

Media Pack 2023

spinalnews international

spinalnewsinternational.com reaches spinal specialists all over the world with the latest news, opinion editorials, profiles, videos and events.



Audience reach

DIGITAL

18,000

page views each month

12,000

e-newsletter
subscribers

11,000

UNIQUE USERS PER MONTH

12%

CLICK THROUGH RATES

12,000

e-blast
subscribers

13,000

social media
followers



36%

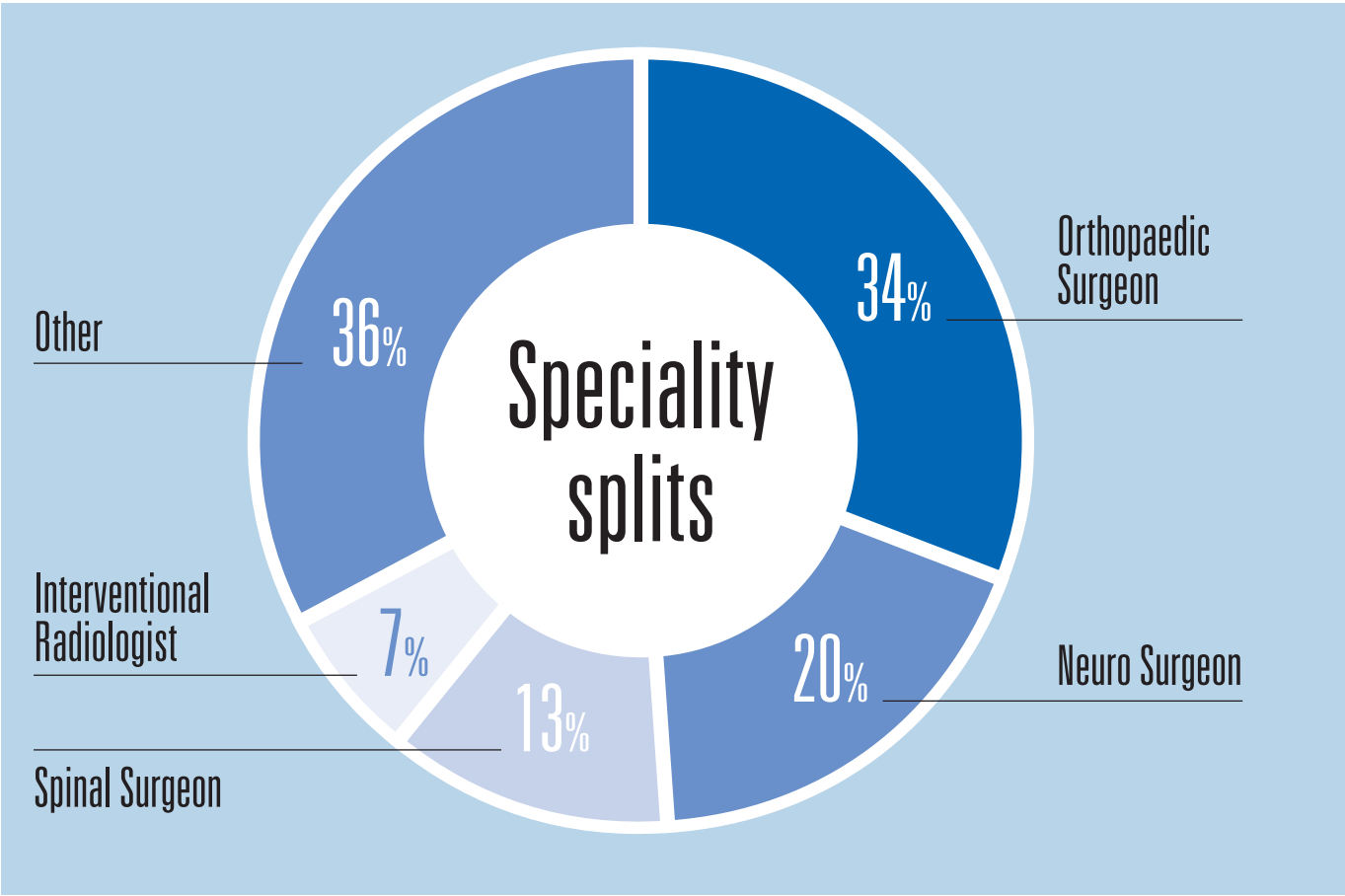


OPEN
RATES

2:59

Average
content dwell
time (mins)

AUDIENCE BREAKDOWN

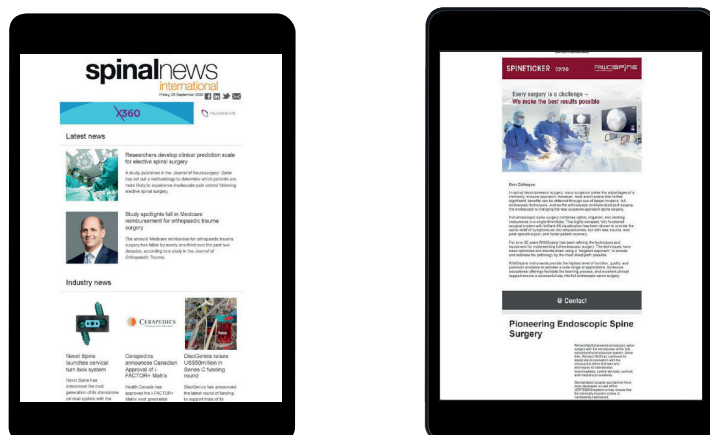


Advert	
Advert	Rate (per month)
Skyscraper + half banner A	£1,750
Leaderboard + half banner A	£1,250
MPU1 + half banner A	£1,250
MPU2 + half banner B	£1,000
MPU3 + half banner B	£600
Mobile adhesive banner (MOBILE DEVICES ONLY)*	£6,000 per quarter
exclusive position	

DIGITAL

spinalnews

international



FORTNIGHTLY E-NEWSLETTER

spinalnewsinternational.com e-newsletter is sent weekly to a database of over **12,000** specialists. It contains the top stories published on **spinalnewsinternational.com**

Fortnightly e-newsletter rates

Advert	Rate
Leaderboard	£800
MPU	£700

TARGETED E-BLAST

spinalnewsinternational.com offers targeted e-blasts to companies and conference organisers. E-blasts can target a database of over **12,000** specialists. These communications can be sent to the whole database or be targeted by country.

Targeted eblast rates

Advert	Rate
Global	£5,000
Europe only	£3,500
US only	£3,500

SOCIAL MEDIA



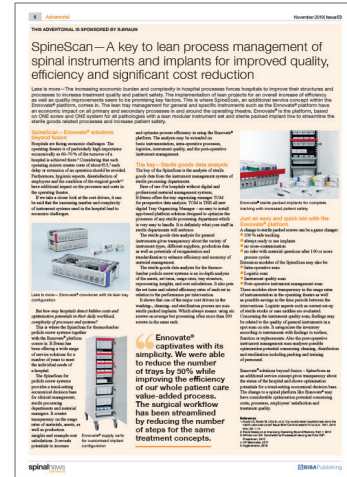
1 x share on our social media platforms Facebook, LinkedIn and Twitter

Social Media rates

Share	Rate
Global	£2,500 per send



SPONSORED CONTENT



EDUCATIONAL SUPPLEMENT

- **spinalnewsinternational.com** publishes educational supplements on topics of interest to spinal 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:

- The digital edition is made available on **spinalnewsinternational.com**
- E-blast of the digital edition sent to our digital subscribers
- Shared on our social media platforms
- Printed version created with **1,000** copies delivered to the client for their own purposes

Rate: £10,000

ADVERTORIAL

spinalnewsinternational.com 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

3+ physicians - £8,000

2 physicians - £6,000

1 physician - £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 spinalnewsinternational.com
 - Eblast of the video to our digital subscribers
 - Posting on our social media platforms

£POA

NOTE: Rights 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 spinalnewsinternational.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 spinalnewsinternational.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 spinalnewsinternational.com
 - Social media mentions
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