

# MedicalLiveWire



Media Pack

# PARTNERS



עמותת חן לפיריון וחיים  
"CHEN" - Patients Fertility Association





# MedicalLiveWire

## MEDICAL LIVEWIRE EXPERT GUIDES

## MEDICAL LIVEWIRE PRINTED PUBLICATIONS

## MEDICAL LIVEWIRE GLOBAL AWARDS



## MedicalLiveWire AESTHETICS & COSMETOLOGY 2017 EXPERT GUIDE





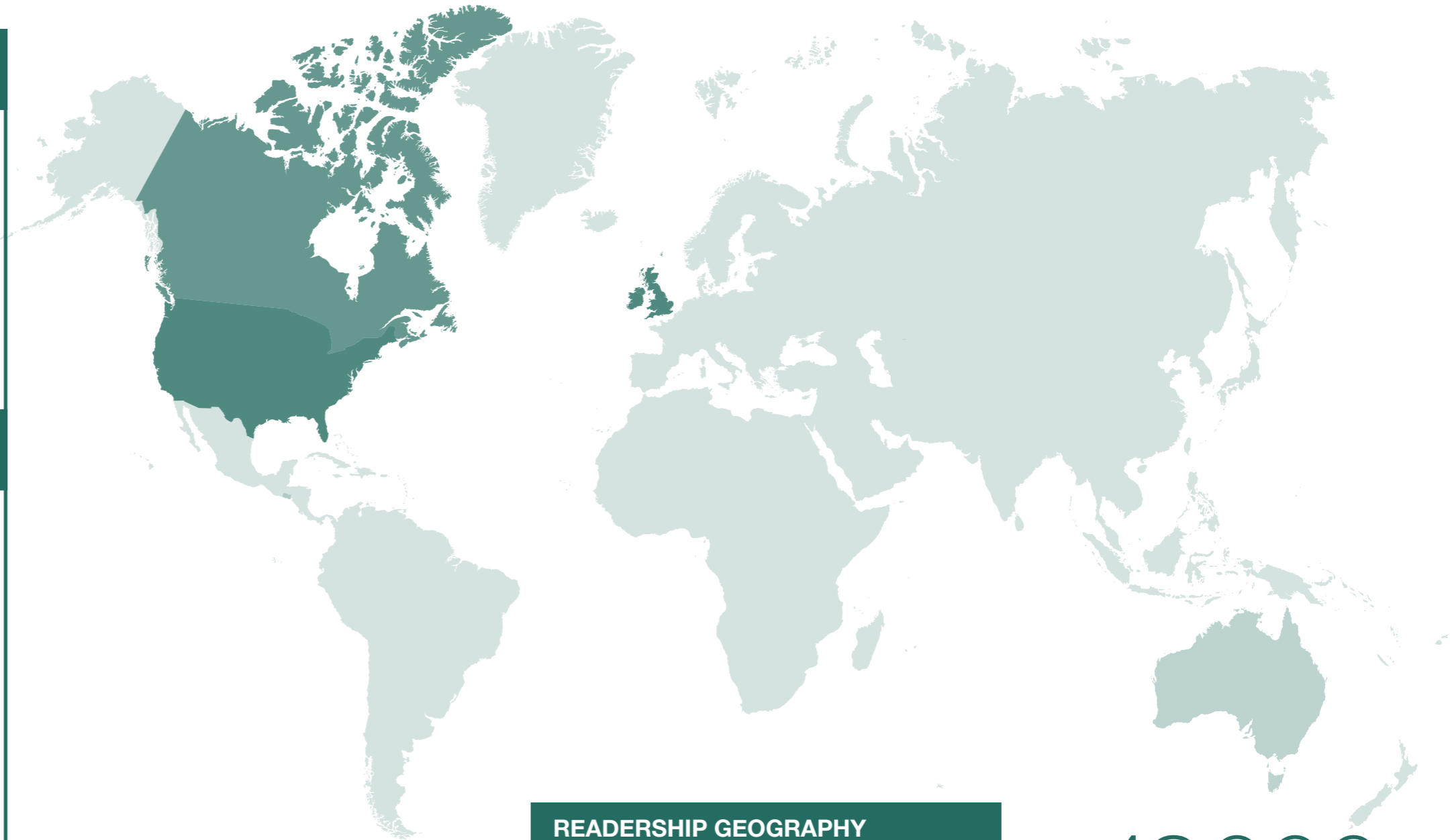
# MedicalLiveWire

## READERSHIP

The Medical LiveWire platform provides comprehensive medical & healthcare news, features, interviews and much more. It is a platform for medical professionals, by medical professionals. The digital and printed publications have over 42,000 registered subscribers.

## SUBSCRIBERS FROM THE FOLLOWING PROFESSIONS

- **Medicine**
- **Surgery**
- **Dentistry**
- **Midwifery**
- **Pharmacy**
- **Psychology**
- **Nursing Allied Health Professions**
- **Business Management**



## READERSHIP GEOGRAPHY

Medical LiveWire is a platform for predominately UK & North American readers. 90% of the total readership is in the UK, Ireland, US and Canada.

**42,000**  
REGISTERED SUBSCRIBERS

# MedicalLiveWire



EMAIL CAMPAIGNS



MAGAZINE DISPLAY  
ADVERTISING



PROMOTIONS



DIGITAL MAGAZINE  
VIDEO ADVERTISEMENT



SPONSORSHIP



WEBSITE BANNER  
& ADVERTISEMENT

## PROMOTIONS & SPONSORSHIP

- Every advertiser in the print edition will be included in the digital publication at no additional cost.
- Opportunities for us to create bespoke campaigns which sit seamlessly within the Medical LiveWire editorial environment.
- We can also offer a limited number of larger-scale supplement sponsorships to brands wishing to partner more closely with Medical LiveWire.
- Medical LiveWire offers a limited number of premium advertising opportunities, including embedding video content and the capability to build more sophisticated technological features in-house.





# MedicalLiveWire

## ADVERTISING RATES

### PRINT

<b>Headline Sponsor</b>	£30,000
<b>3 page Front Gatefold</b>	£15,000
<b>3 page Back Gatefold</b>	£12,000
<b>1st DPS</b>	£7,000
<b>DPS Specified Position</b>	£6,000
<b>Standard DPS Run of Paper</b>	£5,000
<b>Single Page Specified</b>	£4,000
<b>Page Facing Matter</b>	£3,000
<b>Single Page Standard</b>	£2,500

### DIGITAL

<b>Headline Sponsor</b>	£20,000	<b>Single Page Specified</b>	£3,000
<b>90 Second Video DPS</b>	£15,000	<b>Single Page</b>	£2,500
<b>Front Cover Takeover</b>	£12,000	<b>Sky Scraper Ad</b>	£2,000
<b>30 Second Video DPS</b>	£10,000		
<b>Inside Front DPS</b>	£8,000		
<b>Inside Back Cover</b>	£5,000		
<b>DPS Specified</b>	£4,000		
<b>Standard DPS</b>			

## EMAIL OPPORTUNITIES - POA

- Partners can utilise our large email subscriber base to extend campaigns and promotions
- Emails are sent to subscribers
- Offered to brands who want access to our loyal newsletter subscribers
- Allows a brand to combine an email campaign with an ad campaign
- Target your brand directly to your customers

## SECTION SPONSORSHIP - £10,000

- Partners have the opportunity to target specific sections of Medical LiveWire
- Other Opportunities: Newsletter Sponsorship

• **ANDY NEEDS TO ADD**



# MedicalLiveWire

**Wired**

Connecting The Corporate World

LuxuryTravelGuide

AN INSIGHT FOR THE AFFLUENT TRAVELLER

**CorporateLiveWire**