

MEDIA PACK **2024**

EUROPEAN EDITION

# vascularnews

**Vascular News** is a trusted, independent source of news and opinion in the vascular and endovascular world

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# How we reach our audience

## PRINT

**18,500** subscribers

**41%** in US

**59%** in Europe

## WEB

**14,000** monthly visitors

**26,000** pageviews

**52%** in US

**48%** in EMEA

## EMAIL

eblast: **13,300** subscribers,  
(**30%** US, **70%** EMEA)

enews: **15,500** subscribers,  
(**35%** US, **65%** EMEA)

Combined: **38%** open rate,  
**3%** clickthrough rate

## SOCIAL

**32,000** followers

**50%** LinkedIn

**34%** X/Twitter

**16%** Facebook

## ROLES

**71%**

Vascular  
surgeons

**11%**

Interventional  
radiologists

**7%**

Cardiothoracic/  
Cardiac surgeons

**6%**

Nurses/vascular  
technologists

# Brand awareness

Increase the visibility of your product and company brands through image-based adverts

PRINT

Promote your new and existing products through the print paper with each issue having multiple versions to allow for regional adverts

18,500 print subscribers

Editorial calendar  
Issue number and bonus distribution events



February 2024  
EVC



March 2024  
CX



June 2024  
LINC, VAM,  
EVF, BSET



September 2024  
CIRSE, ESVS

## Print advertising rates

Front page A5 tip on	£7,000
Front page banner + full page	£6,000
Double page spread	£5,550
Full page	£3,950
Island	£2,950
Half page	£2,300
Quarter page	£1,800

## Premium print advertising rates

Outside back cover	+30%
Page 3	+20%
Premium positions	+15%
Geographic split run	+15%
A4 Insert	POA



# Brand awareness (cont...)

## WEBSITE ADVERTISING

Advertise your products through static or dynamic adverts that run across our website. Adverts run monthly and are limited to 3 advertisers per position per month

**14,500** monthly visitors

**26,000** monthly page views

### Website rates

Advert	Rate (per month)
Skyscraper + half banner A	£2,650
Leaderboard + half banner A	£1,900
MPU1 + half banner A	£1,900
MPU2 + half banner B	£1,250
MPU3 + half banner B	£1,100
Mobile adhesive banner (MOBILE DEVICES ONLY)*	£6,000 per quarter

\*exclusive position



## E-NEWSLETTER

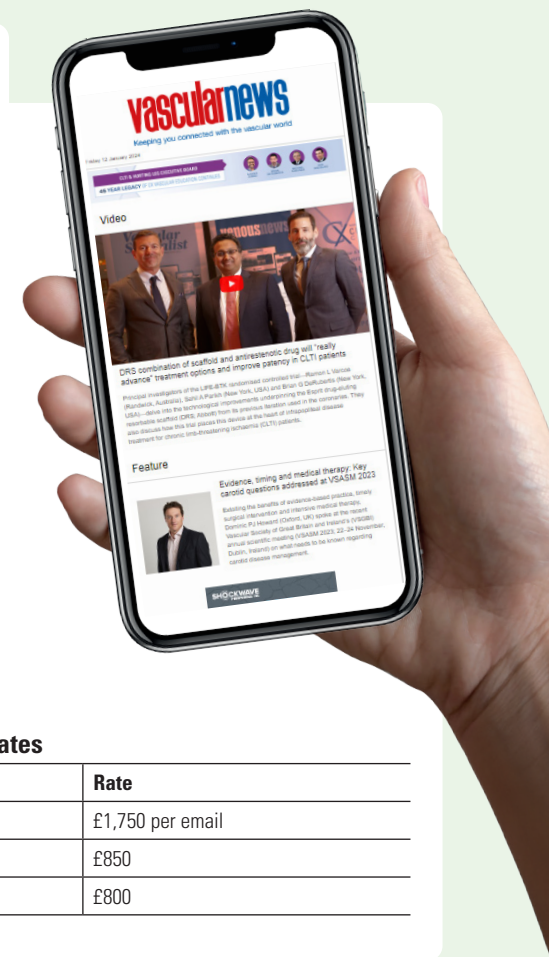
Include your adverts in the eNewsletter emails sent by our editorial team every 2 weeks

**15,500** subscribers

**38%** open rate

### Weekly e-newsletter rates

Advert	Rate
Advert takeover (LB, MPU, HB)	£1,750 per email
Leaderboard	£850
MPU	£800



# Message promotion

Highlight your key messages to our audience with content that drives traffic to your landing pages

## SOCIAL

Post your content, image, and link through our social media accounts to reach **32,000** followers on LinkedIn, X/Twitter and Facebook

### Social Media rates

Share	Rate
Global	£2,500 per post



## E-BLAST

**13,500** subscribers

**37%** open rates

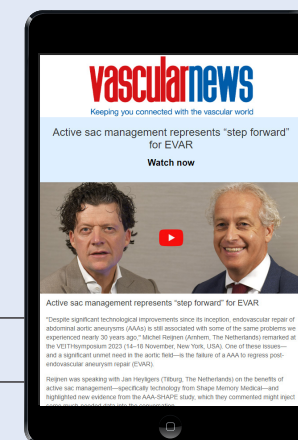
**2%** click rates

Vascular News offers targeted eBlasts to companies and conference organisers

eBlasts can target a database of over **13,500** specialists. These communications can be sent to the whole database or be targeted by country

### Targeted eBlast rates

Advert	Rate
Global	£6,000
Europe only	£4,500
US only	£3,000



# Thought leadership

Educate our audience through deeper dive content that highlights your product benefits

## ADVERTORIALS

*Vascular News* creates sponsored editorial content. By allowing full editorial control to the client, we create in-depth features with insights from physicians. Content can be supplied by the company or written by our editorial team. Available in print and digital format or digital only

### Print & digital

Included in print paper and uploaded as a website article page

Advert	Rate
Double Page Spread	£10,000
Full Page	£6,000
Half Page	£4,000

### Digital only

Posted as a website article page and promoted on social media

Advert	Rate
3-4 interviewees	£10,000
1-2 interviewees	£6,000



## EDUCATIONAL SUPPLEMENTS

*Vascular News* publishes educational supplements on topics of interest to CI specialists

Sponsoring a supplement offers a unique opportunity for you to broadcast your company's core message to your target audience with an educational focus

The content can be based on the company's profile, a new product, drug or medical device

### Distribution includes:

- Supplements are inserted in *Vascular News*, reaching the entire readership or selected countries
- The digital version is made available on *vascularnews.com*
- eblast of the digital edition sent to our digital subscribers
- 1,000 additional copies are printed and posted for your own uses

### Supplement rates

Advert	Rate
8 page supplement	£15,000
12 page supplement	£20,000



## Thought leadership (cont...)

### VIDEO

Showcase your company's products, data, techniques and technologies to a global audience through dynamic content and platform functionalities to engage viewers

As a specialist news and education company, we offer a video production service delivering powerful physician interviews and roundtable discussions in a variety of engaging formats that are promoted through multiple channels

#### Video rates

Package	Rate
Live Webinars / Case Transmission	From £27,500
Pre-recorded Roundtables	£20,000
Physician Interview	£8,500
Supplied Video	£5,000
Video permissions to have final file for your use	£2,000

#### All videos include:

- HD recording
- Post-production editing
- Publishing on the website
- Promotion through dedicated email and on social media



# Contact

## Sales

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