



# Media Kit 2026



[www.dispensemarketing.com](http://www.dispensemarketing.com)



# About Dispense Times

Dispense Times, a service of Dispense Marketing, is a versatile digital publication dedicated to helping independent pharmacies prosper. We document and share real examples of tools, marketing support, and innovative ideas that empower pharmacies to adapt and improve.



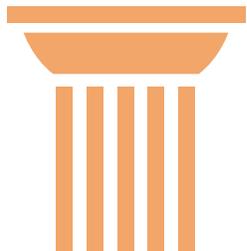
# Our Four Pillars

We built Dispense Times to fill the gap we saw in other pharmacy publications — too much news, not enough usable knowledge. Everything we do ties back to four key pillars that keep independent pharmacies thriving:

## 1.

### Pharmacy Economics

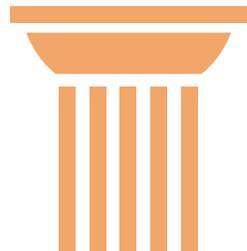
Insights and strategies that help owners increase profitability and strengthen financial performance.



## 2.

### Legislative Advocacy

Coverage and commentary on policy changes that affect reimbursement, PBMs, and the future of community pharmacy.



## 3.

### Workflow Optimization

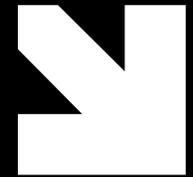
Practical solutions that streamline operations, improve efficiency, and empower staff to do more with less.



## 4.

### Clinical Expansion

Education and examples that help pharmacies grow beyond dispensing through clinical services, testing, and wellness programs.



Every article, ad, and campaign we produce supports one or more of these pillars - keeping the focus on helping independent pharmacies prosper.

# Our Strategy

Dispense Marketing enables pharmacies to profitably attract, serve, and retain customers through four divisions:

## Dispense Rx 360

Consumer marketing solutions that grow local pharmacy sales.

1

## Dispense Marketing B2B

Vendor platforms that connect suppliers directly with pharmacy buyers.

2

4

## DispenseMarketing.com

A digital hub linking pharmacies and vendors through the Dispense Pharmacy Network.

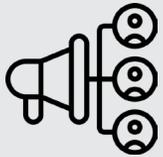
## Dispense Times Magazine

Educational content that informs and inspires pharmacy leaders.

3



# Audience & Reach



**Total Reach:**  
29,000+  
pharmacy  
professionals



**Independent  
Pharmacy Owners:**  
13,000+ verified  
decision-makers



**Average Opens  
per Issue:**  
8,700+  
(≈30% open rate)



**Average Read  
Time:**  
6:30 minutes



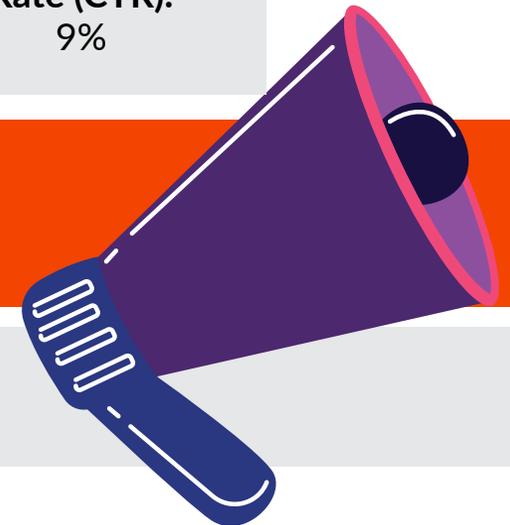
**Average  
Click-Through  
Rate (CTR):**  
9%

## SOCIAL & COMMUNITY REACH:

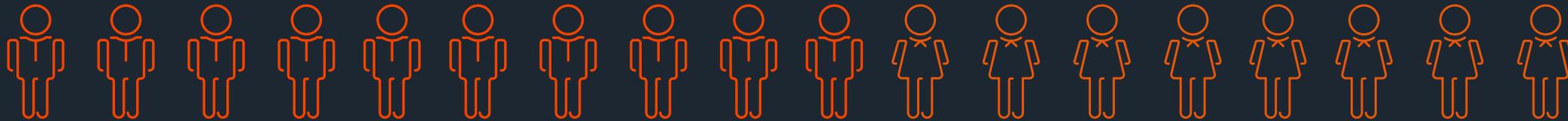
19,000+ combined followers and group members across Facebook, LinkedIn, Instagram, and private pharmacy networks

## LEAD GENERATION:

Our advertisers received 1,800+ inbound inquiries in the past 12 months



# Demographics:



**60%**  
Independent  
Pharmacy Owners/  
Managers

**15%**  
Small Chain Drug  
Store Owners (2-20  
or more locations)

**15%**  
Vendors &  
Suppliers

**10%**  
Allied Health  
Professionals and  
opinion leaders

**U.S.**  
wide  
distribution

Note: Data audited quarterly through Brevo CRM and Dispense Marketing analytics.

# Dispense Times Social Media Reach

Dispense Times social media platforms provide consistent engagement and exposure opportunities for all partners and sponsors. Combined, Dispense Marketing reaches more than 19,000 active pharmacy professionals:



Facebook:  
**8.8K**  
followers



LinkedIn:  
**5K**  
followers



Instagram:  
**1,800**  
followers



Pharmacy  
Masterminds  
(Private Group):  
**2,300**  
members



Pharmacy  
Marketing Group:  
**1,800**  
members

All sponsorships and editorial features include optional amplification through these networks for increased visibility.

# Customer Profile



## Average Annie

Pharmacy Owner

### Age

35-55 years old

### Social Media:



### Preferred Communication:

Phone or Email

### Goals & Motivations

- Have a stress free workflow and a profitable drug store, better control on the outcome of the business.
- Wants understanding and certainty.
- Wants her staff to feel empowered so she doesn't have to do it all herself.

### Pain Points

- Shrinking margins, staff shortages, time constraints.

### How Annie Gains Information

- Consults colleagues, reads blogs, attends wholesalers show

### What Resonates with Annie:

- She's not throwing in the towel. Not on top of innovation curve. Has to be collaborative to overcome.

### Messages that Matter to Annie:

PM will help you save time and money, help you be reassured that your business is doing well.

Percentage of the market: 50%



Number of Employees: 6-8



Technology Maturity: Medium



Skepticism: Medium to Low



Priority: High



### Purchasing Workflow:

Annie may do the purchasing in her store, or her technicians more do the purchasing.

# Customer Profile



## Tech-savvy Tina

Pharmacy Owner

### Age

25-35 years old

### Social Media:



### Preferred Communication:

Text/Email

### Goals & Motivations

- Paying off debt from store purchase
- Have a stress free workflow and a profitable drug store, better control on the outcome of the business.
- Wants understanding and certainty.
- Wants her staff to feel empowered so she doesn't have to do it all herself.

### Pain Points

- Wants to practice at the top of license.
- Wants work life balance.
- Shrinking margins, time constraints.

### How Tina Gains Information

- Watches existing demo, googling, Chat GPT comparisons.

### What Resonates with Tina:

- Store improvements driven by technology

### Messages that Matter to Tina:

We are going save you time so you can spend more time expanding your business to other initiatives.

Percentage of the market: 15%



Number of Employees: 4-6



Technology Maturity: High



Skepticism: Low



Priority: High



### Purchasing Workflow:

Tina mainly does the purchasing in her store

# Customer Profile



## Multi-Store Manny

Multi-Store Owner

### Age

35-55 years old

### Social Media:



### Preferred Communication:

Text and Email

### Goals & Motivations

- Maximize gross profit.
- Site oversight
- Expansion Opportunities
- Aspirational identity to be a top performing store in the nation

### Pain Points

- Communication among sites for standardization.
- Reporting aggregation.

### How Manny Gains Information

- Linked In, Pharmacist In Charge at Locations, wholesaler and buying group reps.

### What Resonates with Manny

- Administrative oversight and reporting.

### Messages that Matter to Manny:

Best practices for continued scalability and standardization.

Percentage of the market: 10%



Number of Employees: 25



Technology Maturity: High



Skepticism: Low



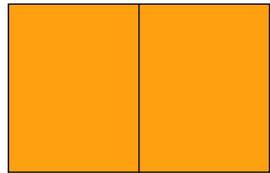
Priority: High



### Purchasing Workflow:

Manny relies on his PICs to do the purchasing.

# Advertising Rates – 2026



**Two-Page Centerfold:**  
\$5,000



**Full Page:**  
\$2,500



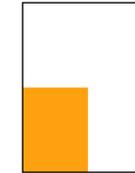
**Inside Front Cover:**  
\$3,000



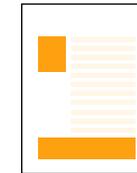
**Back Cover:**  
\$3,500



**Half Page:**  
\$1,500

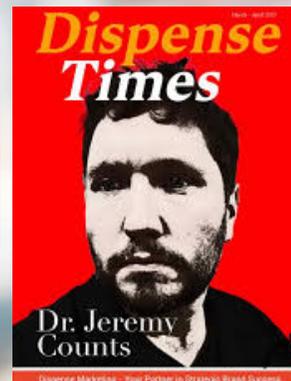


**Quarter Page:**  
\$750



**Editor's Page Sponsorship:**  
\$1,000

Discount Option: 3-ad campaign – \$6,500 (save \$1,000).



# Vendor Sponsorship Opportunities — Dispense Times 2026

## 1. Vendor Spotlight Feature — \$3,000

A premium, editorial-style showcase that positions your brand as a leader in pharmacy innovation. This feature blends education with storytelling — ideal for vendors who want to demonstrate expertise rather than just advertise.

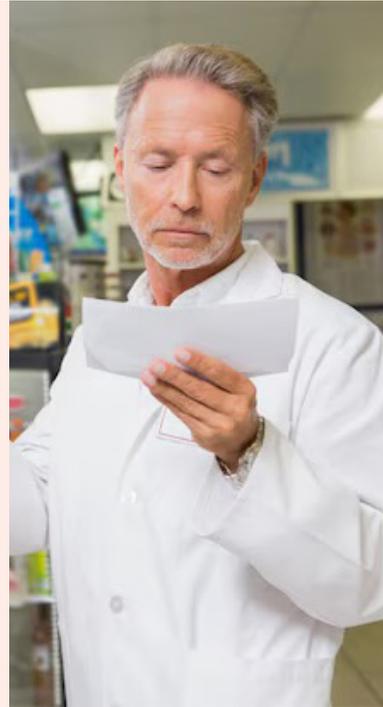
### Includes:

- Professionally written one-page editorial feature inside Dispense Times
- Up to two clickable links (e.g., demo page, product site, or contact form)
- Shared across Dispense Marketing social channels (19,000+ combined reach)
- Included in one email newsletter (29,000+ subscribers)
- Performance report with open rate, click-through rate, and read time metrics

### Optional Design Enhancement (+\$250):

We'll create a custom design that matches your brand and optimizes engagement.

Limited to six vendors per year to maintain exclusivity.



## 2. Sponsored Quiz Feature — \$1,500

Turn readers into participants with a fun, pharmacy-focused quiz branded with your company. Perfect for awareness and engagement while keeping the tone educational.

### Includes:

- “Presented by [Your Brand]” logo at top and bottom of quiz
- Up to two clickable links (e.g., landing page or white paper)
- Optional gift card giveaway (vendor-provided) to increase participation
- Post-campaign performance report showing completions, clicks, and engagement

Limited to one vendor per issue to preserve exclusivity.

# Editorial Calendar & Deadlines

ISSUE	THEME & FEATURE	MATERIALS DUE	ISSUE DROPS
JAN/FEB	The Innovation Issue – AI, Automation & The Future Counter	Dec 15, 2025	Jan 10, 2026
MAR/APR	The Compounding & Clinical Care Issue – Custom Medicine, Clinical Growth	Feb 15, 2026	Mar 10, 2026
MAY/JUN	The Business of Pharmacy Issue – Profit, PBMs & Power Plays	Apr 15, 2026	May 10, 2026
JUL/AUG	The Marketing & Brand Power Issue – Building Loyalty Through Storytelling	Jun 15, 2026	Jul 15, 2026
SEP/OCT	The Wellness & Preventive Health Issue – The Pharmacy-Led Wellness Revolution	Aug 15, 2026	Sep 15, 2026
NOV/DEC	The Leadership & Legacy Issue – Circle of Excellence & Year in Review	Oct 15, 2026	Nov 15, 2026

## AD SPECIFICATIONS

File Type: PDF or Word (300 DPI, RGB)

Ad Dimensions: Full Page (8.5x11 in), Half Page (8.5x5.5 in), Quarter Page (4.25x5.5 in)

Bleeds: None required

Resolution: 300 DPI minimum

Links: Up to 2 clickable links per ad

Video/Interactive Elements: Optional (≤ 2 min embed)

Submission: Send to [info@dispensemarketing.com](mailto:info@dispensemarketing.com)

## VENDOR EDITORIAL CONTRIBUTION POLICY

Dispense Times welcomes sponsor-contributed articles that educate, not advertise.

- Articles must focus on problems and solutions relevant to pharmacy operations
- Logos are not permitted; only a byline with name, title, and company.
- Case study format preferred – illustrate success stories or practical applications.
- Contributors may submit up to two articles per year.
- Vendors purchasing a three-ad campaign may include an editorial in the third issue at no extra charge.

## MARKETING MINUTE – \$750 PER ISSUE

One-page educational feature offering actionable marketing insights for independent pharmacies. Topics include modern marketing, SEO vs. GEO, customer referral programs, and local outreach strategies. Sponsored by a vendor partner seeking brand alignment with innovation and education.

# 12-Month Partnership Tiers

## TIER 1: FOUNDATION PARTNER

**INVESTMENT: \$50,000 / 12 MONTHS**

Includes ALL Foundation Partner features, plus these upgrades

- **Dispense Times Magazine:** (6) Full-page display ads (one in every bi-monthly issue).
- **Pharmacy Insiders Directory:** Priority featured placement in the Partner Directory.
- **Monthly E-Newsletter:** (1) Featured "Partner Spotlight" in every monthly edition.
- **Partner Blogs:** (4) Dedicated blog posts per year cross-published on both sites.
- **Solo Broadcasts:** (4) Dedicated email blasts (1 per quarter) to the full subscriber base.
- **Social Pulse:** Monthly brand features across all community social platforms.
- **Video Authority:** (1) Professionally hosted "Ask the Expert" video interview per year.

## TIER 2: PRESTIGE PARTNER

**INVESTMENT: \$65,000 / 12 MONTHS**

Includes ALL Foundation Partner features, plus these upgrades

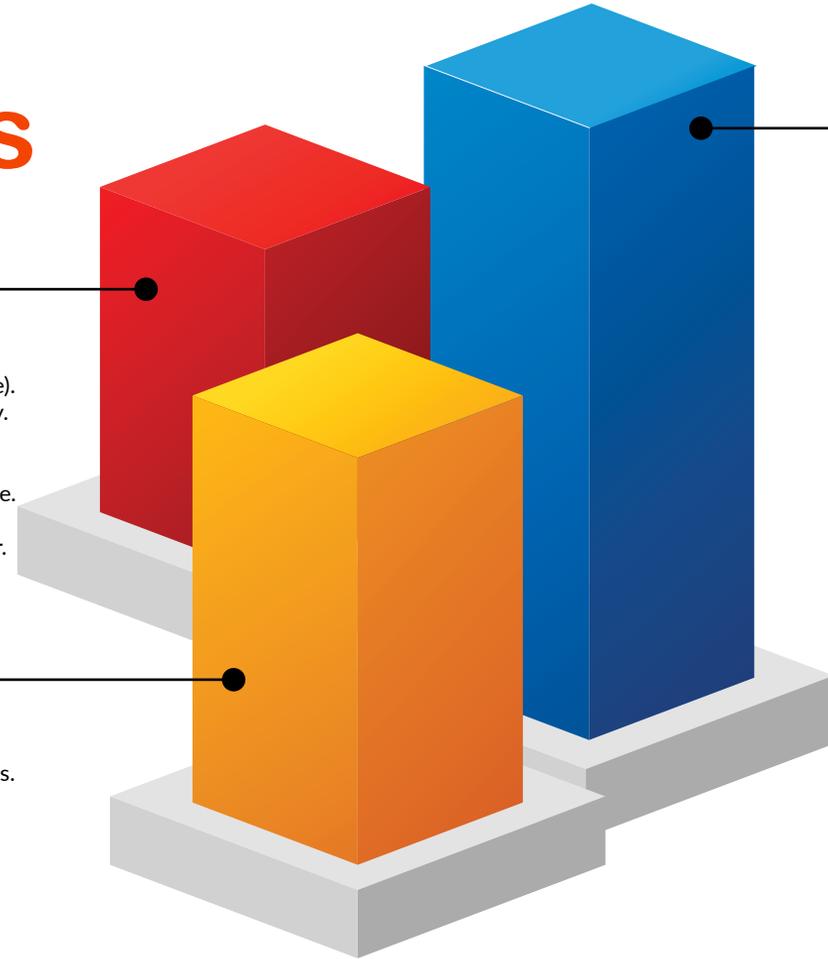
- **Increased Content:** (8) Dedicated blog posts per year cross-published on both sites.
- **Increased Newsletter:** (2) Featured spots in every monthly e-newsletter.
- **Increased Video:** (2) Professionally hosted video interviews per year.
- **Digital Site Takeover:** Fixed, premium sidebar advertisements on high-traffic Dispense Times web pages.
- **The Intelligence Dossier:** (1) Deep-dive case study or white paper promoted via a dedicated campaign.

## TIER 3: LEGACY PARTNER (CATEGORY EXCLUSIVE)

**INVESTMENT: \$85,000 / 12 MONTHS**

Includes ALL Prestige Partner features, plus these ultimate upgrades:

- **Total Category Lock:** Absolute 12-month exclusivity. We reject all competitor ads and listings.
- **Premium Ad Placement:** (2) Full-Page Center Cover (Center Spread) ads in the issues of your choice.
- **Dispense Times Cover Story:** (1) Dedicated Cover Issue per year with a 4-page internal brand deep-dive.
- **Maximum Content:** (12) Monthly blog posts published on both Dispense Times and Pharmacy Insiders.
- **Maximum Video:** (4) Quarterly professionally hosted video interviews.
- **Insiders Homepage Takeover:** Primary, top-of-page banner placement on the Pharmacy Insiders homepage.
- **Pharmacy Podcast Network:** (1) Dedicated guest episode on the network to discuss your industry impact.
- **The Inner Circle Bridge:** Private, direct introductions to the top 10% of high-volume pharmacy owners.
- **Priority Lead Alerts:** Real-time notifications the moment an Insiders member expresses interest in your category.



## VENDOR PARTNERSHIP PHILOSOPHY

We don't just sell ads – we build relationships. Vendors that advertise, sponsor, or contribute to Dispense Times gain access to ongoing visibility opportunities, quarterly performance reports, and the chance to contribute thought-leadership content.

## PERFORMANCE SNAPSHOT

### Sample Results:

- Avg. 2,000+ unique views per ad placement
- 6:30 avg. read time per issue
- 9% CTR on sponsored links
- 25% forward/share rate

## MEDIA CONTACTS

Editorial & Advertising Inquiries:

Robin Rhea – [robin@dispensemarketing.com](mailto:robin@dispensemarketing.com)

Josh Pirestani – [josh@dispensemarketing.com](mailto:josh@dispensemarketing.com)

General inquires – [info@dispensemarketing.com](mailto:info@dispensemarketing.com)

Join the industry's fastest-growing publication dedicated to pharmacy success – contact us today to reserve your 2026 placement.

## CONTRACT & LEGAL

No advertisements will be published without full payment at least 15 days before publication date.

No refunds on processed ads. Pro-rated credit available for unpublished content (20% service fee).

Stats audited quarterly; performance reports available upon request.

