

Middle East HEALTH

www.MiddleEastHealthMag.com

Media and Marketing 2012

Give your business a shot in the arm

If you are already doing business in the oil-rich Middle East or are thinking of doing so...

– advertising in *Middle East Health* will give you the edge you need.

More than 30 years' experience has allowed us to fine-tune our distribution in 13 Middle East countries. This ensures *Middle East Health* goes to the people who count – senior doctors, heads of departments, in essence the decision-makers in the healthcare industry, the people who can buy your products.

Independent...

Middle East Health was established in 1975. Since then it has proudly maintained its position as the leading, independent, English-language medical trade journal for the Middle East region.

On target...

Middle East Health is published bimonthly (six times a year) and has a distribution of 15,000 and an estimated readership of more than 65,000.

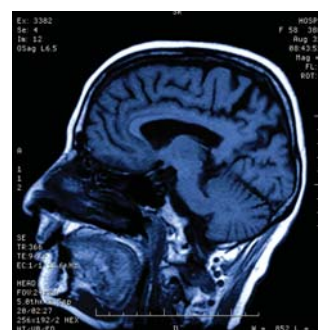
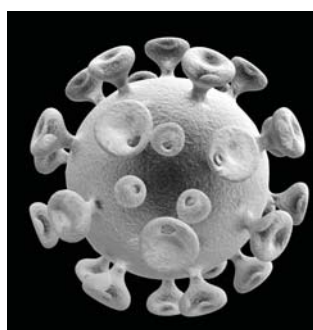
It is read by decision-makers in the industry – senior doctors across all specialties, heads of department, hospital directors and administrators, pharmacists, laboratory scientists, importers and distributors, as well as senior officials in the ministries of health in the Middle East.

Perfect medium...

For manufacturers and exporters interested in this fast growing and lucrative market, *Middle East Health* is the perfect medium to introduce products to the region, support distributors, raise brand awareness and find buyers.

Wealth...

On the back of vast oil wealth, large government-led healthcare infrastructure projects are taking place across the region, ensuring that the Middle East continues to be one of the fastest growing healthcare markets in the world.



Healthcare Expenditure Patterns – MENA region

Country	Total Population ('000s)	Total expenditure on health (THE) as % of GDP	General Government expenditure on health (GGHE) as % of THE	Private sector expenditure on health (PvtHE) as % of THE	Total expenditure on health/capita at Intl \$ rate
Bahrain	739	3.80	66.40	33.60	1,008
Egypt	74,166	6.30	40.70	59.30	316
Iran	70,270	7.80	55.60	44.40	731
Jordan	5,729	9.90	42.00	58.00	611
Kuwait	2,779	2.20	78.90	21.10	535
Lebanon	4,055	8.90	46.80	53.20	608
Libya	6,039	2.90	70.20	29.80	270
Oman	2,546	2.8	82	18	425
Qatar	821	2.5	79.2	20.8	749
Saudi Arabia	24,175	3.8	77.1	22.9	624
Syrian Arab Republic	19,408	4.2	50.4	49.6	101
Turkey	73,922	5.60	71.50	28.50	645
United Arab Emirates	4,248	2.60	72.90	27.10	673
Yemen	21,732	4.60	46.40	53.60	82

Source: WHO Statistical Information System (All figures 2006)

News, reviews, interviews

Middle East Health editorial content focuses on healthcare news, medical research news, new medical technology, medical device reviews, interviews with leading specialists in the industry, regional exhibitions and conferences, and regional healthcare developments.

Middle East Health journalists travel regularly in the region to research and write healthcare profiles, visit leading medical institutions and keep up to date with the latest developments in regional healthcare.

2012 EDITORIAL CALENDAR

JANUARY

- Arab Health Exhibition Special
- WHO EMR report
- Cardiology
- PET / CT
- International Report: United Kingdom

MARCH

- Arab Health Exhibition Review
- Ultrasound
- Anaesthesia & Intensive Care

MAY

- Hospital Information Technology / PACS / RIS
- Surgery
- Regional Report: Saudi Arabia

JULY

- Paediatrics
- MRI

- Regional Report: Jordan / Lebanon / Syria
- International Report: France

SEPTEMBER

- Complementary Medicine
- Sports Medicine / Orthopaedics
- X-Ray
- Infection control & Sterilisation
- Regional Report - Qatar

NOVEMBER

- Arab Health 2013 preview
- Lifestyle Diseases
- Hospital design / Hospital lighting
- Telemedicine
- Regional Report: Turkey
- International Report: Germany
- North American hospitals report

REGULAR FEATURES

- Influenza update
- Regional healthcare news
- International healthcare news
- Medical research news
- Genetic research news
- Product news & reviews Interviews
- Exhibitions & conferences calendar and reviews

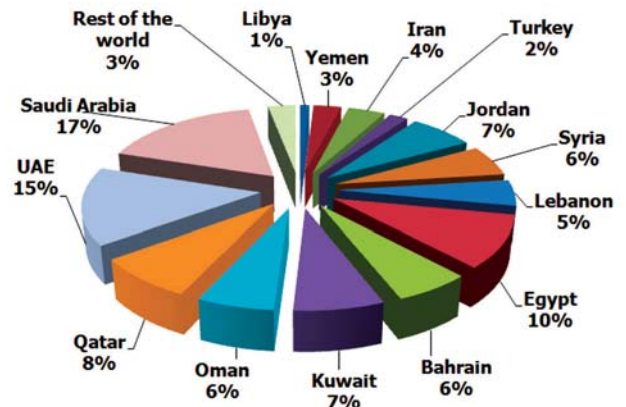
*Please note editorial features are subject to change

Editorial deadlines

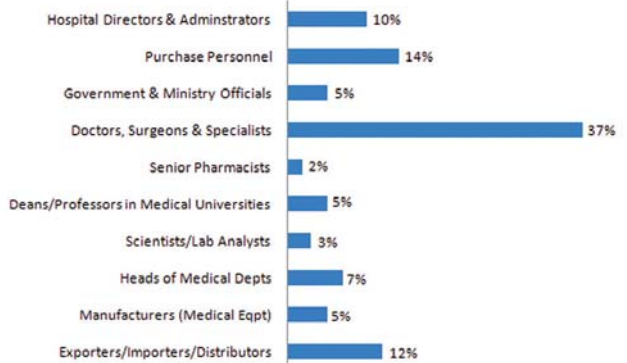
Editorial deadlines fall in the last week two months prior to publication. For example: the deadline for the November 2012 issue is the last week of September 2012.

Distribution

By Region



By Profession



Total circulation in the Middle East - 15,000 copies

Media Partner

Throughout the year we act as media partner with a range of medical exhibitions and conferences across the region, including events in Saudi Arabia, UAE, Egypt, Lebanon, Syria, Jordan and Turkey.



Advertising Rates

Double Page Spread	US\$ 7,450
Double 1/2 Page Spread	US\$ 4,400
Full Page	US\$ 4,130
1/2 Page (H/V)	US\$ 2,375
1/3 Page Vertical	US\$ 1,680
1/3 Horizontal Strip	US\$ 1,680
1/4 Page	US\$ 1,420
Classified	US\$ 810

PREMIUM POSITIONS

Outside Back Cover	US\$ 6,770
Inside Front Cover	US\$ 5,420
Inside Back Cover	US\$ 4,740

Series Discount

Series bookings are better for brand promotion and attract substantial discounts. Contact Advertising Sales to work out a rate suited to your budget.

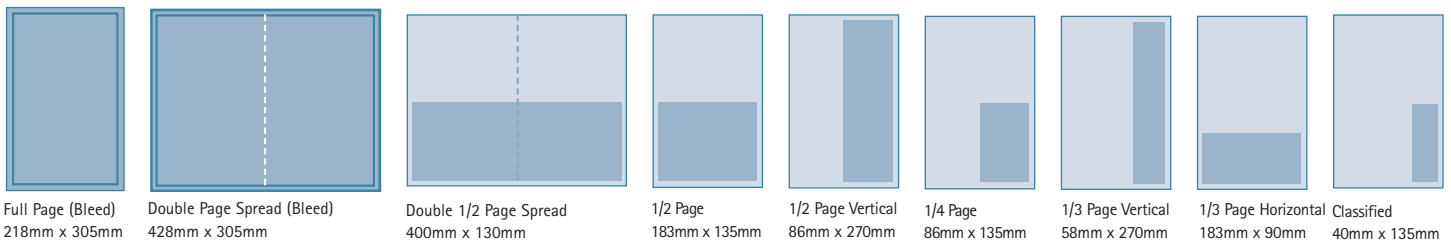
Online Advertising on www.middleeasthealthmag.com

SIZE	RATE PER MONTH
Banner AD	US\$ 1,290 /- per month 370 x 65 pixels (max size: 25 kilobytes)
Button Banner AD	US\$ 860/- per month 120 x 80 pixels (max size: 15 kilobytes)
Tower Banner AD	US\$ 1,720/- per month 120 x 600 pixels (max size: 50 kilobytes)

Innovative advertising: Quotations for gatefolds, inserts and other innovative adverts available on request.

Mechanical Data

Full Page (Trim)	A4 (Width 210mm x Height 297mm)
Printed	Offset Litho
Binding	Perfect bound
Materials	Digital artwork to be supplied as high-resolution JPEG (300dpi) or high-resolution PDF format
Proofs	Colour Printouts



Publication Schedule

Months	January/February; March/April; May/June; July/August; September/October; November/December
Booking Deadline	4 weeks prior to publication
Material Deadline	2 weeks prior to publication

Cancellation Policy: In case of cancellation of advertisements already booked, kindly inform us at least a month prior to the publishing date. If this deadline is not adhered to then the advertisement in question will be carried and subsequently an invoice will be raised for payment.

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