EUROPEAN HOSPITAL & Healthcare MANAGEMENT

MAGAZINE FOR THE GUARDIANS OF HEALTHCARE

HEALTHCARE MANAGEMENT

MEDICAL SCIENCES

SURGICAL SPECIALITY

DIAGNOSTICS

TECHNOLOGY, EQUIPMENT & DEVICES

FACILITIES & OPERATIONS MANAGEMENT

INFORMATION TECHNOLOGY

www.europeanhhm.com

Media Pack

OFFLINE

European Hospital & Healthcare Management is a Bi-Annual 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. European Hospital & Healthcare Management covers important issues and trends shaping the future of the healthcare industry across Europe.

European 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 Europe.

ONLINE

European 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 Europe. The Key decision makers and industry influencers act as advisers to ensure that topics and thought leaders showcased are relevant and current to the European Market.

European Hospital & Healthcare Management reaches the most powerful network of hospital decision-makes 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.

90+
WEBINARS HOSTED

90%
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 devices in Europe is anticipated to grow from USD 48.9 billion in 2020 to USD 61.4 billion in 2025, at a CAGR of 4.7%. The primary drivers influencing the growth of this market are the geriatric population, the size and maturity of the medical technology sector, the rise in surgical operations, the need to reduce healthcare costs, and the availability of financing for research and product development.

The major factors influencing the growth of this market are the ageing population, a sizable and well-established medical technology sector, an increase in surgical procedures, a rising demand for cost containment in the healthcare sector, and the availability of funding for research and product innovation.

During the forecast period, the anaesthetic monitoring segment is anticipated to develop at the greatest CAGR.
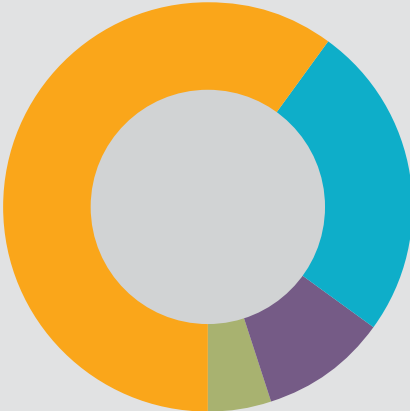
The market has been divided into diagnostic imaging,endoscopy, interventional cardiology, cardiac monitoring, and cardiac rhythm management devices, as well as respiratory care, ventilators, anaesthesia monitoring, dialysis, and diabetic care devices based on the type of device used. The need for anaesthetic monitoring devices in Europe has increased as a result of technological development and an increase in the number of surgical procedures. Targeted anaesthetic agent dosing, which uses emerging technologies like bispectral index monitoring and neuromuscular monitoring, is also growing quickly in the market.
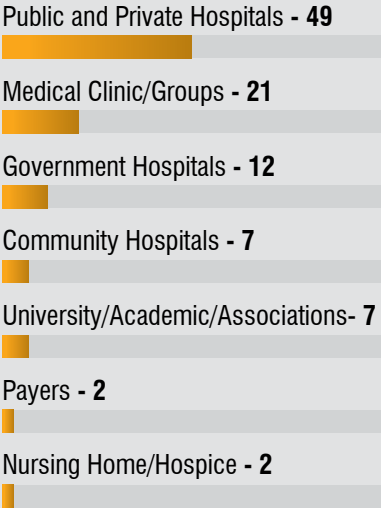
DEMOGRAPHIC

GEOGRAPHICAL BREAKDOWN

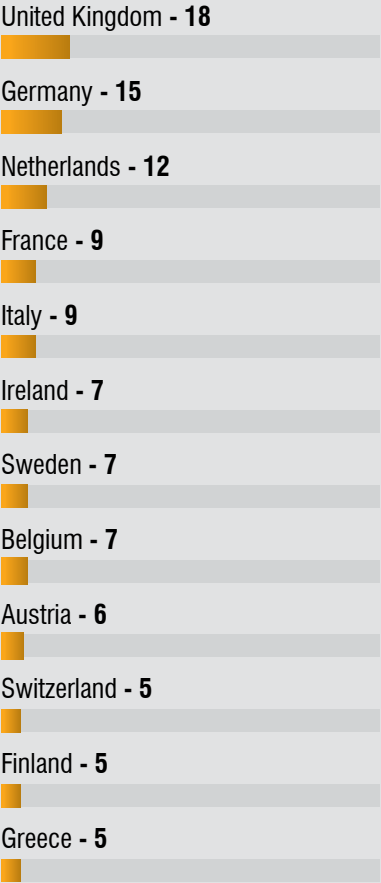- Europe - **60%**
- Asia - **25%**
- America - **10%**
- MEA - **5%**

INDUSTRY BREAKDOWN

BUSINESS SEGMENT %

Public and Private Hospitals - **49**

Medical Clinic/Groups - **21**

Government Hospitals - **12**

Community Hospitals - **7**

University/Academic/Associations- **7**

Payers - **2**

Nursing Home/Hospice - **2**

REGIONAL SPLIT

COUNTRY %

United Kingdom - **18**

Germany - **15**

Netherlands - **12**

France - **9**

Italy - **9**

Ireland - **7**

Sweden - **7**

Belgium - **7**

Austria - **6**

Switzerland - **5**

Finland - **5**

Greece - **5**

OCCUPATIONAL BREAKDOWN

JOB TITLE %

Senior Management **9**

C- Level **23**

Head of Departments **12**

Specialists **13**

Operations Management.............. **28**

Clinical Management **9**

Others.. **6**

EDITORIAL

European 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 *European 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.

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@europeanhhm.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.
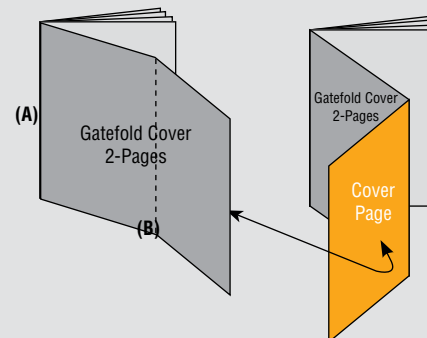
DOUBLE PAGE SPREAD

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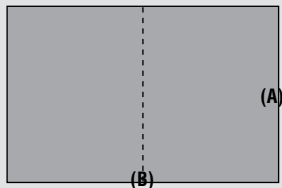
	Depth (A)		Width (B)
Double page type	248mm	X	380mm
Double page trim	273mm	X	406mm
Double page bleed	279mm	X	412mm

FULL PAGE

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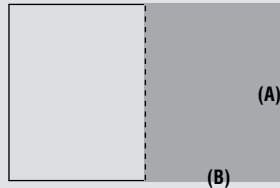
	Depth (A)		Width (B)
Full page type	248mm	X	178mm
Full page trim	273mm	X	203mm
Full page bleed	279mm	X	209mm

GATEFOLD COVER 2-PAGES

Gatefold Cover 2-Pages
Gatefold Cover 2-Pages
Cover Page
(A)
(B)

	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

(A)
(B)

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

HALF PAGE HORIZONTAL

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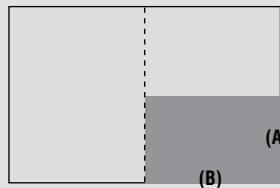
	Depth (A)		Width (B)
Half page horizontal	105mm	X	173mm

GATEFOLD INNER 2-PAGES

Page-1 Page-2
(A)
(B)
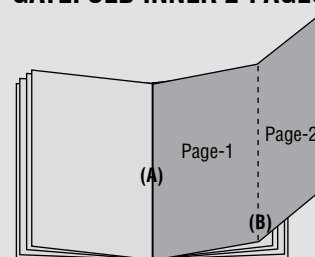
	Depth (A)		Width (B)
Gatefold Inner 2-Pages type	248mm	X	380mm
Gatefold Inner 2-Pages trim	273mm	X	406mm
Gatefold Inner 2-Pages bleed	279mm	X	412mm

1/6TH PAGE PRODUCT FLASH

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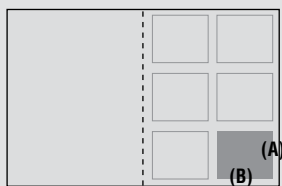
	Depth (A)		Width (B)
1/6th Page Product Flash	65mm	X	80mm

ISLAND

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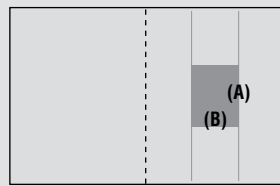
	Depth (A)		Width (B)
1/3rd Page Vertical Outer	65mm	X	53mm

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

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	1,000
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: 10,000V 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 European 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, 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

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
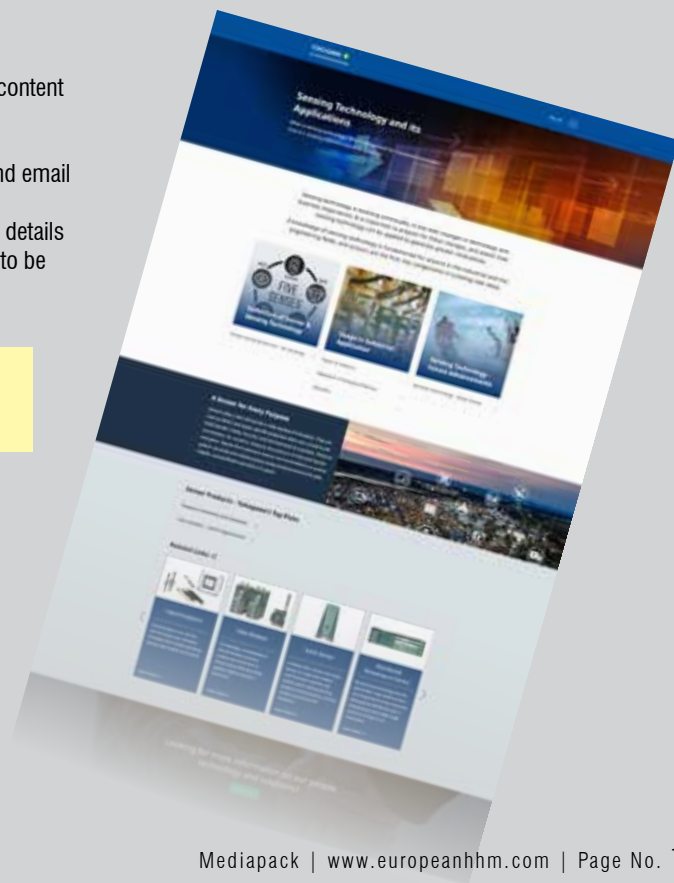
European Hospital & Healthcare Management live webinars help to share your company information and interact live with clients and potential customers. Webinars are a highly effective way to capture targeted, qualified sales leads that your business can follow up on. They help to get your company in front 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

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Fax : +91 40 4961 4555

Web : www.europeanhhm.com

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