

# MAGAZINE FOR THE GUARDIANS OF HEALTHCARE

HEALTHCARE MANAGEMENT

MEDICAL SCIENCES

SURGICAL SPECIALITY

DIAGNOSTICS

TECHNOLOGY, EQUIPMENT & DEVICES

FACILITIES & OPERATIONS MANAGEMENT

INFORMATION TECHNOLOGY





## OFFLINE

*Asian Hospital & Healthcare Management* is a quarterly publication from Ochre Media Pvt. Ltd. It is the leading healthcare title in print and digital versions serving the information needs of key executives from the world's leading healthcare providers. Asian Hospital & Healthcare Management covers important issues and trends shaping the future of the healthcare industry across Asia.

*Asian Hospital & Healthcare Management* reaches the top spending private and public hospitals and medical laboratories in addition to the national and regional health authorities and health ministries throughout Asia.

*Asian Hospital & Healthcare Management* has a strong presence on online (website). With estimate 140k views and 25k unique views are generated on monthly basis. It has strong ties with medical and hospital associations across APAC. The Key decision makers and industry influencers act as advisers to ensure that topics and thought leaders showcased are relevant and current to the Asian Market.

*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 the exchange of information in every aspect of hospital services, patient care and latest medical technology.

## ONLINE



**90+**

**WEBINARS HOSTED**

**80%**  
**RETENTION**  
**SHIP**



**120K**  
**AVERAGE**  
**VIEWS**

**AVERAGE**  
**SPENDING ON**  
**ADVERTISEMENT**



**10K+ PER CLIENT**

**90% OF THE**  
**VISITORS ARE KEY**  
**DECISION MAKERS**  
**AND INDUSTRY**  
**PROFESSIONALS**



**1,40,000**  
**DATABASE**



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 advanced standards of healthcare by furnishing a forum for the exchange of information in every aspect of hospital services, patient care, and the latest medical technology.

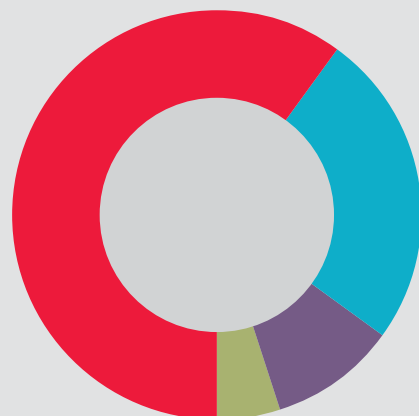




# DEMOGRAPHIC



## GEOGRAPHICAL BREAKDOWN

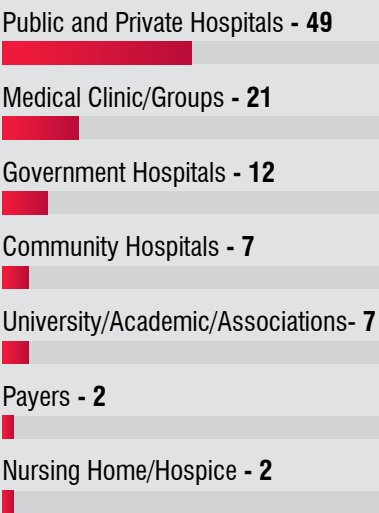


- Asia-Pacific - 60%
- Europe - 25%
- America - 10%
- MEA - 5%



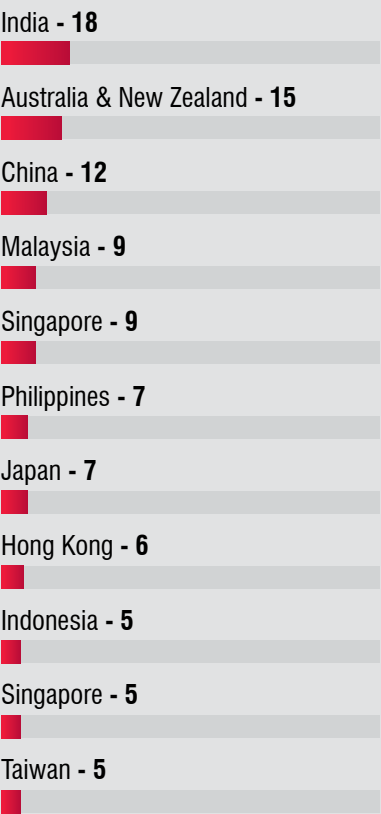
## INDUSTRY BREAKDOWN

### BUSINESS SEGMENT %



## REGIONAL SPLIT

### COUNTRY %



## OCCUPATIONAL BREAKDOWN

### JOB TITLE %



# 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:

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**RAMAKANTA PANDA**

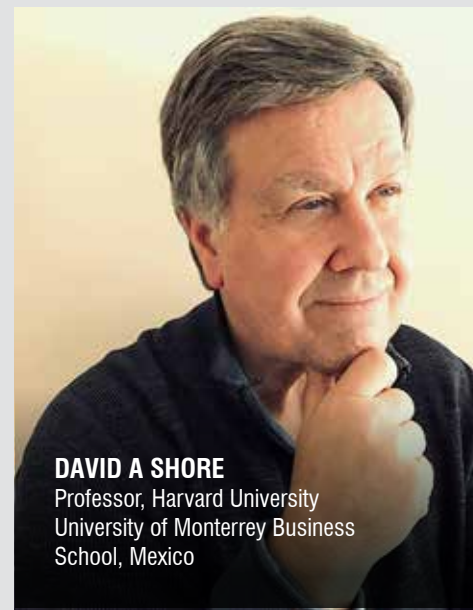
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Professor and Head of Department Anaesthesiology University of Auckland New Zealand

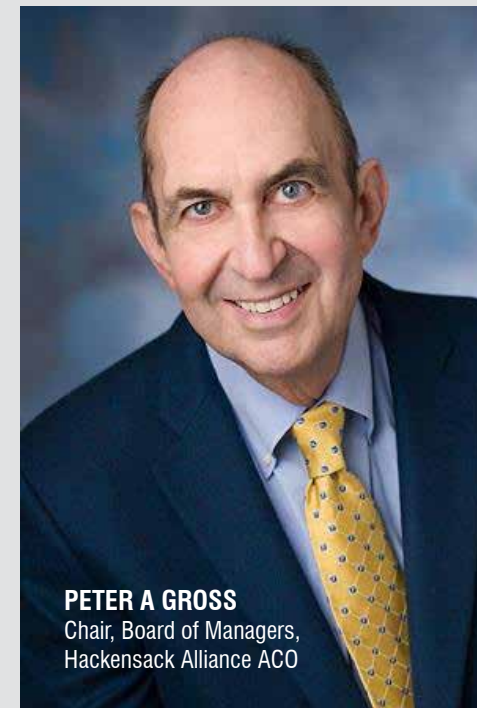
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# FIVE REASONS TO ADVERTISE WITH US

- 1. CIRCULATION:** A meticulously crafted database of companies that matters 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:** Insight and incisive analysis of industry dynamics and emerging trends in technologies including medical science, diagnostic etc., written by the leading experts
- 4. ONLINE PRESENCE:** Listing on the search engine optimized website - print advert doubling up as online vehicle
- 5. TO SUMMARIZE:** We translate “target marketing” into “value for money”



| ADVERTISING OPTIONS       | RATE CARD (USD) |
|---------------------------|-----------------|
| Double Page Spread        | 8,900           |
| Full Page                 | 4,500           |
| Half Page                 | 2,450           |
| 1/3rd Page Vertical Outer | 1,475           |
| 1/3rd Page Product Flash  | 750             |
| ADVERTORIAL / INTERVIEWS  |                 |
| 1- Page                   | 800             |
| 2- Pages                  | 1,500           |
| COVER POSITIONS           |                 |
| Outside Back Cover        | 6,900           |
| Inside Front Cover        | 5,800           |
| Inside Back Cover         | 5,800           |

### CUSTOM PUBLISHING

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

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

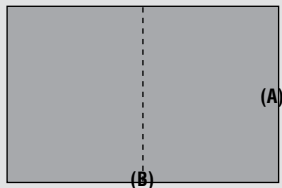


The publication is a high design, full colour publication 203mm wide x 273mm deep. In order to maximise the impact, a strictly limited number of advertising positions have been made available.

### NOTE:

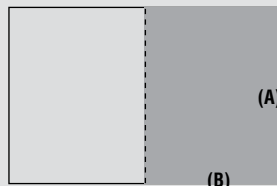
1. Advertisers are provided with one copy of the publication only.
2. Requirement for extra copies needs to be indicated at the time of approving the advert. Such copies entail extra charges @ **USD 10 per copy, plus cost of delivery**
3. The above ad tariff is exclusive of the Ad agency commission
4. 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.

## DOUBLE PAGE SPREAD



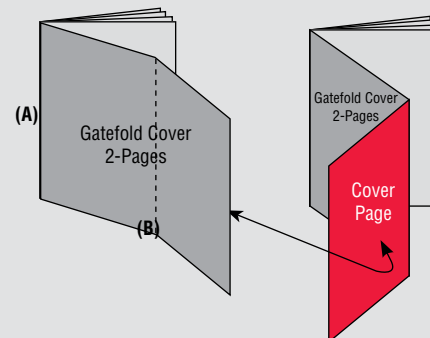
|                   | Depth (A) |   | Width (B) |
|-------------------|-----------|---|-----------|
| Double page type  | 248mm     | X | 380mm     |
| Double page trim  | 273mm     | X | 406mm     |
| Double page bleed | 279mm     | X | 412mm     |

## 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



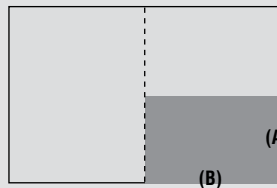
|                              | Depth (A) |   | Width (B) |
|------------------------------|-----------|---|-----------|
| Gatefold Cover 2-Pages type  | 248mm     | X | 380mm     |
| Gatefold Cover 2-Pages trim  | 273mm     | X | 406mm     |
| Gatefold Cover 2-Pages bleed | 279mm     | X | 412mm  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

## 1/3RD PAGE VERTICAL OUTER



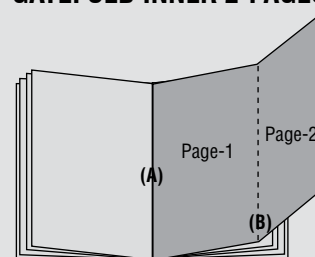
|                           | Depth (A) |   | Width (B) |
|---------------------------|-----------|---|-----------|
| 1/3rd Page Vertical Outer | 221mm     | X | 53mm      |

## HALF PAGE HORIZONTAL



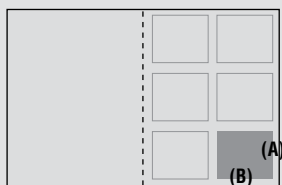
|                      | Depth (A) |   | Width (B) |
|----------------------|-----------|---|-----------|
| Half page horizontal | 105mm     | X | 173mm     |

## GATEFOLD INNER 2-PAGES



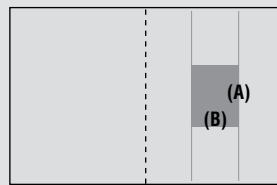
|                              | Depth (A) |   | Width (B) |
|------------------------------|-----------|---|-----------|
| Gatefold Inner 2-Pages type  | 248mm     | X | 380mm     |
| Gatefold Inner 2-Pages trim  | 273mm     | X | 406mm     |
| Gatefold Inner 2-Pages bleed | 279mm     | X | 412mm  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

## 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

# 02 DIGITAL OFFERING

## BANNER ON WEBSITE

| BANNER TYPE         | DIMENSIONS (PX) | MAX FILE SIZE | FILE FORMAT | RATES CARD (USD) |
|---------------------|-----------------|---------------|-------------|------------------|
| Prime Banner        | 800 x 220       | 50kb          | GIF, JPEG   | 4,500            |
| Sky Tower Banner    | 300 x 600       | 50kb          | GIF, JPEG   | 3,500            |
| Leader Board Banner | 728 x 90        | 40kb          | GIF, JPEG   | 3,500            |
| Top/Full Banner     | 468 x 60        | 30kb          | GIF, JPEG   | 2,500            |
| Base Banner         | 468 x 60        | 30kb          | GIF, JPEG   | 2,000            |
| Square Banner       | 300 x 250       | 30kb          | GIF, JPEG   | 2,500            |

## 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 | RATES CARD (USD) |
|---------------------|-----------------|---------------|-------------|------------------|
| Leader Board Banner | 650 x 80        | 40kb          | JPEG        | 2,000            |
| Top/Full Banner     | 468 x 60        | 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

Leader Board Banner 728x90



Top/Full Banner 468x60

Top/Full Banner 468x60

Prime Banner 800x220

Square Banner 300x250

Sky Tower Banner 300x600

### E-Newsletter



The findings of a survey or assessments will give you independent, empirical data that can be used to inform and shape strategy and/or reinforce

the benefits of your product/ service; this acts as a key differentiator in an increasingly competitive market. Each project we undertake is customised to your requirements.

How can you leverage this with Asian Hospital & Healthcare Management?

## PURPOSE AND SCOPE OF THE PROJECT

- Are you looking for data that supports your strategy?
- Are you looking for independent evidence to showcase your proposition?
- What do you want the outputs to be (how many of the following steps do you want to take)?

### TARGET AUDIENCE

- How many respondents?
- What is their profile (eg, geography, company type, job function, seniority)?

### THE QUESTION SET

- We work together with you to refine the appropriate questions – this helps us derive the information you wish to extract.

#### Survey and Data Collection

- We host and promote the survey to ensure we generate response data against the targets you set.

### ANALYSIS

- We analyse the findings and draw insightful conclusions.

## PRODUCTION, PROMOTION AND DISTRIBUTION

- Whether you're looking for a write-up with graphs and charts from the analysis or a curated article, we can tailor the outputs and use any of our channels to share this information with the wider industry.

PRICING:  
**BASED ON PROJECT  
REQUIREMENT**





# GATED CONTENT MARKETING LEAD GENERATION

Gated content, in short, is any content or media that is hidden Behind a lead capture form. To access the content, a user must provide personal information, usually in the form of an email address, phone number, job title, industry information or an answer to a survey question.

## CONTENT TYPES

Video  
White Paper  
Case Study  
Info graphic  
eBook  
Article  
Technical Note  
App Notes  
Catalogue  
Product Update

## PACKAGE INCLUDES

- Custom Landing Page Hosting the Asset
- Banner Ad
- E-Mail Blast
- Newsletter Ad
- Social Media

## LEAD GENERATION PRICING STRUCTURE

| NO.OF LEADS | DURATION/DAYS | RATES CARD (USD) |
|-------------|---------------|------------------|
| 75          | 45            | 7,500            |
| 150         | 60            | 10,500           |
| 225         | 75            | 15,750           |
| 300         | 90            | 21,000           |

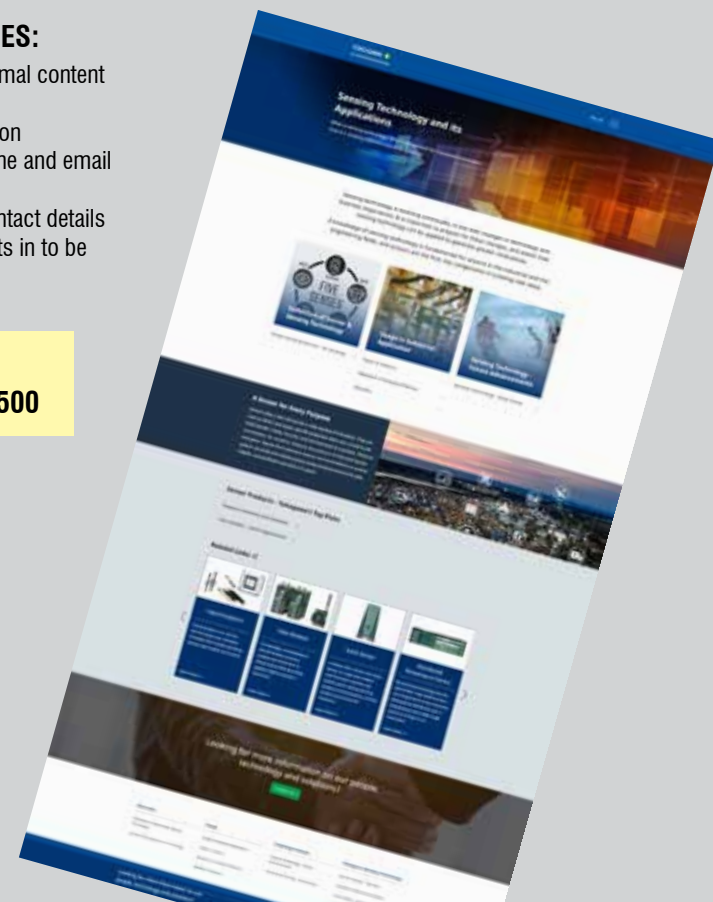
# CONTENT CREATION

ebooks/websites content are an essential resource for in-depth coverage of a topic. As a result, they generate strong user engagement. We create each ebook on a bespoke basis and can include original content as well as your assets. They will showcase your brand, amplify your areas of expertise and are a superb tool for generating qualified leads for your sales funnel.

## PACKAGE INCLUDES:

- Consultation on optimal content approach
- Design and production
- Comprehensive online and email marketing campaign
- Lead generation: contact details of everyone who opts in to be contacted by you.

**PRICING:**  
**PER PAGE US \$1,500**



*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

## 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



## CLIENTELE LIST



## KNOWLEDGE PARTNERS



## MEDIA PARTNERS



## CLIENTELE LIST



## KNOWLEDGE PARTNERS



## MEDIA PARTNERS





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**Healthcare**  
MANAGEMENT