

CRN cardiac rhythm news

Cardiac Rhythm News reaches cardiac rhythm specialists all over the world with the latest news, editorials, videos and event coverage

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How we reach our audience

WEB

9,000
monthly
visitors

13,000
page views

40%
in US

60%
in EMEA

SOCIAL

12,000
followers

2,000
LinkedIn

5,000
X/Twitter

5,000
Facebook

EMAIL

eblast:
4,500 subscribers,
(**40%** US, **60%** EMEA)

enews:
4,500 subscribers,
(**40%** US, **60%** EMEA)

Combined:
37% open rate,
12% clickthrough rate

ROLES

48%

Electrophysiologists

27%

Other

18%

Cardiologists

7%

Interventional Cardiologists/
Interventional Radiologists

Brand awareness

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

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

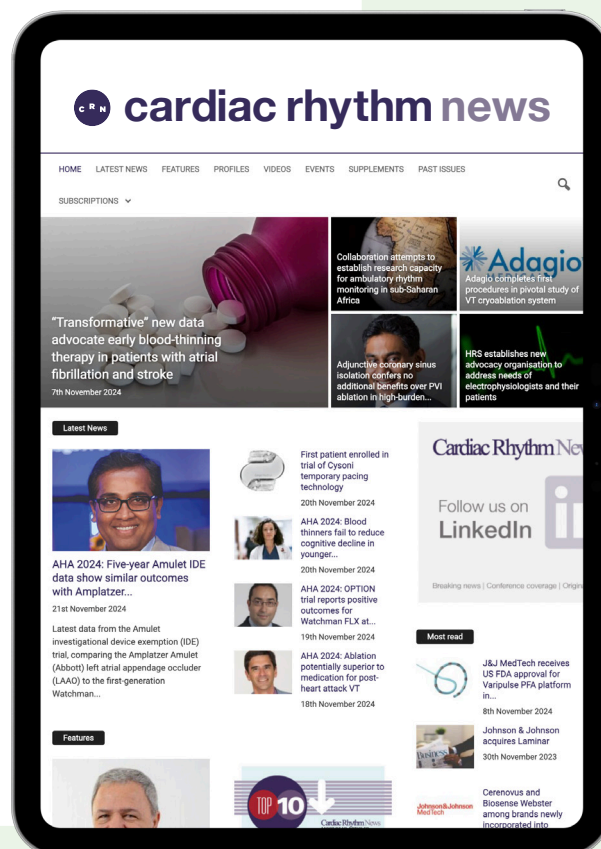
9,000 monthly visitors

13,000 monthly page views

Website rates

Advert	Rate (per month)
Skyscraper + half banner A	£2,650
Leaderboard + half banner A	£1,995
MPU1 + half banner A	£1,995
MPU2 + half banner B	£1,450
MPU3 + half banner B	£1,150
Mobile adhesive banner (MOBILE DEVICES ONLY)*	£6,600 per quarter

*exclusive position



E-NEWSLETTER

Include your adverts in the eNewsletter emails sent regularly by our editorial team

4,500 subscribers

37% open rate

Weekly e-newsletter rates

Advert	Rate
Advert takeover (LB, MPU, HB)	£1,950
Leaderboard	£950
MPU	£950



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 **12,000** followers on LinkedIn, X/Twitter and Facebook

Social Media rates

Share	Rate
Global	£2,500 per send



E-BLAST

4,500 subscribers

37% open rates

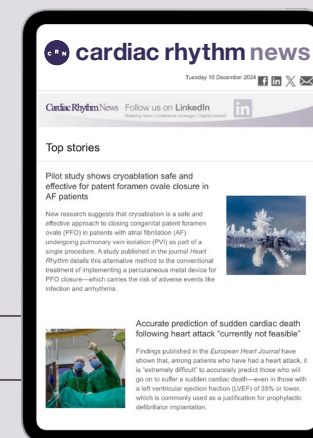
12% click rates

Cardiac Rhythm News offers targeted eBlasts to companies and conference organisers

eBlasts can target a database of over **4,500** 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

Cardiac Rhythm 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.



Advertorial rates

Posted as a website article page and promoted on social media

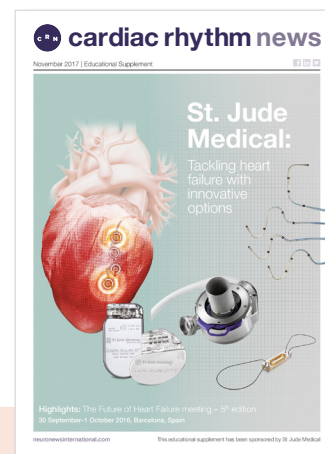
Advert	Rate
3-4 interviewees	£11,000
1-2 interviewees	£6,600

EDUCATIONAL SUPPLEMENTS

Cardiac Rhythm News publishes educational supplements on topics of interest to cardiac rhythm 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 *Cardiac Rhythm News*, reaching the entire readership or selected countries
- The digital version is made available on cardiacrhythmnews.com
- eblast of the digital edition sent to our digital subscribers

Supplement rates

Advert	Rate
8 page supplement	£20,000
12 page supplement	£25,000

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 £30,000
Pre-recorded Roundtables	£22,000
Physician Interview	£9,500
Supplied Video	£6,000
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

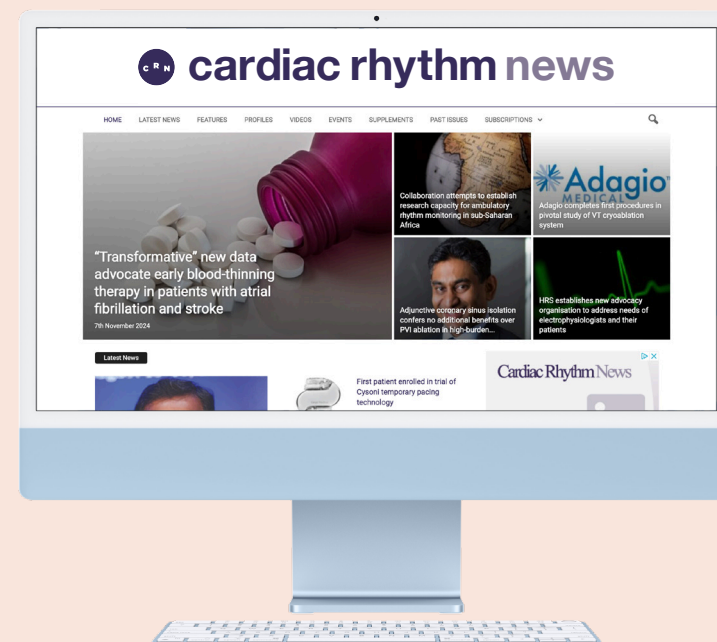


Specifications

ADVERTISING SPECIFICATIONS - DIGITAL

- Please send all artworks in RGB colour and 72dpi
- Please also provide the link/URL with the artwork
- Accepted file format: GIF, JPG (animated GIFs are acceptable if the first frame conveys your message as it will NOT animate in some email browsers)

eNewsletter	Specifications
MPU	300 wide x 250 high pixels
Leaderboard	590 wide x 72 high pixels
Targeted eBlast	Specifications
https://bibapublishing.com/online-specs/#email_specs	
Website	Specifications
MPU	300 wide x 250 high pixels
Leaderboard	728 wide x 90 high pixels
Half banner	300 wide x 100 high pixels
Mobile adhesive banner	350 wide x 70 high pixels
Skyscraper	160 wide x 600 high pixels



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