

Media Pack 2023

Vascular Specialist

Vascular Specialist is an official publication of the Society for Vascular Surgery (SVS)



Audience reach

PRINT

4,800 VASCULAR SPECIALIST SUBSCRIBERS

12 ISSUES PER YEAR

SVS Bonus distribution and VS@VAM dailies

DIGITAL

7,000+ VASCULAR SPECIALIST SUBSCRIBERS

125,000 } Annual website page views

13,000+ Impressions (LinkedIn)

16,000+ Impressions (Twitter)

E-news

- 44%** open rate
- 12%** click rate

E-blasts

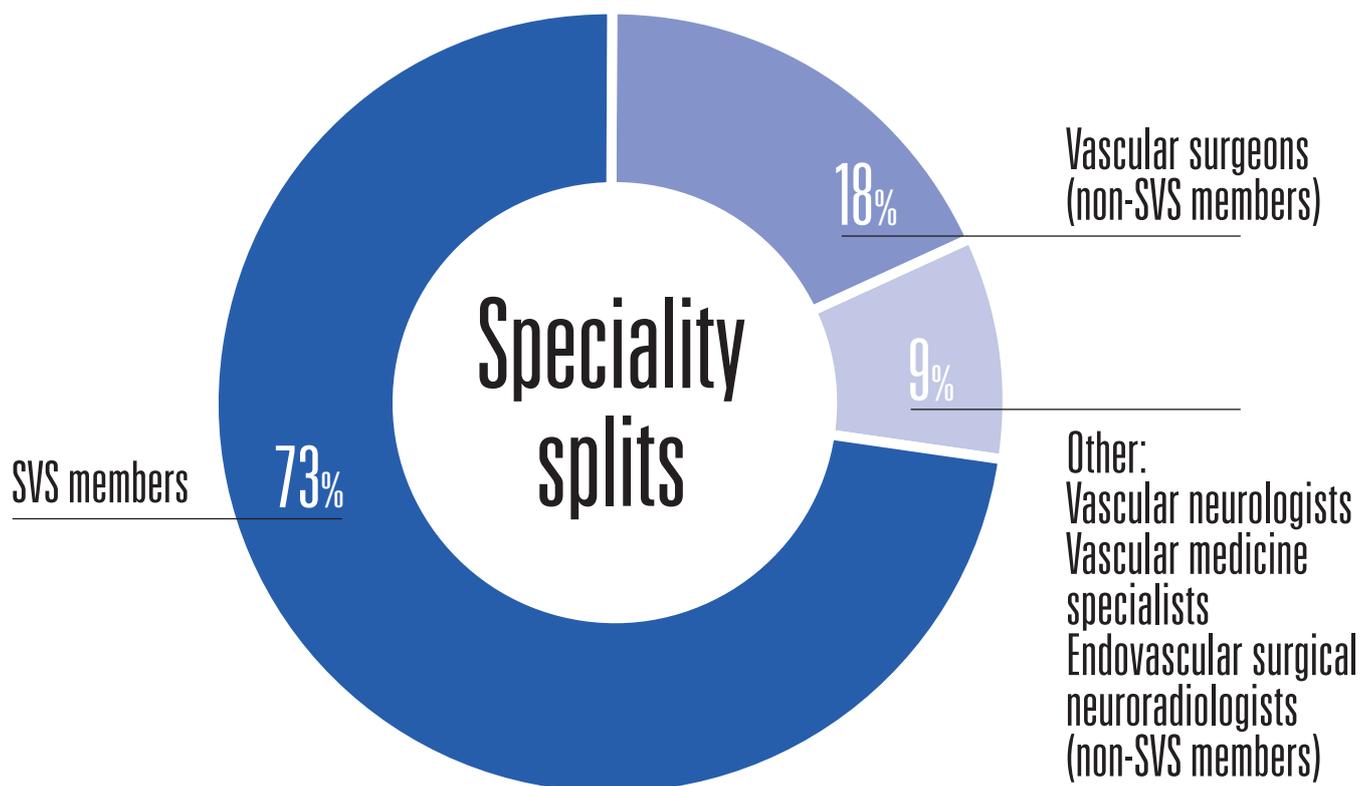
- 38%** open rate
- 6.5%** click rate

Dedicated website updated in real time

Bimonthly newsletter sent to all subscribers

Targeted e-blasts can be sent to subscribers at any time

Vascular Specialist 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.



Estimated bonus distribution pending COVID restrictions	
Issue (including number)	Bonus distribution (TBD)
January 2023	SAVS, VESS (winter meeting), ISET
February 2023	AVF
March 2023	SCVS, regional vascular meetings
April 2023	Charing Cross (CX) Symposium
May 2023	IVC, PNEC
June 2023	VAM, VESS (spring meeting)
July 2023	
August 2023	
September 2023	All applicable regional vascular meetings
October 2023	CX Aortic Vienna, ENDO, IAS
November 2023	VEITH, VIVA
December 2023	

Print advertising rates (DEADLINE: 15th of the month prior)			
Page size	1 month	6 months	12 months
King (full) page	\$5,560	\$5,325	\$5,160
Island page	\$4,935	\$4,700	\$4,585
1/2 page	\$4,535	\$4,345	\$4,225
1/4 page	\$3,515	\$3,460	\$3,445
Page 3 King	\$7,345		
Back Cover	\$9,040		
Center spread	\$8,475		
Front page banner	\$5,500		
Cover Tip/Tip On	\$8,475		

Media Pack **2023**

DIGITAL

Vascular Specialist

The *Vascular Specialist* website reaches vascular specialists all over the world with the latest news, opinion editorials, profiles, videos and events.

WEBSITE



7,000+
Vascular Specialist subscribers

Website rates

Advert	Rate (per month)
MPU 1 + Half banner A	\$2,000
Leaderboard + Half banner A	\$1,550
MPU2 + Half banner B	\$1,300
MPU3 + Half banner B	\$950
Adhesive Skyscraper (DESKTOP ONLY)	\$6,200 per quarter
Mobile adhesive banner (MOBILE DEVICES ONLY)	\$6,200 per quarter

E-NEWSLETTER

The *Vascular Specialist* e-newsletter is sent every 2 weeks to a database of **7,000+** specialists. It contains the top stories published on the *Vascular Specialist* website.

e-newsletter rates

Advert	Per e-newsletter
MPU 1	\$950
Top banner	\$875

TARGETED E-BLAST

Vascular Specialist offers targeted e-blasts to companies and conference organizers.

- E-blasts can target a database of over **7,000+** specialists
- These communications can be sent to the whole database or be targeted by country

Targeted e-blast rates

Global	\$2,300
US	\$1,950

Vascular Specialist

SPONSORED CONTENT

August 2020
Educational Supplement

Vascular Specialist

The emerging value and broad applicability of intravascular lithotripsy

An in-depth look at the role of IVL across various anatomies, in a resource-constrained healthcare environment

vascularspecialist.com This educational supplement has been sponsored by Shockwave

Study seeks to provide essential data for bridging stent use in BEVAR procedures

These are several current topics in the market for both femoral and endovascular approaches to the treatment of acute and chronic lower extremity arterial disease (LEAD). One of the most common approaches to the treatment of LEAD is the use of a bridging stent. However, the use of bridging stents is associated with a high rate of complications, including stent migration, stent fracture, and stent restenosis. This study seeks to provide essential data for bridging stent use in BEVAR procedures.

These studies are the future we might have an ideal stent.

vascularnews

EDUCATIONAL SUPPLEMENT

Vascular Specialist publishes educational supplements on topics of interest to vascular specialists.

- Sponsoring a supplement offers a unique opportunity to deliver your company’s core message to your target audience with an educational focus
- The content can be based on the company’s profile, new product, drug or medical device
- Supplements are inserted in *Vascular Specialist*, and made available on the website

8-page supplement - \$20,000

ADVERTORIAL

Vascular Specialist 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: \$12,000

Full-page advertorial: \$7,500

Digital advertorial: \$6,500 (with included e-blast \$7,900)

SALES CONTACT

Nicole Schmitz at nicole@bibamedical.com or (708) 829-5112

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 vascularspecialistonline.com
 - E-blast of the video to our digital subscribers

NOTE: Rights for the video file can be purchased for a flat fee of \$2,750

EXAMPLE PACKAGES

Option 1: Webinars/Roundtable (3-4 physicians): \$27,700

- Up to four speakers
- Three-camera filming
- Editing and post-production
- Embedding on vascularspecialistonline.com with e-blast

Option 2: Video Interview (1 physician): \$11,750

- Interview with one physician/single message, single-camera filming, editing and post-production
- Embedding on vascularspecialistonline.com with e-newsletter

Option 3: Interview with CEO or company representative: \$8,250

- Interview with a company representative i.e. CEO, CMO etc.
- 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: \$4,900

- Embedding supplied video on vascularspecialistonline.com
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Media Pack 2023



Vascular Specialist

Vascular Connections is now **Vascular Specialist@VAM**, the official newspaper of the SVS and daily newspaper of the Vascular Annual Meeting (VAM).



June 14-17, 2023
National Harbor, Maryland



Daily on-site print newspapers at VAM

7,000

E-newsletters sent to 7,000 *Vascular Specialist* subscribers during the month of VAM

PRINT ADVERTISING

Print Creative Deadline: May 19, 2023

Print advertising rates

Print size	Rate per issue	Rate for all 3 issues (30% discount)
Front page banner	\$6,500	\$13,650
King	\$5,500	\$11,550
Double King	\$9,000	\$18,900
Half page	\$4,500	\$9,450
Quarter page	\$3,500	\$7,350
Back cover	\$8,500	\$17,850
Tip on	\$8,000	\$18,900

E-NEWSLETTER

In addition to *Vascular Specialist* bimonthly e-newsletter schedule, there will be 4 VAM editions of e-newsletters that will be offered to cover VAM digitally in June/July. E-newsletters dates TBD.

E-newsletter advertising rates

Advert	All 4 e-newsletters
Top banner	\$4,750
MPU 1/ MPU 2	\$4,000
Bottom banner	\$3,000

TARGETED E-BLASTS

For targeted e-blasts sent to the *Vascular Specialist* email list from June 1 – July 15, 2023

Targeted e-blast advertising rates

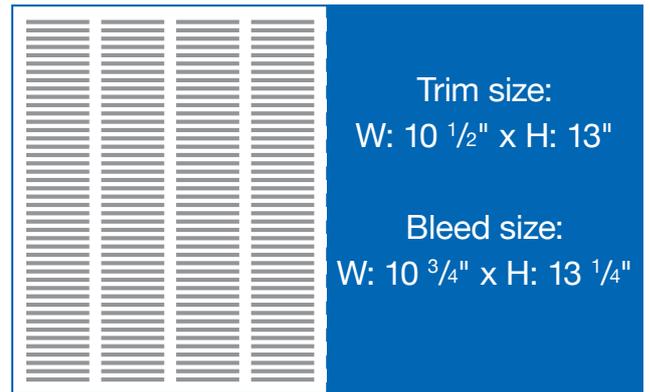
Advert	Rate
Targeted e-blast	\$2,500

PRINT ADVERTISING SPECIFICATIONS

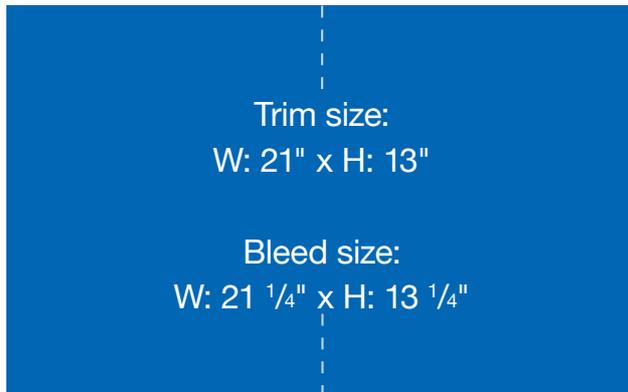
Front page banner



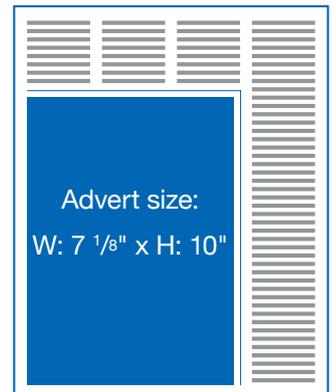
King page



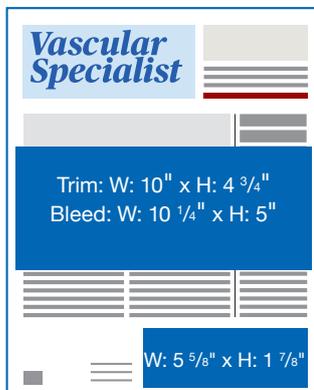
King page center spread



Island page



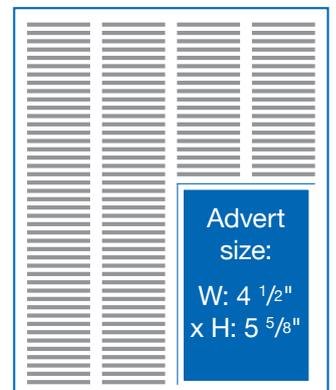
Bellyband



1/2 page



1/4 page



Journal Trim Size: W: 10 1/2" x H: 13"

Live matter: Allow 1/4" safety from all trim edges

ADVERTISING SPECIFICATIONS — PRINT

- Live matter: Allow 1/4 inch safety from all trim edges
- Please send a high resolution PDF of artwork in CMYK and 300 dpi

Print	Specifications
King page	Trim size: W: 10 1/2 inches x H: 13 inches / Bleed size: W: 10 3/4 inches x H: 13 1/4 inches
King page center spread	Trim size: W: 21 inches x H: 13 inches Bleed size: W: 21 1/4 inches x H: 13 1/4 inches
Island page	Advert size: W: 7 1/8 inches x H: 10 inches
1/2 page	Advert size: W: 9 3/4 inches x H: 5 5/8 inches
1/4 page	Advert size: W: 4 1/2 inches x H: 5 5/8 inches
Front page banner	Advert size: W: 5 5/8 inches x H: 1 7/8 inches
Bellyband	Trim size: W: 10 1/2 inches x H: 4 inches / Bleed size: W: 10 3/4 inches x H: 4 1/4 inches
Educational supplement	Specifications
Front page cover	W: 8 1/10 inches x H: 10 3/4 inches
Back page cover	W: 8 1/10 inches x H: 10 3/4 inches – additional 1/8 inch bleed on all sides required

Deadline: All print creative files are required by the 15th of the month prior to going to press. (Ex: October file due by September 15th).

ADVERTISING SPECIFICATIONS — DIGITAL

- Please send all artworks in RGB colour and 72 dpi
- Please also provide the link/url with the artwork
- Accepted file format: GIF, JPG (Animated GIFs are acceptable if the first frame conveys your message as it will NOT animate in some e-mail browsers)

E-newsletter	Specifications
MPU	300 wide x 250 high pixels
Leaderboard	590 wide x 72 high pixels
Targeted e-blast	
https://bibapublishing.com/online-specs/#email_specs	
Website	Specifications
MPU	300 wide x 250 high pixels
Leaderboard	728 wide x 90 high pixels
Half banner	300 wide x 100 high pixels
Mobile adhesive banner	350 wide x 70 high pixels
Skyscraper	160 wide x 600 high pixels

Deadline: All digital artworks are required 2 weeks prior to going live or to send date

SALES CONTACT

Nicole Schmitz at nicole@bibamedical.com or (708) 829-5112