

# MAGAZINE FOR THE GUARDIANS OF HEALTHCARE

- Healthcare Management
- Medical Sciences
- Surgical Speciality
- Diagnostics
- Technology, Equipment & Devices
- Facilities & Operations Management
- Information Technology





# WHAT MAKES ASIAN HOSPITAL & HEALTHCARE MANAGEMENT THE BEST ADVERTISING PLATFORM?

The market for medical equipment and technology in Asia is booming. In excess of US\$24 billion is being spent each year with major hospital construction projects underway in nearly all of the Asian countries. Government spending on the health sector is expected to grow at approximately 8-10% per annum.

A new private health sector is also emerging in response to growing demand for quality health services. Suppliers to the Asian healthcare markets anticipate a 20-30% growth rate over the next few years. The need for the latest technology, materials and know-how in Asia is therefore greater now than ever before.

Increasingly sophisticated management techniques and purchasing methods also mean that competition amongst suppliers is intense. *Asian Hospital & Healthcare Management* represents the most advanced networking of industry information ever published in the Asian markets and will be a required reading for hospital directors, administrators and medical practitioners in both the public and private sectors, together with top level representatives of Asia's health ministries.



Through its circulation list, *Asian Hospital & Healthcare Management* reaches the most powerful network of hospital decision-makers in the region. The purpose is to promote higher standards of healthcare by providing a forum for conference and convention with relevance to every aspect of hospital services, patient care and latest medical technology.

### Key Facts

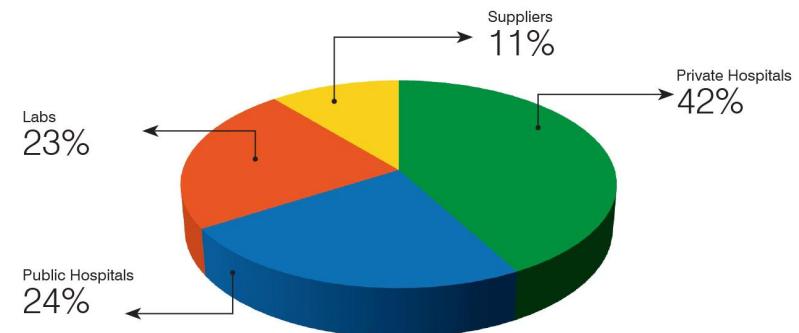
- Read by decision makers and specifiers at top hospital and healthcare institutions worldwide.
- Readership fully qualified by a dedicated team of researchers.
- Print Copies - 5,500, e-books - 90,000+
- Projected readership of 180,000 decision makers.
- Cutting-edge editorial content from industry experts.
- Unique reader response system.



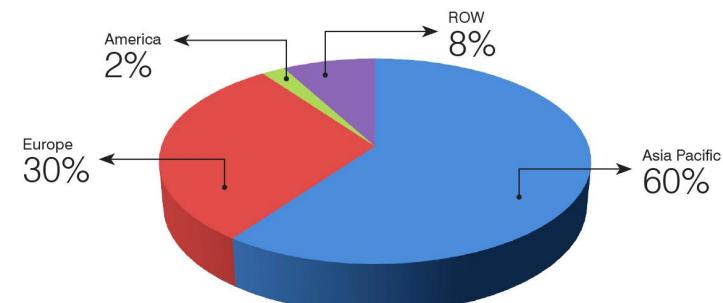
# TARGET MARKET

*Asian Hospital & Healthcare Management* reaches out to the top-spending private and public hospitals and medical laboratories in addition to the national as well as regional health authorities and ministries throughout Asia. This guarantees that your advertisement reaches the right people.

## Business Segments



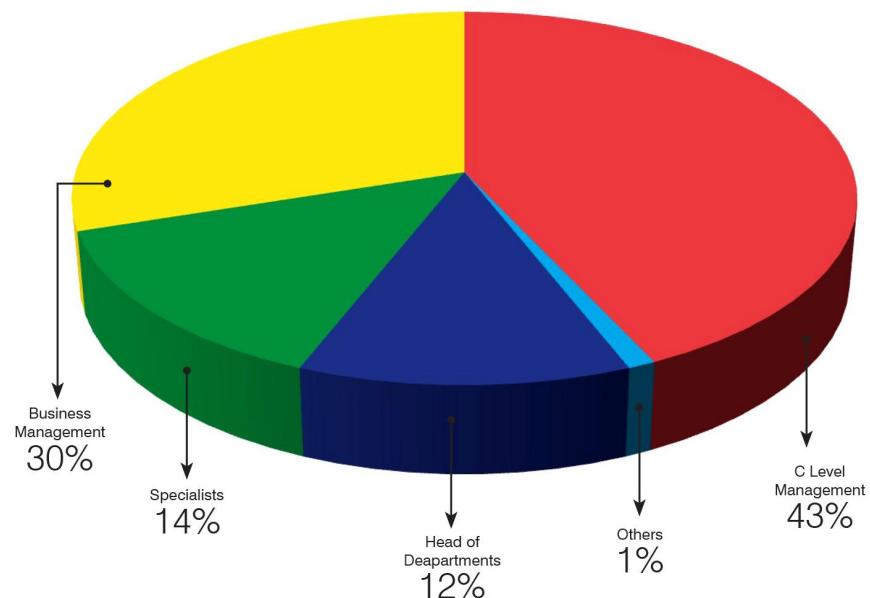
## Geographical Breakdown



# TARGET AUDIENCE CIRCULATION

*Asian Hospital & Healthcare Management* guarantees that your advertisement is reaching the right people in the right places. Only the most influential decision makers receive *Asian Hospital & Healthcare Management*.

## Occupational Break-Down



The key job titles of industry readers who receive *Asian Hospital & Healthcare Management* include:

### C-Level

Chairman  
President  
Chief Executive Officer  
Chief Finance Officer  
Chief Information Officer  
Chief Operating Officer  
Chief Technology Officer  
Chief Scientific Officer

### Business Management

Vice President  
Executive Director  
Managing Director  
Administrator  
Senior Advisors

### Specialists

Specialists in Cardiology  
Specialists in Oncology  
Specialists in Anesthesiology  
Specialists in all the disciplines  
Professors in all the medical sciences departments

### Head of the Department

Head of Radiology  
Head of Cardiology  
Head of Oncology  
Head of Anesthesiology  
Head of Diabetes  
Head of Clinical Research  
Head of Intensive Care Unit  
Head of Marketing  
Heads of all the healthcare disciplines and departments

### Crucial HCP

Clinicians  
Physicians  
Technicians  
Healthcare Admins



# EDITORIAL

*Asian Hospital & Healthcare Management presents insightful articles on issues relevant to top management, technicalities germane to healthcare, case studies as well as analysis of the purchasing trends and technologies within the key medical and healthcare disciplines. Its contents include:*

- Healthcare Management
- Medical Sciences
- Surgical Speciality
- Diagnostics
- Technology, Equipment & Devices
- Facilities & Operations Management
- Information Technology

## Maximising your market potential

We work hard to ensure your message gets the opportunity it deserves. We have pulled together an impressive consortium of contributors, experts and opinion formers to create the next issue of *Asian Hospital & Healthcare Management*. Your advertisement will appear alongside the most relevant article, ensuring it is seen by the people who matter the most – your target market.

# EDITORIAL CONTRIBUTORS

*Asian Hospital & Healthcare Management* brings together a most distinguished team of international experts and industry chiefs drawn from medical institutions, hospitals and industry associations. Past and present contributors to *Asian Hospital & Healthcare Management* include:

## Anne Rooney

Executive Director, International Services, Joint Commission International (JCI), USA

## Peter A Gross

Chairman, Internal Medicine, Hackensack University Medical Center, USA

## Judith D Mitchell

AIA I Director of Planning, Harvard Medical International, USA

## John R Adler

Professor, Neurosurgery and Director, Radiosurgery and Stereotactic Surgery, Stanford University School of Medicine, USA

## Madhav R Ragam

Director, Healthcare & Life Sciences, IBM Asia Pacific, Singapore

## Werner Van Huffel

Health and Social Services Industry Strategist, Regional Public Sector Group, Microsoft Asia Pacific, Singapore

## Ori Karev

CEO, UnitedHealth International, USA

## R Carter Pate

Global and US Managing Partner, Health Industries and Government Services, PricewaterhouseCoopers Health Research Institute, USA

## Sandy Lutz

Director, PricewaterhouseCoopers Health Research Institute, USA

## Amy Wilson-Stronks

Project Director, Division of Standards and Survey Methods, Principal Investigator, Hospitals, Language, and Culture Study, The Joint Commission, USA

## Wayne Ruga

Founder and President, The CARITAS Project, USA

## Yosef D Dlugacz

Senior Vice President, Chief of Clinical Quality Education and Research, Krasnoff Quality Management Institute, USA

## Harald Pitz

Vice President, Industry Business Unit Healthcare, Higher Education & Research SAP AG, Germany

## Kevin Dean

Managing Director, Connected Health, Internet Business Solutions Group (IBSG), Europe, Cisco Systems Inc., UK

## Chris Chamberlain

Global Head, Medical Genetics, Roche Products Limited, UK

## Madhav R Ragam

Director, Healthcare & Life Sciences, IBM Asia Pacific, Singapore

## Allen Yeo

Principal Consultant, Thomson Scientific, Singapore

## Ramakanta Panda

Vice Chairman, Asian Heart Institute, India

## Ronald B Herberman

Director, University of Pittsburgh Cancer Institute, USA

## Delon Wu

President, Taiwan Hospital Association, Taiwan

## Anneke E E Meursing

President, World Federation of Societies of Anaesthesiologists, UK



# REASONS TO ADVERTISE WITH US

1

**CIRCULATION:** A meticulously crafted circulation database of companies that matter to you – A market place custom-built to your needs.

2

**READERSHIP:** Readers are carefully chosen top executives. A judicious blend of purchase decision makers and specifiers - the individuals who matter most to your company.

3

**VALUABLE CONTENT:** Insights and incisive analysis of industry dynamics and emerging trends in technologies including drug discovery, manufacturing etc., written by the leading experts.

4

**ONLINE PRESENCE:** Listing on the search engine optimised website - Print advert doubling-up as online vehicle.

5

To summarize, we translate ‘targeted marketing’ into ‘value for money’.

# ADVERTISING RATES

## RATE CARD FOR MAGAZINE - PRINT

ADVERTISING OPTIONS	1X (USD)	2X (USD)	3X (USD)	4X (USD)
Double Page Spread	8,900	8,010	7,565	7,120
Full Page	4,500	4,050	3,825	3,600
Half Page	2,450	2,205	2,083	1,960
1/3rd Page Vertical Outer	1,475	1,328	1,254	1,180
1/3rd Page Product Flash	750	675	638	600
<b>ADVERTORIAL / INTERVIEW</b>				
1- Page	800	720	680	640
2- Pages	1,500	1,350	1,275	1,200
<b>COVER POSITIONS</b>				
Outside Back Cover	6,900	6,210	5,865	5,520
Inside Front Cover	5,800	5,220	4,930	4,640
Inside Back Cover	5,800	5,220	4,930	4,640

## CUSTOM PUBLISHING

In addition to the standard advertising options mentioned, we also undertake custom publishing POA

Please contact at [advertise@asianhhm.com](mailto:advertise@asianhhm.com) to discuss advertising and custom publishing opportunities

The publication is a high design, full colour publication 203mm wide x 273mm deep. In order to maximise the impact, a strictly limited number of advertising positions have been made available.

### Note:

1. Advertisers are provided with one copy of the publication only.
2. **Requirement for extra copies needs to be indicated at the time of approving the advert. Such copies entail extra charges @ \$10 per copy, plus cost of delivery**
3. The above ad tariff is exclusive of the Ad agency commission
4. Corporate Showcase (8-pages) option entails flash of your logo on the cover page bottom part (Size: 20 mm X 35 mm).
5. Font "Adobe Garamond Pro" is not allowed for the contents of corporate showcase.

# ADVERTISING RATES

## RATE CARD FOR BANNER ON WEBSITE

BANNER TYPE	DIMENSIONS (px)	MAX FILE SIZE	FILE FORMAT	USD
Prime Banner	800x220	50kb	GIF, JPEG	4,500
Sky Tower Banner	300x600	50kb	GIF, JPEG	3,500
Leader Board Banner	728x90	40kb	GIF, JPEG	3,500
Top/Full Banner	468x60	30kb	GIF, JPEG	2,500
Base Banner	468x60	30kb	GIF, JPEG	2,000
Square Banner	300x250	30kb	GIF, JPEG	2,500

## RATE CARD FOR e-NEWSLETTER

Banner Advertisement in Vertical Healthcare e-Newsletter sends every month to 43,000+ registered members globally.

BANNER TYPE	DIMENSIONS (px)	MAX FILE SIZE	FILE FORMAT	USD
Leader Board Banner	650x80	40kb	JPEG	2,000
Top/Full Banner	468x60	30kb	JPEG	1,500
Article / Interview		800 words	MS Word	1,000

## DIRECT MARKETING

We have 184,000+ Healthcare related verified contacts and these contacts are filtered every 90 days.

### Pricing:

Direct Marketing campaigns are charged per e-mail address and the cost is (US \$0.20) per address, for mail shots above 15,000 units. For mail shots below 15,000 units, the charge is (US\$0.25)

### Booking example:

10,000 Direct Marketing messages cost:: 10,000 x US\$0.25 = US \$2,500

# WEBINARS

Asian Hospital & Healthcare Management live webinars help to share your company information and interact live with clients and potential customers. Webinars are a highly effective way to capture targeted, qualified sales leads that your business can follow up on. They help to get your company in front of a larger section of audience without the travel costs. Our fully customizable webinars can be used for customer training, educating potential buyers on your new launches, developments, products or other events. We can help you reach your target audience and generate highly qualified sales leads.

## Features

- Access all your webinar features and functions from one interface
- Manage Power Point slides
- Promoting the live webinar through a wide range of services including email blast, e-newsletter placement, inclusion in calendar of events, social media promotion, and placing banner on our home page
- Analytics to Track Registered Attendees
- Complete and simple registration management
- Possibility of .mp4 file of the webinar
- Chat, advanced polling, and survey functions

**PHARMA**  
FOCUS ASIA

HOME EDITORIAL SECTION MAGAZINE E-NEWSLETTER KNOWLEDGE BANK INDUSTRIES UPDATES ADVERTISE SUBSCRIBE WEBINARS

**Register Now**

First Name \*

Last Name \*

Job Title \*

Company \*

Address 1

Address 2

City \*

State \*

Zip Code \*

Country \*

Email \*

Work Phone \*

May we contact you by email?

**Register Now**

By signing up for this webinar, you are also subscribing to our Newsletter. Please check your inbox in 15 minutes for our [confirmation email!](#)

**Agilent Technologies**



Rapid, Powerful Techniques to Address Peptide Mapping Challenges in the Biopharma Industry

Tuesday, 31st October 2017, 2 PM Singapore Standard Time

This webinar will walk through the process and benefits implementing the use of Total Organic Carbon (TOC) in Pharmaceutical. We will talk through the use of TOC analysis in Pharmaceutical water, for performing Cleaning Validation, Replacing HPLC with TOC for CV, for checking the extractable and leachable organics from Plastics used in packaging of pharmaceutical products.

**Synopsis:**

With a steadily increasing number of recombinant proteins that are being developed as therapeutics there is an increasing demand to provide very exacting methods for validating the product. Unlike their small molecular counterparts there are many more analytical steps - and with them come more analytical challenges -involved in showing that the correct products have been made. Proteins can undergo a myriad of modifications each of which can have a profound effect on the efficacy and half-life of the protein. Some of these modifications are required and some are not, however all of them can vary depending on the growth conditions of the cell line that is being used to express them. Early process development focuses on the conditions of cell growth that provides the protein of the correct amino acid sequence and with the correct, intentional modifications (e.g., glycosylation, disulfide-bond linkages). As this is scaled up it is vital to show that the fidelity of the product remains the same. Once this has been achieved then there will be the need for routine batch testing to provide evidence of reproducibility and batch-to-batch consistency.

One of the most widely used and highly applicable analytical techniques as part of the characterization is peptide mapping. This approach involves the isolation of the protein, controlled chemical modification, enzymatic digestion, separation of the resultant peptides and detection. Using this approach, it is possible to determine that the correct amino acid sequence has been obtained, identify many of the modifications (required and erroneous), all semi-quantitatively.

This webinar will describe the new approaches and technologies that are being used in each of the steps and how an efficient, reproducible and accurate workflow can be obtained.

# WEBINARS

## Benefits

- Use the webinar as a platform to launch new products and services
  - Grow your audience with increased reach, impact and user-friendliness
  - Rise above geographical boundaries
  - Generate new business
  - Gain the strong web presence differentiating yourself from competitors
  - Connect and engage with your target audience
  - Give more exposure to industry specific people
  - Increase your brand profile and share your capabilities with leading industry professionals

Pricing: US \$10,000

## **Services Offered:**

- Total 3 e-Mail marketing, 2 pre and 1 post
  - LinkedIn, Facebook, Twitter and Google Plus promotion
  - Pop up banner for 3 days

## Use of TOC Analysis in the Pharmaceutical Industry

This webinar will walk through the process and benefits implementing the use of Total Organic Carbon (TOC) in Pharmaceutical. We will talk through the use of TOC analysis in Pharmaceutical water, for performing Cleaning Validation, Replacing HPLC with TOC for CV, for checking the extractable and leachable organics from Plastics used in packaging of pharmaceutical products.

**Participants will learn about:**

- Application areas of TOC in Pharma Industry
- Pharmacopelia compendia for TOC in UPW
- Monitoring leachable and extractable in plastics used for packaging the pharmaceutical product as per the new chapter of USP <661>.
- TOC used for Cleaning Validation
- Replacing HPLC with TOC for Cleaning Validation
- Benefits of at-line and online sampling

Participants will learn about various application areas where a TOC can help them to comply with all the regulatory requirements. This will help them to understand their process and needs which can be for a water system, or for a Cleaning Validation in lab/at-line/on-line; or to comply with USP 661 for plastic packaging systems.

**Who should attend:**

- QA personnel in the Pharmaceutical Industry
- QC personnel in the Pharmaceutical Industry
- Validation personnel in the Pharmaceutical Industry
- Operations personnel in the Pharmaceutical Industry
- Engineering teams in Pharmaceutical Industry

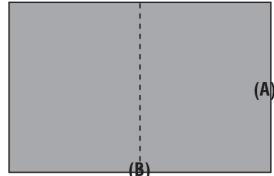
Method	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
Direct Conductometric	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	
Differential-Direct Conductometric	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250
Indirect Conductometric	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250	~250

Legend: Direct Conductometric (Blue), Differential-Direct Conductometric (Green), Indirect Conductometric (Red)

Source: <http://www.thomas-schmitz.com/Downloads/TOC.pdf>

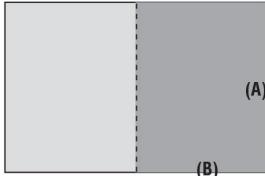
# MECHANICAL DETAILS

## DOUBLE PAGE SPREAD



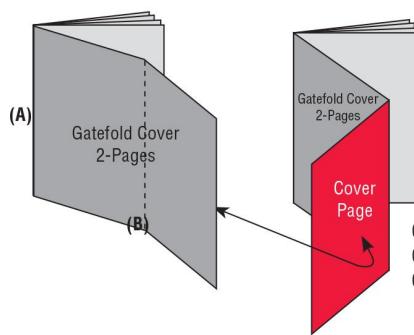
	Depth (A)	Width (B)
Double page type	248mm	X 380mm
Double page trim	273mm	X 406mm
Double page bleed	279mm	X 412mm

## FULL PAGE



	Depth (A)	Width (B)
Full page type	248mm	X 178mm
Full page trim	273mm	X 203mm
Full page bleed	279mm	X 209mm

## GATEFOLD COVER 2-PAGES



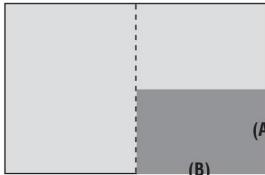
	Depth (A)	Width (B)
Gatefold Cover 2-Pages type	248mm	X 380mm
Gatefold Cover 2-Pages trim	273mm	X 406mm
Gatefold Cover 2-Pages bleed	279mm	X 412mm

## 1/3RD PAGE VERTICAL OUTER



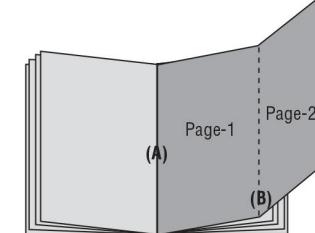
	Depth (A)	Width (B)
1/3rd Page Vertical Outer	221mm	X 53mm

## HALF PAGE HORIZONTAL



	Depth (A)	Width (B)
Half page horizontal	105mm	X 173mm

## GATEFOLD INNER 2-PAGES



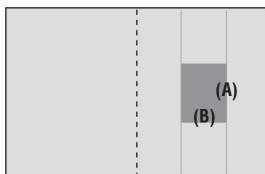
	Depth (A)	Width (B)
Gatefold Inner 2-Pages type	248mm	X 380mm
Gatefold Inner 2-Pages trim	273mm	X 406mm
Gatefold Inner 2-Pages bleed	279mm	X 412mm

## 1/6TH PAGE PRODUCT FLASH



	Depth (A)	Width (B)
1/6th Page Product Flash	65mm	X 80mm

## ISLAND



	Depth (A)	Width (B)
1/3rd Page Vertical Outer	65mm	X 53mm

## ARTWORK

**SOFTWARE:** InDesign, Photoshop, Illustrator & High resolution PDF (file must have all images at 300dpi with fonts embedded) (Not Compatible: PageMaker, CorelDraw or any other software or files from the Internet)

**PICTURE RESOLUTION:** 300dpi at 100% scaling for images, either as TIFF, JPG, EPS, or PDF

**COLOUR:** All colours to be CMYK breakdowns, including InDesign, Illustrator and Photoshop files

**FONTS:** Include all print and screen fonts

## CLIENTELE LIST



## KNOWLEDGE PARTNERS



## MEDIA PARTNERS

