

2026

**YOUR SOLUTION.
OUR ENGAGED HEALTHCARE
BUSINESS AUDIENCE.**

MEDIA KIT

MGMA[®]

MGMA is here to help you reach today's medical practice business leaders who need your products, services and solutions.

Founded in 1926, Medical Group Management Association (MGMA) is the nation's largest organization focused on the business of medical practice management. MGMA consists of 15,000 group medical practices ranging from small private businesses to large national health systems that represent 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.

MGMA[®]

**Already know
what you're
looking for?**



Click the page name
you'd like to visit.

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WHY ADVERTISE WITH US?



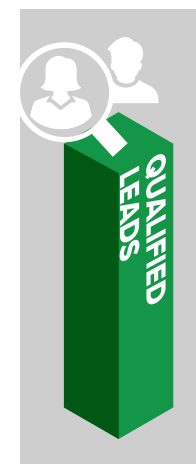
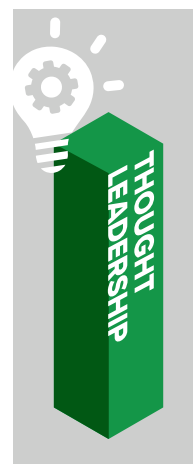
MGMA supports healthcare leaders in making informed decisions by providing valuable data, industry insights and expert intel through webinars, articles, newsletters, products and more. Ultimately, we lead members towards improved organizational outcomes and exceptional patient experiences.

You're part of the equation! Your products and services are what our members seek to solve their greatest challenges.

Partner with us to expand brand reach and engage with our loyal membership base in need of your solutions. Let MGMA help find a marketing option that fits your needs and delivers the results you want. We offer content marketing, digital advertising, sponsorship and exhibiting opportunities that introduce our members to your brand.

Build important business relationships in the healthcare industry through effective MGMA advertising campaigns.

PILLARS OF SUCCESS

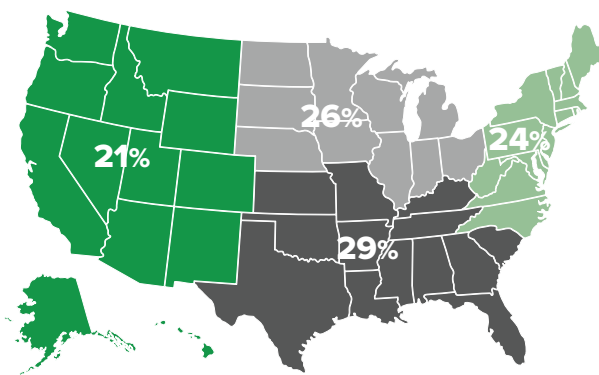


AUDIENCE DEMOGRAPHICS



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

72,376
MGMA Members

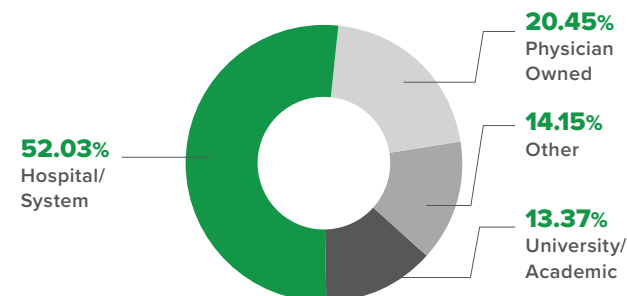


Our audience represents all healthcare segments.

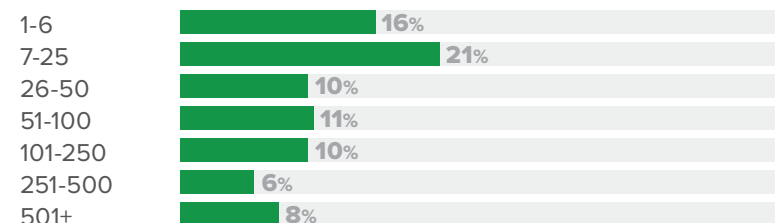
TOP SPECIALTIES INCLUDE

- Internal Medicine
- Family Medicine
- Pediatrics
- OB/GYN
- Radiology
- Emergency Medicine
- Hospital Medicine
- Anesthesiology
- Cardiology
- Surgery: General
- Orthopedic Surgery
- Neurology
- Multi-Specialty

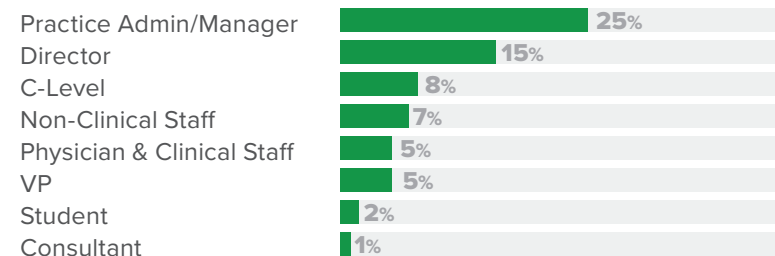
MEMBER ORGANIZATION DEMOGRAPHICS



Full Time Employee (FTE) Count:



Identified Job Functions:



HOW YOU CAN REACH YOUR IDEAL AUDIENCE



Our audience engages with MGMA through multiple media channels. To help you connect with this captive audience, MGMA integrates your messaging across multiple channels and continuously incorporates brand awareness with your product messaging. This proven method helps stimulate lead generation over time.

And for even more punch — MGMA can push carefully orchestrated thought leadership content like downloadable white papers and guest podcast

interviews to further boost customer engagement. Our comprehensive list of multi-channel, integrated options offer many ways to connect with prospective buyers.

Additionally, working with MGMA opens the door to endless networking opportunities, giving you the resources to identify new customer opportunities and increase your chances of business success.



66,000+
Social Media Followers



415,000+
Monthly Website Page Views



100,000+
Annual Podcast Impressions



102,000+
Monthly Website Visitors



47,000+
Newsletter Subscribers



20,000+
Annual Webinar Registrants

OUR PARTNERS

EXECUTIVE PARTNERS



PREMIER CORPORATE MEMBERS



PRACTICE SAVINGS PARTNERS



CORPORATE MEMBERSHIP

THE POWER OF ASSOCIATION



MGMA's audience looks for the Corporate Member seal when selecting new vendor partners. Provider practices know MGMA Corporate Members have solutions relevant to their healthcare practice, provide trusted resources and are vested in deeper relationships with their partner practices. **Become a recognized vendor partner who provider organizations can trust.**

“When you choose the right industry associations for your company, there's a halo effect, because customers perceive your business as established and trustworthy. Your credibility is enhanced by affiliation. By supporting your industry, you're amplifying your business.

– FORBES ”

\$5,000 membership
is valid for a full **365 days!**

In addition to the customer affinity your membership and use of the Corporate Member Seal provide, Corporate Members receive:

- Member pricing and enhanced benefits on all marketing opportunities with national MGMA. Opportunities include:
 - Presale access to exhibit booths, sponsorships, advertising etc.
 - Advertisement priority placement
 - Additional badges at conferences where exhibiting/sponsoring
- Company profile page included in the MGMA Partner Solutions Directory: the first stop when our members and customers shop for new vendor partners
- Member access for 5 individuals at your organization to:
 - Connect with over 50,000 healthcare professionals through the MGMA Member Community, to exchange ideas and share resources
- Remain current in the latest healthcare industry news and developments via education, publications, content and certification
- Receive focused regulatory updates keeping you up to speed on the latest in healthcare legislation through MGMA Government Affairs

PREMIER CORPORATE MEMBERSHIP



In addition to the customer affinity your membership and use of the Premier Corporate Member Seal provide, Premier Corporate Members receive:



- Member pricing and enhanced benefits on all marketing opportunities with national MGMA. Opportunities include:
 - Presale access to exhibit booths, sponsorships, advertising etc.
 - Advertisement priority placement
 - Additional badges at conferences where exhibiting/sponsoring
- Company profile page included in the MGMA Partner Solutions Directory: the first stop when our members and customers shop for new vendor partners
- Member access for all individuals at your organization to:
 - Connect with over 50,000 healthcare professionals through the MGMA Member Community to exchange ideas and share resources
 - Remain current in the latest healthcare industry news and developments via education, publications, content and certification
 - Receive focused regulatory updates keeping you up to speed on the latest in healthcare legislation through MGMA Government Affairs
- **1 email blast to MGMA members or direct mail list** for your promotional message
- **MGMA Insights Podcast interview** with ads
- **2 MGMA Insights enewsletter ads**
- **Inclusion in VIP Roundtable discussion** at MGMA Annual Conference
- **Choice of either Marquee Event Patron Sponsorship, Single-topic, Multi-channel Content Package or both for a discounted Premier-Member-only rate**

\$52,500 membership
is valid for a full **365 days!**

Quarterly payments available.

2026 MGMA MARQUEE EVENT PATRON

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



CORPORATE MEMBER
\$10,000 QUARTERLY PAYMENT



PREMIER CORPORATE MEMBER
\$9,000* QUARTERLY PAYMENT
**If added on and not included in membership package.*

- 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

- 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**

BRANDING | LEADS | MARKET RESEARCH | ENGAGEMENT | BOOTH TRAFFIC | ALL STAFF ACCESS

2026 MGMA MARQUEE EVENT PATRON

ENJOY YEAR-ROUND EXPOSURE AT ALL MGMA MULTI-DAY EVENTS!



DISPLAY A FAVORABLE BRAND IMPRESSION TO ALL

- **Brand inclusion prior to event** on marketing materials, the event website, etc
- **Prominent during-event positioning** such as event signage, thank you signage, enhanced brand exposure on floorplans, event branding, in-booth signage for events where you're exhibiting or within the digital event platform and pre-session walk-in slides
- **Expanded reach post-event including wrap-up messaging and Patron thank you message**
- **Use of the MGMA Marquee Event Patron Seal** for all of your marketing efforts to show your alignment with MGMA

EXPANDED LEAD GENERATION

- **FULL ACCESS to event attendee contact lists** to make sure you don't miss a single prospect
- *Report of all attendees including their physical address, email address (attendees do have the opportunity to opt out of their emails being shared), organizational demographics and individual demographics for each*



BRANDING | LEADS | MARKET RESEARCH | ENGAGEMENT | BOOTH TRAFFIC | ALL STAFF ACCESS

2026 MGMA MARQUEE EVENT PATRON

ENJOY YEAR-ROUND EXPOSURE AT ALL MGMA MULTI-DAY EVENTS!

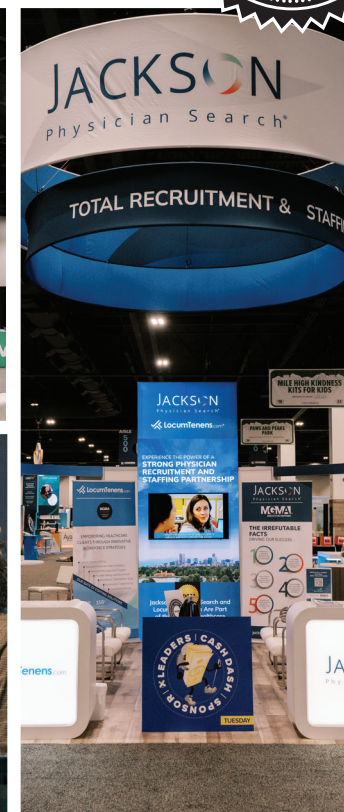


GAIN VALUABLE MARKET INSIGHTS AND CONDUCT MARKET RESEARCH

- **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



BRANDING | LEADS | MARKET RESEARCH | ENGAGEMENT | BOOTH TRAFFIC | ALL STAFF ACCESS

SPONSORED CONTENT PACKAGES

Start a Conversation With Your Target Audience



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

Member Exclusive | \$45,800 Member

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.com homepage feature with resource post
 - MGMA Stat Poll data story
 - 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

\$28,520 Member | \$32,085 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
 - 1 article feature with your content in the MGMA Insights newsletter
 - MGMA Insights Podcast interview with ads

ADVERTISING BRAND PACKAGE



\$16,480 Member | \$18,540 Non-Member

Raise brand awareness and promote your unique products and services throughout the year through multiple channels. This package simplifies your advertising plan for 2026 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.

The MGMA Insights logo, featuring the word 'MGMA' in a bold, white, sans-serif font with a registered trademark symbol, and the word 'Insights' in a smaller, white, sans-serif font below it, all set against a green background.

MGMA
Insights



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.



66,000+

Annual Resource Page Views



MGMA HOMEPAGE FEATURE AND RESOURCE POST PAGE

Hosted and organically searchable on MGMA.com for at least 1 full year.

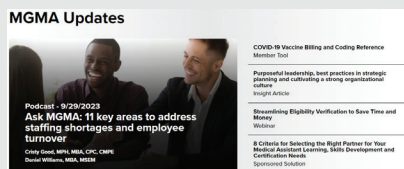
Member Price \$5,760 | Non-Member Price \$6,400

Exclusive Feature: MGMA Homepage

Your content highlight is featured for 14 days under the MGMA Updates section on the MGMA.com homepage.

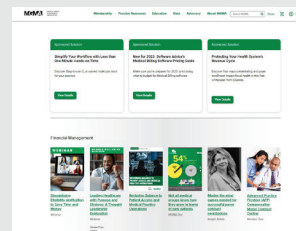
Includes creation of an MGMA resource page

- Includes 1 promotional social post across LinkedIn, Facebook and X (copy to be written by and posted at MGMA's discretion)
- Includes lead generation form for gated content at client's request



Resources Sponsored Content Post

- Your post is pinned for 30 days on select MGMA.com pages



DIGITAL COMMUNICATIONS eNEWSLETTER



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



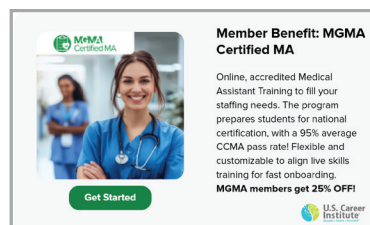
Weekly Rate

\$1,575 Member | \$1,750 Non-member

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

- 600x90 pixels, linked to your URL

RECTANGLE CONTENT AD



Weekly Rate*

\$1,395 Member | \$1,550 Non-member

Found at the end of each eNewsletter section, 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
- Corporate Member ads receive priority placement

**SUBSCRIBE TO THE
eNEWSLETTER HERE**

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 both save significantly and have the ability to utilize the seal on their messages, thus strengthening your brand awareness campaign.

PODCASTS



Be featured alongside medical group practice experts and MGMA members as they discuss timely healthcare topics and challenges with our in-house industry expert. Episodes are recorded and posted alongside an article summary on MGMA.com. Select episodes are video recorded and posted to MGMA's YouTube channel. View our podcast channels by clicking below:



SPONSORED PODCAST INTERVIEW

\$5,895 Member | \$6,550 Non-Member

Podcast interviews build brand awareness and add gravitas to 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.

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.



- **Over 1 Million Listens**
- **3,000+ Monthly Episode Listens**
- **5,200+ Monthly YouTube Views of Video Episodes**



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.



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



ONLINE EDUCATION



MGMA DEMO DAY SPONSORSHIP

4 AVAILABLE PER EVENT

\$10,800 Member | \$12,000 Non-Member

Our members are seeking cutting-edge technology partners in healthcare to help solve their practices' most pressing challenges. Demo Days provide your company a unique opportunity to showcase your products and services to these targeted decision-makers looking for advanced tools to streamline their operations and enhance patient care. Highlight your solutions as these buyers are evaluating their next partners. Up to 4 sponsors will present their demo on any given Demo Day.



Upcoming Dates

Live Demo Date	Topic	Deadline (including topic info)
August 20, 2026	Prior Auth & Denials Preventions Solutions	June 11, 2025
October 22, 2026	Claims Clearinghouse Solutions	August 13, 2026
December 10, 2026	Workflow Automation & AI Solutions	October 1, 2026
February 25, 2027	Contact Centers & Patient Communications Solutions	December 16, 2026
April 22, 2027	Remote Care & Outsourced Staffing	February 11, 2027

You Receive:

- 30-minute slot during the Demo Day for your 20-minute demo presentation followed by 10-minute attendee Q&A
- Leads list (including email* and demographic information) of all live demo attendees
- Promotional mention included in post-event follow up message from MGMA to all registrants
- Post-event eblast opportunity to registrants who did not view your demo live

**Attendees are able to opt out of having their email shared with sponsors during the registration process for the Demo Days.*

**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

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MGMA[®]