

# CardiovascularNews | Media Pack 2017



**FREE**

circulation in  
Europe and North  
America

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

## PRINT

Every print issue reaches

**16,100**

experts by post

Published quarterly, with free circulation in Europe and North America

Extra **17,900**

copies are distributed at key meetings throughout the year

## WEB

**4,000**

unique visitors every month

**7,800**

monthly pageviews

E-newsletters are sent to over **7,500** specialists fortnightly, with an opening rate of **19%** and a click-through rate of **18%**

## APP

The CN App has been downloaded by over

**9,300** users

It is available for iPhone/iPad and Android devices

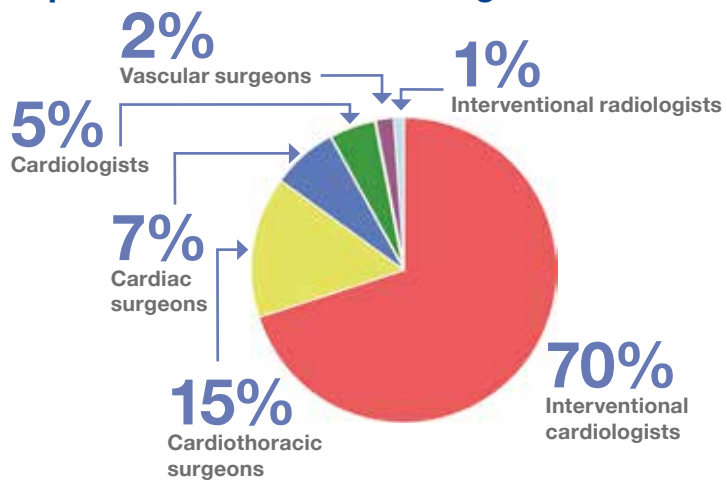
# Readership

Europe	60%
North America	40%

## Europe breakdown

United Kingdom/Ireland	19%
Italy	16%
France	15%
Germany	15%
Spain/Portugal	8%
Austria/Switzerland	7%
Benelux	6%
Scandinavia	4%
Greece	2%
Poland	2%
Rest of Europe	6%

## Recipients include the following:



# Bonus distribution

Cardiovascular News is distributed at key events from the newspaper's booth, future meetings table and publishers' display areas. In some cases, it is also inserted in delegate bags.

### February 2017 (Issue 44)

- **JIM** – Joint Interventional Meeting
- **CRT** – Cardiovascular Research Technologies

### May 2017 (Issue 45)

- **SCAI** – Society for Cardiac Angiography and Interventions
- **EuroPCR**
- **ISMICS** – The International Society for Minimally Invasive Cardiothoracic Surgery

### August 2017 (Issue 46)

- **ESC** – European Society of Cardiology
- **PCR London Valves**
- **EACTS** – European Association of Cardio-Thoracic Surgery

### October 2017 (Issue 47)

- **TCT** – Transcatheter Cardiovascular Therapeutics
- **ICI** – Innovations in Cardiovascular Interventions

## Advertising rates

	1 issue rate	4 issue rate (15% discount)
Bellyband	£6,000	
Front page banner + full page	£5,380	
Double page spread	£5,050	£4,290
Full page	£3,650	£3,100
Island advert	£2,740	£2,330
Half page (horizontal/vertical)	£2,160	£1,835
Quarter page (horizontal/vertical)	£1,450	£1,230

Prime position display extras	
Outside back cover	+35%
Page 3	+20%
Inside back cover	+15%
Geographic split run	+15%

\*VAT at 20% is applicable to advertisers based in the UK

## Annual packages including online advertising

**Option 1**

**Annual package including:**

- One single page advert on prime positions
- Six months Leaderboard + Half banner A advert\* on CardiovascularNews.com
- Four e-newsletter banner placements

**Cost: £10,500**

**Option 2**

**Annual package including:**

- One single page advert on prime positions
- Six months MPU2 + Half banner B advert\* on CardiovascularNews.com
- Two e-newsletter banner placements

**Cost: £8,500**

\*Artwork changes only accepted once per quarter

# CardiovascularNews.com

The CardiovascularNews.com website reaches interventional cardiologists and other cardiovascular specialists all over the world with the latest news, opinion editorials, profiles, videos and events. The website generates over 7,800 monthly pageviews and is visited by over 4,000 unique users every month.



**7,800**  
monthly  
pageviews

## Advertising rates

Space	1 month	3 months (15% discount)	6 months (20% discount)
MPU1 + Half banner A	£1,500	£3,825	£7,200
Leaderboard + Half banner A	£1,000	£2,550	£4,800
MPU2 + Half banner B	£750	£1,900	£3,600
MPU + Half banner B	£600	£1,530	£2,880
Sponsored video	POA		
Featured product	POA		

Dimensions	
MPU 1, 2, 3	300 x 250
Leaderboard	728 x 90
Half banner A, B	300 x 100

Advert will be displayed as part of a maximum of five rotating adverts  
Please contact us for exclusive placement rates

## E-newsletter

The Cardiovascular News e-newsletter is sent every two weeks to a database of over 7,500 specialists. It contains the top stories published on CardiovascularNews.com

## Advertising rates

Space	Dimensions (W x H)	2 insertions	4 insertions (10% discount)	6 insertions (15% discount)
Skyscraper	120 x 600	£1,390	£2,500	£3,540
Banner	590 x 72	£1,200	£2,160	£3,060
Button	120 x 90	£570	£1,020	£1,440



**19%**  
opening  
rate

## Targeted e-blasts

Cardiovascular News offers targeted e-blasts to companies and conference organisers.

- E-blasts can target a database of over 7,500 specialists.
- These communications can be sent to the whole database or be targeted by country.

**£800**

per 1,000 email addresses



## 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.
- Supplements are inserted in Cardiovascular News, reaching the entire readership or selected countries.

Cost: £15,000

## Advertorials

Cardiovascular News publishes advertorial articles which are designed as legitimate news articles and published under the word "Advertorial".

- The content of an advertorial can be either produced by the Cardiovascular News team or provided by the client - in this case it would be edited to match the newspaper style.

Cost: £5,000

## CN app

The CN app carries the latest news in the cardiovascular world, as well as conference information and coverage. It has been downloaded by over 9,300 users. The CN app is available for iPhone, iPad and Android devices. Exclusive sponsorship package available.



Over 9,300 Users



## Cardiovascular News team

Editor-in-chief: Dr Kevin Fox  
Editor: Dawn Powell (dawn@bibamedical.com)

Advertising: Laura James

E laura@bibamedical.com

T +44 (0)20 3540 8472

M +44 (0)7554 451401



facebook.com/  
cardiovascularnews



@CN\_publishing

BIBA Medical Ltd. 526 Fulham Road, London, SW6 5NR, United Kingdom