

MEDICAL TECHNOLOGY

# Media Pack

2022

Powered by VERDICT

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# The magazine

01





# 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.

**At Medical Technology we supply our readers from the medical device industry with all the latest business news and insights from around the world**

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.

DEBATE: VACCINES

## The ethics of vaccine passports

Covid-19 'vaccine passports' have been floated by many governments as a way to reopen society and permit individuals' entry into public spaces without causing another spike of disease. But experts have dismissed the notion on a number of grounds, including discrimination against those who can't get vaccinated for medical reasons, data protection and human rights laws. Medical Technology writers **Chloe Kent** and **Eloise McLennan** argue for and against the proposal.



**Chloe Kent:**

### Vaccine passports for international travel make sense, but a domestic rollout would be unethical

Those who have had both Covid-19 vaccine doses are far less likely to contract or transmit the disease. As such, the US Centers for Disease Control (CDC) have officially ruled that people who are fully vaccinated may once again gather in their homes together without wearing masks. They can also meet up indoors with unvaccinated people from one other household, as long as none of the unvaccinated people are at risk of severe illness should they come into contact with the SARS-CoV-2 virus.

But what of meeting in public venues? Governments worldwide are considering the introduction of so-called 'vaccine passports', documentation proving inoculation against Covid-19, to safely reopen society. This could take the form of a physical document, or more likely a QR code stored on a smartphone.

A growing number of countries have already introduced some [sort of vaccine passport](#) for



Medical Device Focus has enabled us to keep our product in front of our customers and penetrate the market to a greater degree.”

**Saia Burgess  
Gateshead Ltd**



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

# Tech-driven publishing

## The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

## Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

## Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

## Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

## Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership



# Enhanced distribution

## EXTENDED NETWORK

1

### TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

### IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

### GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.



# Owned network

## Targeted database

Sent directly to the inboxes of over 14,000 healthcare professionals, including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

## Owned network

- Regular articles on the website push readers to the magazine
- Promoted throughout our sister site [medicaldevice-network.com](http://medicaldevice-network.com), a leading website in the industry with a global audience of over 83,000 unique users a month.

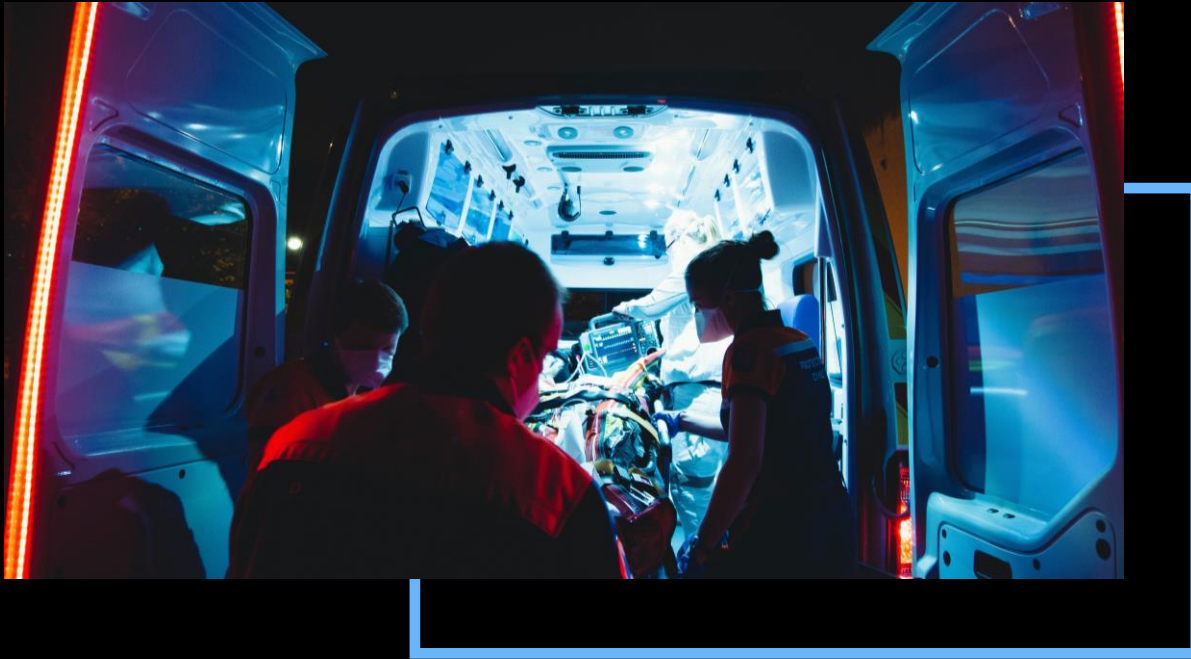


**14,000**

healthcare  
professionals

**83,000**

unique users  
a month



# Worldwide reach

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

A SELECTION OF SOME OF OUR READERS

Boston  
Scientific

**B | BRAUN**

**Medtronic**

**SIEMENS**

*Johnson & Johnson*

## NEW OPPORTUNITIES

Align your brand with key topics within the industry to demonstrate leadership and innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



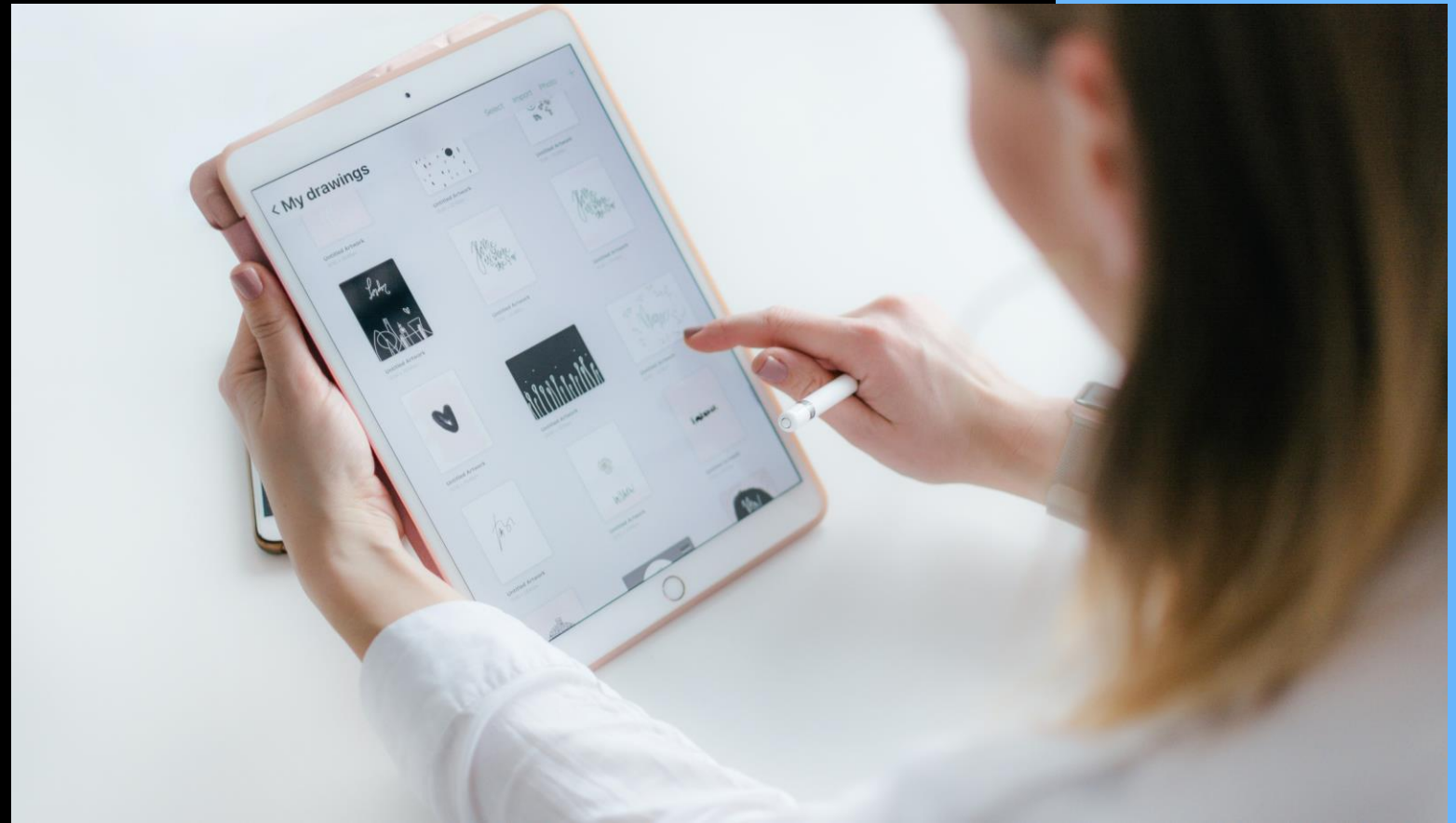
You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

# Sponsorship

02





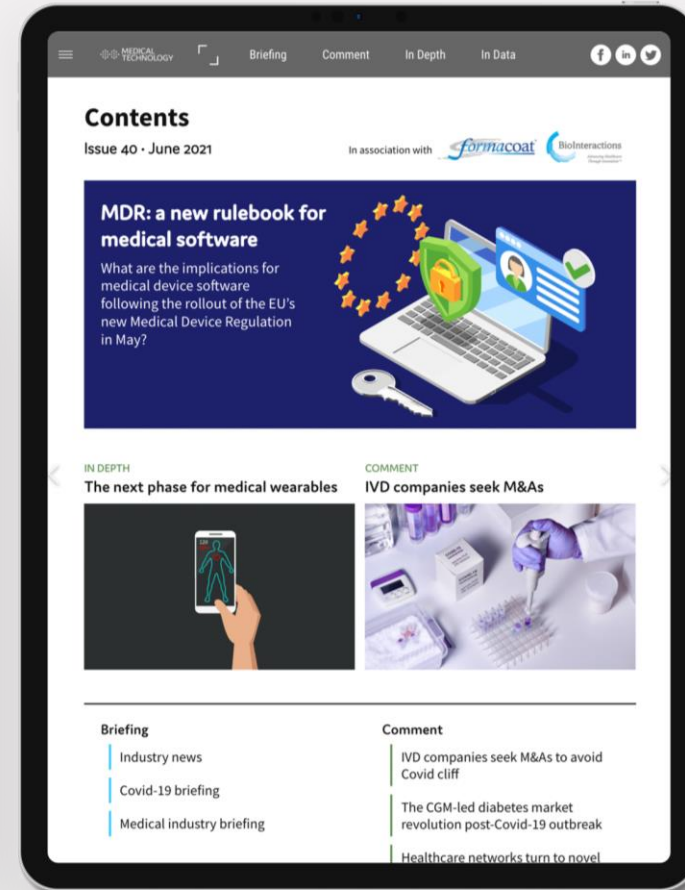
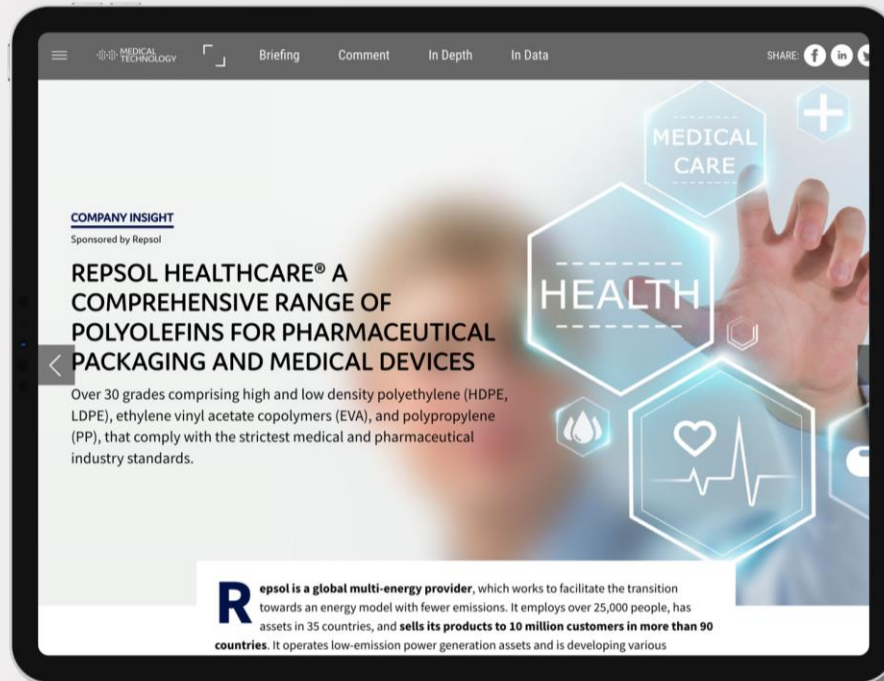


# Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

## FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

# Editorial calendar 2022

03





# Editorial calendar 2022

Sponsorship  
options



Edition	Thematic	Lead article	Data article	Intent topic
Jan	Social	<p><b>The post-Brexit landscape for UK medical device regulation</b> With the UK continuing its regulatory transition since splitting from the EU, what are the latest implications for medical device manufacturers, and does the UK have an opportunity to make itself a more attractive investment destination?</p>	<p><b>UK medical device sector activity trends, before and after Brexit</b></p>	<p><b>Contract Services and Component Outsourcing</b></p>
Feb	Environmental	<p><b>Inhalers: a powerful source of healthcare emissions</b> Asthma inhalers, particularly metered-dose inhalers, are a major source of greenhouse gas emissions. We ask how these devices can be made greener without compromising patient safety.</p>	<p><b>Medtech hiring trends in ESG</b></p>	<p><b>Electronics and Power Supply</b></p>
Mar	Covid-19	<p><b>Strengthening healthcare supply chains for the next pandemic</b> Key equipment such as ventilators and PPE were in short supply in the early days of Covid-19. How can supply chains be optimised to prevent a repeat of this situation?</p>	<p><b>Medical device manufacturing: geographic hot spots map</b></p>	<p><b>Manufacturing Technology</b></p>
Apr	AI	<p><b>Is there an AI skills gap in the medical device workforce?</b> Does the medical device and wider healthcare sector have access to the expertise it needs to take full advantage of the AI revolution?</p>	<p><b>AI-related hiring in medical devices</b></p>	<p><b>Imaging and Optical Technology</b></p>
May	Governance	<p><b>Regulating digital health apps</b> Health-related smartphone apps have surged in number and popularity, but they are sparsely monitored. We ask if the sector is in need of regulatory reform.</p>	<p><b>Medical device recall trends?</b></p>	<p><b>Testing and Compliance</b></p>
Jun	AI	<p><b>Tackling AI bias in diagnostics</b> AI is transforming diagnostic capabilities, but flawed data-sets can exacerbate existing ethnic and gender disparities in healthcare. What's the key to moving forward with confidence?</p>	<p><b>Covid-19 test kit sales by country</b></p>	<p><b>User Interface</b></p>

# Advertising

04



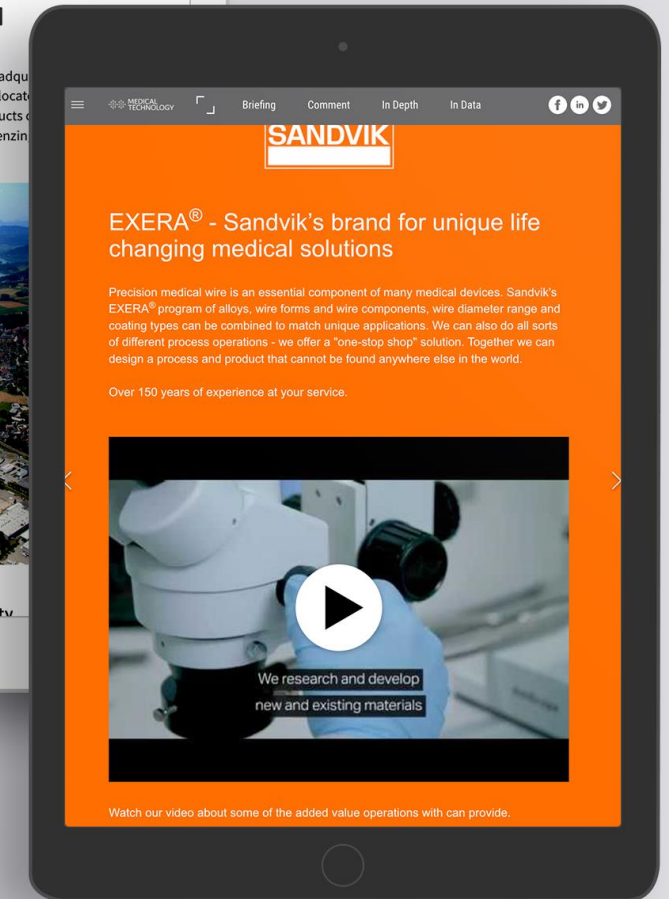
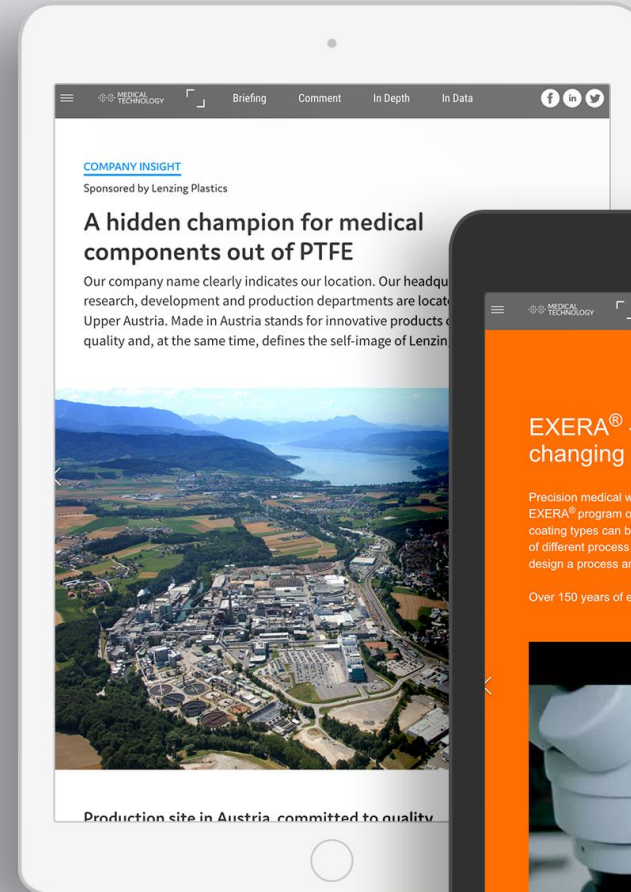
# Adverts

## Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

## Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



*Left: Company insight  
Right: Interactive lead page*



# Display advertising

As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

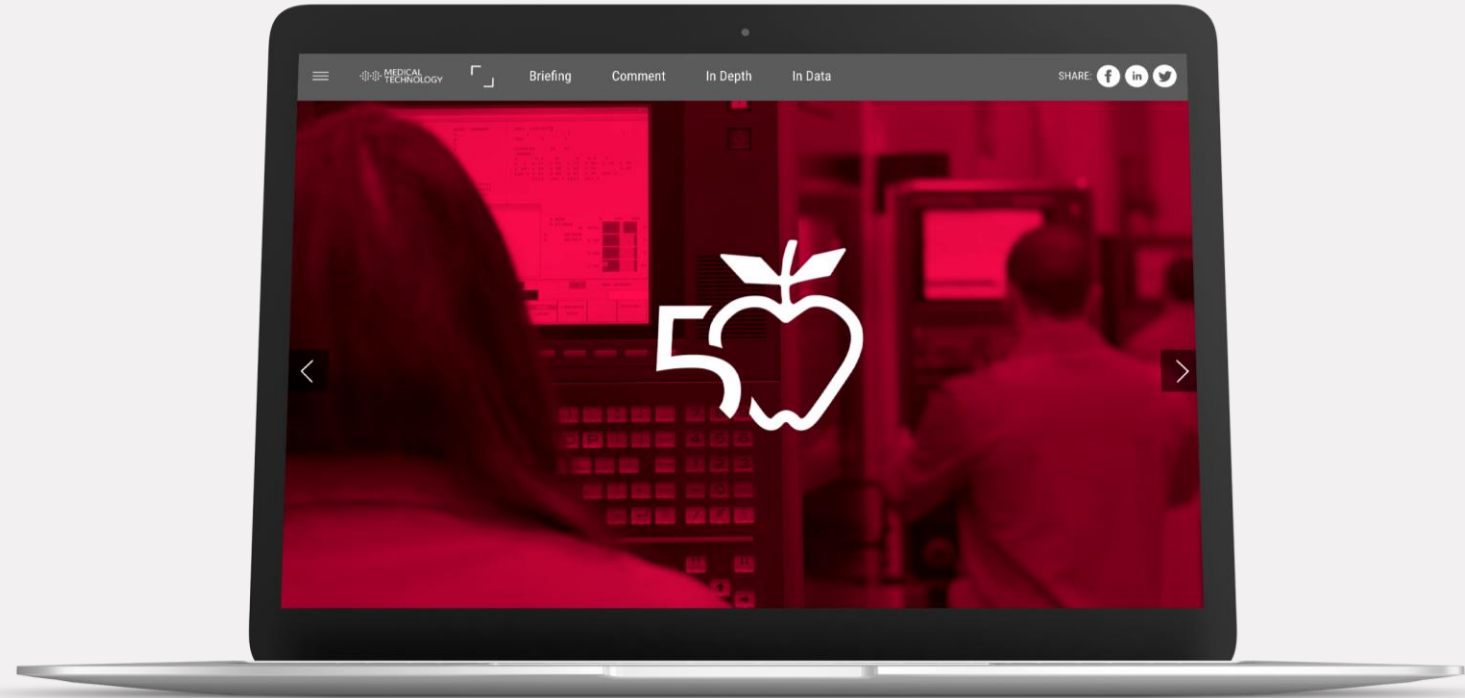


INSIDE PACKAGING  
ATTRACTS OVER 83,000  
UNIQUE USERS A MONTH

## Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

**Our intelligent display advertising is included with all our packages**



*Showcase: Display ad*

# Our advertisers

**bürkert**

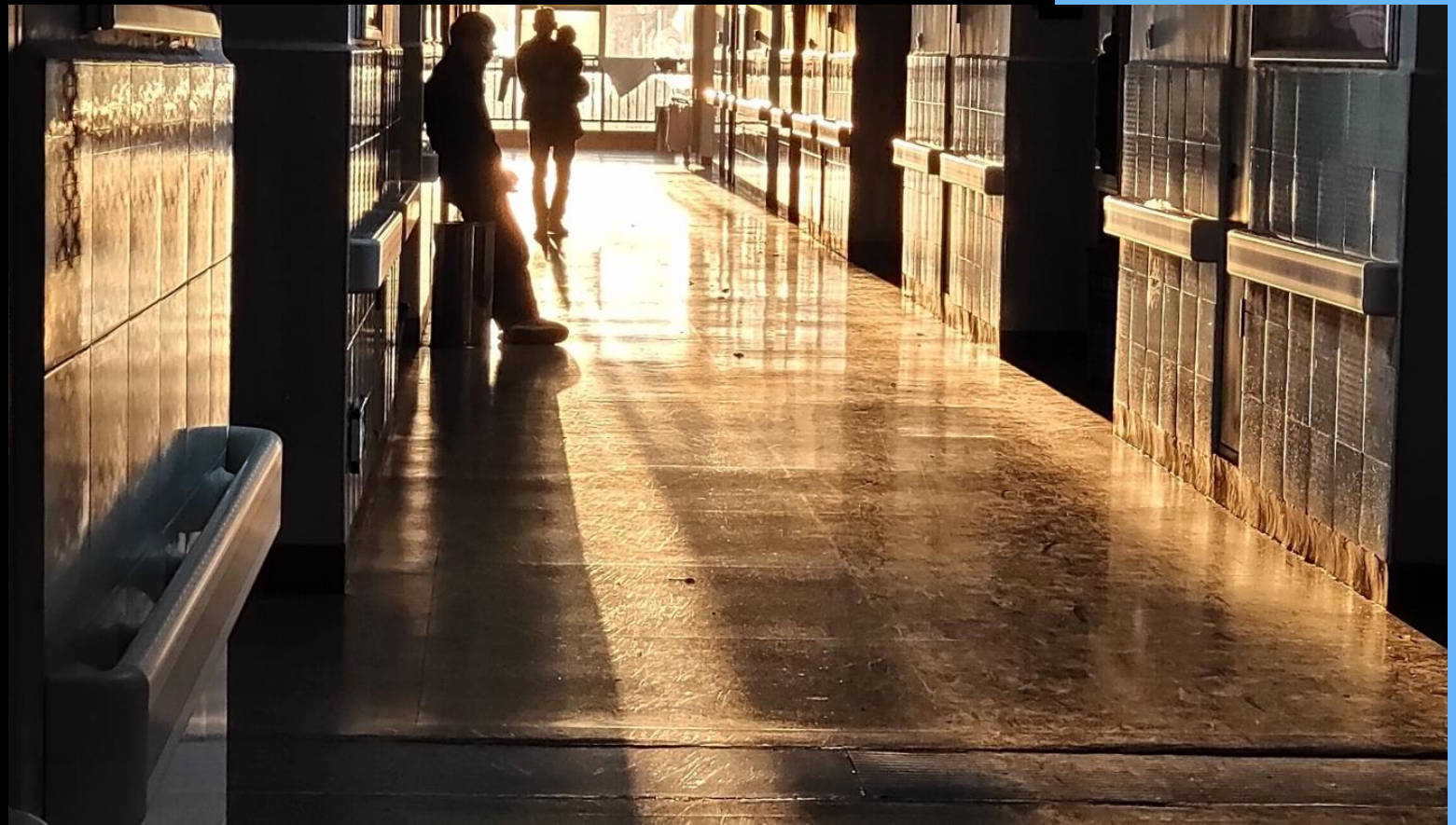
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# Pricing

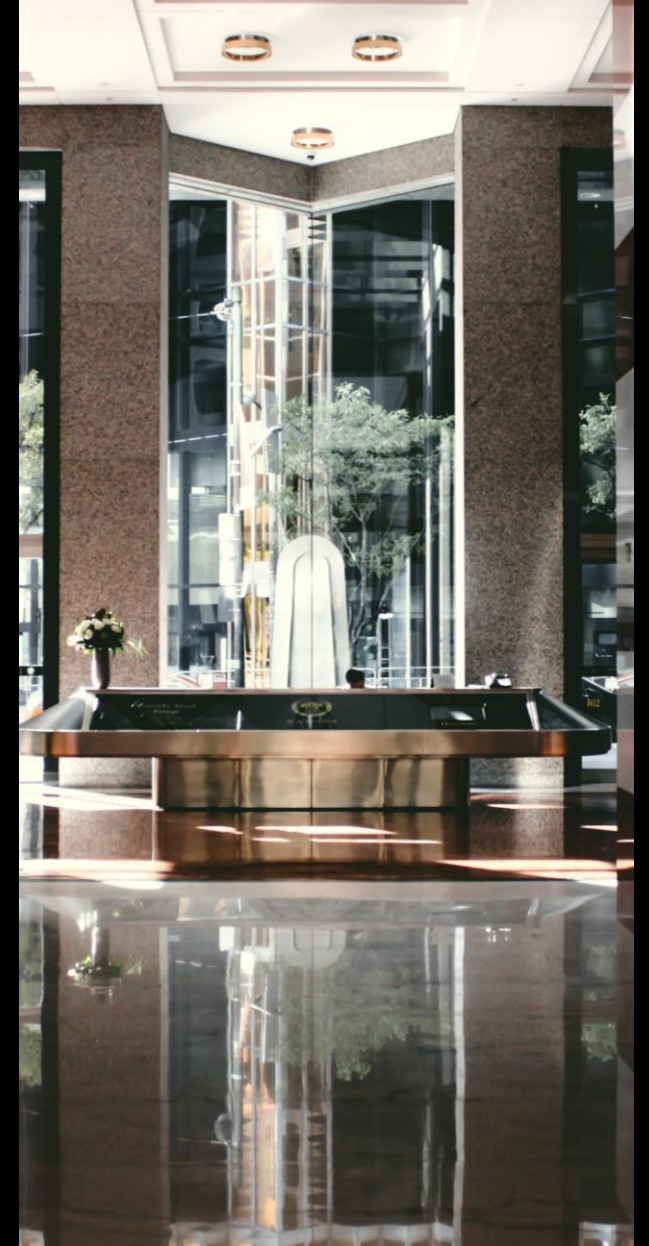
05





# Pricing

	Magazine Issues#	
	ONE	THREE
<b>INTERACTIVE ADVERTS</b> Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
<b>COMPANY INSIGHT</b> 800 words of advertorial & display banner advertising	£3,000	£7,500
<b>ISSUE SPONSOR</b> Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
<b>FRONT COVER WRAP</b>	£4,700	£12,000



# Let's talk

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