



Advancing the art and science of hair restoration

International Society of Hair Restoration Surgery 2027 Advertising Rate Card

Who We Are

The International Society of Hair Restoration Surgery (ISHRS) is a global non-profit medical association and a leading, unbiased authority in medical and surgical hair restoration with more than 1,200 members throughout 80 countries. Founded in 1993, it was the first, and is now the largest, international society to promote continuing quality improvement and education for professionals in the field of hair restoration surgery. Members have backgrounds in varying medical specialties including dermatology, plastic surgery, general surgery, and more.

The cornerstone of the ISHRS continues to be the annual world congress and the *Forum* publication. Both provide an exceptional international forum for information exchange and rapid diffusion of new and innovative surgical techniques and instrumentation technology.

The ISHRS is accredited by the Accreditation Council for Continuing Medical Education (ACCME), which is the agency responsible for sanctioning medical education for physician licensure in the United States. The ISHRS holds a seat in the American Medical Association House of Delegates, which is considered "the House of Medicine" in the United States and one of the most important groups to effect standards and legislation.

Above all, the ISHRS is dedicated to achieving excellence in patient outcomes by promoting the highest standards of medical practice, medical ethics, and research in the medical hair restoration industry.

The ISHRS is a member of and leads the Global Council of Hair Restoration Surgery Societies which is comprised of 25 national and regional societies. Numerous countries' Ministries of Health have contacted the ISHRS in the past for expert information on industry standards.

The ISHRS is the leader in hair restoration surgical statistics and trend data. The ISHRS has been cited in numerous major news outlets, publications, and receives much press since it is the most trusted source for unbiased information and the best education in the field of hair restoration surgery.

A large part of the ISHRS's effort is dedicated to ensuring the safety of patients and developing methods to minimize risks to patients while meeting the expectations of patients. The ISHRS has published and maintains FUE Clinical Practice Guidelines, FUT Clinical Practice Guidelines, Core Curriculum in Hair Restoration Surgery, and Core Competencies in Hair Restoration Surgery.

The ISHRS is dedicated to facilitating the training of physicians. The ISHRS has a Fellowship Training Program, a Preceptorship Program, enduring educational materials and online resources, and offers numerous meetings that include lectures and surgical workshops. The ISHRS holds its biggest event, the annual ISHRS World Congress, around the world. Its faculty are world-renowned and the top experts, innovators, and pioneers in the field. The faculty and leadership are those physicians who write the textbooks in the field and author the most important journal articles. The majority of faculty have been in the field for 20+ years.

Issuance and General Information

Requirements for Advertising Acceptance

The International Society of Hair Restoration Surgery (ISHRS) may accept advertising in connection with its publications provided that the advertising is consistent with: (i) the ISHRS's exempt purpose; (ii) the educational and scientific mission of the applicable publication; and (iii) the ISHRS's tax-exempt status.

The ISHRS reserves the right, in its sole discretion, to accept or reject any advertisement.

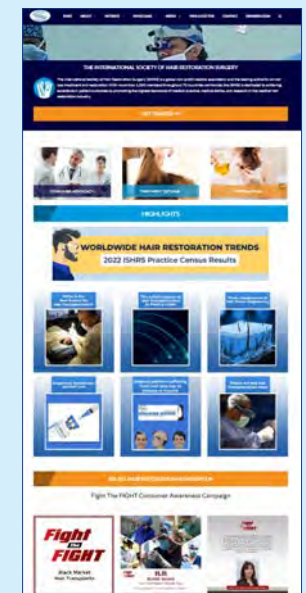
All advertising claims must be truthful, substantiated, and verifiable. Upon request, advertisers must provide supporting documentation for any claims made in an advertisement. Failure to provide adequate substantiation may result in rejection of the advertisement.

Ad Format & Placement Policy

Advertisements are placed throughout ISHRS publications at the Publisher's discretion.

General Policy

1. Invoices are issued upon reservation of advertising space and are payable within fifteen (15) days of the invoice date. New advertisers must establish an account and prepay their first advertisement before publication.
2. All advertisements are accepted and published based on the representation that the advertiser and/or agency is authorized to publish all content contained in the advertisement and that such content does not infringe upon the rights of any third party.
3. The Publisher is not responsible for advertisements that are omitted, misplaced, or incorrectly positioned.
4. Requests for specific placement at run-of-book rates will be considered but are not guaranteed unless a position premium has been agreed to in writing.
5. All advertising orders are accepted subject to the Publisher's current rates and any future rate changes upon notice.
6. Any production or design costs incurred by the Publisher on behalf of the advertiser will be billed to the advertiser.
7. To the fullest extent permitted by law, the Publisher shall not be liable for any indirect, incidental, special, consequential, or punitive damages, including lost profits or loss of goodwill of any advertiser.
8. The Publisher's total liability to any advertiser or advertising agency arising out of or relating to an advertisement shall not exceed the amount invoiced and paid for the applicable advertisement.
9. The advertiser and/or its agency agrees to indemnify, defend, and hold harmless the ISHRS, the Publisher, and their respective officers, directors, employees, and agents from and against any claims, liabilities, losses, damages, or expenses, including reasonable attorneys' fees, arising out of the publication of the advertisement or any breach of the advertiser's representations or warranties.



International Society of Hair Restoration Surgery
675 Tollgate Rd., Suite G
Elgin, IL 60123 USA

+1-630-262-5399

Email: info@ISHRS.org
Website: www.ISHRS.org

ISHRS 2027 Advertising Rate Card

Advertising Sales Contact Information

If you are interested in placing an ad, please email or fax page 4 with your ad commitment by the closing date listed on page 3 (relative to the publication/ issue that you are interested in) to: Cheryl Duckler, Advertising Manager | Tel: +1-262-347-1028 | cduckler@ishrs.org

Artwork Material

- Electronic files are preferred and accepted via email as an attachment only. All ads should be submitted in TIFF, JPEG, or PDF form at a minimum resolution of 300 dpi.
- If you do not have artwork, for a nominal, one-time fee we can create it for you. Please contact Cheryl Duckler at +1-262-347-1028 or at cduckler@ishrs.org for a quote.

Advertising Opportunities

Hair Transplant Forum International (the *Forum*)

The *Forum* is a full-color, 8½"x11", bimonthly journal that runs 36–44 pages (self-cover) and includes 6–10 advertisements per issue randomly dispersed throughout. Circulation includes more than 1,200 members; distribution is via 1st class USPS for the United States, and Global Mail (Royal Mail) for international. Members receive each issue by email upon publication and can also access current and archived issues through the Members Only section of the ISHRS website. In addition, complete issues and individual articles are available in the online *Forum* ePUB at <https://www.ishrs-htforum.org/>.

The *Forum* serves the field of hair restoration surgery by providing a free exchange of ideas in a non-peer-reviewed setting with articles relating to hair loss and its surgical and medical treatments. The *Forum* includes articles written by Society members covering the latest trends and technologies relevant to the field of hair restoration.

The *Forum* will consider advertiser-submitted articles for publication, provided they meet the publication's editorial standards. Any advertiser-submitted article cannot be self-serving or promote a particular company, and it must provide valuable information for ISHRS membership.



World Congress Final Program Guide

The annual Onsite Final Program Guide is typically 40–58 pages, 8½"x11". The Guide is in full color, with advertisements placed in the back of the publication. Circulation typically includes more than 1,000 World Congress attendees and is their continuous companion throughout the meeting.

Website Banner Ads

Advertise on the ISHRS website with a link to your website. The cost for a three-month placement is **\$850(USD)**. Your banner ad will be included on the ISHRS website at www.ishrs.org on the Members Only homepage of the ISHRS website. Your message will reach approximately 650 visitors who access the Members Only section of the ISHRS website on a monthly basis. For information or to place an ad, email cduckler@ishrs.org.

Mailing List Rental

Rent the ISHRS member mailing list to distribute your promotional pieces. One-time mailing: **\$1,000(USD)**. The list does NOT include email addresses. Your promotional piece must be submitted with the application and must receive advance approval. For the Mailing List Rental application, go to <https://ishrs.org/media/advertising-and-sponsorship/> and click on Mailing List Rental.

Dedicated Eblast to ISHRS Members

The ISHRS is excited to offer an option for targeting our membership through email marketing. We now offer a service where companies, individuals, or organizations can request to send marketing emails to our members. These requests will be reviewed on a case-by-case basis and must meet specific criteria. To maintain the integrity of our organization, we will not approve requests that involve deceptive marketing practices, and the proper use of the ISHRS name or acronym requires a formal endorsement or co-sponsorship agreement.

The cost of a one-time email blast is **\$2,500(USD)**, which includes a follow-up email to non-openers sent three days later. We aim for all email blasts to be sent on the requested date, though this may vary based on other planned email activities. To ensure compliance and transparency, a disclaimer will be included in the email, and it will be clearly labeled as an advertisement. Content should be professional, concise, and may include hyperlinks and images. The process includes submitting the content for approval, making the payment, reviewing a test email, and finally sending it to ISHRS members who have not opted out. Information is available at <https://ishrs.org/media/advertising-and-sponsorship/>.



SAVE THE DATE!

ISHRS 35th World Congress
Yokohama, Japan
Pacifico Conference Center
October 21–23, 2027



ISHRS 2027 Advertising Rate Card

Sizes, Pricing, Placements

Get the Most from Your Advertising Investment

As the premier source for hair restoration industry information, the ISHRS connects advertisers with a global audience of physicians and key decision-makers. Reach your target audience through print and digital advertising opportunities, with all issues available online prior to print distribution via hard-copy mailing.

Display Rates for *Forum*, *Membership Directory*, and *World Congress Final Program Guide*

Advertising space is limited and available on a first-come, first-served basis for each issue. All new advertisements are subject to a review process to ensure compliance with ISHRS advertising guidelines, as outlined in the "Issuance and General Information" section on the front page. Multi-issue commitments may be accepted; however, placement beyond one issue in advance cannot be guaranteed. Advertising reservations must be submitted via email. Agency discounts are not offered. All pricing is listed in U.S. dollars.

Forum Ad Sizes and Rates (All prices USD)				2027 World Congress <i>Final Program Guide</i> Ad Sizes and Rates (All prices USD)	
Size	Dimensions (width×height)	B/W	4-Color		
Full-page	7.15" × 10" or 8.5" × 11" with ¼" bleed	\$2,200	\$2,500	Back Cover*	\$7,500
Half-page				Back Inside Cover*	\$5,500
Horizontal	7.15" × 4.5"	\$1,000	\$1,250	Full page (no bleed)	\$2,600
Third-page				Half page (no bleed)	\$1,600
Horizontal	7.15" × 3.25"	\$700	\$850	*Premium spots are available on a first-come, first-served basis. Payment is required at the time of reservation for all <i>Final Program Guide</i> spots.	
Quarter-page					
Vertical	3.5" × 4.5"	\$500	\$600	Fill out page 4 and email to cduckler@ishrs.org to reserve.	



For this Forum: Reserve your spot by this date*:

January/February 2027	December 5, 2026
March/April 2027	February 5, 2027
May/June 2027	April 5, 2027
July/August 2027	June 5, 2027
September/October 2027	August 5, 2027
November/December 2027	October 5, 2027
January/February 2028	December 5, 2027

*Please note: Advertising space is on an issue-to-issue first-come, first-served basis as space permits. Payment will be collected at the time of reservation.

To reserve advertising space, fill out and email page 4 to cduckler@ishrs.org.

Final Program Guide

35th World Congress | Yokohama, Japan | October 21-23, 2027

Space reserved on or before: August 1, 2027 Artwork due: August 7, 2027

(Due date subject to change. Ad size specs will be given at time of insertion. Space reserved on first-come, first-served basis.)

Forum Classified Ads*

Classified ads run only in the . Classified ads cost \$150 (USD) per insertion for up to 75 words.

Fill out page 4, enter the ad copy in a Word document, and email both to cduckler@ishrs.org.

*Please note: The ISHRS is not responsible for the actions, representations, or communications of individuals who post or respond to Classified advertisements. All transactions and communications are solely between the parties involved and are conducted at their own risk. The ISHRS does not verify, endorse, or guarantee any advertiser, product, service, or transaction.

Around-the-Clock Advertising

Website Banner Ads

Online Buyer's Guide

Online Buyer's Guide Listing

\$200(USD) for 12-month listing. **FREE FOR ISHRS WORLD CONGRESS EXHIBITORS.** To place an Online Buyer's Guide listing, fill out and email page 4 to info@ishrs.org.

Website Banner Ad

\$850(USD) for 3 months. Banner ads must be sent in a .gif format and should be 710 pixels wide × (up to) 140 pixels high. To place a banner ad, fill out and email page 4 to cduckler@ishrs.org.

Maximize Your Message Through Our Multi-Channel Advertising Approach

The ISHRS continually seeks new ways to enhance communication and engagement with its global membership. Through our print and digital platforms, we provide advertisers with multiple opportunities to reach more than 1,200 physicians in the format that best meets their needs.

Our online advertising options allow your message to reach key decision-makers and provide a direct link to your website. Digital advertising is a cost-effective way to complement your print presence, expand your reach, and maximize the impact of your message.

ISHRS 2027 Advertising Rate Card

This is a fillable PDF form. To complete the form, please follow these steps:

1. Download and open the PDF on your computer (not in a browser preview or mobile device).
2. Click in the blue highlighted fields and type your responses.
3. Save the completed form and email it to cduckler@ishrs.org.

Contact Name: _____

Company Name: _____

Tel: _____

Email: _____

Billing Address: _____

Artwork: A high-resolution, full-color PDF with all fonts embedded and that is 100% of the final size is required. A minimum required image resolution of 300 dpi is preferred. Files should be cropped to remove non-printing borders and art should be created or scaled to the size intended for print. All advertising material will be subject to the ISHRS's approval prior to acceptance.

Hair Transplant Forum International

See Forum breakdown on page 3 for pricing and closing dates.

Please email this page by the space reservation date noted on page 3.

Advertising space will be billed at confirmation and is reserved on a first-come, first-served basis.

- | | |
|--------------------------|---------------------------|
| 1. January/February 2027 | 4. July/August 2027 |
| 2. March/April 2027 | 5. September/October 2027 |
| 3. May/June 2027 | 6. November/December 2027 |

Issue number(s): _____

Ad size: _____

Black & White _____ OR Color _____

Cost per issue: \$ _____

Forum Classified Ad*

\$150(USD) per issue; up to 75 words

Start issue date number (see above): _____

End issue number (still include in): _____

Email text along with this page to cduckler@ishrs.org

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2027 World Congress | Yokohama, Japan Final Program Guide

Reserve space in the 35th World Congress Final Program Guide!

See page 3 for pricing. Size specs will be sent after space reservation.

October 21–23, 2027 | Pacifico Conference Center • Yokohama, Japan

Premium ad space: Back Cover _____ Back Inside Cover _____

Run of book ad size: Full Page _____ Half Page _____

Cost: \$ _____ (Will be billed upon acceptance.)

Dedicated Eblast

The cost for a one-time email blast is **\$2,500(USD)**.

Includes a resend 3 days later to non-openers.

☐ Check here to purchase. Information will follow.

Website Banner Ad

\$850(USD) for 3 months. Banner ads must be submitted in .gif format and should be 710 pixels wide x (up to) 140 pixels high.

Date to begin ad: _____

Date to end ad: _____

Cost: _____

Online Buyer's Guide Listing

\$200(USD) for a 12-month listing.

Date to Begin Listing: _____

FREE to
World Congress
exhibitors!

Please see pages 2 and 3 for descriptions, closing dates, and pricing options.

Email completed page to Cheryl Duckler at cduckler@ishrs.org

International Society of Hair Restoration Surgery
675 Tollgate Rd., Suite G • Elgin, IL 60123 USA
+1-630-262-5399 • Email: info@ISHRS.org • Website: www.ISHRS.org