# MEDIA KIT

## 2027

**REACH THE LARGEST AUDIENCE OF MEDICAL PRACTICE BUSINESS LEADERS IN THE U.S.**



MGMA® MEDICAL GROUP MANAGEMENT ASSOCIATION

# MGMA IS HERE TO HELP YOU REACH TODAY'S MEDICAL PRACTICE BUSINESS LEADERS WHO NEED YOUR PRODUCTS, SERVICES AND SOLUTIONS.

The Medical Group Management Association (MGMA) is a nonprofit, membership association that advances the business of healthcare through advocacy, education and certification, data, practice management guidance, and training. Since 1926, MGMA has empowered medical practices nationwide with the resources and community they need to thrive.

With more than 60,000 medical practice administrators, executives, and leaders as members, MGMA represents over 15,000 medical group practices—from small private practices to large national health systems—collectively supporting more than 350,000 physicians.

## OUR MISSION

MGMA serves members, customers, and the healthcare community as a trusted partner by delivering insights, solutions, and advocacy to achieve medical practice excellence.



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# AUDIENCE DEMOGRAPHICS

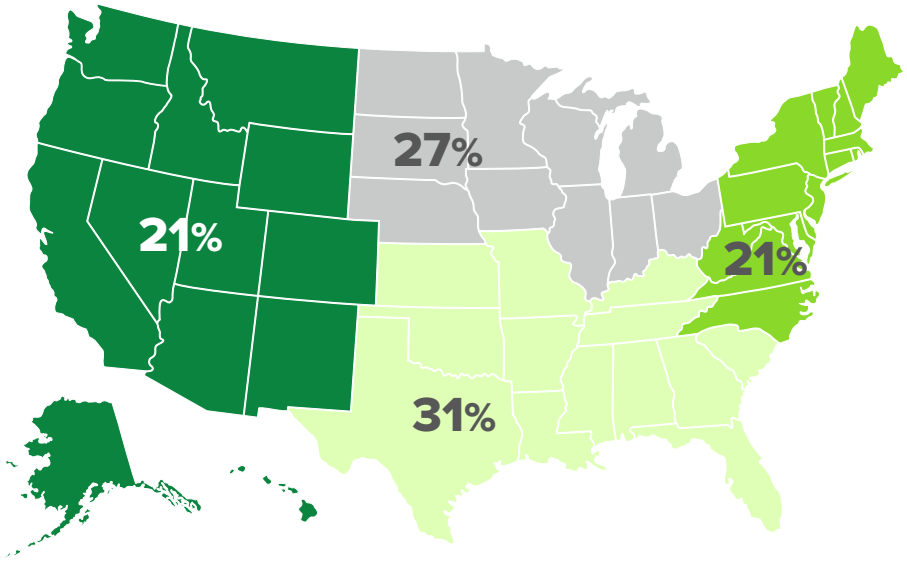


MGMA's audience consists of members and customers representing organizations that provide nearly 50% of all healthcare services in America. These business professionals consist of executive leadership and procurement decision makers across multiple healthcare specialties.

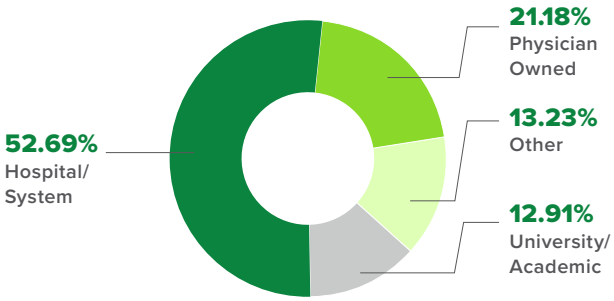
**60,000+**
**MGMA Members**

**15,000+**
**Medical Group Practices**

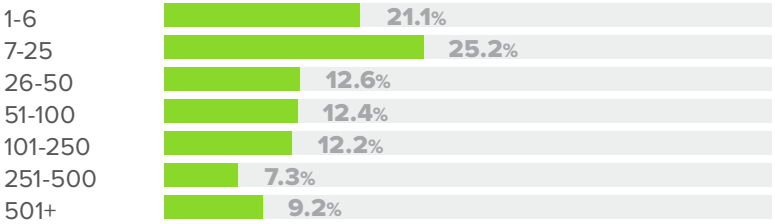
REPRESENTING NEARLY 50% OF
ALL HEALTHCARE ORGANIZATIONS IN THE U.S.



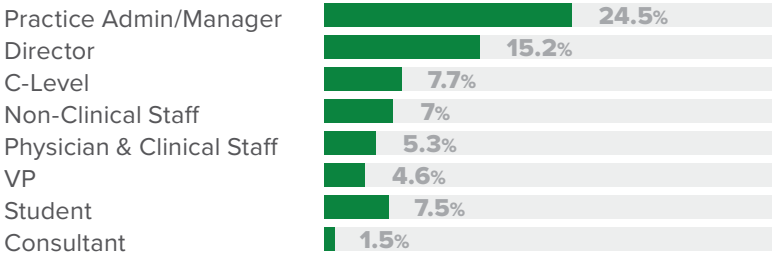

## MEMBER ORGANIZATION DEMOGRAPHICS




### Full Time Employee (FTE) Count:




### Identified Job Functions:



# POWER OF PARTNERSHIP

MGMA has the audience you need to reach. Healthcare leaders trust MGMA and engage with our content across digital, print, audio, and live events. Partnering with us connects your brand with these decision-makers year-round.

**76,000+**
**Social Media Followers**

**340,000+**
**Monthly Website Page Views**

**85,000+**
**Monthly Website Visitors**

**17,000+**
**Annual Webinar Registrants**

**34,000+**
**Sponsored Member E-Blast**

**100+ Years**
**of supporting medical practice excellence.**

**125,000+**
**Annual Podcast Impressions**

**74,000+**
**Newsletter Subscribers**



# MGMA MEMBERSHIPS

Build credibility with healthcare leaders and demonstrate your commitment to the medical practice industry. The MGMA Corporate Member Seal helps distinguish your company as a trusted partner to medical practices across the country.




## CORPORATE MEMBER

**$5,000** | ANNUAL PAYMENT

### KEY BENEFITS INCLUDE:

- Preferred pricing on MGMA marketing, advertising, sponsorships, and exhibiting opportunities
- Company listing in the MGMA Partner Solutions Directory
- Access for up to five employees to MGMA member resources, education, industry updates, and the MGMA Member Community
- Early access to select sponsorship and exhibit opportunities
- Use of the Corporate Member Seal, a recognized mark of distinction.

For organizations seeking greater visibility and engagement with the MGMA audience.




## PREMIER CORPORATE MEMBER

**$52,500** | ANNUAL PAYMENT

### INCLUDES ALL CORPORATE MEMBERSHIP BENEFITS, PLUS:

- Thought leadership opportunities, including a podcast interview and promotional messaging
- Advertising placements across MGMA media channels
- Exclusive networking opportunities at MGMA events
- Preferred access to premium sponsorship and content marketing packages
- Use of the Premier Corporate Member Seal, MGMA's most prestigious mark of distinction.

"One message, carried across webinars, MGMA.com, the podcast, and newsletters, put our brand in front of healthcare leaders again and again. No other partnership gave us this kind of reach."

**—Katie Corcoran**, Healthcare Marketing Leader, UnisLink

# 2027 MGMA MARQUEE PATRON

Must be an MGMA Corporate Member, Premier Corporate Member or Executive Partner to participate.




## CORPORATE MEMBER

**$10,000** | QUARTERLY PAYMENT

- Marquee Patrons pick their booth and any additional event sponsorships **FIRST**
- Most **PROMINENT BRAND POSITIONING** at all multi-day events
  - Pre-event **EMAIL** communications
  - Event **WEBSITE** recognition
  - Onsite **SIGNAGE**
  - Event **APP** recognition
  - Post-event recognition
- Capture full contact attendee **LEADS LISTS** for all multi-day events
- Opportunity to conduct a **FOCUS GROUP**/discussion group onsite

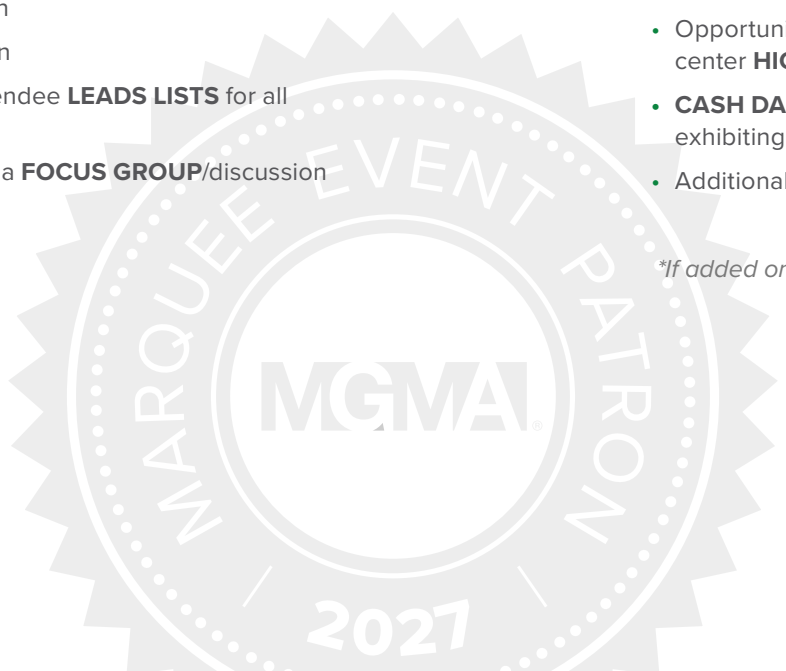



## PREMIER CORPORATE MEMBER

**$9,000*** | QUARTERLY PAYMENT

- Invitation to MGMA Executive and Government Affairs Annual **ROUNDTABLE**
- Unlimited exhibitor **BADGES** (where exhibiting)
- 2 complimentary **REGISTRATIONS** for each conference (use for your staff or for your clients/ prospects)
- Exclusive **DISCOUNT CODE** to offer your clients and prospects for event attendance
- Opportunity to purchase (at cost) exclusive event center **HIGH EXPOSURE** signage
- **CASH DASH GAME** included at all events where exhibiting
- Additional event sponsorship **DISCOUNTS**

**If added on and not included in membership package.*



# 2027 MGMA MARQUEE PATRON

Enjoy YEAR-ROUND exposure at all MGMA multi-day events!

## MGMA MARQUEE EVENT PATRON

Gain year-round visibility, valuable audience insights, and exclusive access across MGMA's premier multi-day events.

BENEFITS INCLUDE:

- Elevated Brand Visibility
- Recognition before, during, and after MGMA events
- Use of the MGMA Marquee Event Patron seal in your marketing
- Premium signage, branding, and promotional opportunities

## LEAD GENERATION & AUDIENCE ACCESS

- Full access to attendee contact lists and demographic reporting
- Exclusive discount offers for clients and prospects attending MGMA events
- Additional opportunities for high-impact sponsorships and advertising

## MARKET RESEARCH & INDUSTRY ENGAGEMENT

- Host a focus group or discussion session at the MGMA Annual Conference
- Participate in the VIP Roundtable discussion
- Gather insights directly from healthcare leaders and decision-makers

## ADDED EVENT BENEFITS

- Priority booth selection
- Unlimited exhibitor badges for qualified staff
- Two complimentary conference registrations per event
- 10% discount on additional event sponsorships



MARQUEE EVENT PATRON
MGMA
2027

# 2027 MGMA MARQUEE PATRON

## GAIN VALUABLE MARKET INSIGHTS AND CONDUCT MARKET RESEARCH

- **Conduct a focus group or discussion group** one time per year at MGMA Annual Conference and capture the attendee perspectives your company needs
- **Inclusion in VIP Roundtable discussion** at MGMA Annual Conference
- **Unlimited exhibitor badges** for any Patron employee staying within the MGMA hotel block at face-to-face events
- **Two full conference registrations** to provide to staff seeking educational credit or customers/prospects for each event (face-to-face and digital)

## DISCOUNTS AND EXCLUSIVE EXPOSURE OPPORTUNITIES

- **Exclusive discount code to offer your clients and prospects** for event attendance
- **Opportunity to purchase** large brand exposure ads and sponsorships **available exclusively** to MGMA Marquee Event Patrons
- **10% discount** off the Corporate Member rate of any additional event sponsorships you choose to secure
- **Pick your booth locations first** before other companies



MARQUEE EVENT PATRON
MGMA
2027




# SPONSORED CONTENT PACKAGES



START A CONVERSATION WITH YOUR TARGET AUDIENCE

## MGMA + YOU: CO-BRANDED, CO-CREATED CONTENT PACKAGE

**Member Exclusive | $46,360**

Leverage MGMA's brand and editorial expertise to elevate your content: Save your team's time and resources with MGMA leading content development.

- Reach MGMA's audience where they digest content, delivered through a proven array of products including webinars, MGMA.com, publications, social media and email communications producing quality leads
- Created content is co-owned for your use in reaching your customers, clients and prospects
- You receive:
  - MGMA Stat Poll data story
  - MGMA.com homepage feature with resource post
  - 1 co-branded, co-written article feature in the MGMA Insights newsletter
  - Co-branded, co-written white paper
  - MGMA Insights Podcast interview with ads
  - Sponsored educational webinar

## SINGLE-TOPIC, MULTI-CHANNEL CONTENT PACKAGE

**$27,720 Member | $31,185 Non-member**

Position your team's existing content in a multi-channel approach reaching MGMA's audience where they digest content across our suite of diverse platforms and publications.

- Your content and expertise are delivered through a proven array of products including webinars, mgma.com, publications, social media and email communications producing quality leads
- You receive:
  - Sponsored educational webinar
  - MGMA.com homepage feature and resource post
  - Insights content ad placement (3x)
  - MGMA Insights Podcast interview with ads

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"Partnering with MGMA gave our message instant credibility. Practice leaders trust MGMA, and that trust carried over to us."

**—Jenni Moseley,** Head of Marketing, Oracle NetSuite

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# ADVERTISING BRAND PACKAGE

## ADVERTISING BRAND PACKAGE

**$16,900 Member | $19,012 Non-Member**

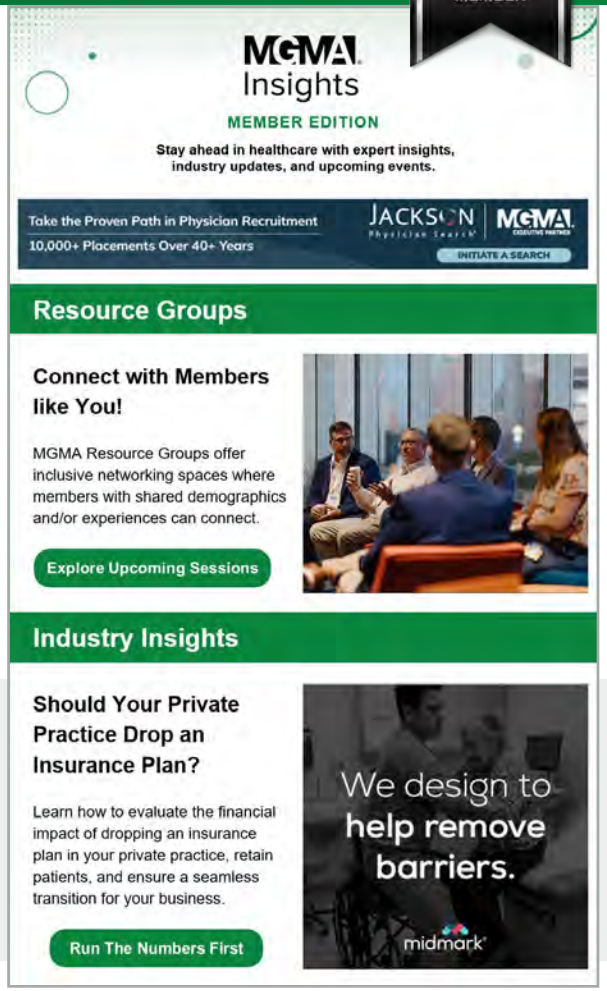
Raise brand awareness and promote your unique products and services throughout the year through multiple channels. This package simplifies your advertising plan to ensure multiple touches with your target audience.

Raise brand awareness and promote your unique products and services throughout the year.

YOU RECEIVE:

- 6 MGMA Insights newsletter ads
- 2 months duration MGMA Insights podcast episode ad placement
- 2 email blasts to MGMA members

*Tactics will be fully executed within 12 months of contracted start date.*




**125,000+**
**Annual Podcast Impressions**

**74,000+**
**Newsletter Subscribers**

"No other partnership gave us this kind of reach. One topic, carried across webinars, MGMA.com, the podcast, and newsletters, put our message in front of healthcare leaders again and again."

**—B. Kennedy,** Head of Marketing, Relatient

# SPONSORED CONTENT ON MGMA.COM



**MGMA.COM** attracts millions of visitors per year. Sponsored content on our website will help promote your brand with a highly engaged audience. Establish yourself as a thought leader in healthcare by starting conversations that elevate your brand. Our proven approach has helped countless customers and members generate leads.

## YOUR CONTENT, PUBLISHED ON MGMA.COM

**Thought Leadership Article or Gated Content with Lead Capture Form**

**$5,760 Member | $6,400 Non-Member**

Reach medical practice leaders through a sponsored thought leadership article or a landing page promoting a gated resource, such as a whitepaper. Content is featured on the MGMA homepage for 15 days, followed by 30 days on a relevant topical landing page, and remains accessible on MGMA.com for one year.

**340,000+**
**Monthly Website Page Views**

**85,000+**
**Monthly Website Visitors**

**66,000+**
**Annual Resource Page Views**

# DIGITAL COMMUNICATIONS NEWSLETTER

MGMA Insights is an email newsletter sent to more than 74,000+ healthcare professionals. The format combines MGMA tools, reports and podcasts, with the latest industry research, collected by our expert team. MGMA Insights provides a unique way to increase brand visibility to an engaged audience.

## LEADERBOARD AD

WEEKLY RATE

**$1,665 Member | $1,850 Non-member**

Grab the attention of more readers with a premium banner placement, positioned at the top of our Newsletter.

- 600x90 pixels, linked to your URL

LEADERBOARD AD




**SUBSCRIBE**
TO THE
**NEWSLETTER HERE**

## CONTENT AD

WEEKLY RATE

**$1,485 Member | $1,650 Non-member**

This type of ad provides an ideal mix of call-to-action content, visual design and logo recognition to an engaged audience.

- Logo: 600x800 pixels PNG with transparent background
- Thumbnail: 200 pixels wide, height can vary
- Headline: 40 characters excluding spaces
- Main copy: 250 characters excluding spaces, with a link to your URL

CONTENT AD




## NEWSLETTER TAKEOVER

WEEKLY RATE

**$5,625 Member | $6,250 Non-member**

Become the exclusive advertiser in a single issue of the MGMA Insights newsletter. With multiple ad placements throughout the newsletter and no competing advertisers, your organization can deliver a cohesive message to engaged healthcare leaders from the first impression through the final click.

### OPPORTUNITY:

- Exclusive sponsorship of one newsletter edition
- Multiple ad placements throughout the issue
- No competing advertisers
- Maximum visibility among healthcare decision-makers and practice leaders

### INCLUDES:

- "Presented by" information with your logo at the top of the newsletter.
- Leaderboard ad
- Rectangle content ad
- Footer leaderboard ad

# SPEAKING OPPORTUNITIES



## WHY SPEAK?

MGMA wants you to share your expertise with the industry. Position your company as a trusted partner, generate leads and drive continued innovation in healthcare by presenting an educational session on an upcoming webinar, seminar, conference or digital event.

# PODCASTS

Podcast interviews build brand awareness and showcase your team's expert messaging through an interview conducted by a trusted MGMA editor. Your sponsored interview episode includes your 30-second ad read by the host at the start and conclusion of the episode. View our podcast channels by clicking below:

## PODCAST INTERVIEW WITH AD PLACEMENT

**$6,075 Member | $6,750 Non-Member**

Build brand awareness and showcase your expertise through an interview hosted by an MGMA editor. Sponsored episodes include a host-read 30-second advertisement at the beginning and end of the show.

Individual podcast episodes average 650 listens in their first 2-weeks. 3,000+ Monthly listens of podcasts and 5,200 monthly YouTube views of video episodes. Each podcast episode is available for download on our hosting platforms. Episodes are recorded and posted alongside an article summary on MGMA.com. Portions of episodes are video recorded and posted to MGMA's YouTube channel.

Listen on Apple Podcasts | LISTEN ON Spotify | Watch & Listen On YouTube

### INCLUDES:

- Podcast interview and ad placement
- Distribution across major podcast platforms
- Video publication on YouTube
- Feature in MGMA newsletters
- Companion article on MGMA.com
- Social media promotion

## PODCAST ADVERTISING

**$3,600 Member | $4,000 Non-Member**

Your 30-second ad is read by the host and will be included on all MGMA Insights podcast episodes for a 2-month duration. Send us a vanity URL leading to your landing page of choice for inclusion in our episode write-up, featured on MGMA.com.

**1 million+**
**Yearly Listens**

**3,000+**
**Monthly Episode Listens**

**5,200+**
**Monthly YouTube Views of Video Episodes**

# SPONSORED WEBINARS AND DEMOS



Be a thought leader and generate high quality email leads:

- Our webinars are held throughout the year, averaging 220 registrants
- Webinars are available as both a live broadcast and on-demand recording
- Full production and promotional support
- A post-webinar list of registrants is provided, including email and mailing address*

**Your list of registered attendees and contact information is capped at 220.*

## BASE FEE

### $14,850 Member | $16,500 Non-Member

Drive leads with your content and pay based on your success. Through this cost-per-lead (CPL) model, your risk is lowered with MGMA experts who serve as your agency.

- Base webinar fee includes up to 220 registrants and their lead contact information
- Acquire over 220 registrants? Option to purchase additional leads at $80/lead

**17,000+**
**Annual Webinar Registrants**

# ONLINE SOLUTIONS & DEMONSTRATIONS

## MGMA DEMO DAY SPONSORSHIP

An MGMA moderator will open the event by outlining a key challenge facing the audience and introducing your organization and solution. MGMA Demo Day Sponsorship is priced based on the timeslot for the sponsor's 30-minute Demo Session.

### TIMESLOT 1:

**$10,800 Member | $12,000 Non-member**

### TIMESLOT 2:

**$9,900 Member | $11,000 Non-member**

### TIMESLOT 3:

**$9,000 Member | $10,000 Non-member**

### TIMESLOT 4:

**$8,100 Member | $9,000 Non-member a**

As a sponsor, you will receive:

- A 30-minute Demo Day session, including a 20-minute product demo and 10 minutes for attendee Q&A
- A leads list of all live demo attendees, including email* and demographic information with those who attend your session indicated.
- Included in the post-event email sent by MGMA to all registrants

**During registration, attendees may choose not to share their email addresses with sponsors for Demo Days. Fewer than 5% of attendees have historically opted out of having their email address shared.*

## UPCOMING DATES

| Live Demo Date | Topic | Deadline (including topic info) |
|---|---|---|
| February 25, 2027 | Contact Centers & Patient Communications Solutions | December 16, 2026 |
| April 22, 2027 | Remote Care & Outsourced Staffing | February 11, 2027 |



# MARKETING EVENTS



Enhance your year-round advertising by meeting our audience where they're at: our conferences. The Conference Series offers exhibiting, sponsoring and advertising opportunities that introduce you to powerful gatekeepers at medical group practices. Partner with MGMA and we'll help you create relationships fostering successful business development. Spark conversation around your product or service at one of our face-to-face events in fall or spring. In addition to exhibits, branding and traffic driving opportunities, we offer sponsored speaking opportunities for lead generation.




## UPCOMING EVENTS

### MGMA FINANCIAL CONFERENCE
March 4-6, 2027 | Atlanta, GA

*Target financial decision-makers in healthcare*

### MGMA PRIVATE PRACTICE CONFERENCE
April 8-10, 2027 | Tampa, FL

*Target leaders from independent medical practices*

### MGMA OPERATIONS CONFERENCE
May 2-4, 2027 | Seattle, WA

*Target leadership in medical practice operations*

### MGMA ANNUAL CONFERENCE 2027
September 12-15, 2027 | Philadelphia, PA

*Target healthcare leaders and decision-makers*

### MGMA SUMMIT
December 7-8, 2027 | Virtual Conference

*Target members seeking innovative solutions*

**Click here** to download the Event Prospectus

# EMAIL BLASTS AND DIRECT MAIL






## 1X LIST RATES

**$3,960 Member | $4,400 Non-Member**

## 4X LIST RATE

**$15,120 Member | $16,800 Non-Member**

Send your message directly to our audience's digital inboxes through an email blast, ensuring your message reaches relevant and engaged decision-makers, increasing the likelihood of conversions. Emails enhance brand visibility, build trust and create a personalized touch point while providing measurable results.

Deliver your beautifully-designed, physical message to our audience through direct mail. Alternative to a digital ad, this tangible and personal method creates a lasting impression and captures attention in a less saturated space.

Audience segmentation is available, contact an Account Manager for details.

*NOTE: MGMA does not release email or phone information, Sponsor provides materials to MGMA for distribution via our third-party partner.*

Corporate Members enjoy significant savings on MGMA marketing opportunities and can display the Corporate Member Seal to build credibility and brand awareness.

# WE LOOK FORWARD TO WORKING WITH YOU AND GETTING YOUR BRAND IN FRONT OF DECISION-MAKERS.

**REACH OUR TEAM:** busdevelop@mgma.com | 877.275.6462, ext. 1800

## ABOUT MGMA

Medical Group Management Association (MGMA) is the premier association for professionals who lead medical practices. Since 1926, through data, people, insights, and advocacy, MGMA empowers medical group practices to innovate and create meaningful change in healthcare. With a membership of more than 60,000 medical practice administrators, executives, and leaders, MGMA represents more than 15,000 organizations of all sizes, types, structures, and specialties that deliver almost half of the healthcare in the United States.

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**MGMA.COM**

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