2027 MEDIA KIT

Dispense Times™

The hub of industry success.

Connecting companies with pharmacy owners.
Helping pharmacies reach and serve consumers.



OUR PURPOSE

Independent pharmacies. Shared success.

Dispense Times, a service of Dispense Marketing, is a digital publication dedicated to helping independent pharmacies prosper.



Useful knowledge for owners

Real examples of tools, marketing support, and innovative ideas that help pharmacies adapt and improve.

Meaningful access for companies

Editorial, advertising, sponsorship, and promotion connect companies with pharmacy decision makers.

Sign up for the digital magazine

Get Dispense Times in your inbox. Click here to sign up.

EDITORIAL FOUNDATION

Four pillars of pharmacy progress.

01

Pharmacy Economics

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

02

Legislative Advocacy

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

03

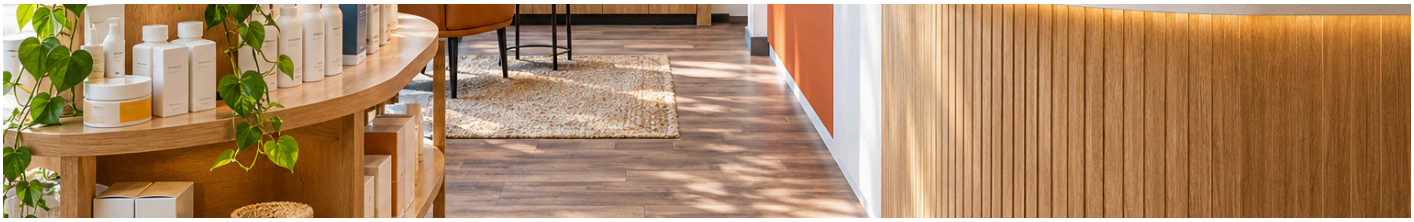
Workflow Optimization

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

04

Clinical Expansion

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



THE DISPENSE ECOSYSTEM

One connected strategy.

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



01

Dispense Marketing Rx

Consumer marketing solutions that grow local pharmacy sales.

02

Dispense Marketing B2B

Vendor platforms connecting suppliers directly with pharmacy buyers.

03

Dispense Times Magazine

Educational content that informs and inspires pharmacy leaders.

04

DispenseMarketing.com

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

AUDIENCE & REACH

Reach the people who make decisions.



29,000+	Pharmacy professionals
13,000+	Verified independent pharmacy owner decision makers
8,700+	Average opens per issue, approximately 30%
6:30	Average read time in minutes
9%	Average click-through rate

Existing media kit audience figures; these are historical indicators, not guaranteed campaign results.

AUDIENCE COMPOSITION

A pharmacy-centered professional community.

60% Independent pharmacy owners and managers

15% Small chain drug store owners, 2 to 20 or more locations

15% Vendors and suppliers

10% Allied health professionals and opinion leaders

U.S. distribution. Source: existing media kit. Audience data is audited quarterly through Brevo CRM and Dispense Marketing analytics.

SOCIAL & COMMUNITY

Keep the conversation going between issues.

More than 19,000 combined followers and group members across social channels and private pharmacy networks.



8.8K

Facebook followers

5K

LinkedIn followers

2,300

Pharmacy Masterminds private group members

1,800

Pharmacy Marketing Group members

1,800

Instagram followers

Optional amplification is available for sponsorships and editorial features. Figures retained from the existing media kit; audiences may overlap.

The hub of industry success.



01

COMPANIES & VENDORS

02

PHARMACY OWNERS

Help companies sell to pharmacies.

Magazine features, advertising, email, social media, and vendor visibility put relevant solutions in front of pharmacy decision makers.

ONE PUBLICATION. SHARED OPPORTUNITY.

Companies reach pharmacy owners.
Pharmacies reach consumers.
Both grow through the same publication.



03

CONSUMERS

Help pharmacies sell to consumers.

Practical marketing ideas, workflow insights, and clinical education help owners build stronger consumer relationships.

Learn. Connect. Put ideas into practice.

2027 ADVERTISING

Choose your placement.

Build a presence in a publication created for independent pharmacy decision makers.

Back Cover	$4,025
Inside Front Cover	$3,450
Two-Page Centerfold	$5,750
Full Page	$2,875
Half Page	$1,725
Quarter Page	$865
Editor's Page Sponsorship	$1,150

3-ad campaign: $7,475 | Save $1,150

2027 SPONSORSHIPS

Education that invites engagement.

Vendor Spotlight Feature | $3,450

An editorial-style showcase blending education and storytelling for vendors demonstrating pharmacy innovation.

- Professionally written one-page editorial with up to two clickable links.
- Shared across social channels and included in one email newsletter.
- Performance report with opens, click-through rate, and read time.

Optional design enhancement: +$290. Limited to six vendors per year.

Sponsored Quiz Feature | $1,725

Pharmacy-focused quiz with your brand at the top and bottom, up to two links, an optional vendor-provided gift card giveaway, and a post-campaign report. Limited to one vendor per issue.

EDITORIAL CALENDAR

Your 2027 planning guide.

Six issues, each built around a practical priority for pharmacy owners.

JAN / FEB

The Innovation Issue

AI, Automation & The Future Counter

Materials: Dec 15, 2026 | Issue drops: Jan 10, 2027

MAR / APR

The Compounding & Clinical Care Issue

Custom Medicine, Clinical Growth

Materials: Feb 15, 2027 | Issue drops: Mar 10, 2027

MAY / JUN

The Business of Pharmacy Issue

Profit, PBMs & Power Plays

Materials: Apr 15, 2027 | Issue drops: May 10, 2027

JUL / AUG

The Marketing & Brand Power Issue

Building Loyalty Through Storytelling

Materials: Jun 15, 2027 | Issue drops: Jul 15, 2027

SEP / OCT

The Wellness & Preventive Health Issue

The Pharmacy-Led Wellness Revolution

Materials: Aug 15, 2027 | Issue drops: Sep 15, 2027

NOV / DEC

The Leadership & Legacy Issue

Circle of Excellence & Year in Review

Materials: Oct 15, 2027 | Issue drops: Nov 15, 2027

CREATIVE SPECIFICATIONS

Build for a portrait magazine.

01 Formats & resolution

PDF or Word. 300 DPI minimum, RGB. No bleeds required.

02 Ad dimensions

Full page: 8.5 x 11 in
Half page: 8.5 x 5.5 in
Quarter page: 4.25 x 5.5 in

03 Links & interactive elements

Up to two clickable links per ad. Optional video or interactive elements, with embedded video up to two minutes.

Submit materials to info@dispensemarketing.com

EDITORIAL PARTICIPATION

Educate. Share. Help owners act.

Sponsor-contributed articles should focus on useful problems and solutions relevant to pharmacy operations.

- No logos. Include a byline with name, title, and company.
- Case studies are preferred: show practical applications and success stories.
- Contributors may submit up to two articles per year.
- A three-ad campaign may include an editorial in the third issue at no extra charge.

Marketing Minute | $865 per issue

A one-page educational feature on modern marketing, SEO vs. GEO, referral programs, and local outreach.

PARTNERSHIP & PERFORMANCE

More than a placement. An ongoing relationship.

Vendors that advertise, sponsor, or contribute gain visibility opportunities, quarterly performance reports, and a channel for thought leadership.

Historical performance snapshot

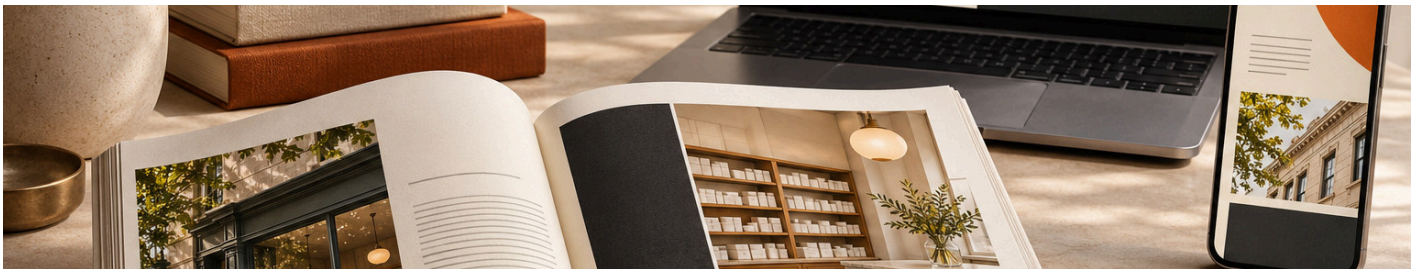
- 2,000+ average unique views per ad placement
- 6:30 average read time per issue
- 9% click-through rate on sponsored links
- 25% forward/share rate
- 1,800+ inbound advertiser inquiries in the prior 12 months

Figures retained from the existing media kit. Statistics are audited quarterly; reports are available on request. Results vary by campaign.

CONNECT WITH US

Be part of the hub.

Plan your 2027 visibility with Dispense Times.



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Sign up for the digital magazine

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Payment is due at least 15 days before publication. No refunds on processed ads. Pro-rated credit for unpublished content is subject to a 20% service fee.