. Blueprint OMS manages everything from first patient call to post-fitting follow up and beyond.

FEATURE HIGHLIGHTS:

- Flexible appointment booking
- Target marketing and recalls
- Backed with

Weekly Email Newsletter Banner Ads



The Big Fat PSAP eBook
THE MOST COMPREHENSIVE REVIEW OF THE CHANGING HEARING HEALTHCARE SERVICE MARKET AVAILABLE TODAY!

HEARING
HEALTH & TECHNOLOGY MATTERS

[Changing Cochleas, Part 5: Learning What We Need to Know](#)
By Carl Hansen
"Changing Cochleas" is a 7 part series about my hearing journey with a cochlear implant. It organizations produce the technology and also play an important role in helping recipients successfully adjust to a new way of hearing. So, in writing about my CI...

[Binaural Beat Therapy Revisited](#)
By Robert Palmer
This week Hearing International investigates the pop culture of Binaural Beats. An internet search will find a whole culture and industry based on binaural beats which are said to have therapeutic value, with all sorts of effects on the brain...

5 MUST-READ HHTML EBOOKS ARE NOW AVAILABLE AT THE HHTML ONLINE STORE!

[From Real Ear to Real Hear!](#)
By Andrew Steen

Header and mid-email banners

OTHER ADVERTISING OPPORTUNITIES

- eBook advertising opportunities may be available throughout the year on a wide variety of topics. Full page advertisements may be available—please contact HHTM for details.
 - *Example advertisement shown on right →*
- Unique advertising opportunities not outlined in this document may occur throughout the year, sometimes coinciding with professional meetings or events.
- Interested in advertising opportunities with HHTM? Please direct your inquiries to sales@hearinghealthmatters.org for more information.



ETYMOTIC
Hear for a Lifetime

What Musicians Are Saying about MusicPRO® Electronic Earplugs

Example

Sue Heineman
Principal Trombonist
National Symphony Orchestra

"MusicPRO earplugs allow me to stay connected with the instructions of the conductor, and actually make it easier to hear my colleagues across the stage."

Michael Sundell
Corona Bassoonist,
Minnesota Symphony

"With Etymotic's electronic earplugs I was able to hear intonation in soft passages, while I never felt the pain of loud brass entrances right behind me."

John Yeh
Clarinetist
Chicago Symphony Orchestra

"These electronic earplugs allow me to hear everything, including the Maestro's instructions, while damping the onslaught of the brass band."

We believe everyone deserves to **Hear for a Lifetime.**

View our full line of high-fidelity earplugs at www.etymotic.com/hearforalifetime

Music•PRO®

ENDORSEMENTS

I use Google Analytics to determine what was the last website visited by visitors to our website.

HearingHealthMatters.org is always one of the top three websites directing traffic to Frye.com. Of the top 20 websites about half bounce off, staying for only a few seconds and not viewing more than the one landing page. Of the websites that do direct traffic toward Frye.com I value *quality* over quantity. For me, quality is a combination of time on Frye's website and the number of pages viewed. The #1 website averages six pages with approximately (01:40) one minute forty seconds on Frye's website. That website, which we pay more to than Hearing Health Matters, provides a fraction of the leads. Hearing Health & Technology Matters (HHTM), as noted above, provides the most visitors to Frye.com.

Visitors from HHTM's website average 3.3 pages and approximately (01:30) one minute thirty seconds. None of the other websites provide both multiple page view and total time on our web site. Only HHTM provides all three: The **most visitors** directed to Frye.com. **Multiple (3.3) page views** and **Significant time (1:30)** on the Frye website. HHTM gives Frye.com the most bang for our buck. The money Frye pays to advertise with your group is well spent.

--Director Sales & Marketing, Frye Electronics, Inc

ENDORSEMENTS (CONT.)

Gina Stefanelli, VP Marketing, [SHOEBOX Audiometry](#)

“We have seen **solid leads** and **great conversion rates** with HHTM’s eBlast campaigns”

James Jerger, Ph.D. to Maurice Miller, Ph.D

“To get your message out you need to be sure that it makes contact with a large number of audiologists. And nowadays that means blogs. The best one is Hearing Health and Technology Matters.” *(Provided with permission from both parties)*



www.HearingHealthMatters.org