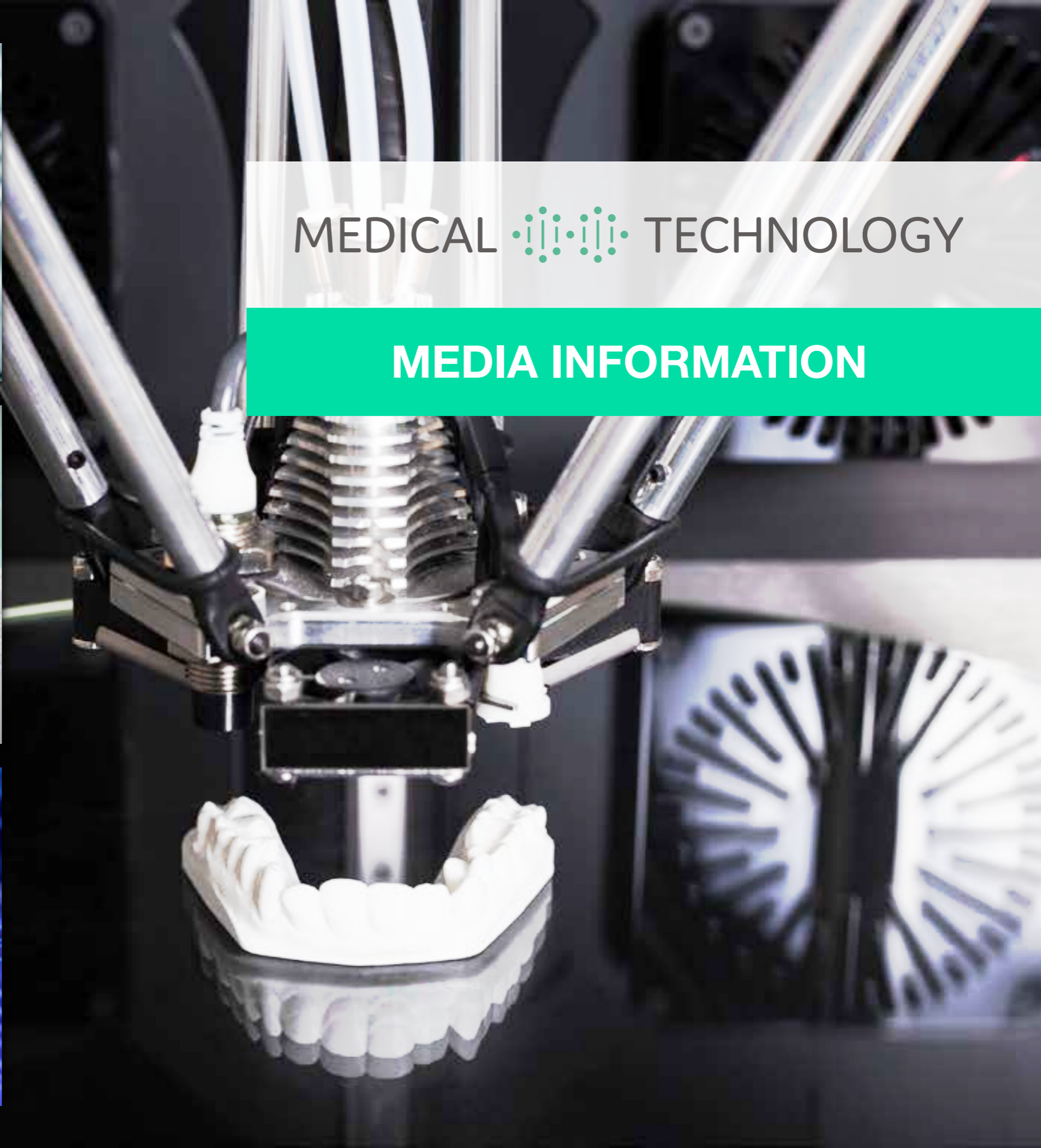




MEDICAL  TECHNOLOGY

MEDIA INFORMATION



THE MAGAZINE

Medical Technology is a digital magazine for the medical device industry. Published in an exciting, interactive format and available to read for free on the web and on iPads, this magazine brings together the latest news, market insights and technological developments from the industry. Looking at all areas of healthcare, from prevention and monitoring to diagnosis and treatment, we keep an eye on new research and innovation in materials, electronics, devices, manufacturing technologies, packaging and the supply chain – all you need as a professional in the medical industry to keep up to date with the latest developments in your field. Produced by an experienced team with a strong background in B2B publishing and delivered to a global audience of decision-makers through our expansive industry network, Medical Technology is essential reading material for healthcare industry professionals and an ideal platform for suppliers to showcase their products and services.

AN ESTABLISHED BRAND

Medical Technology is published by NRI Digital, a B2B publisher specialising in digital publications with a portfolio of 18 established magazines for numerous industries. Drawing on their expertise in the B2B space, NRI's editors and designers have created a title that offers essential reading material for industry professionals in a visually appealing and easy-to-use format.

WHAT WE CAN DO FOR YOU

Available to read for free on the web and the iPad, and delivered to a global audience of industry decision-makers through our expansive B2B network, Medical Technology is the ideal platform for suppliers to showcase their products and services. With a range of customisable advertising options available, including interactive and video adverts, company insight articles and full issue sponsorships, our in-house team can help you to build a campaign that will show off your brand with maximum impact.

EVERY EDITION IS...

- + Intuitively designed for an immersive user experience
 - + Filled with in-depth, timely and informative editorial content
 - + Delivered to a targeted audience through a powerful combination of distribution channels
- = A UNIQUE WAY OF POSITIONING YOUR PRODUCTS**

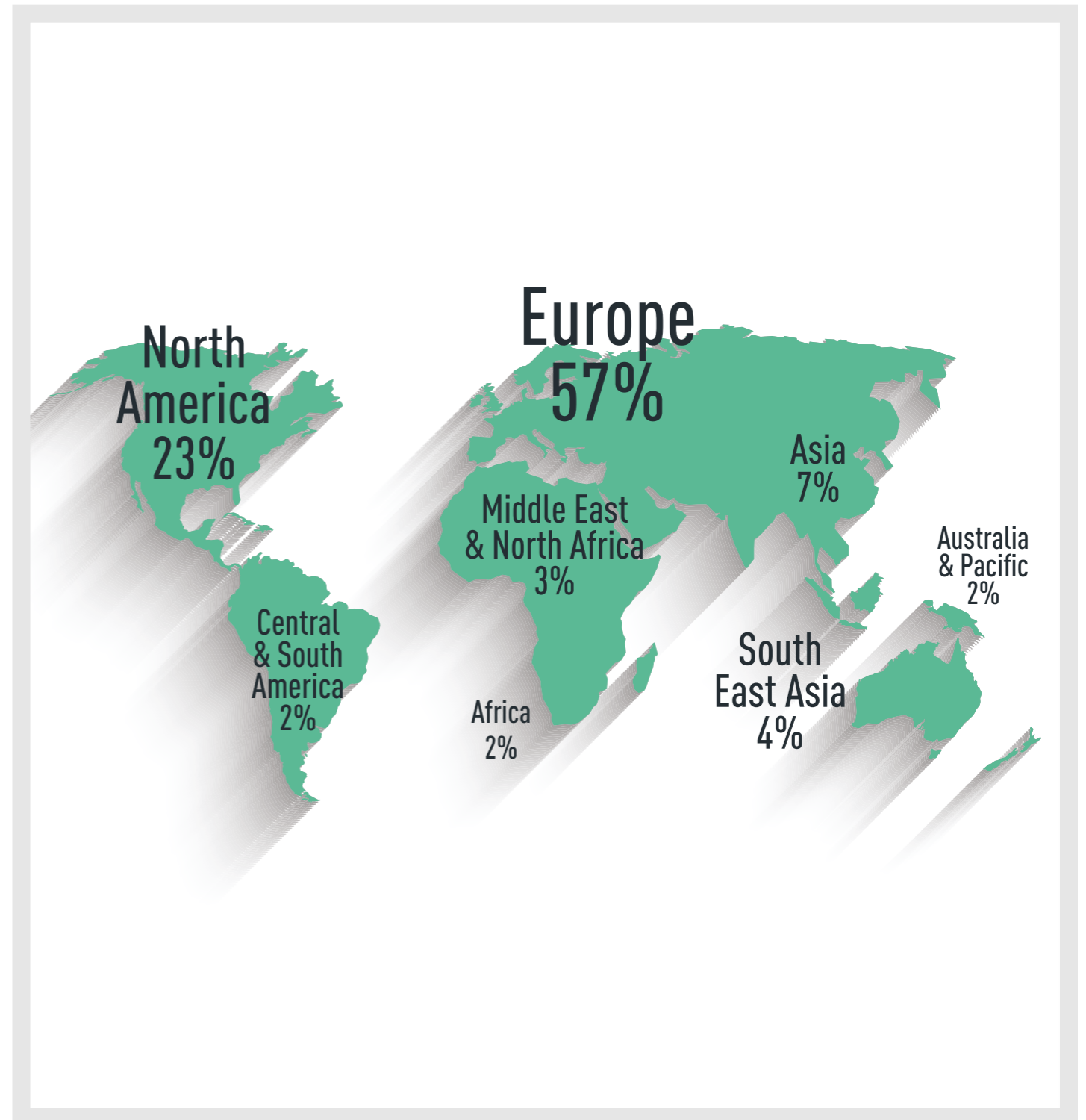


A WORLDWIDE REACH

We can help you communicate directly with the global healthcare industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

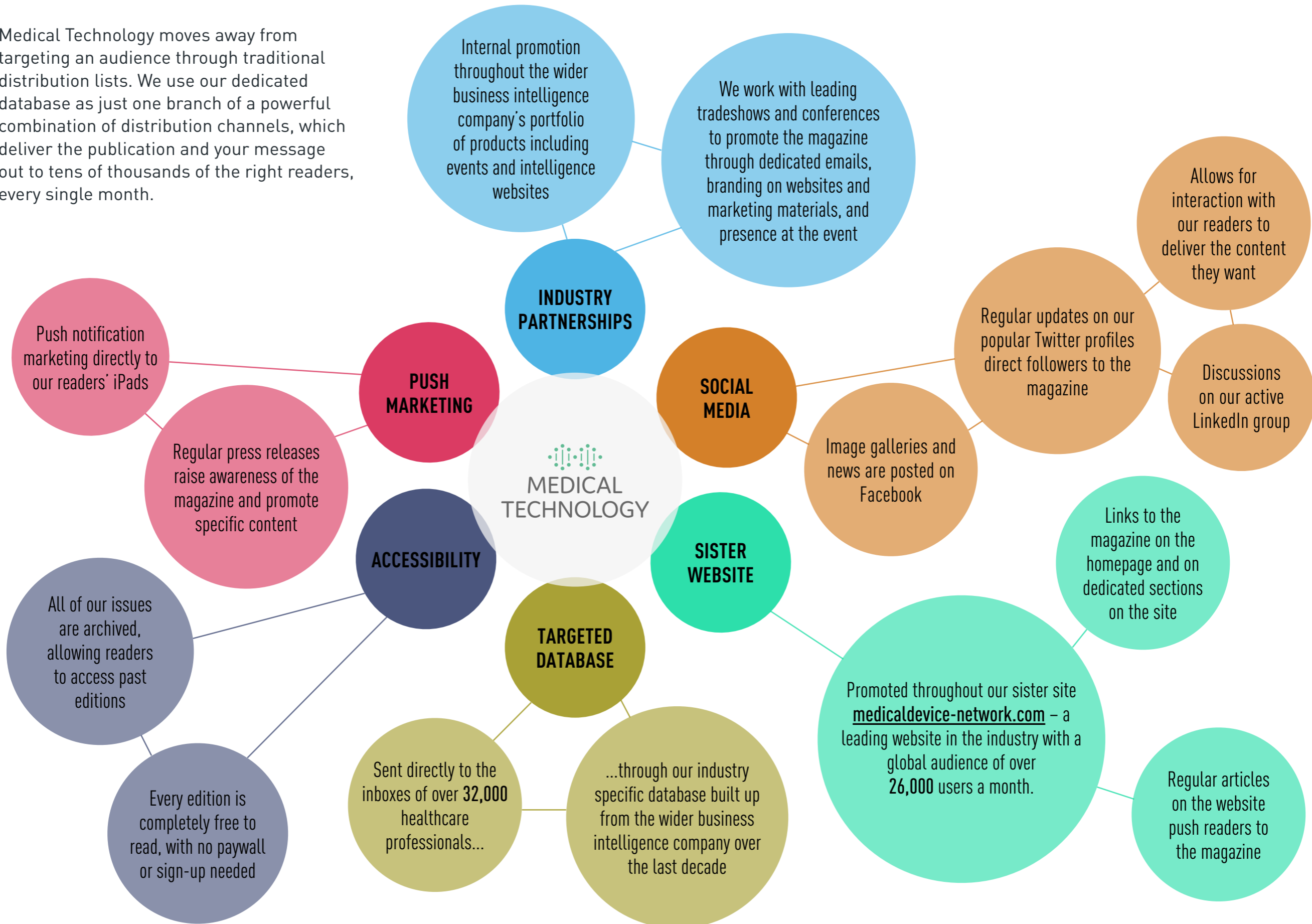
A SNAPSHOT OF READERS

COMPANIES	ROLES
Boston Scientific	Head of Research & Development
Medtronic	Senior Process Engineer
Johnson and Johnson	CEO/COO/CIO
LifeSciences	Head of Regulatory Affairs
Siemens	Technical Director
B-Braun	Heads of QC/QA
3M	Procurement Manager



CONTINUED ON NEXT PAGE

Medical Technology moves away from targeting an audience through traditional distribution lists. We use our dedicated database as just one branch of a powerful combination of distribution channels, which deliver the publication and your message out to tens of thousands of the right readers, every single month.



OUR CONTENT WILL TRANSFORM YOUR CAMPAIGN

We remain dedicated to providing timely, in-depth industry analysis for our readers, meaning your advertisement will be placed alongside valuable editorial content consumed by a loyal readership.

- We are **objective and unbiased**. We produce content for our readers, giving our publication authority and credibility: **Our editorial is editorial; not advertorial.**
- Our content is **news-focused, reporting and analysing** what's happening right now in the industry. Moving away from the traditional B2B practice of primarily covering product-based content and company press releases, we are dedicated to providing unique editorial content that **reacts to the ever-changing industry landscape**. This results in a **fresh magazine full of timely analysis** tailored to the interests of **decision-makers who need to stay informed**.
- This calendar shows a selection of topics we have planned in advance for the year. Remember, we aim to be reactive so our content plans are subject to change in order to accommodate key developments in the industry. We publish detailed plans for each issue three months ahead of the publication date.

For editorial enquiries please contact us at onlinemags@nridigital.com

JANUARY
Featured topic: <ul style="list-style-type: none"> • Electronics
Regular topics: <ul style="list-style-type: none"> • Market analysis • Product news
ADVERT BOOKING DEADLINE: 08/12/17 ADVERT MATERIALS DEADLINE: 15/12/17

MARCH
Featured topic: <ul style="list-style-type: none"> • Contract manufacturing
Regular topics: <ul style="list-style-type: none"> • Market analysis • Product news
ADVERT BOOKING DEADLINE: 02/02/18 ADVERT MATERIALS DEADLINE: 09/02/18

MAY
Featured topic: <ul style="list-style-type: none"> • Photonics
Regular topics: <ul style="list-style-type: none"> • Market analysis • Product news
ADVERT BOOKING DEADLINE: 29/03/18 ADVERT MATERIALS DEADLINE: 06/04/18

JULY
Featured topic: <ul style="list-style-type: none"> • Packaging
Regular topics: <ul style="list-style-type: none"> • Market analysis • Product news
ADVERT BOOKING DEADLINE: 01/06/18 ADVERT MATERIALS DEADLINE: 08/06/18

SEPTEMBER
Featured topic: <ul style="list-style-type: none"> • Robotics
Regular topics: <ul style="list-style-type: none"> • Market analysis • Product news
ADVERT BOOKING DEADLINE: 03/08/18 ADVERT MATERIALS DEADLINE: 10/08/18

NOVEMBER
Featured topic: <ul style="list-style-type: none"> • Regulation
Regular topics: <ul style="list-style-type: none"> • Market analysis • Product news
ADVERT BOOKING DEADLINE: 05/10/18 ADVERT MATERIALS DEADLINE: 12/10/18

OUR CONTENT WILL TRANSFORM YOUR CAMPAIGN

Meet some of our staff who work together to bring Medical Technology into the hands of our readers every month

EDITORIAL



SUSANNE HAUNER
GROUP EDITOR

Susanne is our group editor and was part of the launch team for Medical Technology. She has been working on the magazine since its inception with her team of experienced editors. Drawing on a strong background in digital publishing for B2B audiences, they have created a portfolio of cutting-edge magazines, covering the sectors energy, transport, defence, design-build, food and beverages, packaging and pharmaceuticals.



DANIEL GARRUN
COMMISSIONING EDITOR

Daniel is the commissioning editor of Global Defence Technology and the managing editor of our sister website medicaldevice-network.com. His team of writers and contributors keep their finger firmly on the pulse of the industry, uncovering the latest trends and technologies, keeping track of deals and policy decisions and gathering insights and opinions from industry insiders.

DESIGN



JOHN HAMMOND
LEAD DIGITAL DESIGNER

John is our lead designer and heads up our creative team of digital designers. Together they have created a portfolio of publications that combine the pleasure of reading a traditional print magazine with the interactivity and immediacy of the web. With years of experience in creating stunning and unique digital adverts for our clients, our design team can help you present your message in a way that will impress and engage the target audiences.

MARKETING



CALLUM TYNDALL
PRODUCT DEVELOPMENT

Callum heads up our multi-faceted marketing activities ensuring that our titles are being delivered to a global, yet specialised audience. He also looks after our product development, ensuring our portfolio is constantly evolving, offering the very best digital advertising opportunities to our clients.

SALES



DAVID LLOYD-WILLIAMS
SALES MANAGER

David is one of our senior sales managers. With over a decade of media sales experience, he played an integral role in the conception and launch of our digital titles. David now leads his teams in working hard to ensure that results are delivered for his clients, placing an emphasis on customer service.



NIMAI AMIN
SALES MANAGER

Nimai is a senior sales manager with over five years of media sales experience. Nimai leads a team of account managers and new business executives, who are highly motivated, skilled and willing to go the extra mile in order to cater for every client's needs. Nimai and his team excel in customer experience and always put a personal touch to the campaigns they create to make sure every advertising campaign is noticed remembered.

BRINGING YOUR VISION TO LIFE

All of our advertisers benefit from our in-house design team’s expertise in creating beautiful and engaging adverts, allowing you to show off your brand with maximum impact. Our designers work directly with each client to create an advert that is tailored specifically to the client’s requirements. From video ads to animated product galleries, and from stunning minimalist pages to complex interactive adverts with website-style in-article navigation – our designers have built it all.

MULTI PAGE ADVERTS

Our multi-page option gives you the freedom to add extra pages on a vertical scroll, allowing you to combine additional text, images, interactive elements or video content to create a package to suit your brand’s needs.

INTERACTIVE LEAD PAGE

Full page advert with interactive elements and optional video content, linked to your website and/or app.

- Engage and inform potential clients
- Maximise brand visibility
- Increase brand awareness
- Generate new sales leads
- Drive traffic to your website
- Measure ROI

ADDITIONAL SCROLL PAGES

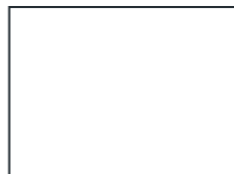

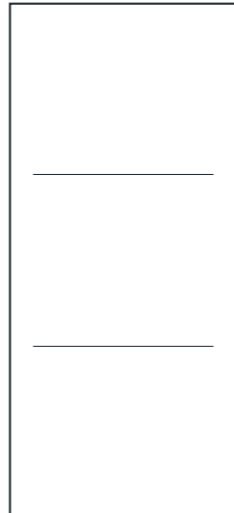
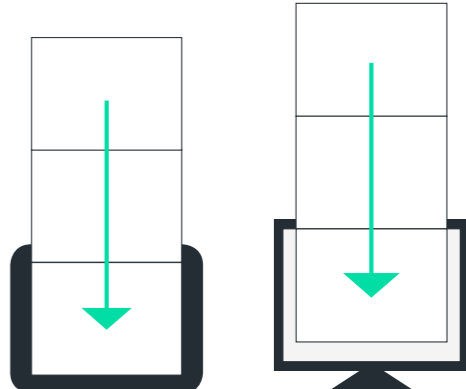
To maximise the impact of your interactive lead page, adding further pages (on a vertical scroll) to your lead page creates additional space for your brand message and interactive multimedia content. Encourage the reader to scroll down through up to 7 pages to explore your products in more detail. Additional pages can include text, video, picture galleries and interactive elements.



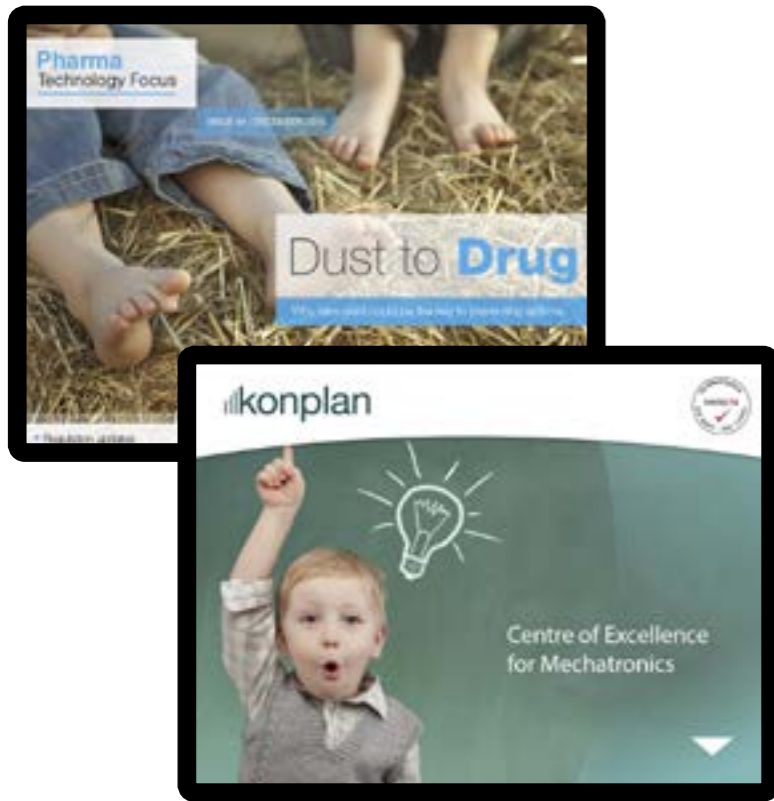
Example: multi-page advert with two additional scroll pages:

TESTIMONIAL

“We at Bürkert chose to work with Pharma Technology Focus because we find it to be a very innovative tool, not only as regards the stunning design but also elements such as interesting animations, videos and interactive images. We also appreciate the monthly in-depth focus on a particular pharmaceutical industry area. Last but not least, working with the people from Pharma Technology Focus has always been great as we have found them to be very patient, accommodating and friendly. Altogether, we consider Pharma Technology Focus an excellent tool for promoting our brand within the pharmaceutical industry.” **Bürkert**

IF YOU BUY	YOU GET THIS IN HORIZONTAL ORIENTATION (1024 PIXELS x 768 PIXELS ONLY)
 <p>Interactive lead page</p>	 <p>Up to 250 words of copy per page. Requires tablet creative and materials.</p>
 <p>Scroll pages</p>	 <p>Multi-page option on a vertical scroll. Additional charge for each page. Requires tablet creative and materials.</p>

FULL ISSUE SPONSORSHIP



Sponsoring an edition gives your company the most prominent, high-profile position throughout the magazine. Increase awareness of your company among a highly targeted audience by having your logo on the front cover and the contents page of the sponsored edition, and on all mail-outs promoting the edition. This package includes a multi-page advert with two additional scroll pages

SOCIAL MEDIA SPONSORSHIP

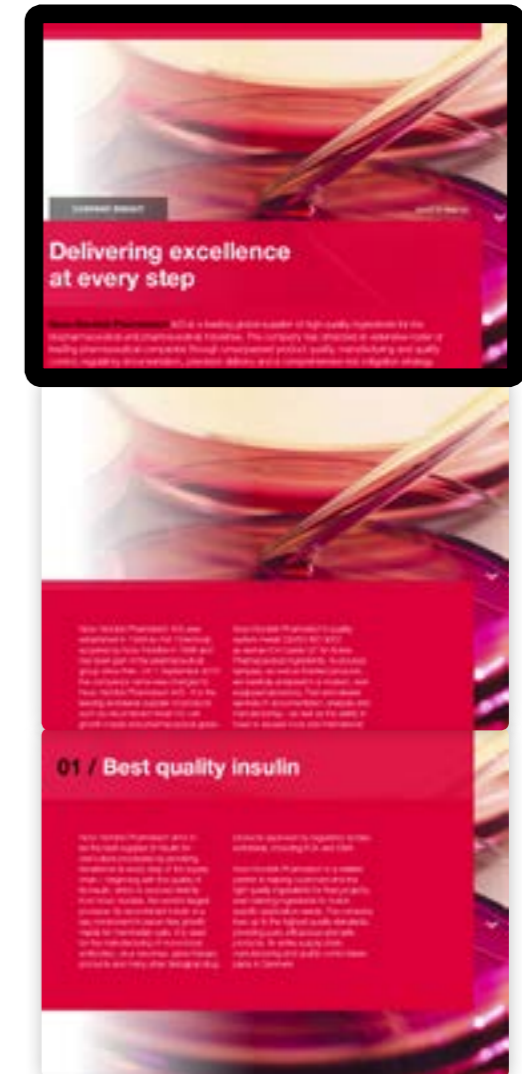


Support your advertising campaign with an exclusive social media sponsorship for the duration of one edition, across our wide-reaching social media platforms.

ENGAGE OUR SOCIAL NETWORKS WITH:

- 4 Tweets
- 1 Facebook post
- 1 LinkedIn discussion

COMPANY INSIGHT



Our Company Insight option allows you to present a full article of up to 800 words to our readers, beautifully designed in a template that fits with the editorial content of the magazine.

OUR ADVERTISERS INCLUDE:



*ALL PRICES ARE INCLUSIVE OF A PRODUCTION CHARGE

	3 ISSUES	6 ISSUES	12 ISSUES
FULL FLAT PAGE	£6,450	£11,700	£21,000
	€9,075	€17,100	€31,800
	\$12,810	\$23,820	\$43,200
INTERACTIVE LEAD PAGE	£8,925	£16,650	£19,800
	€12,675	€23,700	€43,800
	\$18,075	\$33,000	\$59,400
INTERACTIVE LEAD PAGE + ONE ADDITIONAL SCROLLING PAGE	£14,925	£22,050	£37,800
	€20,925	€38,400	€69,000
	\$28,575	\$52,800	\$95,400
INTERACTIVE LEAD PAGE + TWO ADDITIONAL SCROLLING PAGES	£20,925	£38,250	£55,800
	€28,575	€53,100	€93,000
	\$37,875	\$69,000	\$126,600
INTERACTIVE LEAD PAGE + THREE ADDITIONAL SCROLLING PAGES	£26,925	£49,050	£73,800
	€35,175	€64,200	€115,800
	\$43,275	\$79,800	\$149,400
ISSUE SPONSORSHIP PACKAGE WITH INTERACTIVE LEAD PAGE	£25,200	£48,000	£91,200
	€31,590	€60,180	€99,600
	\$43,437	\$83,700	\$145,800
SOCIAL MEDIA SPONSORSHIP PACKAGE	£8,925	£15,900	£29,400
	€12,675	€23,700	€43,800
	\$18,075	\$33,000	\$59,400
COMPANY INSIGHT	£6,000	£11,400	£21,600
	€8,400	€16,200	€31,200
	\$12,600	\$24,000	\$45,600

No technical knowledge needed – We can build your advert for you

Don't worry if you're not technical, or don't have the resource to create your advert. Our design team can work with you to create your advert with your basic materials. In this case, all you need to supply is the following:

- Any images and logos you would like to include. Images in RGB and as high resolution as possible. Logos ideally vectored **.eps** files
- Text (inc contact details and links) as a Word document - Up to 250 words per page you have booked
- Company brand guidelines (fonts, colours etc)
- Design brief as a guide for our designers, covering what you would like to include in the advert, along with any ideas on how you would like the advert to look

ISSUE SPONSORSHIP

If you have purchased the issue sponsorship option, please also provide your company logo as a high resolution **.eps**, **.ai** or **.tif** file.

SUBMITTING YOUR ADVERT

Please email materials to **copy@pmgoperations.com**. Our email gateway blocks emails over 8MB. If your files are too big to submit by email please use a file sharing service, for example **www.wetransfer.com** or **www.dropbox.com**

Prefer your own design team to build your advert?

Alternatively, if you would like to supply a completed advert, please submit your advert according to the below specifications. If you need further information, please contact your client services executive and we'll be happy to help.

We can only accept one of the following file types:

- ▶ **Packaged InDesign file** with animation created in the Overlays Panel only
See side panel for more information >
- ▶ **Adobe Edge Animate or Adobe Animate OAM file**
Edge publish settings: Tick 'Animate Deployment Package', no poster image, tick 'Transparent'.
Animate publish settings: Tick 'OAM package', tick 'Transparent'.
Document Type: HTML5 Canvas
See side panel for more information >
- ▶ **HTML, CSS and Javascript files.**
Please provide these files **at least 3 weeks prior to the magazine publication date** in order to be uploaded and tested.

PLEASE ZIP AND SEND ALL FILES AND FOLDERS

DOCUMENT SIZE:
WIDTH: 1024 pixels
HEIGHT: 768 pixels
(PER PAGE PURCHASED)

COLOUR FORMAT:
RGB

VIDEO (Optional):
FORMAT: H.264
MAX SIZE: 35MB
PROVIDE A WIREFRAME TO SHOW VIDEO POSITION

Design recommendation:
Body text - minimum 16pt

The Overlays Panel in InDesign can be found in these versions: CC2017, CC2014 & CS6

To install Adobe Edge Animate from Creative Cloud
> [GO HERE](#)

Adobe Animate New Document type: HTML5 Canvas. Set Stage background Alpha to 0%

If you have to use non-standard or non-Typekit fonts in your Edge Animate file create your text in Illustrator and copy and paste into Edge Animate.

Please submit your advert according to the following specifications.

If you need further information, please contact your client services executive and we'll be happy to help.

YOUR CONTENT

The company insight article is an opportunity to share information about your company's expertise and services with your peers.

Aim to write a general introduction before moving on to more in depth details about a particular product or service that you offer. Bear in mind that a highly technical piece is inappropriate for the readership and the publication as a whole.

The article will be labelled 'Company Insight'. We will lay the page out with a headline, stand first, main text, pull quote, contact details and supporting elements such as tables or images. You can write the article in prose form, or in a questions & answers style.

ARTICLES MUST BE:

- Informative: they must add to the knowledge base
- Original: they should not, ideally, have been published previously
- Appropriate for the readership in terms of register and tone.

PLEASE BEAR IN MIND THE FOLLOWING POINTS:

- The maximum word count for the article body is 800 words. In addition, please supply a headline, standfirst (introduction to the article, up to 50 words) and captions for your images.
- We encourage you to submit up to three supporting elements such as images and tables as this will make for a more visually interesting page.
- We will not publish company logos in these articles.
- The sub-editor will cut anything they consider inappropriate, irrelevant, libellous etc.
- They will also correct grammar and spelling, and may restructure the article if necessary
- All text must meet our house style to ensure quality and consistency.
- Contact details will consist of your company name and up to two further pieces of information, for example website address, telephone number or email address.

ISSUE SPONSORSHIP

If you have purchased a full issue sponsorship as part of your package, please supply your company logo in **.eps** format in addition to the other materials.

SUBMISSION:

- You can submit your article by email in a Word document.
- Please provide all images in **.tif, .jpg, .png** or **.eps** format at high resolution (minimum of 300dpi).
- All images must be supplied as separate image files. We can't accept images embedded in Word documents or Outlook messages as the image quality would not be sufficient.
- Please email materials to **copy@pmgoperations.com**
- Please note: our email gateway will block emails if they are over 8MB. If your files are too big to submit by email you can upload them via a file sharing service (for example **www.wetransfer.com** or **www.dropbox.com**)

POST SUBMISSION

You will receive a fully laid-out proof of your article for review prior to publication.

We reserve the right to return articles that do not meet the standards of the publication.

Please submit your advert according to the following specifications.

If you need further information, please contact your client services executive and we'll be happy to help.

THE PACKAGE INCLUDES:

- **4 Tweets**, posted on the publication's Twitter account at a rate of one per week, starting with the issue publication date
- **1 Facebook post**, posted on the publication's Facebook page one week after the issue publication date
- **1 LinkedIn discussion**, posted on the publication's LinkedIn group two weeks after the issue publication date

MATERIALS REQUIRED

Please note the word limits are due to each social media platform's requirements and cannot be exceeded. If copy exceeds the word limit it will be shortened to fit by our editors.

- **Tweets**

Please supply copy for 4 Tweets. Word limit: 136 characters per Tweet.

If you are including images, please use **.jpg** files and indicate which Tweet they belong to. **Note: Including a URL will use up 22 characters. Up to 4 images can be included in each Tweet; each image counts as 23 characters.**

- **Facebook**

Please supply up to 500 words of text.

Optional: You can include up to 10 images, and a caption of up to 200 words for each image.

- **LinkedIn**

Please supply a subject line of up to 200 characters and a message of up to 4000 characters.

A URL can be included. Images cannot be included.

SUBMITTING YOUR COPY

- Please submit your materials to **copy@pmgoperations.com**
- Please note: our email gateway will block emails if they are over 8MB. If your files are too big to submit by email you can upload them via a file sharing service (for example **www.wetransfer.com** or **www.dropbox.com**)
- All materials for the package must be received by the copy deadline. If the materials are not complete by this date, we will be unable to fulfill the package.

LET'S TALK

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HEAD OFFICE

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