



MEDICAL TECHNOLOGY

**MEDIA INFORMATION 2019**



## THE MAGAZINE

At Medical Technology we supply our readers from the medical device industry with all the latest business news and insights in an accessible digital format.

The magazine is available to read online in web browsers and designed for an enjoyable reading experience on any device and screen size - from desktops and laptops to tablets and smartphones.

We pride ourselves in being at the forefront of B2B publishing, offering in-depth business analysis in a visually stunning format that is both free and easy to use, as well as a unique digital advertising platform for our clients with a wide audience reach and trackable results.

## AN ESTABLISHED BRAND

Medical Technology is one of 27 digital B2B magazines produced by NRi Digital's team of dedicated editors, writers and designers. It is a fully web-based digital product that pushes the boundaries of digital publishing. The web-based platform offers our clients the opportunity to deliver their brand message in an engaging, interactive way that is fully search engine indexable and creates measurable results. As part of global business intelligence company GlobalData, we draw on extensive in-house market research as well as a global distribution network of key industry contacts.

## WHAT WE CAN DO FOR YOU

Whether you want to increase brand awareness, deliver a complex message or launch a new product, our digital magazine provides the perfect creative medium to communicate effectively with your audience in a fresh and engaging way.

## EVERY EDITION IS...

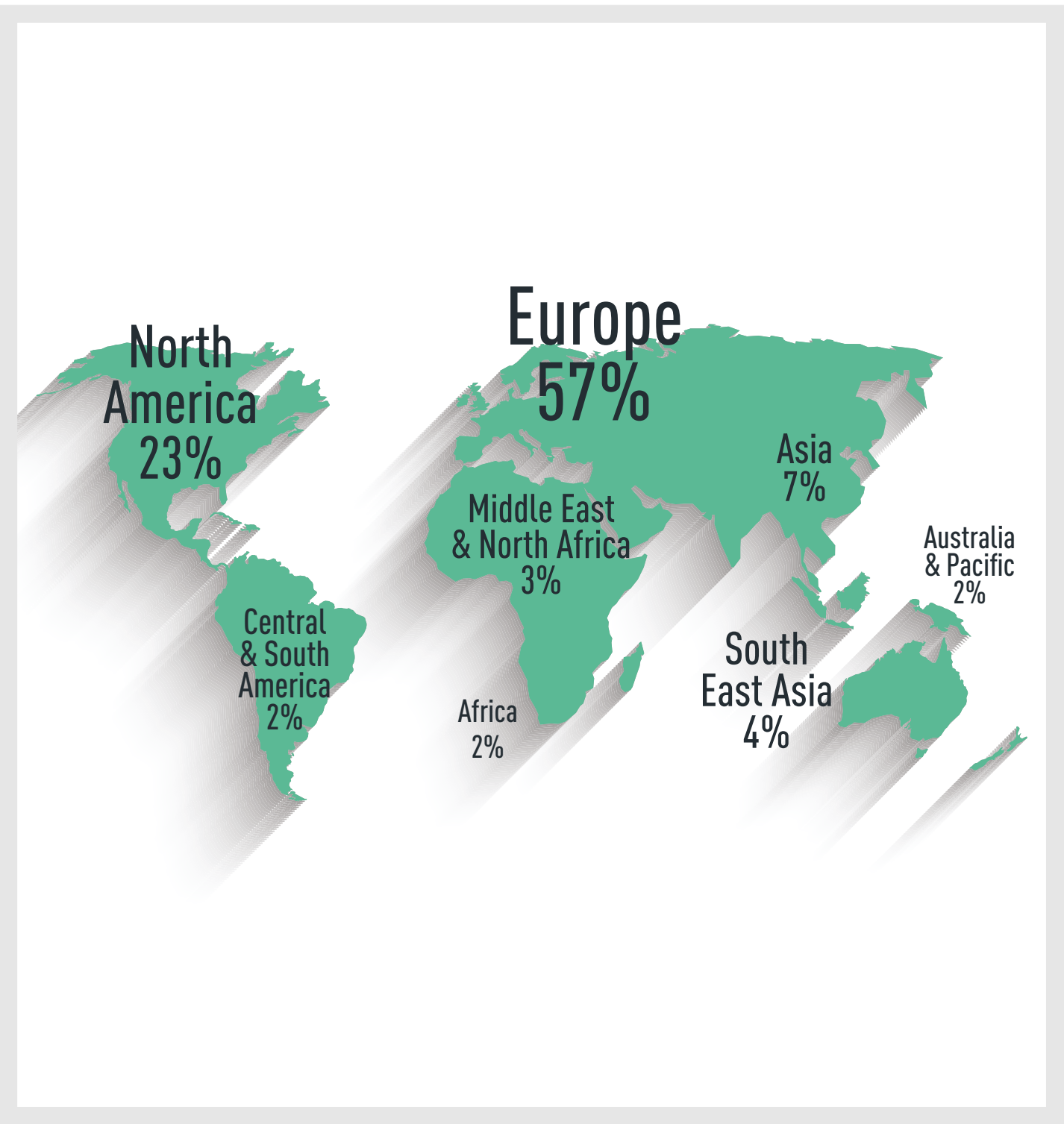
- + Intuitively designed for an engaging user experience
- + Filled with in-depth, timely and informative editorial content
- + Delivered to a targeted audience through a powerful combination of distribution channels
- = **A UNIQUE WAY OF POSITIONING YOUR PRODUCTS**



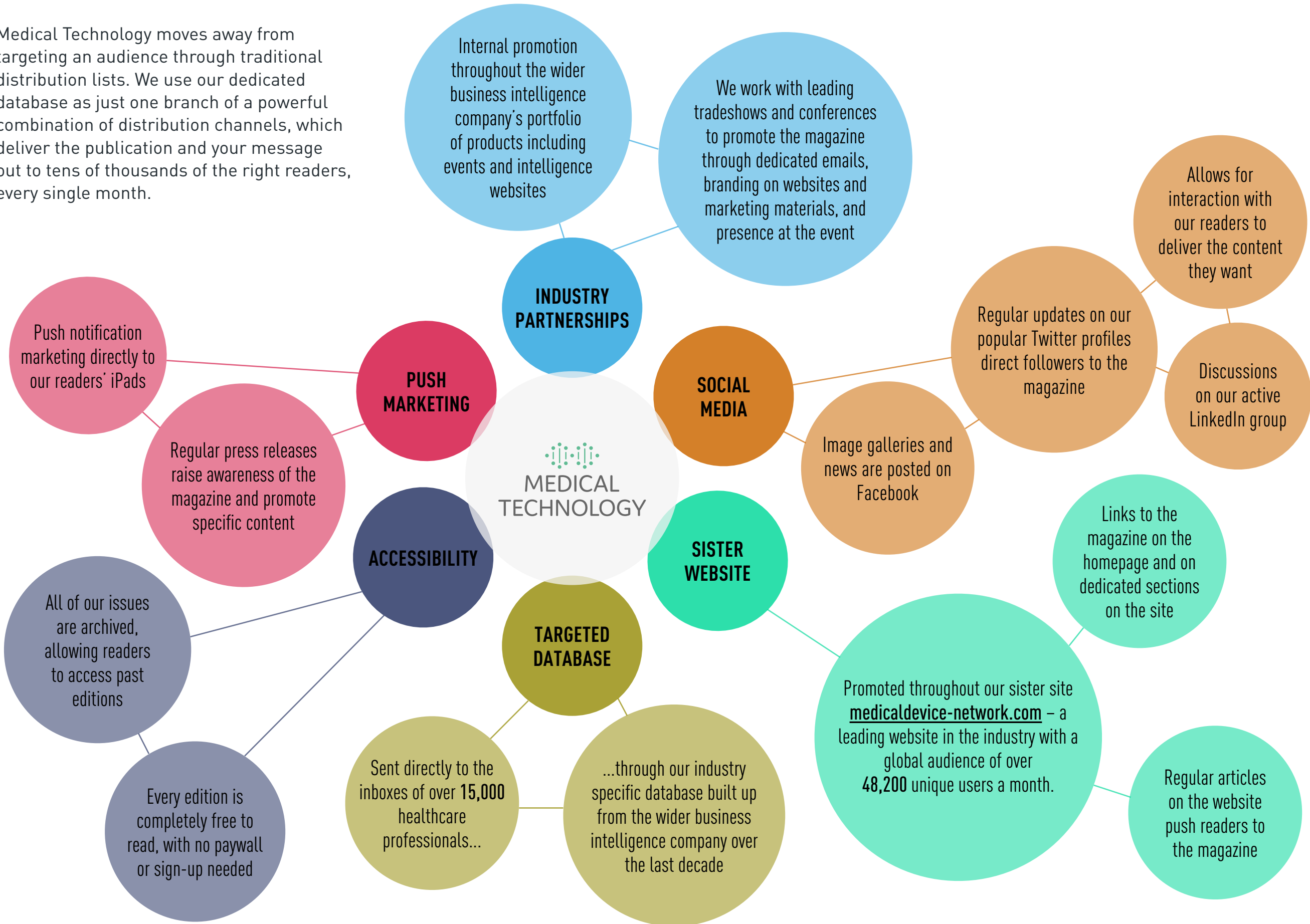
**A WORLDWIDE REACH**  
We can help you communicate directly with the global healthcare industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

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



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](mailto:onlinemags@nridigital.com)

JANUARY	FEBRUARY	MARCH	APRIL
<b>FEATURED TOPIC</b> Artificial intelligence	<b>FEATURED TOPIC</b> Manufacturing	<b>FEATURED TOPIC</b> Robotics	<b>FEATURED TOPIC</b> Orthopaedics
<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>	<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>	<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>	<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>
ADVERT MATERIALS DEADLINE: 10/12/18	ADVERT MATERIALS DEADLINE: 07/01/19	ADVERT MATERIAL DEADLINE: 04/02/19	ADVERT MATERIALS DEADLINE: 11/03/19
MAY	JUNE	JULY	AUGUST
<b>FEATURED TOPIC</b> Manufacturing	<b>FEATURED TOPIC</b> Safety	<b>FEATURED TOPIC</b> Manufacturing	<b>FEATURED TOPIC</b> Regulation
<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>	<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>	<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>	<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>
ADVERT MATERIALS DEADLINE: 08/04/19	ADVERT MATERIALS DEADLINE: 06/05/19	ADVERT MATERIALS DEADLINE: 10/06/19	ADVERT MATERIALS DEADLINE: 08/07/19
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>FEATURED TOPIC</b> Electronics Software & IT	<b>FEATURED TOPIC</b> Contract services	<b>FEATURED TOPIC</b> Electronics Software & IT	<b>FEATURED TOPIC</b> Lab equipment Diagnostics
<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>	<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>	<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>	<b>REGULAR SECTIONS</b> <ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Product news</li> </ul>
ADVERT MATERIALS DEADLINE: 05/08/19	ADVERT MATERIALS DEADLINE: 09/09/19	ADVERT MATERIALS DEADLINE: 07/10/19	ADVERT MATERIALS DEADLINE: 04/11/19



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**  
PUBLISHER

Susanne is our publisher 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 across different sectors including energy, transport, defence, design-build, consumer and healthcare.



**DANIEL GARRUN**  
COMMISSIONING  
EDITOR

Daniel is the commissioning editor of Global Defence Technology and the managing editor of our sister website [medicaldevice-network.com](http://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



**TARIQ KHAN**  
SALES MANAGER

A senior sales manager with over a decade of media sales experience, Tariq has played an integral role in the conception and launch of our digital titles, and especially this publication. Tariq now leads his teams in working hard to ensure that results are delivered for his clients, placing an emphasis on customer service.

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

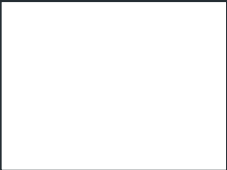

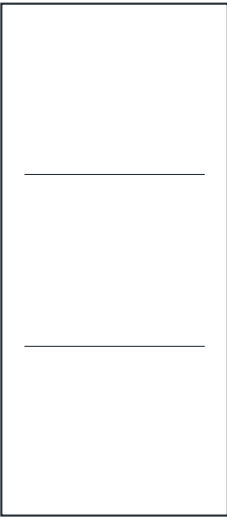
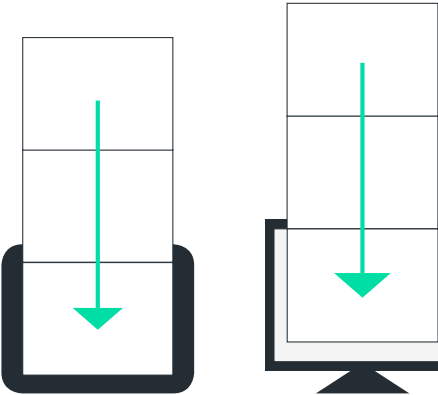
To maximise the impact of your interactive lead page, adding further pages (on a vertical scroll) to your lead page creates additional space for your brand message and interactive multimedia content. Encourage the reader to scroll down through up to 7 pages to explore your products in more detail. Additional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

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

## 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

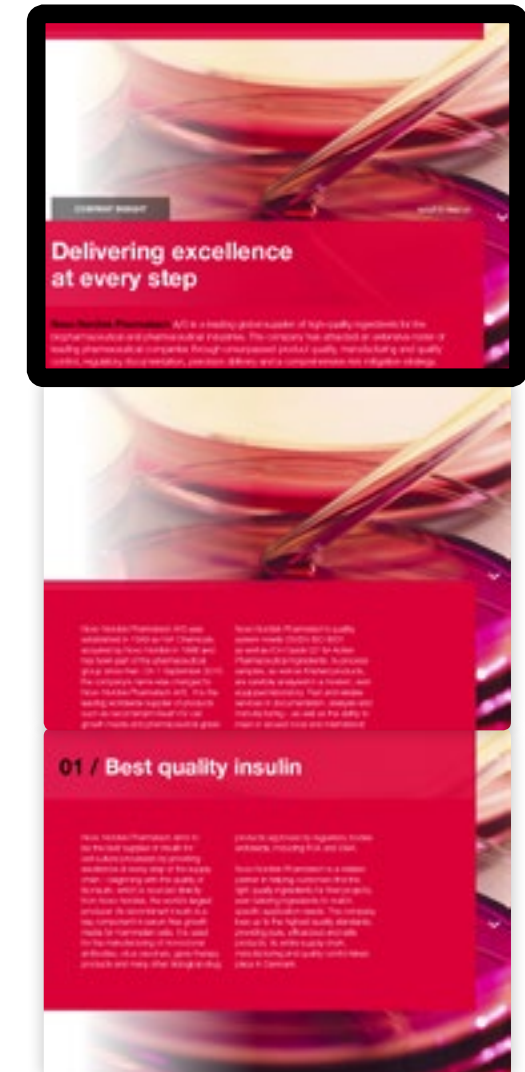


Support your advertising campaign with an exclusive social media sponsorship for the duration of one edition, across our wide-reaching social media platforms.

### 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 DESIGN AND BUILD YOUR ADVERT FOR YOU

Don't worry if you're not technical, or don't have the resource to design your advert. Our design team will 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 if available (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](mailto:copy@pmgoperations.com)

Please note: Our email gateway blocks emails over 8MB. If your files are too big to submit by email please use a file sharing service such as Dropbox or Wetransfer.

## PREFER YOUR OWN TEAM TO DESIGN YOUR ADVERT?

If you would like to supply your own design, please submit your advert according to the specifications on the right. We will require the final design plus all elements as separate files (see above) in order to build your advert. If you need further information, please contact your client services executive and we'll be happy to help.

Once our design team have built the advert from your design, they will provide you with a link to view the fully functioning page. This will include restructured versions of your advert that have been optimised for tablet and mobile devices in portrait mode, which can be viewed either with a tablet or mobile device or by resizing your web browser. Please note that mobile versions will contain no animation.

Document size: 1280x700 pixels (Width x Height)

Content area: 960x655 pixels (Width x Height)

We can accept the following files:

- Photoshop and Illustrator files and most image formats
- Packaged InDesign files and PDFs
- Videos - Provide a link to video on Youtube or Vimeo.

If you would like to provide layouts for mobile and tablet devices in portrait view please use these screen sizes as a guide:

Tablet: 768x1024 pixels (WxH) See important info on next page

Mobile: 480x710 pixels (WxH) See important info on next page

Body text minimum font size recommendation:

Desktop 16pt, Tablet 19pt, Mobile 22pt

## NO TECHNICAL KNOWLEDGE NEEDED WE DESIGN AND BUILD YOUR ADVERT FOR YOU

Don't worry if you're not technical, or don't have the resource to design your advert. Our design team will 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 if available (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](mailto:copy@pmgoperations.com)

Please note: Our email gateway blocks emails over 8MB. If your files are too big to submit by email please use a file sharing service such as Dropbox or Wetransfer.

## PREFER YOUR OWN TEAM TO DESIGN YOUR ADVERT?

If you would like to supply your own design, please submit your advert according to the specifications on the right. We will require the final design plus all elements as separate files (see above) in order to build your advert. If you need further information, please contact your client services executive and we'll be happy to help.

Once our design team have built the advert from your design, they will provide you with a link to view the page. This will include restructured versions of your advert that have been optimised for tablet and mobile devices in portrait mode, which can be viewed either with a tablet or mobile device or by resizing your web browser.

Document size: 1280x700 pixels (Width x Height)

Content area: 960x655 pixels (Width x Height)

We can accept the following files:

- Photoshop and Illustrator files and most image formats
- Packaged InDesign files and PDFs

If you would like to provide layouts for mobile and tablet devices in portrait view please use these screen sizes as a guide:

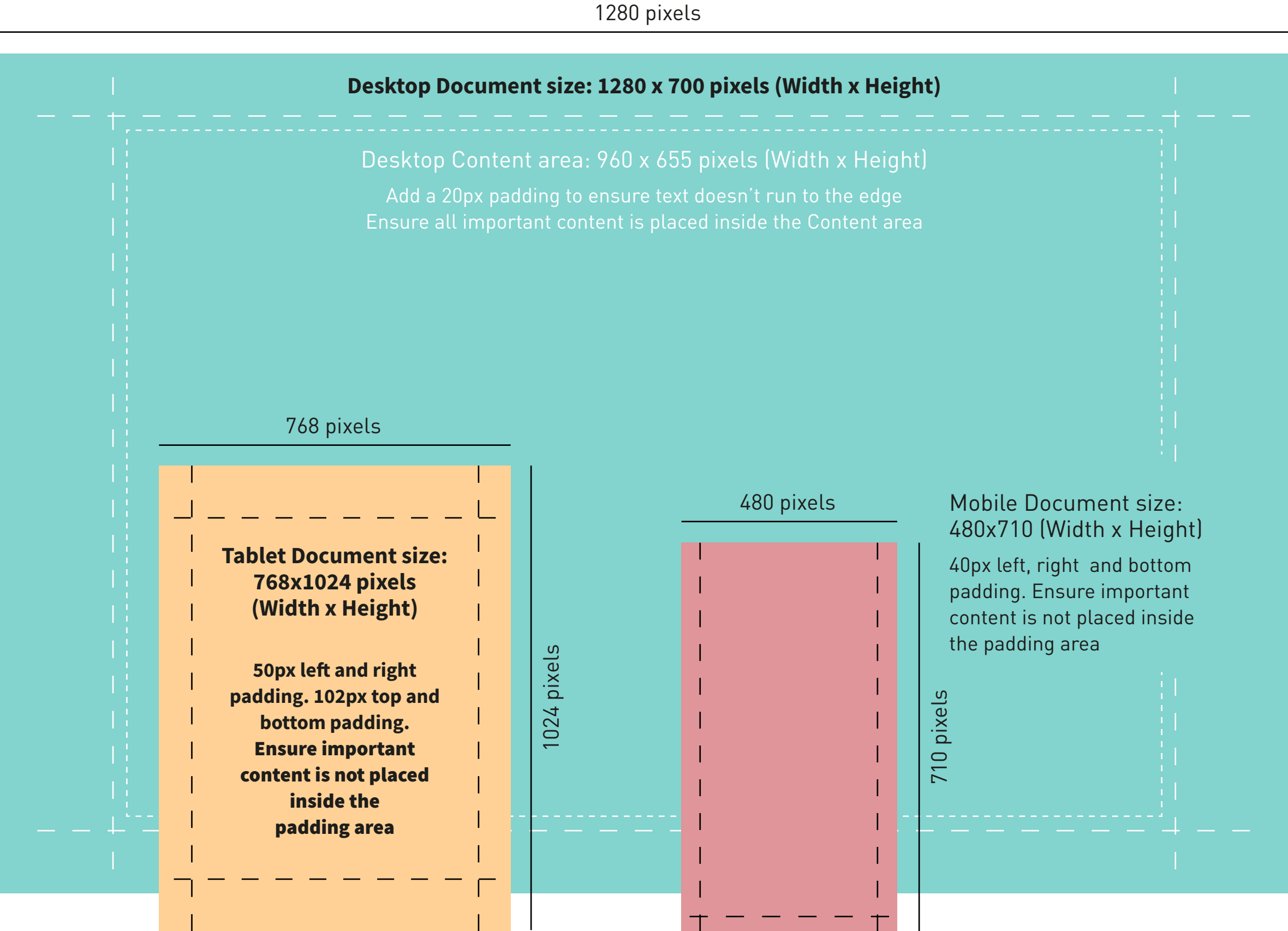
Tablet: 768x1024 pixels (WxH) See important info on next page

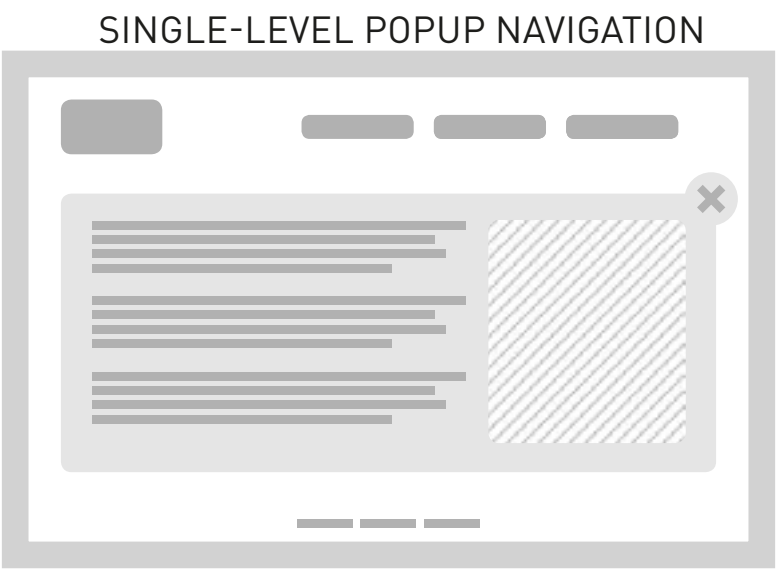
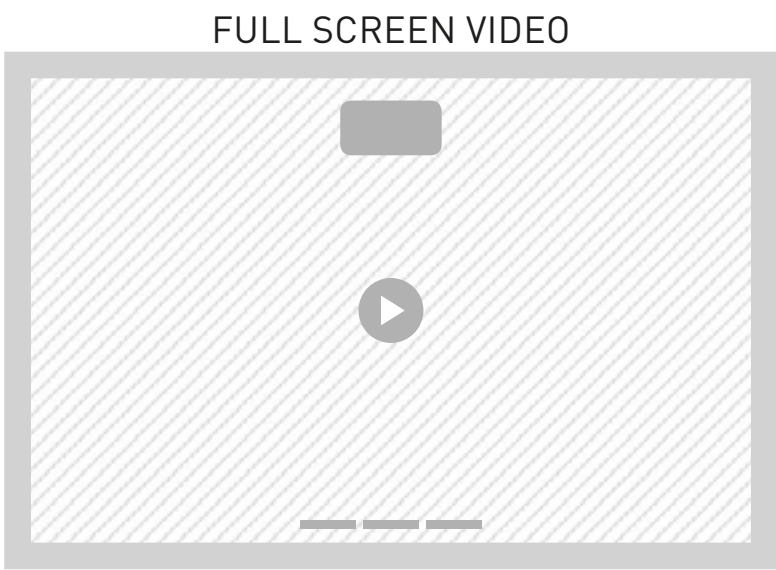
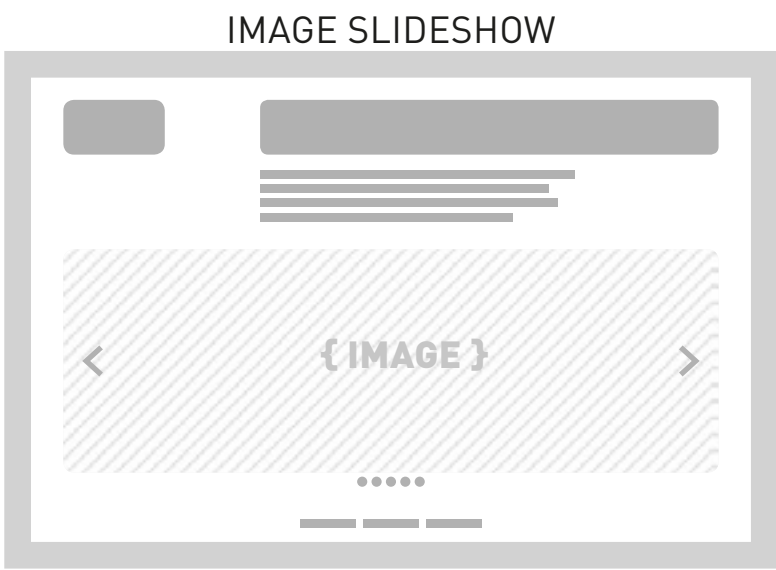
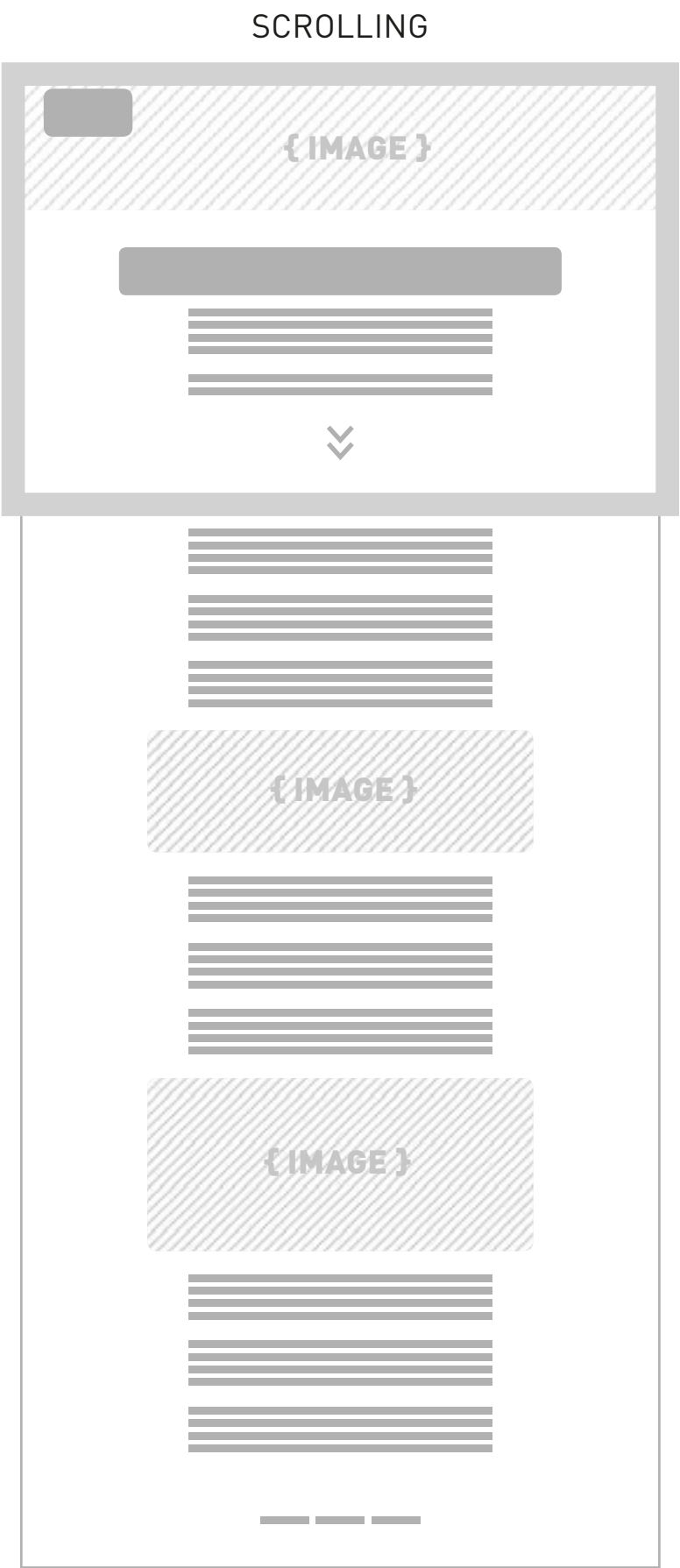
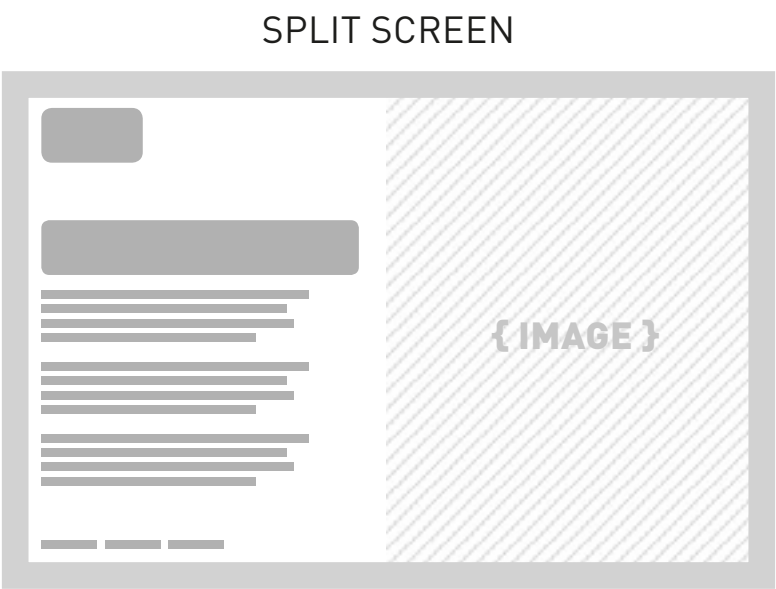
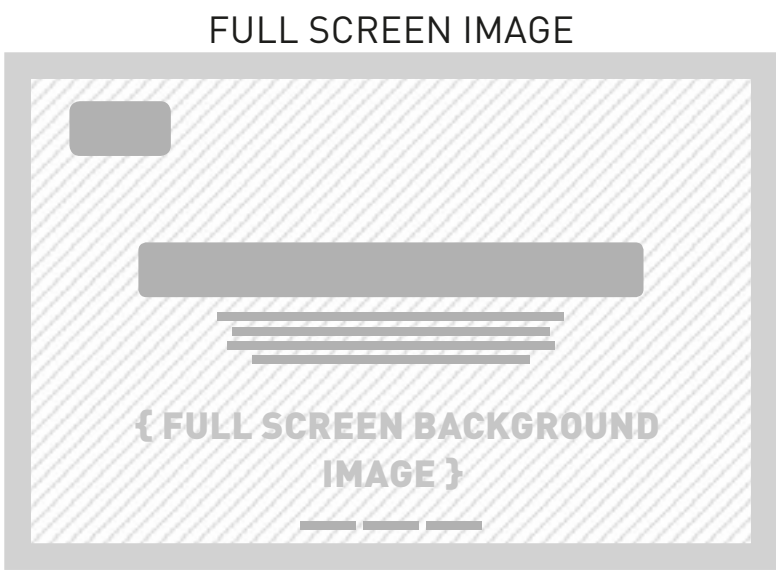
Mobile: 480x710 pixels (WxH) See important info on next page

Body text minimum font size recommendation:

Desktop 16pt, Tablet 19pt, Mobile 22pt







*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

Web: [www.nridigital.com](http://www.nridigital.com)

Email: [magsales@nridigital.com](mailto:magsales@nridigital.com)

---

### HEAD OFFICE

Net Resources International

John Carpenter House  
John Carpenter Street  
London, EC4Y 0AN

T: +44 (0) 20 7936 6750

F: +44 (0) 20 7411 9801