

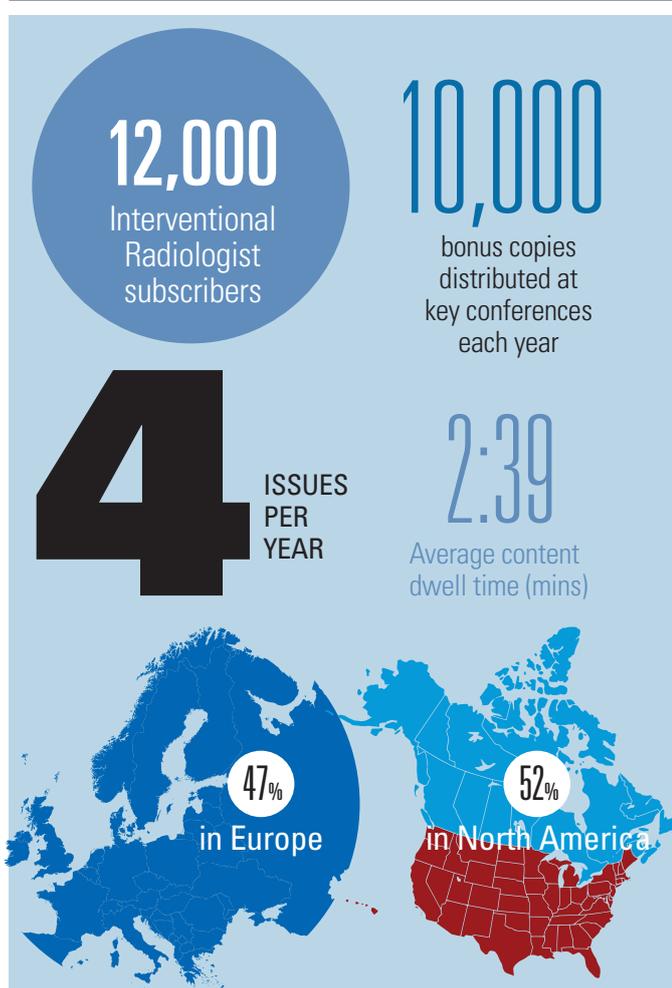
INTERVENTIONALNEWS

Interventional News is a trusted, independent source of news and opinion in the interventional radiology world.

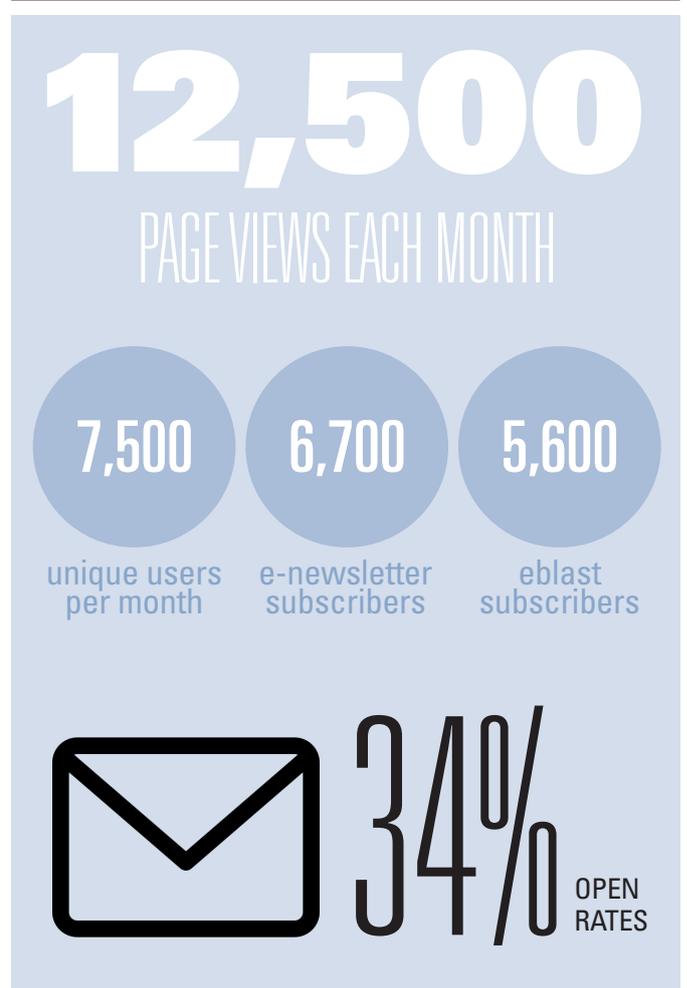


Audience reach

PRINT

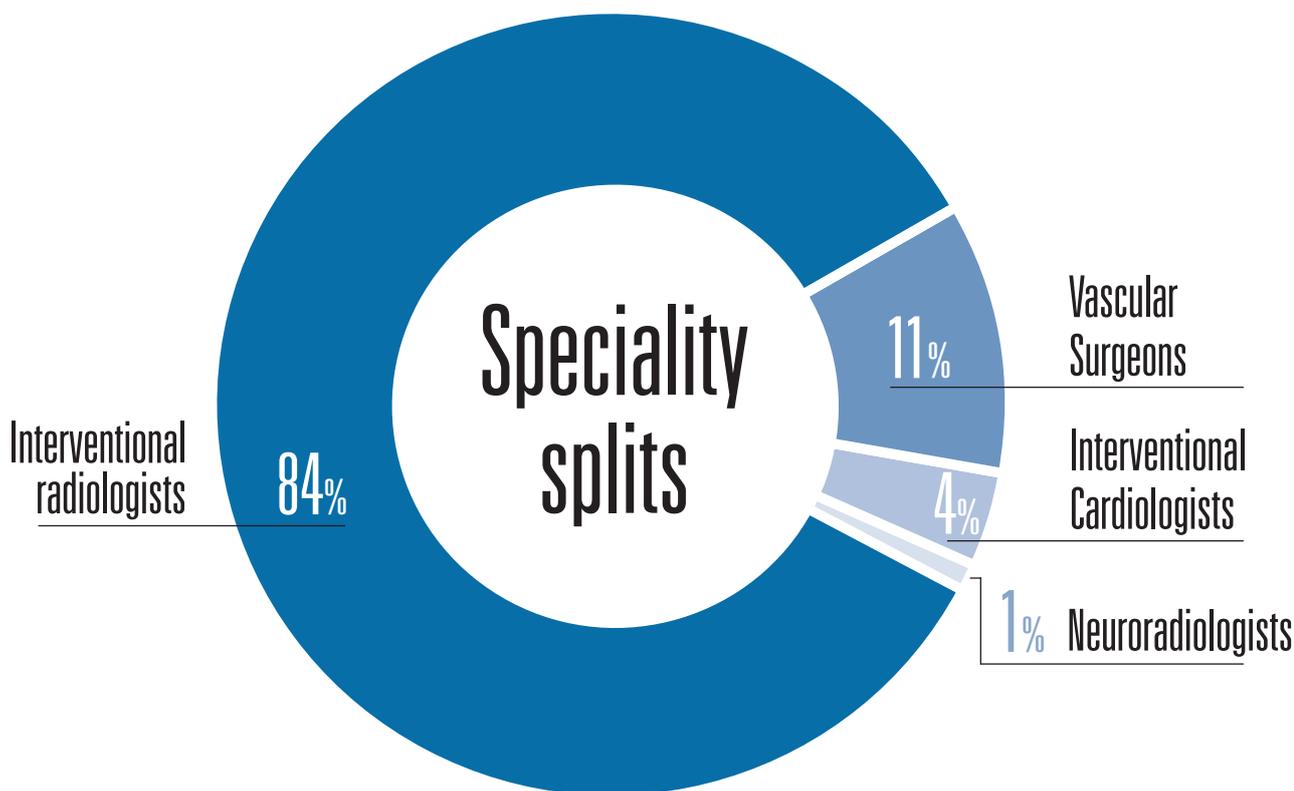


DIGITAL



INTERVENTIONAL NEWS

Interventional 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
IN89, March 2023	SIR, ECIO, CX and GEST
IN90, June 2023	ET and LINC
IN91, September 2023	CIRSE, CIO and VIVA
IN92, November 2023	BSIR, Spectrum, ISET, SIO, MIO Live and ECR

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

DIGITAL | INTERVENTIONALNEWS

The **interventionalnews.com** website reaches IR specialists all over the world with the latest news, opinion editorials, profiles, videos and events. The website generates over **12,500** monthly page views and is visited by over **7,500** unique users every month.

WEBSITE



15%
click through rates

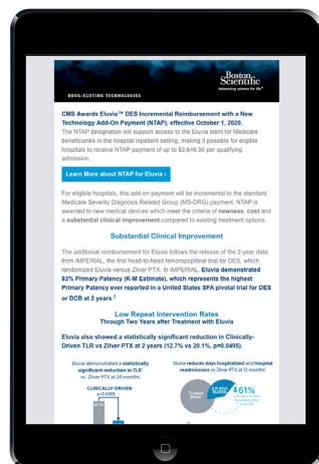
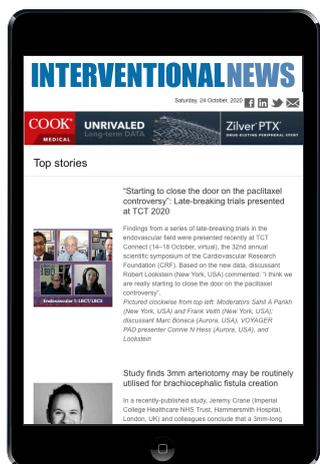
10,000
social media followers

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

DIGITAL INTERVENTIONAL NEWS



WEEKLY E-NEWSLETTER

The **Interventional News** e-newsletter is sent weekly to a database of over **6,700** specialists. It contains the top stories published on **interventionalnews.com**

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

TARGETED E-BLAST

Interventional News offers targeted e-blasts to companies and conference organisers. E-blasts can target a database of over **5,600** 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

INTERVENTIONAL NEWS
 November 2022
 13 Years of Interventional Radiology
 Dr. Chris Chertok
 Editor

CAVA RCT delivers powerful evidence supporting use of PORTs to supply systemic chemotherapy

For several patients receiving systemic anticancer treatment (SACT), daily intravenous ports (PORTs) are more effective and safer than peripheral intravenous catheters (PIVCs). The CAVA trial, a randomised, controlled, multicentre trial, compared the use of PORTs with PIVCs in patients receiving SACT. The trial found that PORTs were associated with a significantly lower risk of complications and a higher rate of successful chemotherapy administration compared to PIVCs.

Wesley hospital becomes first in Australia to achieve ASIOS accreditation in historic global milestone for QRSE

The Wesley Health System has achieved the International Society for Quality Improvement in Health Care (ISQIH) accreditation, becoming the first hospital in Australia to do so. This milestone is a significant achievement for the hospital's commitment to quality and patient safety.

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Early experience with the SeQuire® microcatheter reduces risks of non-target embolization in PAE

An early experience with the SeQuire® microcatheter in percutaneous aortic embolization (PAE) for aortic aneurysm repair. The study, conducted at a tertiary care center, evaluated the safety and efficacy of the SeQuire microcatheter compared to traditional catheters. The results showed that the SeQuire microcatheter significantly reduced the risk of non-target embolization, a major complication in PAE.

Case 1
 A 65-year-old male patient with a large abdominal aortic aneurysm (AAA) was treated with PAE using the SeQuire microcatheter. The procedure was successful, resulting in a significant reduction in the size of the aneurysm and a low risk of complications.

Case 2
 A 72-year-old female patient with a AAA was treated with PAE using the SeQuire microcatheter. The procedure was successful, resulting in a significant reduction in the size of the aneurysm and a low risk of complications.

EDUCATIONAL SUPPLEMENT

- Interventional News publishes educational supplements on topics of interest to IR 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 Interventional News, reaching the entire readership or selected countries.
- The digital version is made available on interventionalnews.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

Interventional 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

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 [interventionalnews.com](https://www.interventionalnews.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



EXAMPLE PACKAGES

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

- Up to four speakers
- Three-camera filming
- Editing and postproduction
- Embedding on [interventionalnews.com](https://www.interventionalnews.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 [interventionalnews.com](https://www.interventionalnews.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 [interventionalnews.com](https://www.interventionalnews.com)
 - Social media mentions
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