NeuroNews Media Pack 2020



NeuroNews is a trusted, independent source of news and opinion in the neurointervention and neurosurgical world

Print:

- 8,300 subscribed readers
- 4 x issues per year
- Extra **12,000** copies distributed at key meetings each year

Digital:

- Dedicated website updated daily
- E-newsletters sent to **6,800** subscribers every **2** weeks
- Targeted e-blasts can be sent to subscribers anytime
- 6,500 social media followers

Audience breakdown Specialty: Geography: **Recipients include the following:** 3% Other 10% Interventional 40% 60% neuroradiologists/ North Europe Interventional America neurologists ZZ% Neurologists **66**% Neurosurgeons

BIBAPublishing

Editorial calendar

Issue	Distributed	Bonus copies at	Artwork deadline
March 2020	March-May	ESO, WIP	3rd March 2020
June 2020	Jun-Aug	LINNC, SNIS	2nd May 2020
September 2020	Sept-Dec	ESMINT, SLICE, WFITN, SVIN, UK Stroke	4th August 2020
December 2020	Dec-March	NANS, LINNIC Seminar US	5th December 2020

Print advertising rates

NeuroNews 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.

Advert	Cost
Belly band	£7,000
Front page tip-on	£6,500
Front page banner + Full page	£6,000
Double-page spread	£5,550
Full page	£3,950
Island	£2,950
Half page	£2,300
Outside back cover	£1,950
Page 3	£5,400
Premium position	£4,550
Geographic split run	+15%

*20% VAT applicable to UK advertisers

E-newsletter

The NeuroNews e-newsletter is sent every 2 weeks to a database of 6,800 specialists. It contains the top stories published on www.neuronewsinternational.com.

Advert	Per e-newsletter
MPU 1	£750
Leaderboard	£675

Website

www.neuronewsinternational.com

The NeuroNews website reaches neuro specialists all over the world with the latest news, opinion editorials, profiles, videos and events.

Advert	1 month
MPU 1 + Half banner A	£1,800
Leaderboard + Half banner A	£1,350
MPU 2 + Half banner B	£1,100
Mobile adhesive banner – MOBILE ONLY	£6,000 Per quarter

Targeted e-blast

NeuroNews offers targeted e-blasts to companies and conference organisers.

- E-blasts can target a database of over **6,800** specialists
- These communications can be sent to the whole database or be targeted by country

	Global	Europe	USA
Targeted e-blast	£4,500	£3,000	£2,100

NeuroNews Media Pack 2020

Sponsored content: Educational supplement

NeuroNews publishes educational supplements on topics of interest to neuro specialist.

- Sponsoring a supplement offers a unique opportunity to deliver your company's core message to your target audience with an educational focus
- The content can be based on the company's profile, new product, drug or medical device
- Supplements are inserted in NeuroNews, and made available on www.neuronewsinternational.com

Cost for eight-page supplement = £15,000

Advertorial

NeuroNews creates sponsored editorial content.

- 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

Cost for double-page advertorial = $\pounds10,000$ Cost for one-page advertorial = $\pounds6,000$

BLearning Schearning

Video is a powerful medium to engage with the physician community whilst conveying key messages. As an established specialist publishing company, we offer a video production service delivering powerful physician interviews to your relevant audience through multiple channels.

For bespoke filming campaigns tailored to your needs, we can provide a high-quality video service at your preferred location: POA.



Option 1

- Up to four speakers
- Three-camera filming
- Editing and postproduction
- Embedding on NeuroNews with e-blast and social media mentions

Cost: £20,000



- Option 2
- Interview with one physician/single message, single-camera filming, editing and postproduction
- Embedding on NeuroNews with e-newsletter and social media mentions
 Cost: £8,500



- Option 3
 Embedding supplied video on Neuro News website
 - Social media mentions
 - Cost: £5,000



- Option 4
 - Interview with a company representative i.e. CEO, CMO
 - Three questions, one speaker, one 3-minute video. The video is yours to use as you like **Cost: £6,000**



Artwork deadline:

- All digital artworks are required 2 weeks prior to going live or to send date
- All print artworks are required by artwork deadline on page 2 of media pack

Print	Specifications
Belly band	Plus 3mm bleed, 546mm wide x 106mm high. Trim size 540mm wide x 100mm high Back 250mm wide x 100mm high Back fold 40mm wide x 100mm high Front 250mm wide x 100mm high
Front page tip-on	This is a double-sided advert that is printed separately and stuck on the front cover of the newspaper with glue Size: 209mm x 148mm + 3mm bleed
Front page banner	Trim (finished size): 245mm wide x 55mm high Bleed (+3mm): 251mm width x 61mm high Live area (-10mm all sides): 225mm wide x 35mm high
Double-page spread	Trim (finished size): 490mm wide x 342mm high Bleed (+3mm): 496mm wide x 348mm high Live area (-10mm all sides): 470mm wide x 322mm high
Full page	Trim (finished size): 245mm wide x 342mm high Bleed (+3mm): 251mm wide x 348mm high Live area (-10mm all sides): 225mm wide x 322mm high
Island	Trim (finished size): 169mm wide x 233mm high Bleed (+3mm): 175mm wide x 239mm high Live area (-10mm all sides): 149mm wide x 213mm high
Half page	Trim (finished size): 225mm wide x 153mm high Bleed (+3mm): 231mm wide x 159mm high Live area (-10mm all sides): 205mm wide x 133mm high
Geographic split run	Provide an EU and US version of the artwork

Educational supplement	Specifictions
Front page cover	186mm wide x 229mm high – no bleed required
Back page cover	210mm wide x 297mm high – additional 3mm bleed on all sides required

E-newsletter	Specifications
	Please send all artworks in RGB colour and 72 dpi. Please also provide the link/url with the artwork. Accepted file format: GIF, JPG. (Animated GIF are acceptable if the first frame conveys your message as it will NOT animate in some e-mail browsers.)
MPU	300 wide x 250 high pixels
Leaderboard	590 wide x 72 high pixels

Targeted e-blast

blast https://bibapublishing.com/online-specs/#email_specs

Website	Specifications
	Please send all artworks in RGB colour and 72 dpi Please also provide the link/url with the artwork Accepted file format: GIF, GIF animated, JPG, PNG
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