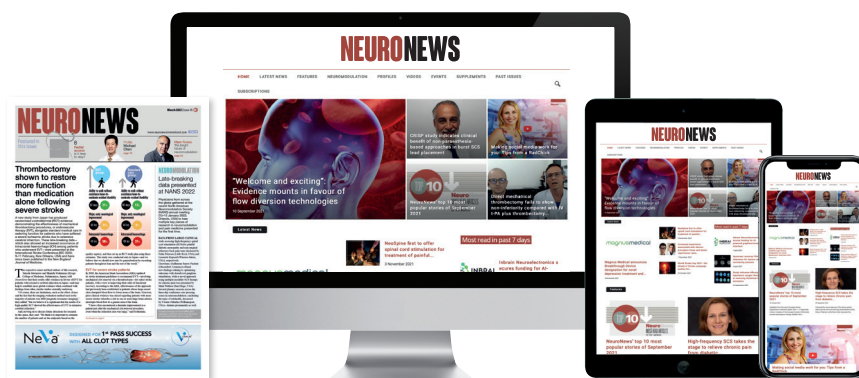


Media Pack **2023**

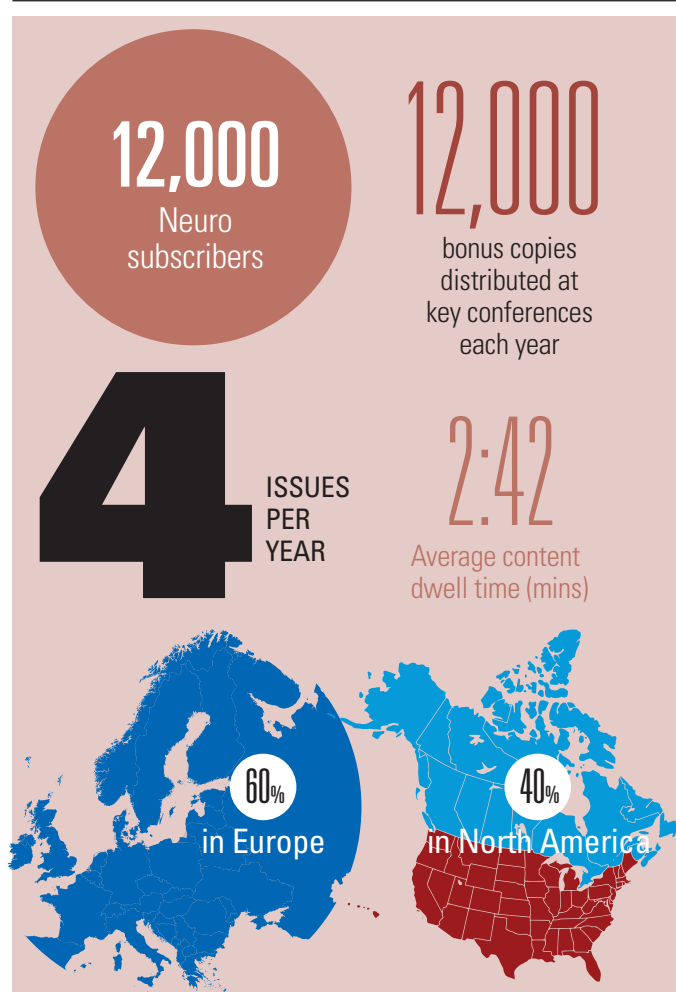
# NEURONEWS

**NeuroNews** is a trusted, independent source of news and opinion in the neurointerventional and neurosurgical world.

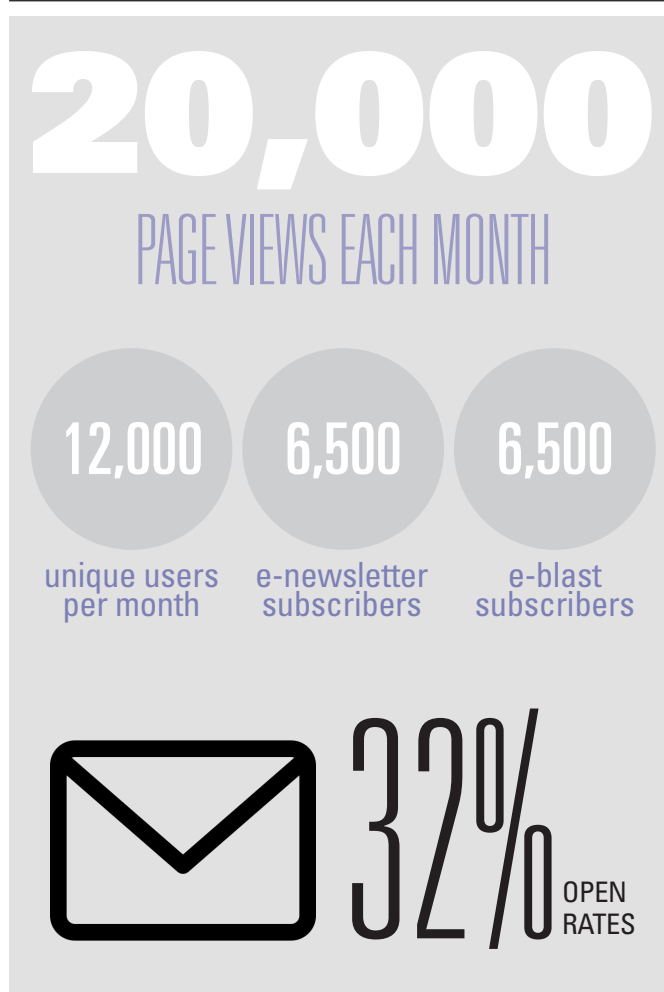


## Audience reach

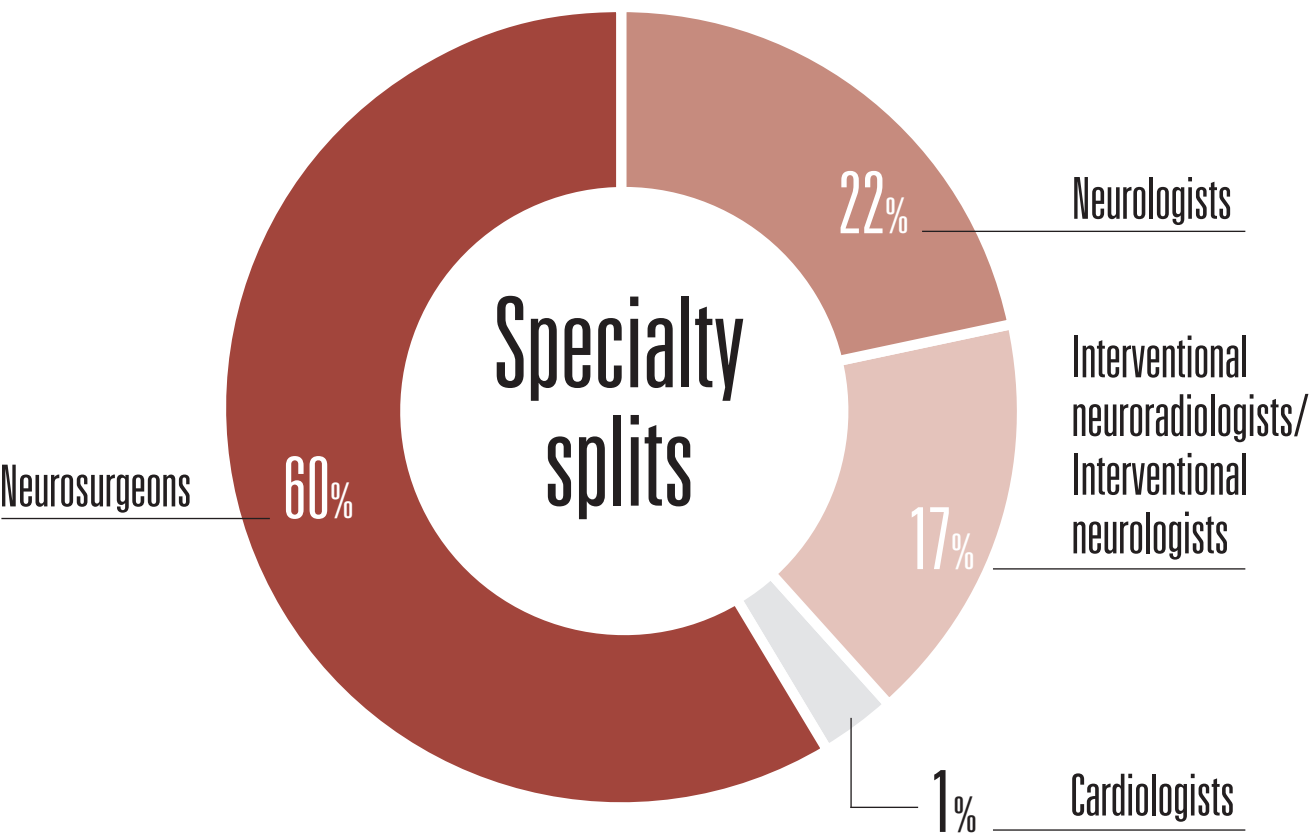
### PRINT



### DIGITAL



*NeuroNews* is distributed at key events from the newspaper's booth, future meetings tables and publishers' display areas. In some cases, it is also inserted in delegate bags.



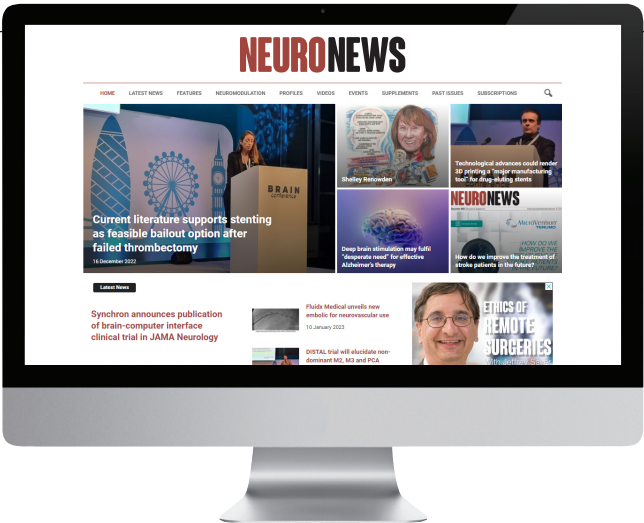
Editorial calendar with bonus distributions		
Issue	Publication date	Bonus distribution
NN49	March 2023	ESOC
NN50	May 2023	LINNC and SNIS
NN51	August 2023	ESMINT, SLICE and SVIN
NN52	November 2023	BRAIN and NANS

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

DIGITAL | **NEURONEWS**

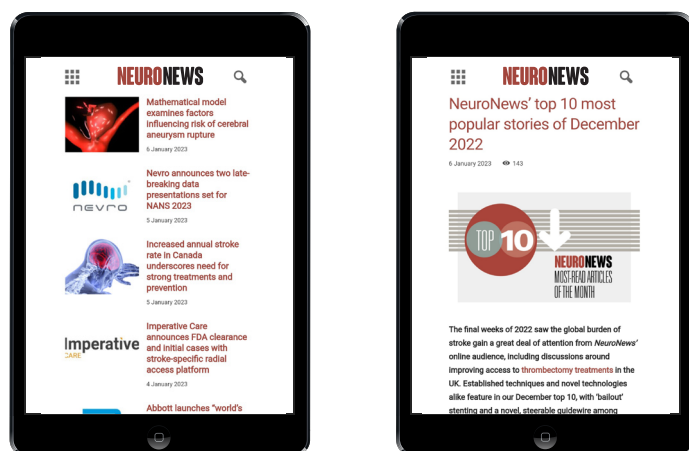
The *neuronewsinternational.com* website reaches neuro specialists all over the world with the latest news, opinion editorials, profiles, videos and events. The website generates more than **20,000** monthly page views and is visited by over **12,000** unique users every month.

WEBSITE



**15,500**  
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 **NeuroNews** e-newsletter is sent weekly to a database of over **6,500** specialists. It contains the top stories published on **neuronewsinternational.com**.

### Weekly e-newsletter rates

Advert	Rate
Leaderboard	£850
MPU	£800

## TARGETED E-BLAST

**NeuroNews** offers targeted e-blasts to companies and conference organisers. E-blasts can target a database of over **6,500** specialists. These communications can be sent to the whole database or be targeted by country.

### Targeted e-blast rates

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

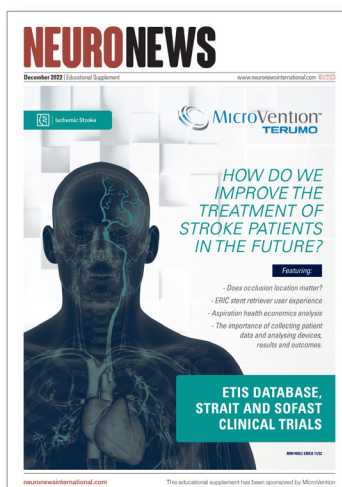
## SOCIAL MEDIA



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**

- *NeuroNews* publishes educational supplements on topics of interest to neurointervention and neurosurgery 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, or a new product, drug or medical device.

**Distribution includes:**

- Supplements are inserted in *NeuroNews*, reaching the entire readership or selected countries.
- The digital version is made available on [neuronewsinternational.com](http://neuronewsinternational.com).
- E-blast of the digital edition sent to our digital subscribers.
- 1,000 additional copies are printed and posted for your own uses.

**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

**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 impactful 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 *neuronewsinternational.com*
- E-blast 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 post-production
- Embedding on *neuronewsinternational.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 post-production
- Embedding on *neuronewsinternational.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 three-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 *neuronewsinternational.com*
  - Social media mentions
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