

MEDIA PACK **2025**

Cardiovascular News

Cardiovascular News
is a trusted, independent
source of news and opinion
in the cardiovascular world

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How we reach our audience

PRINT

16,800 subscribers

40% in US

53% in Europe

WEB

10,000 monthly visitors

16,000 pageviews

40% in US

60% in EMEA

EMAIL

eBlast: **6,500** subscribers,
(**30%** US, **55%** EMEA)

eNews: **6,900** subscribers,
(**30%** US, **55%** EMEA)

Combined: **39%** open rate,
7% clickthrough rate

SOCIAL

20,500 followers

23% LinkedIn

51% X/Twitter

26% Facebook

ROLES

70%

Interventional
Cardiologists

15%

Cardiothoracic
surgeons

5%

Cardiologists

2%

Vascular
surgeons

*Distribution numbers may vary

Brand awareness

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

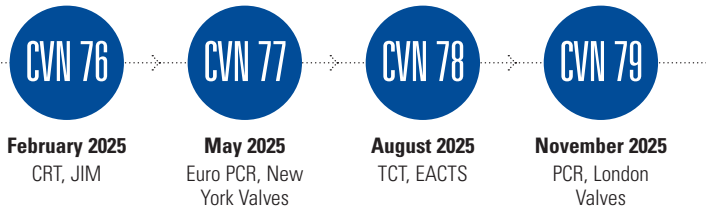
PRINT

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

16,800 print subscribers

Editorial calendar

Issue number and bonus distribution events



Print advertising rates

Front page A5 tip on	£7,700
Front page banner + full page	£6,600
Double page spread	£6,000
Full page	£4,300
Island	£3,200
Half page	£2,500
Quarter page	£1,900

Premium print advertising rates

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



Three noted cardiovascular trialists in this issue... Trialists call for rethink over use of MACE as a primary endpoint... The waiting is over: Trials shed new light on optimal timing for aortic stenosis intervention... Early TAVI may be preferred to clinical surveillance in patients with asymptomatic severe aortic stenosis... Self-expanding valve comes out on top in SMART trial of TAVI in small aortic annuli... MACE does not inform the outcomes that are meaningful for patients after PCI versus CABG... d in these ill patients...

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

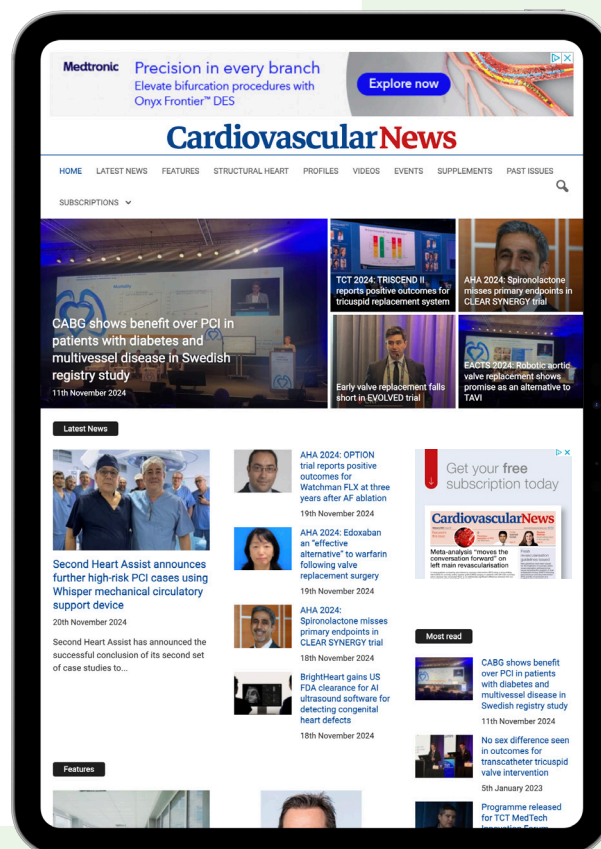
10,000 monthly visitors

16,000 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 by our editorial team every 2 weeks

6,900 subscribers

39% open rate

Weekly e-newsletter rates

Advert	Rate
Advert takeover (LB, MPU, HB)	£1,950 per email
Leaderboard	£950
MPU	£900



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 **20,500+** followers on LinkedIn, X/Twitter and Facebook

Social Media rates

Share	Rate
Global	£2,950 per send



E-BLAST

6,500 subscribers

39% open rates

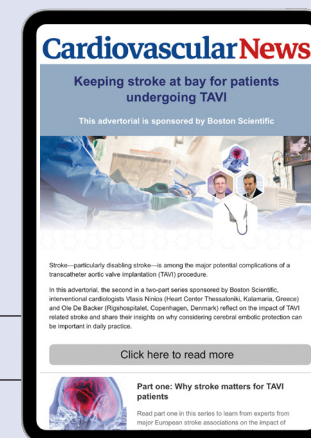
7% click rates

Cardiovascular News offers targeted eBlasts to companies and conference organisers

eBlasts can target a database of over **7,700** 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

Cardiovascular 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	£11,000
Full Page	£6,600

Digital only

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

Cardiovascular News publishes educational supplements on topics of interest to cardiovascular 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 *Cardiovascular News*, reaching the entire readership or selected countries
- The digital version is made available on cardiovascularnews.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	£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 - PRINT

- Live matter: Allow 10mm safety from all trim edges
- Please send a high-resolution PDF of artwork in CMYK and 300dpi

Print	Specifications
Double page spread	Trim (finished size): W: 490mm x H: 342mm / Bleed size: W: 496mm x H: 348mm
Full page	Trim (finished size): W: 245mm x H: 342mm / Bleed size: W: 251mm x H: 348mm
Half page horizontal	Trim (finished size): W: 225mm x H: 153mm / Bleed size: W: 231mm x H: 159mm
Cover ad banner	Trim (finished size): W: 225mm x H: 54.5mm
Educational supplement	Specifications
Front-page cover	Trim (finished size): W: 186mm x H: 228mm
Back-page cover	Trim (finished size): W: 210mm x H: 297mm / Bleed size: W: 216mm x H: 303mm

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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Contact

Sales

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