



Media Kit 2026



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

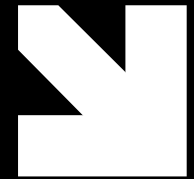
Practical solutions that streamline operations, improve efficiency, and empower staff to do more with less.



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 Marketing Rx
Consumer marketing solutions that grow local pharmacy sales.

1

Dispense Marketing B2B
Vendor platforms that connect suppliers directly with pharmacy buyers.

2

Dispense Times Magazine
Educational content that informs and inspires pharmacy leaders.

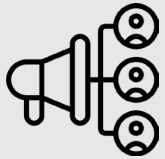
3

4

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



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

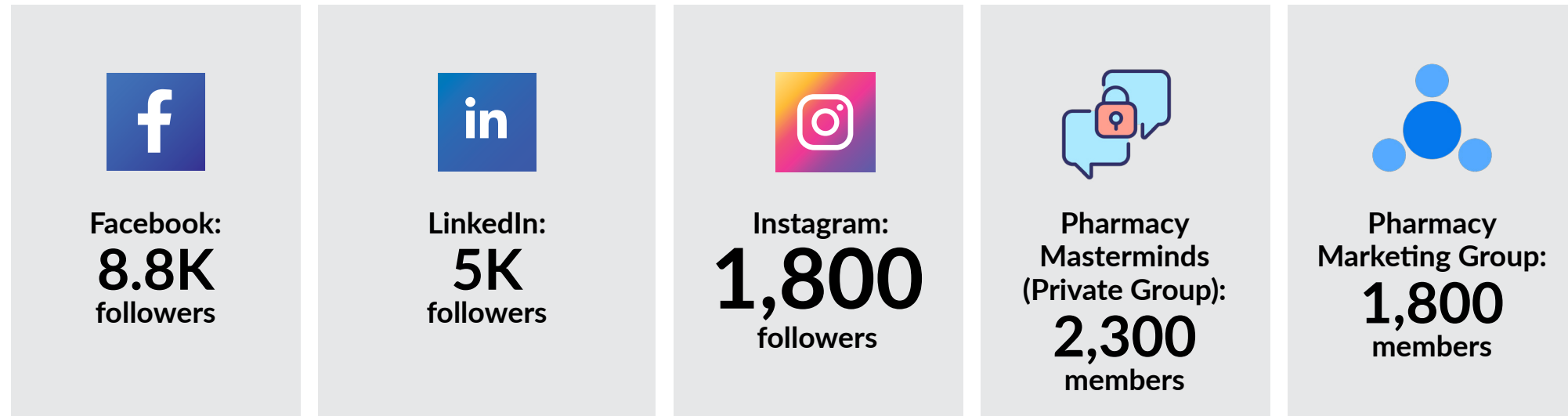
10%
Allied Health
Professionals and
opinion leaders

U.S.
wide
distribution

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

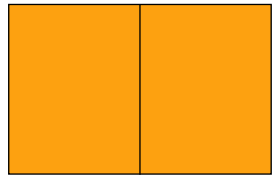
Dispense Marketing Social Media Reach

Dispense Marketing's 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:

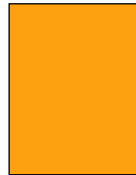


All sponsorships and editorial features include optional amplification through these networks for increased visibility.

Advertising Rates – 2026



Two-Page Centerfold:
\$5,000



Full Page:
\$2,500



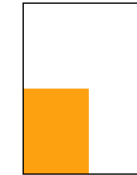
Inside Front Cover:
\$3,000



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.

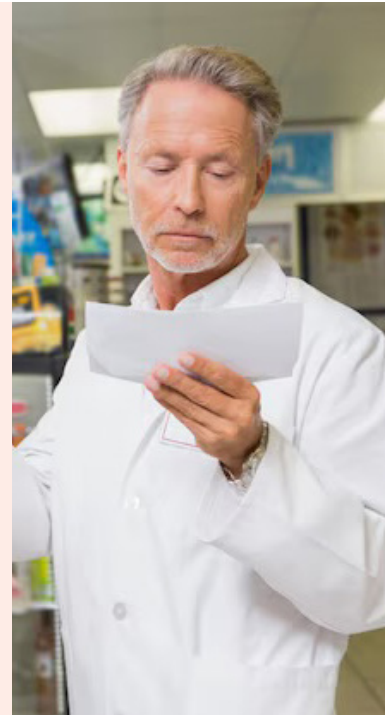
Includes:

- 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

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.

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

Josh Pirestani – josh@dispensemarketing.com

General inquires – 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.

