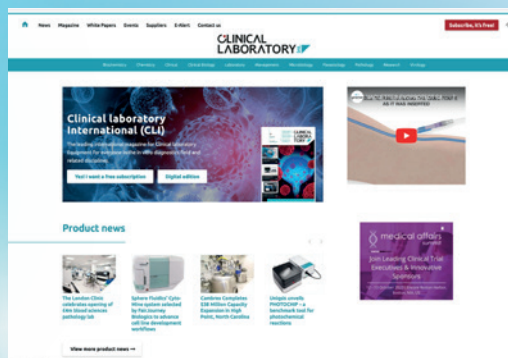




PanGlobal

Media



Mediakit**2024**

International Hospital & Equipment

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Your dedicated partner



Pan Global media and publishing BV

At Pan Global Media and Publishing BV, we specialize in the publication of dedicated trade journals tailored to contemporary professionals within the realms of clinical chemistry, *in vitro* diagnostics, and the healthcare sector. Our publications feature comprehensive articles and exclusive interviews with prominent industry experts, providing our readers with an insightful perspective on the prevailing trends and advancements in their respective fields.

Additionally, our print and digital magazines offer exposure to the latest products and pertinent industry discussions. These publications are distributed at numerous international trade shows and exhibitions.

If you aspire to engage with decision-makers and showcase your company, products, and services, Pan Global Media and Publishing BV provides an ideal platform. We offer customized communication packages, meticulously designed to strike the right balance between print and online marketing. This approach not only enhances brand recognition and image but also facilitates the generation of high-quality sales leads.

Keen to explore further? Visit www.panglobal.nl or get in touch with our team directly.

OFFER

In 2024 we offer all print advertisers free coverage on our social media.



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Your trusted portal to hospital decision-makers

International Hospital (IH) delivers concise updates on the latest developments in medical technology and solutions tailored for the contemporary hospital environment, with a focus on hospital directors, healthcare IT specialists, biomedical engineers, senior physicians, and medical department heads across Europe, the Middle East, Asia/Pacific, and the Americas.

Issued bimonthly, *International Hospital* serves as an invaluable information portal for medical devices, fostering connections between healthcare professionals and global suppliers. The magazine comprehensively addresses all facets of medical technology and hospital equipment, providing pertinent insights for every individual within the healthcare sector. Each edition features reports on cutting-edge products and technologies, along with expertly crafted articles on current healthcare trends, selected to cater to the interests of both hospital management and clinicians. Additionally, it offers conference summaries, case studies, real-world application stories, and up-to-the-minute updates within the medical device industry.

In parallel, the magazine is complemented by a website, www.interhospi.com, featuring a searchable product database and delivering regular updates on clinical, scientific, technological, and industry news to medical professionals.

The trusted publication for healthcare decision-makers!

With a history spanning over 45 years, *International Hospital* is an indispensable read for professionals occupying pivotal roles within hospital environments as healthcare decision-makers.



Editorial mission

Our primary objective is to provide healthcare professionals with the ultimate source of technology and product information.

Catering to Medical and Healthcare Professionals

We conduct readership surveys to understand which topics and trends our readers deem most timely and valuable, as well as the types of articles and editorial features they prefer. This valuable feedback guides the development of our annual editorial calendar.

Informed by Current Market Trends

We utilize online data from our website and Google search analytics to identify specific topics and interests that are most pertinent to our audience and offer the greatest utility. Armed with this data, we curate content that aligns with the needs and preferences of healthcare professionals.

Authored by Experts and Industry Specialists

Our editorial content is authored and independently written by experts in the field, including specialists and industry professionals.

Aligned with Relevant Products

Our editorial content is thoughtfully matched with related products, providing our readers with the opportunity to establish meaningful connections with product providers when they are already exploring products of interest.

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%

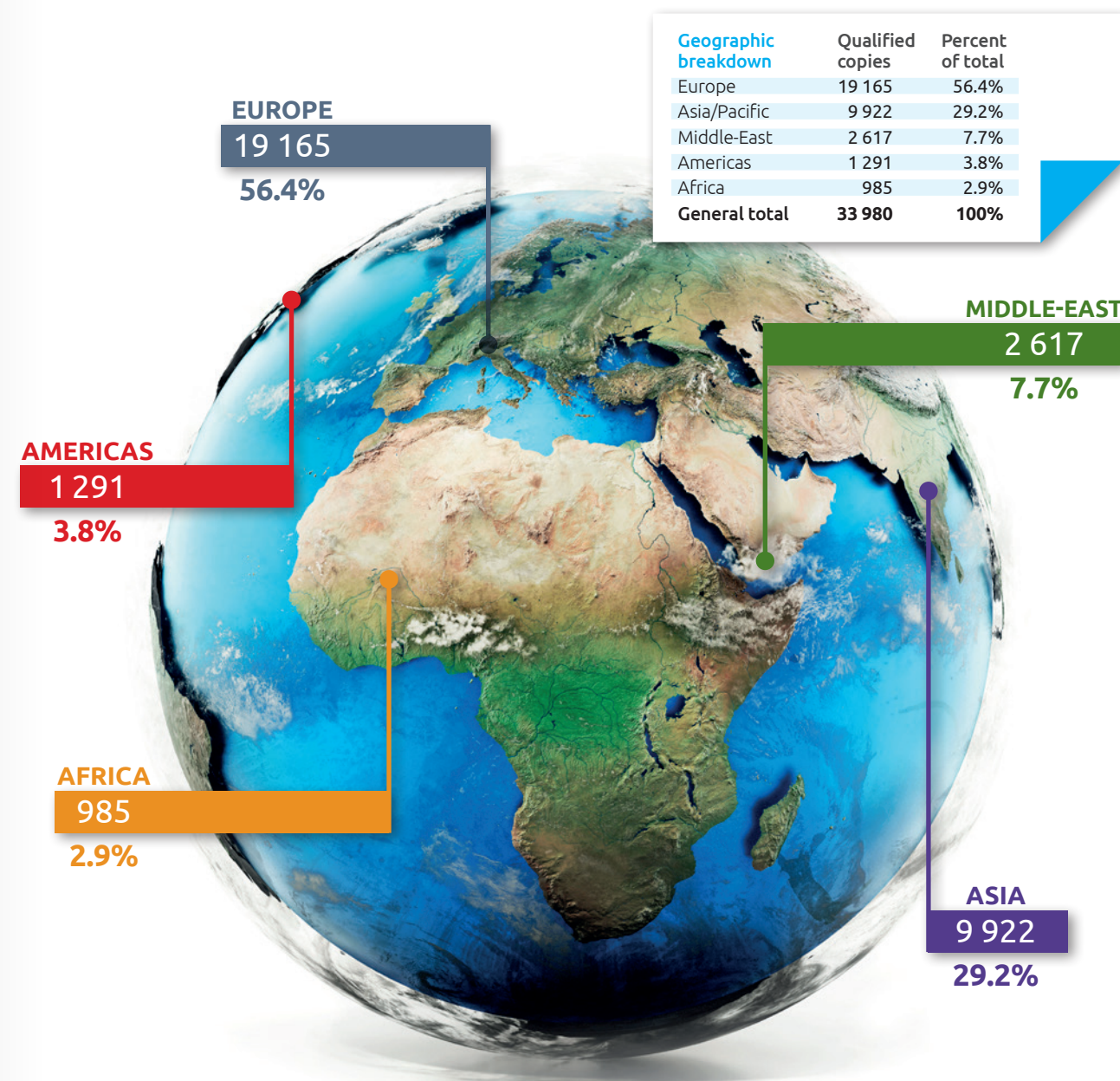
Circulation by function / department / specialty

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.

Publishing schedule 2024

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

January / February
edition

Main editorial features

Imaging / Radiology

Neurodegenerative Diseases

AI in Healthcare

General themes:

Start-up focus

Industry News

Product News

News in Brief

Shows & congresses

ARAB Health, Dubai
Jan 29 – Febr 01

Editorial & space

Jan 16

Printing material

Jan 23

Publishing date

Febr 01

March / April
edition

Main editorial features

Advances in Oncology

Emergency Medicine / Critical Care

Innovations in Genetics

General themes:

Start-up focus

Industry News

Product News

News in Brief

Shows & congresses

ECR, Vienna
Febr 29 – March 03

HIMSS & Health 2024, Helsinki
March 11 – 15

ISICEM, Brussels
March 19 – 22

Editorial & space

March 14

Printing material

March 21

Publishing date

April 02

May / June
edition

Main editorial features

Advances in Cardiology

Sustainability in Healthcare

Healthcare Information Technology

General themes:

Start-up focus

Industry News

Product News

News in Brief

Shows & congresses

DMEA, Berlin
April 11 – 14

Euroanesthesia 2024, Munnich
May 25 – 27

Editorial & space

May 16

Printing material

May 23

Publishing date

June 04

July / August
edition

Company profile edition

Special issue to showcase your company and products/solutions

Shows & congresses

CARS 2024, Barcelona
June 18 – 21

Editorial & space

July 26

Printing material

Aug 02

Publishing date

Aug 13

September / October
edition

Main editorial features

Paediatric

Imaging / Radiology

MedTech

General themes:

Start-up focus

Industry News

Product News

News in Brief

Shows & congresses

ESC Congress, London
Aug 31 – Sept 03

IHF Congress, Rio de Janeiro
Sept 11 – 13

CIRSE, Lisbon
Sept 14 – 18

Editorial & space

Sept 17

Printing material

Sept 24

Publishing date

Oct 03

November / December
edition

Main editorial features

Women's Health

Innovations in Point of Care

MedTech for Virtual Care
(wearables, home-based monitoring)

General themes:

Start-up focus

Industry News

Product News

News in Brief

Shows & congresses

ESICM/Lives, Barcelona
Oct 06 – 09

CMEF Autumn, China
Oct 19 – 20

MEDICA 2024, Dusseldorf
Nov 11 – 14

RSNA 2024, Chicago
Dec 01 – 05

Editorial & space

Nov 21

Printing material

Nov 28

Publishing date

Dec 10

8

Mediakit 2024 9

Technical details (print)

Coverpage

Photo on cover (horiz.)
210×215 mm

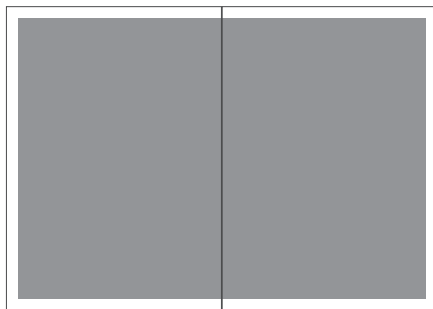


Front cover product
55×50 mm



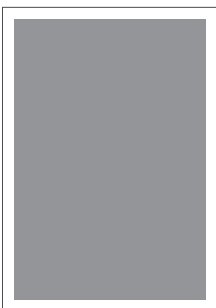
Full page spread

Trim: 397×274 mm
Bleed: 420×297 mm*



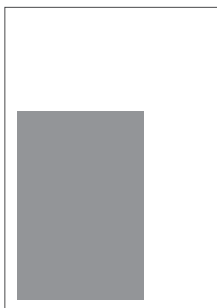
Full page

Trim: 210×297 mm
Bleed: 216×303 mm*



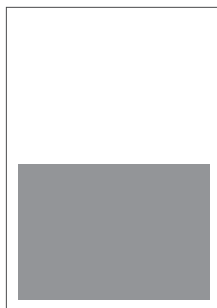
Junior page

124×187 mm



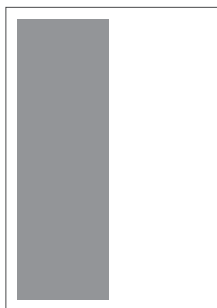
1/2 page A (horiz.)

187×132 mm



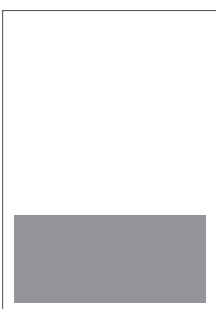
1/2 page B (vert.)

89×274 mm



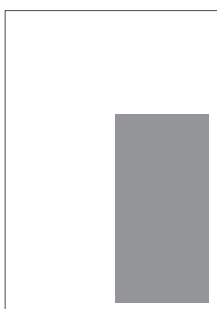
1/3 page A (horiz.)

187×85 mm



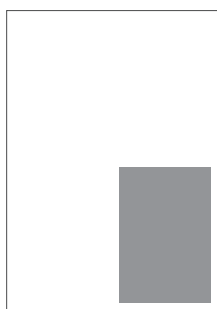
1/3 page B (vert.)

91×184 mm



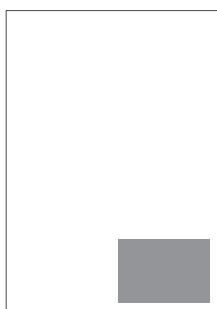
Quarter page (horiz.)

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
- 1/2 page spread horizontal
- 1/1 page
- Junior page
- 1/2 horizontal / vertical
- 1/3 page
- 1/4 page
- 1/8 page

- Front cover page
- Front cover product
- Recruitment ad
- Belly band
- Insert loose, up to 20 gr
- (inserts > 20 gr)

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

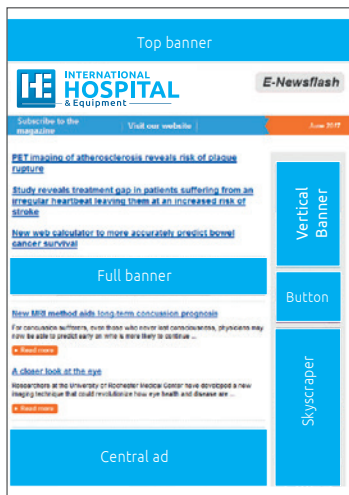
Inserts & cover lines

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



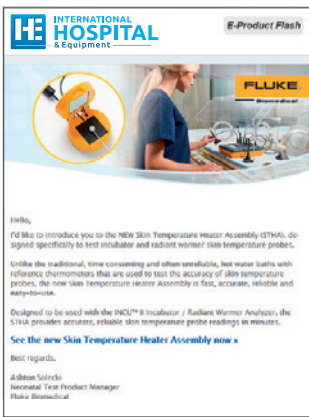
Technical details (digital)



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.

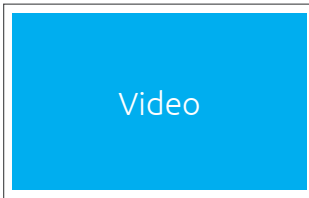
- Material required:**
- html, width: 660 px,
 - non-transparent background



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



Video in E-newsletter

A video published in a E-newsletter or E-productnews belongs to the possibilities.

- Material required:**
- Format: link to Vimeo/YouTube

Advertising online (€)

Web and online statistics (average)

September 2023

Website	
Pageviews	15.897
Unique visitors	388
Average time	02.36
Reader subscriptions	
	20.051
E-blast	
CTR	12.4 %
Open rate	20.9 %

E-Newsletter	
CTR	6,9 %
Open rate	15,8 %
Web banners in combination with newsletters	
CTR	3,5 %
Views	8.279

Online rates (website)

Video
Leaderboard
Rectangle
Square
1st full banner
Vertical banner
2nd full banner
Top product
Button
White paper
Sponsored link
Webvertorial incl. 2 keywords

Direct e-marketing

E-product news
E-blast (width 660 px)
E-newsletter button 120x90
E-newsletter video
E-newsletter vertical banner 120x240*
E-newsletter full banner 468x60*
E-newsletter top banner 640x77*
E-newsletter skyscraper 120x600*
E-newsletter central ad 468x180**

* 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

Online specifications

- 1 post:**
- 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.



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

- a. 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.
- b. 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.

- a. 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.
- b. 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.
- c. The advertising material should comply with printing and online specifications as described on the reate card and available form PanGlobal Media and Publishing B.V.
- d. 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 maybe debited to the advertiser/agency.

3. Copyright

- a. 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.
- b. 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

- a. 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.
- b. In the event of additional copies being requested, these are available at retail price.

5. Rates

- a. Advertisements are inserted at the going price as specified on the rate card in force on the date of insertion.
- b. 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

- a. 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.
- b. 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.
- c. 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.
- d. 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
- e. 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

- a. PanGlobal Media and Publishing B.V. declines all responsibility for the content, form, arrangement, etc., of advertisements.
- b. 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.
- c. 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

- a. Contracts are valid for a maximum period of 12 months.
- b. 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.

—“

*"Good marketing makes
the company look smart.
Great marketing makes
the customer feel smart."*

Joe Chernov

”—

Pan Global media and publishing BV

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