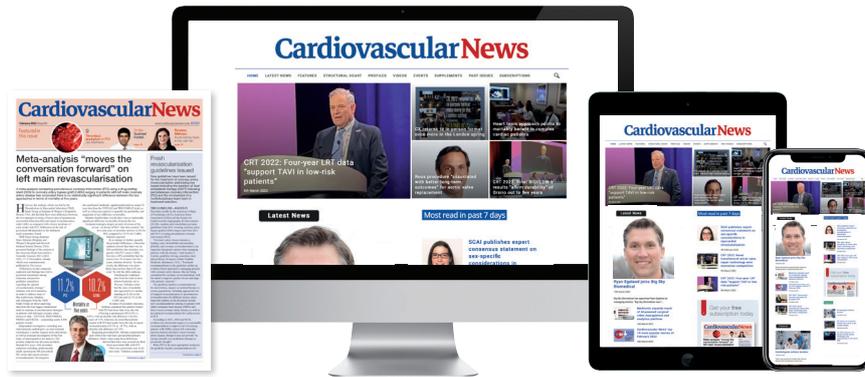


Media Pack **2023**

# Cardiovascular**News**

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



## Audience reach

### PRINT

**15,000**

Cardiologist subscribers

**7,500**

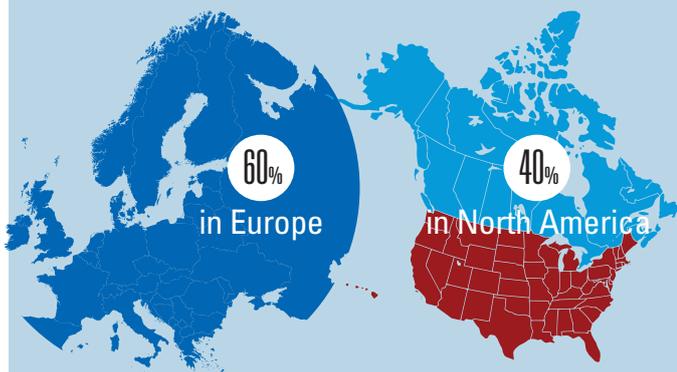
bonus copies distributed at key conferences each year

**4**

ISSUES PER YEAR

**2:45**

Average content dwell time (mins)



### DIGITAL

**15,500**

PAGE VIEWS EACH MONTH

**9,000**

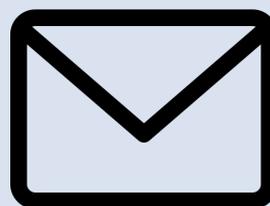
unique users per month

**7,700**

e-newsletter subscribers

**7,300**

eblast subscribers

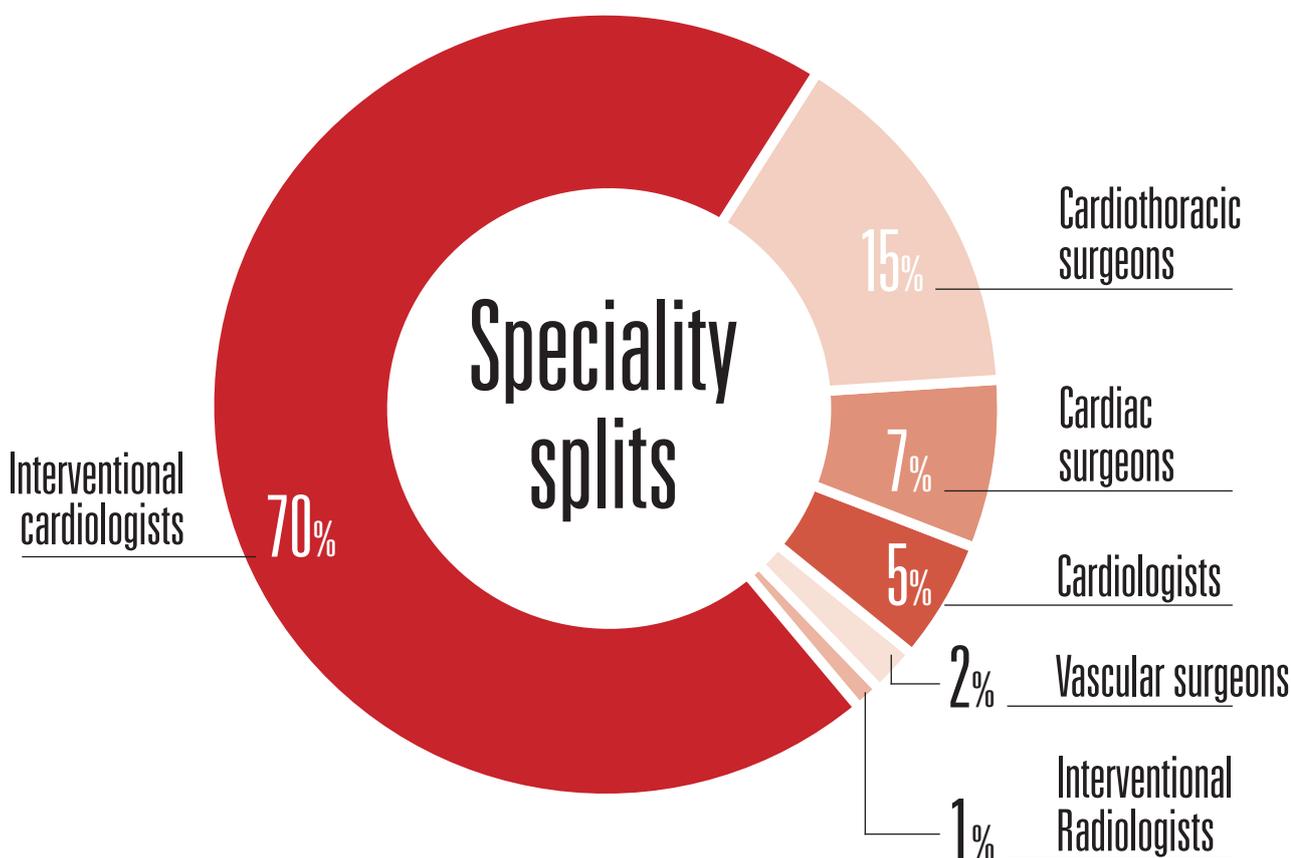


**34%**

OPEN RATES

# Cardiovascular News

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.



### Editorial Calendar with bonus distributions

Issue (including number)	Bonus distribution
CN68	CRT, STS and ACC
CN69	Euro PCR, SCAI, TVT and JIM
CN70	ESC, TCT and EACTS
CN71	PCR London Valves

### Print advertising rates

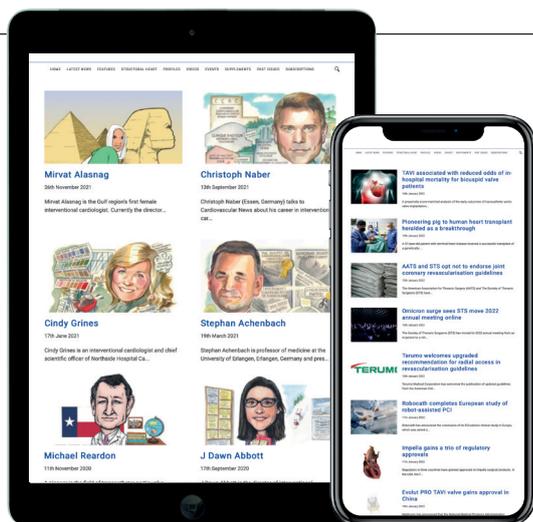
Advert	Rate
Front page A5 tip on	£7,000
Front page banner + full page	£6,000
Double page spread	£5,550
Full page	£3,950
Island	£2,950
Half page	£2,300
Quarter page	£1,800

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

# CardiovascularNews

The cardiovascularnews.com website reaches cardiology specialists all over the world with the latest news, opinion editorials, profiles, videos and events. The website generates over **15,500** monthly page views and is visited by over **9,000** unique users every month.

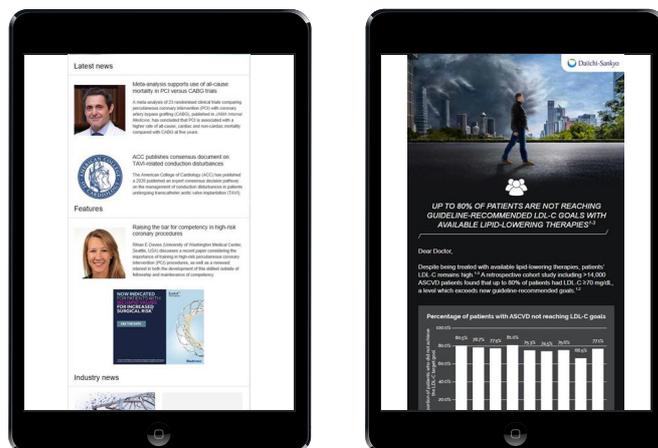
WEBSITE



**16,500**  
social media followers

Website rates	
Advert	Rate (per month)
Skyscraper + half banner A	£2,650
Leaderboard + half banner A	£1,900
MPU1 + half banner A	£1,900
MPU2 + half banner B	£1,250
MPU3 + half banner B	£1,100
Mobile adhesive banner (MOBILE DEVICES ONLY)*	£6,000 per quarter

\*exclusive position



## WEEKLY E-NEWSLETTER

The **Cardiovascular News** e-newsletter is sent weekly to a database of over **7,700** specialists. It contains the top stories published on **cardiovascularnews.com**

Weekly e-newsletter rates	
Advert	Rate
Leaderboard	£850
MPU	£800

## TARGETED E-BLAST

**Cardiovascular News** offers targeted e-blasts to companies and conference organisers. E-blasts can target a database of over **7,300** specialists. These communications can be sent to the whole database or be targeted by country.

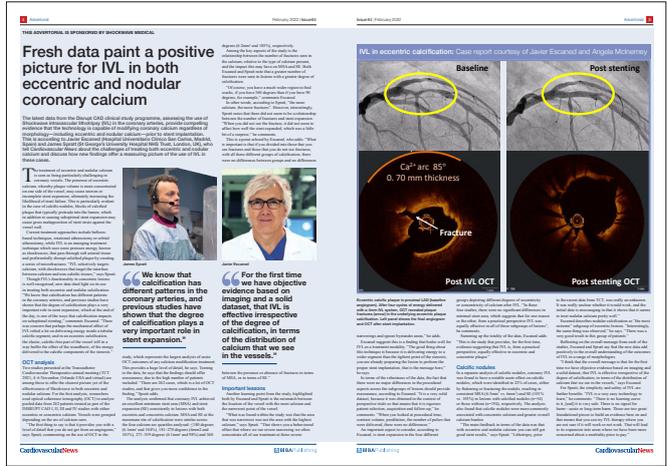
Targeted eblast rates	
Advert	Rate
Global	£6,000
Europe only	£4,500
US only	£3,000

## SOCIAL MEDIA



1 x share on our social media platforms Facebook, LinkedIn and Twitter

Social Media rates	
Share	Rate
Global	£2,500 per send



## SPONSORED CONTENT

## EDUCATIONAL SUPPLEMENT

- Cardiovascular News publishes educational supplements on topics of interest to Cardiology 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

**8 page supplement - £15,000**

## ADVERTORIAL

### Cardiovascular News 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

**Double-page advertorial: £10,000**

**Full-page advertorial: £6,000**

**Half-page advertorial: £4,000**

## SPONSORED VIDEOS

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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.

Filming can be conducted at your preferred location, on-site at conferences or remotely via the web.

### Package includes:

- Interviewing
- Filming with full post-production and editing service
- Distribution
  - Video to be made available on vascularnews.com
  - Eblast of the video to our digital subscribers
  - Posting on our social media platforms

### £POA

**NOTE: Permissions for the video file can be purchased for a flat fee of +£2,000**



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## EXAMPLE PACKAGES

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### Option 1: Webinars/Roundtable (3-4 physicians): £20,000

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

### Option 2: Video Interview (1 physician): £8,500

- Interview with one physician/single message, single-camera filming, editing and postproduction
- Embedding on cardiovascularnews.com with e-newsletter and social media mentions

### Option 3: Interview with CEO or company representative: £6,000

- 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

### Option 4: Supplied video hosted on our website: £5,000

- Embedding supplied video on cardiovascularnews.com
  - Social media mentions
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