

MEDIA PACK 2025

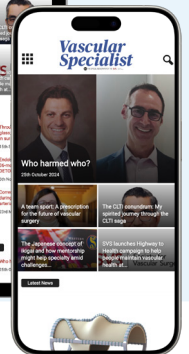
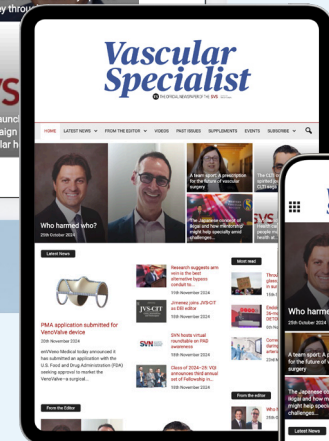
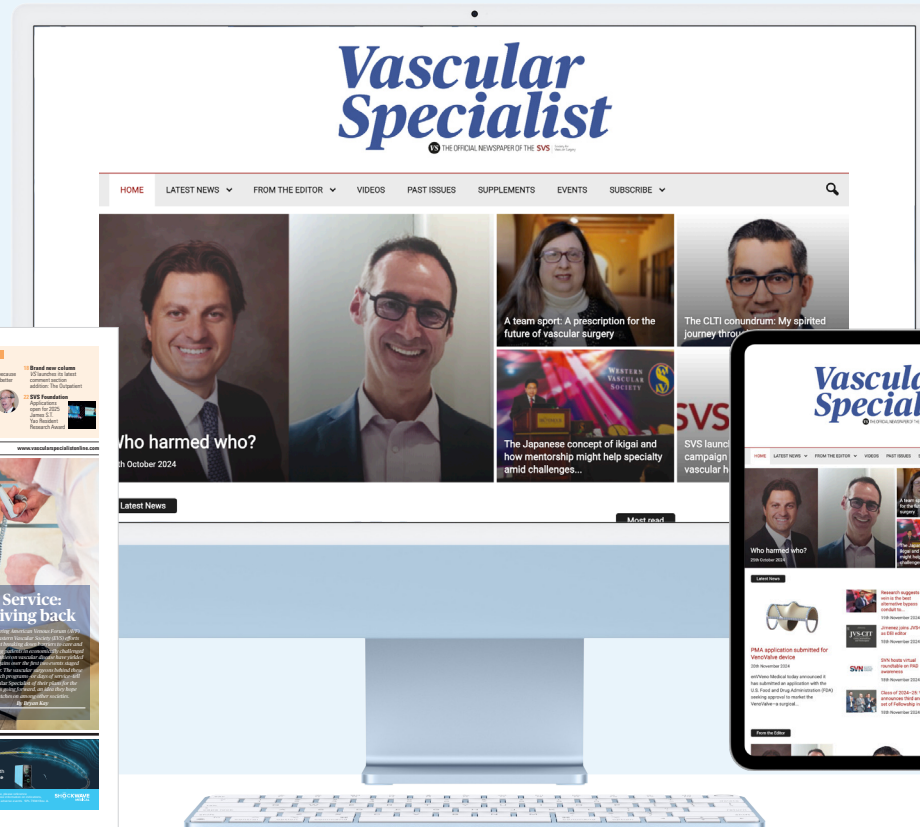
Vascular Specialist

Vascular Specialist is an official publication of the Society for Vascular Surgery (SVS)



Contents

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How we reach our audience

PRINT

5,300 subscribers

12 issues per year

SVS bonus distribution

WEB

7,600 monthly visitors

148,000 annual page views

EMAIL

eBlast: **7,500** subscribers,
(**38.5%** open rate, **4.6%** click rate)

eNews: **8,800** subscribers,
(**42.7%** open rate, **3.3%** click rate)

SOCIAL

LinkedIn: **4,100**
followers

X/Twitter: **3,800**
followers

ROLES

73%

SVS members

18%

Vascular surgeons
(non-SVS members)

9%

Other
Vascular neurologists
Vascular medicine specialists
Endovascular surgical neuroradiologists
(non-SVS members)

Brand awareness

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

PRINT

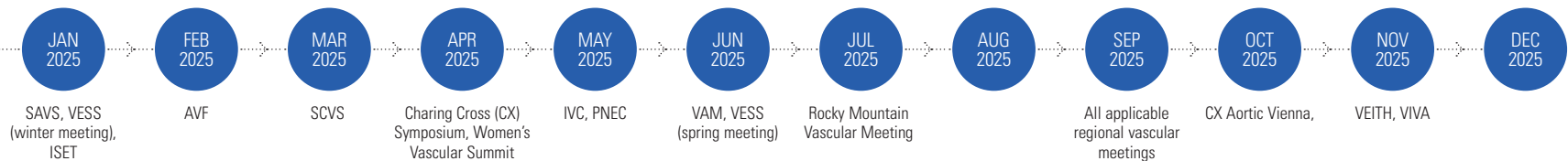
Promote your new and existing products through the print paper

5,300 print subscribers

Print advertising rates (DEADLINE: 15th of the month prior)

Page size	1 month	6 months	12 months (20% savings)
King (full) page	\$5,500	\$4,950	\$4,400
1/2 page	\$3,500	\$3,150	\$2,800
1/4 page	\$2,500	\$2,250	\$2,000
Page 3 king	\$6,500		
Back cover	\$7,950		
Center spread	\$7,950		
Front-page banner	\$4,950		
Cover tip/tip-on	\$8,500		

Editorial calendar
Bonus distribution events



Digital marketing opportunities

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

148,000 annual page views

8% click-through rates

Website rates

Advert	Rate (per month)
MPU 1 + half banner A	\$2,000
Leaderboard + half banner A	\$1,550
MPU2 + half banner B	\$1,300
MPU3 + half banner B	\$950
Adhesive skyscraper (DESKTOP ONLY)	\$6,200 per quarter
Mobile adhesive banner (MOBILE DEVICES ONLY)	\$6,200 per quarter

eBLAST

Vascular Specialist offers targeted eBlasts to companies and conference organizers

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

eBlasts can target a database of over 7,000+ specialists. These communications can be sent to the whole database or be targeted by country

7,500 global subscribers

6,500 US only

38.5% open rates

4.6% click rates

Targeted eblast rates

Advert	Rate (per month)
Global	\$2,300
US only	\$1,950

eNEWSLETTER

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

8,800 Global subscribers

7,800 US only

42.7% open rates

3.3% click rates

Weekly e-newsletter rates

Advert	Rate per e-newsletter
MPU 1	\$950
Top banner	\$875
Bottom banner	\$750

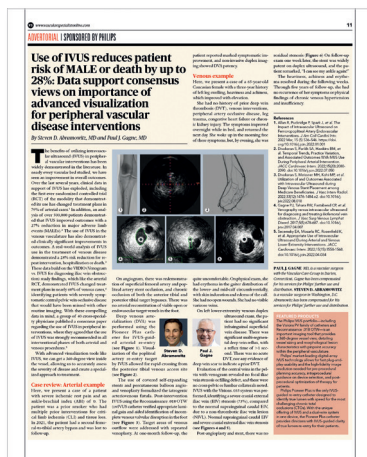


Thought leadership

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

ADVERTORIALS

Vascular Specialist creates sponsored editorial content. By allowing the client to guide the content, we create in-depth features with insights from physicians. Content can be supplied by the company or written by our editorial team to the House style



Print & digital

Included in print paper and uploaded as a website article page

Advert	Rate
Double-page spread	\$12,750
Full page	\$8,250

EDUCATIONAL SUPPLEMENTS

Vascular Specialist publishes educational supplements on topics of interest to vascular 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 Specialist*, reaching the entire readership
- The digital version is made available on vascularspecialistonline.com
- eBlast of the digital edition sent to our digital subscribers
- 1,000 additional copies for your own use



Supplement rates

Advert	Rate
8-page supplement	\$22,500

Video project opportunities

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	\$35,500
Pre-recorded Roundtables (3-4 physicians)	\$25,000
Physician Interview (single)	\$11,750
Supplied Video embedded on VS website	\$6,500
Video permissions to have final file for your use	\$2,500

All videos include:

- HD recording
- Post-production editing
- Publishing on the website
- Promotion through dedicated eBlast 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

Sales Contact: Nicole Schmitz at nicole@bibamedical.com

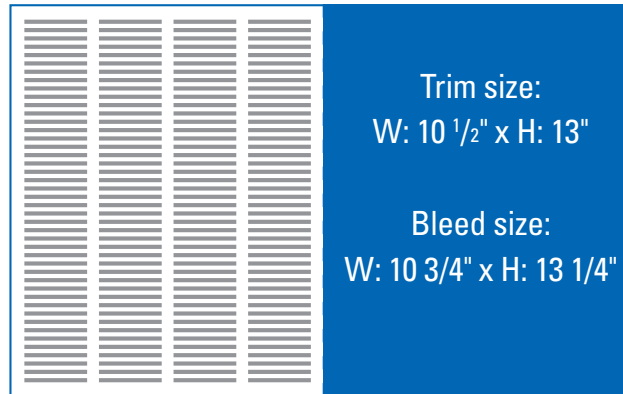
Specifications (cont.)

PRINT ADVERTISING SPECIFICATIONS

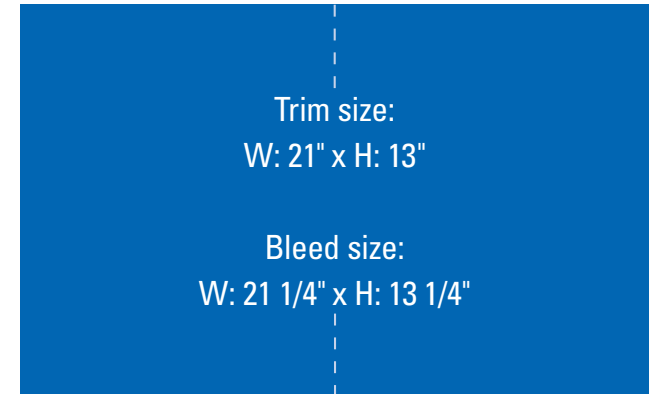
Front-page banner



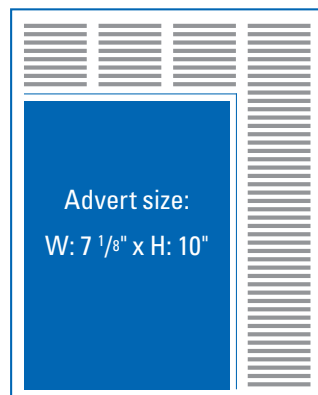
King page



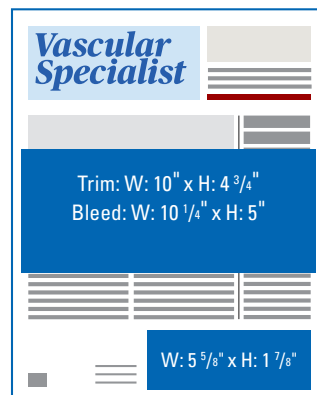
King page center spread



Island page



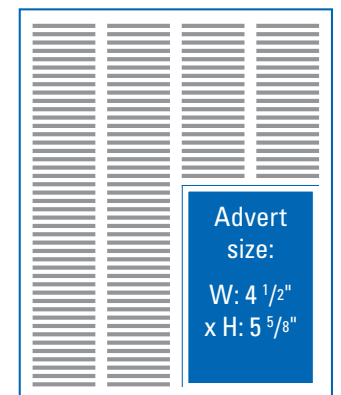
Bellyband



1/2 page



1/4 page



Journal trim size: W: 10 1/2" x H: 13" **Live matter:** Allow 1/4" safety from all trim edges

Contact

Sales

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SVS | Society for Vascular Surgery

Visit our website or follow us on our social channels:

www.vascularspecialistonline.com



Scan now to see the latest issue!

