

Media Pack **2023**

venousnews

venousnews.com reaches endovenous and phlebology specialists all over the world with the latest news, opinion editorials, profiles, videos and events.



Audience reach

DIGITAL

82,000

page views each month

10,500

e-newsletter subscribers

70,000

UNIQUE USERS PER MONTH

11%

CLICK THROUGH RATES

10,500

eblast subscribers

5,000
social media followers



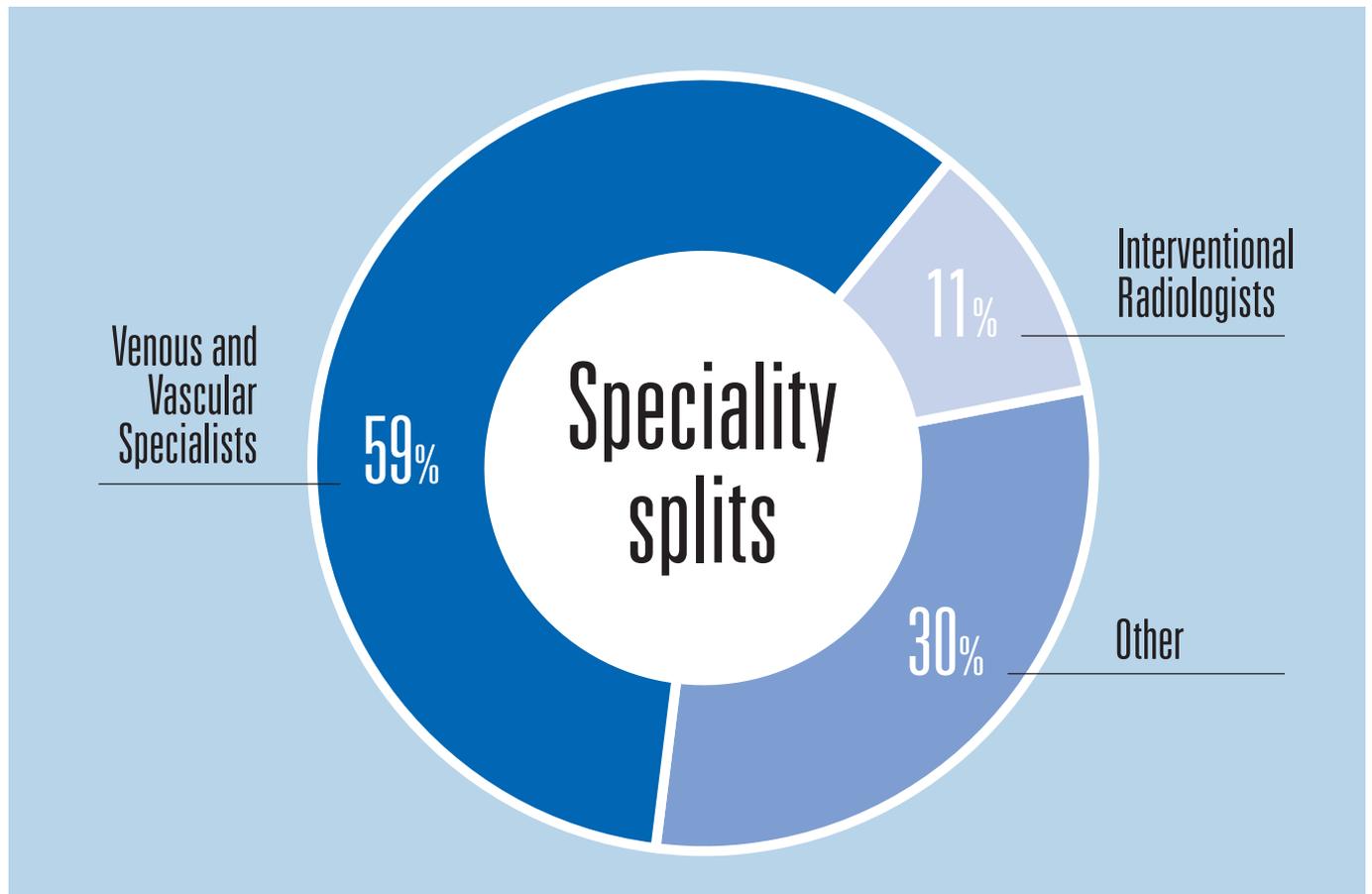
35%



OPEN RATES

5:15 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 | venousnews



FORTNIGHTLY E-NEWSLETTER

The **venousnews.com** e-newsletter is sent weekly to a database of over **10,500** specialists. It contains the top stories published on **venousnews.com**

Fortnightly e-newsletter rates	
Advert	Rate
Leaderboard	£800
MPU	£700

TARGETED E-BLAST

venousnews.com offers targeted e-blasts to companies and conference organisers. E-blasts can target a database of over **10,500** 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	£2,500

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

- **venousnews.com** publishes educational supplements on topics of interest to endovenous and phlebology surgeons.
- 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 **venousnews.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

venousnews.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 vascularnews.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 venousnews.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 venousnews.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 venousnews.com
 - Social media mentions
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