



PanGlobal

Media



Mediakit 2023



Your dedicated partner



Pan Global media and publishing BV

At Pan Global media and publishing BV we publish dedicated trade journals for today's scientists in the field of clinical chemistry and *in vitro* diagnostics, as well as the hospital environment. In-depth articles and interviews with keynote experts give our readers a clear view of the trends and developments in their respective area. Furthermore the latest products and newest industry topics are presented throughout the print and digital magazines, which are distributed at the various trade shows and exhibitions taking place around the world.

If you wish to get in front of decision-makers and present your company, products and/or services, Pan Global media and publishing BV has the right platform for you. We offer tailor-made communication packages with the right balance between print and online marketing to increase your brand and image awareness while at the same time generate quality sales leads.

Interested to find out more? Check www.panglobal.nl or contact our team directly.

Offer

In 2023 we offer all print advertisers free coverage on our social media.



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International Hospital & Equipment

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Your trusted portal to hospital decision-makers

International Hospital (IH) reports on medical technology news and solutions for the modern hospital in an easily digestible format and targets hospital directors, healthcare IT specialists, biomedical engineers, senior physicians and medical department heads in Europe, Middle-East, Asia/Pacific and the Americas.

Published bimonthly *International Hospital* operates as the medical devices information portal connecting healthcare professionals to global suppliers. The magazine covers all aspects of medical technology and hospital equipment and is packed with information of direct relevance to everyone in the healthcare industry. Each issue reports on the latest products and technologies and contains articles on hot topics carefully chosen to be of special interest to hospital management as well as clinicians and written by experts in the field. In addition there are conference reports, case studies, in-hospital application stories and all the breaking news about the medical device industry.

The magazine is published alongside a website www.interhospi.com which offers medical professionals a searchable product database as well as regular clinical, scientific, technology and industry news.

The magazine for healthcare decision-makers!

Published for more than 45 years, *International Hospital* is a mustread for people working in hospitals as healthcare decision-makers.



Editorial mission

We aim to provide healthcare professionals with the ultimate technology and product information source.

Focus on medical and healthcare professionals

We conduct readership surveys to learn about what topics and trends our readers consider most timely and useful, and what types of articles and editorial features they like to read. This information is used to develop our editorial calendar each year.

Fuelled by current market needs

Online data from our website and Google search analytics are used to pinpoint specific topics and interests that are most relevant to our audience and have the greatest utility. With this information we deliver content that scientists want and need the most.

Written by specialists and industry experts

Our editorial is assigned and independently written by specialists and industry experts.

Matched to related products

The editorial will be matched with related products, allowing our readers to better connect with you when they are already learning about your type of product.

Circulation by type of institution

Hospital / Clinic / University hospital	81.5%
Out-patient clinic / Medical centre	13.1%
Rehabilitation clinic / Nursing homes / Extended care	0.2%
Government authority/ Health agency	0.8%
Hospital planner / Turnkey contractor / Procurement agency	0.4%
Distributor of medical products	2.6%
Other qualified	1.4%

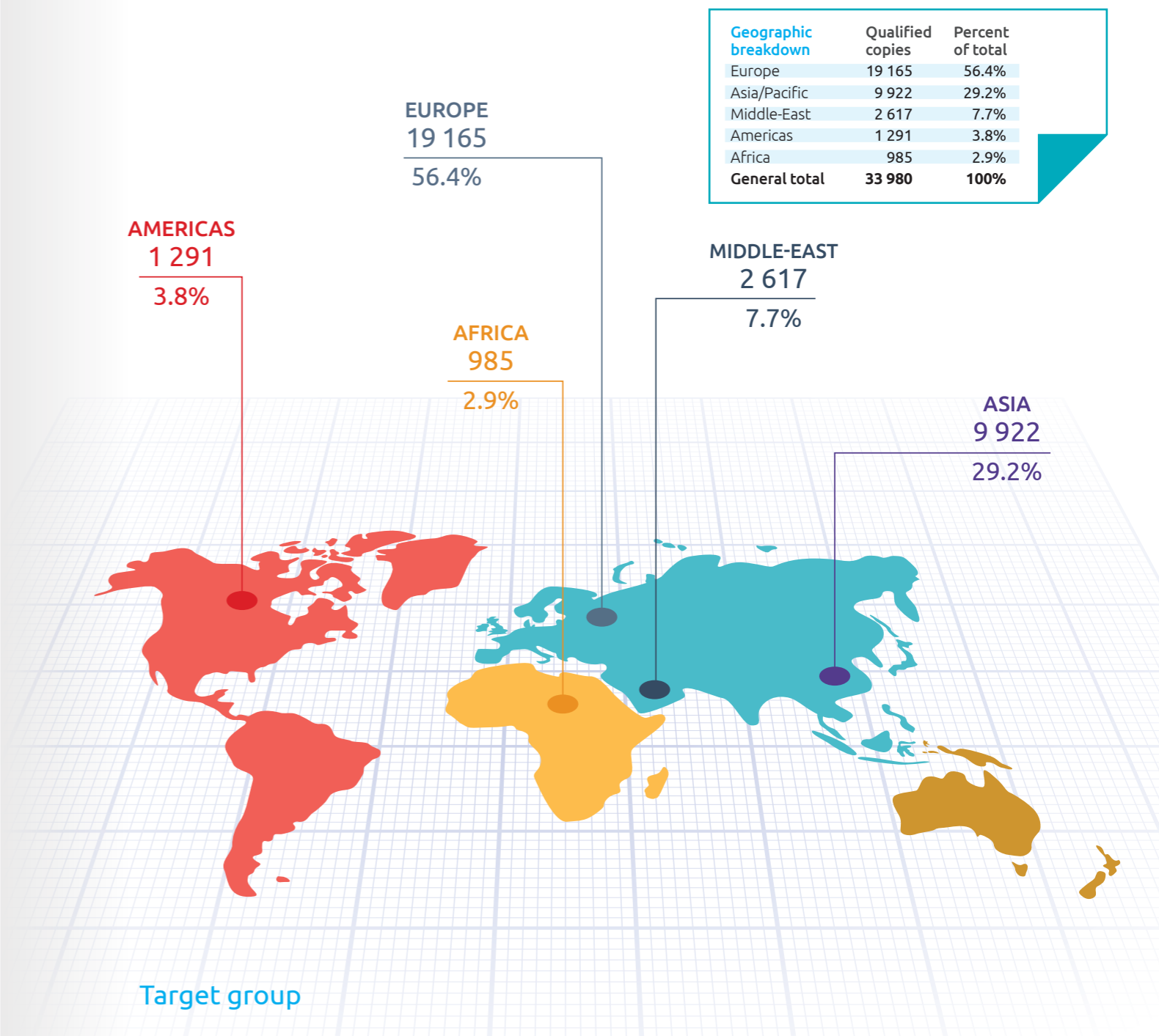
Circulation by function / department / specialty

Hospital administration & General staff*	19.6%
Healthcare IT / ICT managers / Directors / Hospital CIOs & CMIOs	10.4%
Radiologists & medical imaging specialists	20.2%
Anesthesiology & intensive care	16.7%
Cardiology & internal medicine	11.1%
Surgery / Gynecology / Urology	15.2%
Other medical specialists incl. neurology, ophthalmology, otolaryngology / physiotherapy / rehabilitation	2.1%
Non hospital (incl. distributor, hospital planner etc.)	3.2%
Oncology	1.5%

* Hospital administration & general staff includes: Hospital directors; senior purchasing personnel; medical directors; heads of biomedical engineering and central services.

Circulation statement September 2022

Facts & numbers



Target group

Besides manufacturers and distributors, www.interhospi.com reaches approximately 125 000 end users who are all active in the hospital industry. These medical professionals and decision-makers work in medical centres and hospitals. A broad range of products and services are presented via the website, electronic newsletter, direct mail and specialized journals.

Press releases / Product news You may send your press releases and product news items to IHeditor@panglobal.nl. Our editorial team will evaluate each item for publication.

Every edition has a **digital imaging theme**, the most recent **product news**, **industry news**, **start-ups** and an **interview with a key note speaker**.

Publishing schedule 2023

January / February edition	March / April edition	May / June edition	July / August edition	September / October edition	November / December edition
Main editorial features	Main editorial features	Main editorial features	Main editorial features	Main editorial features	Main editorial features
Imaging / Radiology	Imaging / Radiology	Imaging / Radiology	Imaging / Radiology	Imaging / Radiology	Imaging / Radiology
Diseases of Old Age	Robotics in Healthcare	Sustainability in Healthcare	Company profile edition	Minimally Invasive Surgery	Women's Health
AI in Healthcare	Emergency Medicine / Critical Care	Advances in Cardiology	Special issue to showcase your company and products/solutions	MedTech for Surgery	Innovations in Point of Care
Innovations in Genetics	Advances in Oncology	Healthcare Information Technology		Clinical Decision Support Systems	MedTech for Virtual Care (wearables, home-based monitoring)
General themes:	General themes:	General themes:	Shows & congresses	General themes:	General themes:
• Start-up focus	• Start-up focus	• Start-up focus	Euroanaesthesia, Glasgow	• Start-up focus	• Start-up focus
• Industry News	• Industry News	• Industry News	June 3 – 5	• Industry News	• Industry News
• Product News	• Product News	• Product News	CARS, Munich	• Product News	• Product News
• News in Brief	• News in Brief	• News in Brief	June 20 – 21	• News in Brief	• News in Brief
Shows & congresses	Shows & congresses	Shows & congresses		Shows & congresses	Shows & congresses
Arab Health, Dubai	ECR, Vienna	DMEA, Berlin		Pre MEDICA issue	MEDICA
Jan 30 – Febr 2	March 1 – 5	April 25 – 27		ESC Congress, Amsterdam	Dates tbc
	ISICEM, Brussels			Aug 25 – 28	CIRSE, Copenhagen
	March 21 – 24				Sept 9 – 13
					IHF Congress, Lisbon
					Oct 25 – 27
					RSNA
					Nov 26 – 30
Editorial & space	Editorial & space	Editorial & space	Editorial & space	Editorial & space	Editorial & space
Jan 6	March 6	May 1	July 3	Sept 1	Oct 30
Printing material	Printing material	Printing material	Printing material	Printing material	Printing material
Jan 16	March 13	May 5	July 7	Sept 7	Nov 3
Publishing date	Publishing date	Publishing date	Publishing date	Publishing date	Publishing date
Jan 30	March 31	May 26	July 31	Sept 29	Nov 27

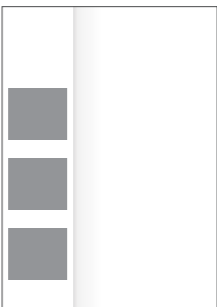
Technical details (print)

Coverpage

Photo on cover (horiz.)
210×215 mm

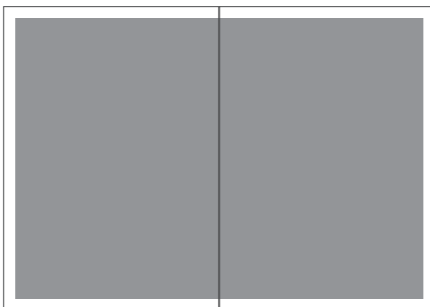


Front cover product
55×50 mm



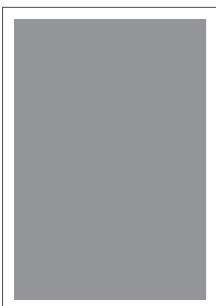
Full page spread

Trim: 397×274 mm
Bleed: 420×297 mm*



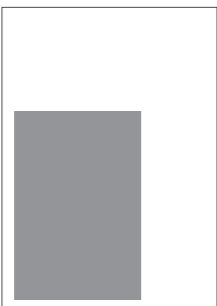
Full page

Trim: 210×297 mm
Bleed: 216×303 mm*



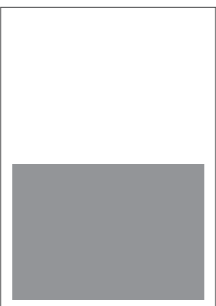
Junior page

124×187 mm



1/2 page A (horiz.)

187×132 mm



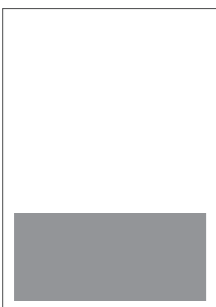
1/2 page B (vert.)

89×274 mm



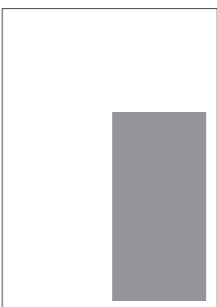
1/3 page A (horiz.)

187×85 mm



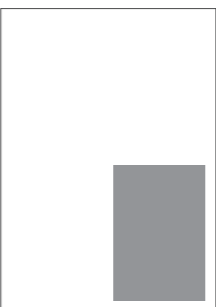
1/3 page B (vert.)

91×184 mm



Quarter page (horiz.)

89×62 mm



1/8 page (horiz.)

89×132 mm



File format:

- Certified PDF (preferred)
- PDF (print, fonts and images without transparency included)

Bleed:

+3 mm. This is the extra margin which allows you to run artwork to the edge of a page. This will avoid any misalignment (white lines) while cutting the artwork.

Image sizes:

Images need to be CMYK with a minimum resolution of 300 dpi.



Advertising print (€)

Print *International Hospital*

1/1 page spread	€ 9 500
1/2 page spread horizontal	€ 7 000
1/1 page	€ 6 500
Junior page	€ 5 000
1/2 horizontal / vertical	€ 4 000
1/3 page	€ 2 875
1/4 page	€ 2 150
1/8 page	€ 1 250

Front cover page	€ 7 500
Front cover product	€ 950
Recruitment ad	Rates available on request
Belly band	€ 7 500
Insert loose, up to 20 gr	€ 2 500
(inserts > 20 gr)	Rates available on request

Offer!

Free social media exposure
for print advertisers!



Additional Print Options

Reprints

Article reprints are ideal for distribution at seminars, trade shows, via direct mail, or through area representatives. Reprints can be purchased in black and white or full colour, and in single or multiple quantities. Licensed PDF files are also available.

Pricing: upon request

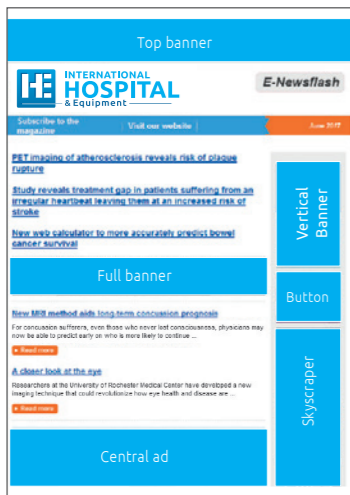
Inserts & cover lines

Pan Global media and publishing BV can provide a variety of options for specialty print inserts, produced by our printer, or supplied from your own inventory. Cover lines, catalogues and advertising inserts of other types can be included within an issue, or mailed with an issue in a poly bag. Inserts may be bound into the centre of the magazine or glued (tipped) with easy-release glue.

Pricing: upon request



Technical details (digital)



E-newsletter

A news alert sent to our subscribers on a regular basis. It includes links to industry news along with e-advertisements. Banner advertisers are entitled to a new product item or a short news text in the same issue.

- Material required:**
- banner
 - product description (100–150 words)
 - image of product or news text (max. 350 words)



E-blast

A short product presentation sent by email to our subscribers on your behalf, connecting our users with your products. It's the perfect tool to promote and spread the word about your new product launches and existing products to the *International Hospital* community.

- Material required:**
- html, width: 800 px, non-transparent background



E-product news

Includes links to 6–9 product presentations from different companies that are uploaded on *interhospi.com* for minimum 12 months.

- Material required:**
- product description (100–150 words)
 - image of product

Advertising online (€)

Web and online statistics (average)

Statistics for 2022

Website		E-readers	
Pageviews	189.336		18.750
Unique visitors	3.944	E-Newsletter	
Average time	01.19	CTR	7 %
Reader subscriptions		Open rate	21 %
E-blast		Web banners in combination with newsletters and Facebook activity for the advertiser	
CTR	10.9 %	CTR	3–4 %
Open rate	21.3 %	Pageviews / bannerviews on average	40.000

Online rates (website)

	3 months	6 months
Video	€ 2 775	€ 4 995
Leaderboard	€ 3 670	€ 6 600
Rectangle	€ 3 670	€ 6 600
Square	€ 4 000	€ 6 950
1st full banner	€ 2 550	€ 4 500
Vertical banner	€ 2 295	€ 4 100
2nd full banner	€ 1 325	€ 2 340
Top product	€ 1 025	€ 1 820
Button	€ 865	€ 1 470
White paper	€ 750	€ 1 050
Sponsored link	€ 410	€ 730
Webvertorial incl. 2 keywords	€ 360	€ 640

Direct e-marketing

E-product news	€ 375
E-blast (width 800 px)	€ 2 750
E-newsletter button 120×90	€ 815
E-newsletter video	€ 975
E-newsletter vertical banner 120×240*	€ 1 020
E-newsletter full banner 468×60*	€ 1 225
E-newsletter top banner 640×77*	€ 1 425
E-newsletter skyscraper 120×600*	€ 1 425
E-newsletter central ad 468×180**	€ 1 325

* Advertisers are entitled to a new product item and/or a short news text in the same issue. These are posted on our website for minimum 12 months.
** Discounted price for print advertisers.

Digital edition



- Streaming video and animation options**
- Additional features can be added in the digital edition.
 - Streaming video: embedded within all ads 1/2 page or larger: 15% premium
 - Animation: applicable to all ad sizes: 10% premium

POST YOUR WHITEPAPER ONLINE!

Social media



> 8 000
Followers and growing!

Online specifications

- 1 post: € 395**
- Free for print advertisers



Online specifications

Ad type	W×H	format	max. size
Leaderboard	750×100 px	gif/jpeg/png	100 kB
Vertical banners	200×600 px	gif/jpeg/png	100 kB
Full banner	468×60 px	gif/jpeg/png	100 kB
Rectangle	300×250 px	gif/jpeg/png	100 kB
Square	400×400 px	gif/jpeg/png	100 kB
Button	120×90 px	gif/jpeg/png	100 kB

Details for top products and webvertorials upon request.

- Banner file formats: jpeg or gif, no flash.
- Resolution: 72 dpi.
- More details for top products, webvertorials and e-blasts upon request. All ads provide links to the advertiser's website.

*We will make your
marketing communication
work for you!*



*Please get in touch
with our specialist for
a tailor made quotation*

Sales conditions

All our contracts are subject to the following conditions of sale. The placing of an order for the insertion of an advertisement is deemed to signify the acceptance of these sales conditions.

Any exceptional sales conditions, i.e different from those presented here, that may be requested by an advertiser will only be applicable if PanGlobal Media and Publishing B.V. has accepted in advance and in writing such exceptional conditions.

1. Acceptance of advertisements

- Any application received in due form by PanGlobal Media and Publishing B.V. for the insertion of advertisements is considered to be irrevocably binding on the applicant.
- Notwithstanding para 1a, any application for the insertion of advertisements shall only become binding on PanGlobal Media and Publishing B.V. when such an application is accepted by the head office of PanGlobal Media and Publishing B.V. located in Eindhoven, The Netherlands. PanGlobal Media and Publishing B.V. reserves the right to refuse any applications for the insertions of advertisement without being required to give reasons for such a refusal. PanGlobal Media and Publishing B.V. shall not be liable for any damages claimed by the applicant on the occasion of such a refusal.

2. Conditions concerning the insertion of advertisements.

- Any advertisement that, in the opinion of PanGlobal Media and Publishing B.V., could be confused with an editorial article has to make its advertising character clearly recognisable.
- The advertising department of PanGlobal Media and Publishing B.V. must be in possession of the advertising materials within the period specified on the rate card.
- The advertising material should comply with printing and online specifications as described on the rate card and available from PanGlobal Media and Publishing B.V.
- In the event that the materials are not suitable, PanGlobal Media and Publishing B.V. reserves the right to procure suitable materials without the advertiser's explicit permission. Any additional costs so incurred may be debited to the advertiser/agency.

3. Copyright

- Drafts, drawings, dummies, photomontages, etc., made by PanGlobal Media and Publishing B.V. remain its property under Belgian copyright law and may not be used without previous written permission.
- Materials, documents, etc., supplied by the advertiser/agency will be stored for a period of twelve months and will be returned on request during the period at the advertiser's cost. After twelve months advertising material may be destroyed.

4. Voucher-copies

- For each insertion a maximum of 3 voucher-copies of the printed version of the magazine will be sent to the advertiser/agency. Online ads are visible on our websites.
- In the event of additional copies being requested, these are available at retail price.

5. Rates

- Advertisements are inserted at the going price as specified on the rate card in force on the date of insertion.
- All fiscal charges connected with advertising are debited to the account of advertiser or agency. Discount on turnover by advertiser and agency is calculated over

a maximum period of 12 months. PanGlobal Media reserves the right to alter advertising rates.

6. Cancellation

Any cancellation of booked advertisements must be confirmed in writing prior to 8 weeks before scheduled publication date. Any cancellation received at shorter notice than the 8-week period before scheduled publication will be charged in full. For all online advertising, an advance period of 2 weeks is required for any cancellation.

7. Terms and conditions of Payment

- Invoices are payable in full to PanGlobal Media and publishing B.V. by direct electronic bank transfer, within 30 days of the invoice date. Details of the account to which this transfer should be made are found on the invoice.
- If the payment is not paid by the date due, a surcharge of 15% of the invoiced amount (with a minimum amount of €150) will be added automatically to the invoice as a late-payment handling fee.
- In addition to the late-payment fee specified in para 7b above, non-payment of invoices on the due date will also automatically incur a late-payment interest charge of 1% per month. If PanGlobal Media and Publishing B.V. needs to pass your invoice to Debt Collection, all the judicial and non-judicial costs will be charged to you.
- Advertising agencies are responsible for the payment of advertisements they have ordered, even though the advertisements may be booked under the name of the final advertiser
- In the event of non-compliance with the above Terms and Conditions of Payment, all outstanding debts become due immediately, without any 30 day period of grace. In addition PanGlobal Media and Publishing B.V. has the right to suspend the insertion of further advertisements.

8. Responsibility

- PanGlobal Media and Publishing B.V. declines all responsibility for the content, form, arrangement, etc., of advertisements.
- Advertisers or advertising agencies are solely responsible for their advertisements. They therefore agree that PanGlobal Media and Publishing B.V. should be absolved of all liabilities in any case of dispute.
- Notwithstanding para 8b above, any liability of PanGlobal Media and Publishing B.V. shall be limited to the price of the advertisement.

9. Expiration of Contracts

- Contracts are valid for a maximum period of 12 months.
- Application for the termination or suspension of contracts should be made within the period specified in the rate-card.

10. Complaints

All complaints, including but not limited to those concerning invoices or advertisements, should be sent to PanGlobal Media and Publishing B.V. by registered mail within 14 days following the date of invoice or the mailing date of the publication or within 7 days following the uploading of an online advertisement. Any complaint lodged after this period shall be deemed invalid.

11. Jurisdiction

The present contract is governed by Dutch Law. Only the appropriate Court of Eindhoven, The Netherlands will have exclusive jurisdiction concerning any disputes about the present contract. Nevertheless, PanGlobal Media and Publishing B.V. reserves the right to bring any disputes before a competent Court whose jurisdiction covers the advertiser's/agency's place of business.

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*Content is king
but marketing is queen,
and runs the household.*

Gary Vaynerchuk

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Pan Global media and publishing BV

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