

MEDIA PACK 2024

NORTH AMERICAN 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

7,500 US subscribers

WEB

7,500 monthly visitors

10,000 pageviews

EMAIL

eblast: **4,000** subscribers,

enews: **5,400** subscribers,

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	\$8,680
Front page banner + full page	\$7,440
Double page spread	\$6,882
Full page	\$4,898
Island	\$3,658
Half page	\$2,852
Quarter page	\$2,232

Premium print advertising rates

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

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vascularnews
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Paclitaxel-coated devices: US FDA removes red flag after review finds data do not support mortality risk

In a letter to healthcare providers dated 11 July 2023, the US Food and Drug Administration (FDA) communicates that the risk of mortality associated with paclitaxel-coated devices to treat peripheral arterial disease (PAD) is no longer supported based on the totality of the available data and analyses.

The update signals a lowering of the red flag raised in a 2019 letter from the Administration—published as an Administration notice, and led it to conclude that the updated RCT meta-analysis “does not indicate that the use of paclitaxel-coated devices is associated with a late mortality signal”.

Furthermore, the FDA states that it also reviewed additional analyses of the risk for late mortality, including the additional analyses of the risk for late mortality, including the SWEEP/PAD meta-analysis, the VYAGER PAD study, the Health Administration study and the Medicare SAFE-PAD study. “None of these studies, with mean or median follow-up ranging from 1.7 to 3.2 years, found a risk for late mortality associated with paclitaxel-coated devices,” the FDA communicates, adding that longer-term follow-up in several of these studies is ongoing.

Societies and industry express support for use of paclitaxel-coated devices

The editorial, written and accepted for publication in CTFE before the publication of the FDA letter, reiterates a mortality signal for paclitaxel.

Written on behalf of CIRSE’s Endovascular Committee and the Endovascular Society of Europe (ESE), including corresponding author Robert Morgan (St George’s University Hospital NHS Foundation Trust, London, UK)—“advocate that the benefits of paclitaxel-coated devices used in the femoropopliteal segment in terms of increased primary patency and reduced TLR [target lesion revascularisation] warrant their use in the routine treatment of patients with femoropopliteal disease.”

The following day, the Society for Cardiovascular Angiography & Interventions (SCAI) issued a statement from

“With effective use of apron and ceiling and table shields, operator (radiation) doses can be reduced to the equivalent of one to two days of natural background radiation,” investigators write in the conclusion of a recently published study.

“The radiation doses received by staff members performing fluoroscopically guided interventional procedures are potentially high, raising concerns of increased risk of cancer and non-cancer effects such as cataracts.”

Richard W. HARRON (Royal Victoria Infirmary, Newcastle upon Tyne, UK) and colleagues—including senior author Bijan Mokdad (King’s College London and Guy’s and St Thomas’ NHS Foundation Trust, London, UK)—recently shared this finding in a *European Journal of Vascular and Endovascular Surgery (EJVES)* Editor’s Choice paper.

“The radiation doses received by staff members performing fluoroscopically guided interventional procedures are potentially high, raising concerns of increased risk of cancer and non-cancer effects such as cataracts.”

Harron et al outline in their introduction. They continue by noting that endovascular aneurysm repair (EVAR) procedures “are associated with especially high doses to both staff and patients, due to the procedural complexity and the thickness and density of the abdominal region.”

“It was the investigator’s objective in the present study to estimate operator organ radiation doses in cases of vascular endovascular intervention,” Professor Harron writes in the abstract.

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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

7,500 monthly visitors

10,000 monthly page views

Website rates

Advert	Rate (per month)
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Leaderboard + half banner A	\$2,400
MPU1 + half banner A	\$2,400
MPU2 + half banner B	\$1,500
MPU3 + half banner B	\$1,400
Mobile adhesive banner (MOBILE DEVICES ONLY)*	\$7,440 per quarter

*exclusive position



E-NEWSLETTER

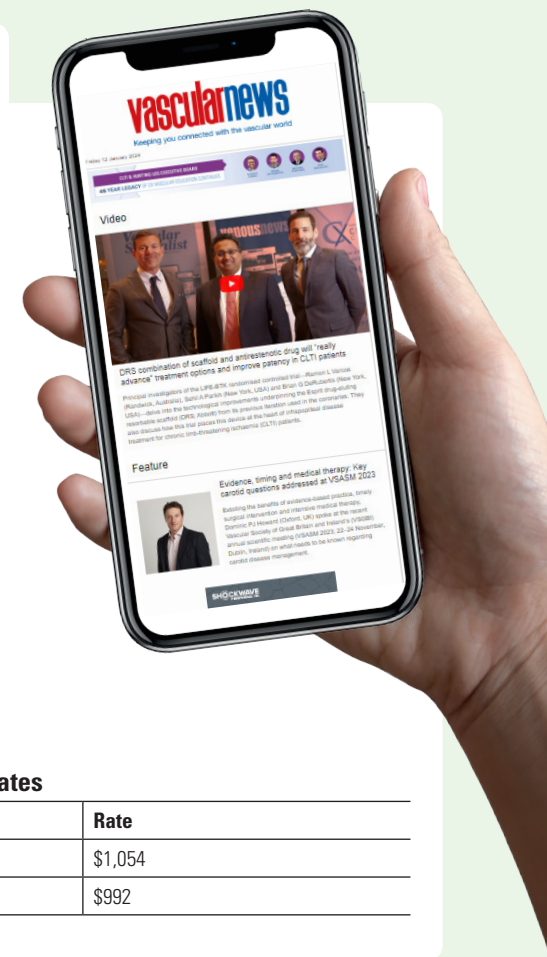
Include your adverts in the eNewsletter emails sent by our editorial team every 2 weeks

5,400 subscribers

38% open rate

Weekly e-newsletter rates

Advert	Rate
Leaderboard	\$1,054
MPU	\$992



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	\$3,100 per post



E-BLAST

4,000 subscribers

37% open rates

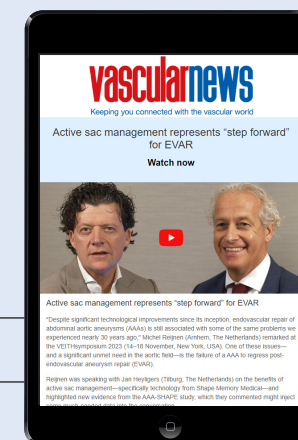
2% click rates

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	\$7,440
Europe only	\$5,580
US only	\$3,720



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

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Posted as a website article page and promoted on social media

Advert	Rate
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1-2 interviewees	\$7,440



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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	\$18,600



Thought leadership (cont...)

VIDEO

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Physician Interview	\$10,500
Supplied Video	\$6,300
Video permissions to have final file for your use	\$1,250

All videos include:

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



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