Participate in a **THREADS** magazine feature article

**THREADS** would like to feature your organization as an industry leader in an upcoming issue of our magazine.

Medline’s high quality, 4-color publication (digital and print) is a showcase for the latest developments in healthcare textiles, with unique readership of 12,000 leaders in healthcare laundries, EVS and infection prevention and control. Being part of a **THREADS** feature article helps you share your insights and unique approaches to service the environment of care with industry peers and clients. In addition, you’ll receive extra copies of the printed magazine to use for your own marketing efforts.

**Here is the participation timeline:**
- Sign a Medline participant consent form authorizing your participation in a specific **THREADS** article.
- A Medline writer will schedule a phone interview at your convenience.
- For some articles, you may be asked to participate in a photo shoot, scheduled at your convenience.
- Review the initial draft of the article text for accuracy of your quotes and other information.
- Review the final designed article pages.

We look forward to helping you tell your organization’s story through the pages of **THREADS**.

**THREADS distribution**

*THREADS* enjoys a wide readership in the healthcare textiles industry. Medline distributes copies of *THREADS* to:

- 12,000 unique readers nationwide including managers of industrial laundries, environmental services, and infection preventionists.
- The Clean Show, a major North American exposition for laundering, dry cleaning, textile care services, supplies and equipment
- Regional industry shows throughout the year

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**49.2%**

Patient-focused *THREADS* readers who have saved an article

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**1 out of 2**

Patient-focused *THREADS* readers have shared an article with colleagues

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**71%**

Patient-focused healthcare workers who spend 15 to 30 minutes reading an issue of *THREADS*