

MEDIA PACK **2024**

Cardiovascular News

Cardiovascular News

is a trusted, independent
source of news and opinion
in the cardiovascular world

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How we reach our audience

PRINT

16,200 subscribers

37% in US

63% in Europe

WEB

9,000 monthly visitors

15,500 pageviews

40% in US

60% in EMEA

EMAIL

eblast: **7,700** subscribers,
(**28%** US, **53%** EMEA)

enews: **8,200** subscribers,
(**28%** US, **53%** EMEA)

Combined: **39%** open rate,
7% clickthrough rate

SOCIAL

14,000 followers

50% LinkedIn

28% X/Twitter

22% Facebook

ROLES

70%

Interventional
Cardiologists

15%

Cardiothoracic
surgeons

5%

Cardiologists

2%

Vascular
surgeons

Brand awareness

Increase the visibility of your product and company brands through image-based adverts

PRINT

Promote your new and existing products through the print paper with each issue having multiple versions to allow for regional adverts

16,200 print subscribers

Editorial calendar

Issue number and bonus distribution events



February 2024
CRT, ACC, JIM, STS



May 2024
Euro PCR, TVT



August 2024
ESC, TCT, EACTS



November 2024
PCR London Valves

Print advertising rates

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 print advertising rates

Outside back cover	+30%
Page 3	+20%
Premium positions	+15%
Geographic split run	+15%
A4 Insert	POA



Brand awareness (cont...)

WEBSITE ADVERTISING

Advertise your products through static or dynamic adverts that run across our website. Adverts run monthly and are limited to 3 advertisers per position per month

9,000 monthly visitors

15,500 monthly page views

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



E-NEWSLETTER

Include your adverts in the eNewsletter emails sent by our editorial team every 2 weeks

8,200 subscribers

39% open rate



Weekly e-newsletter rates

Advert	Rate
Advert takeover (LB, MPU, HB)	£1,750 per email
Leaderboard	£850
MPU	£800

Message promotion

Highlight your key messages to our audience with content that drives traffic to your landing pages

SOCIAL

Post your content, image, and link through our social media accounts to reach **19,500+** followers on LinkedIn, X/Twitter and Facebook

Social Media rates

Share	Rate
Global	£2,500 per send



E-BLAST

7,700 subscribers

39% open rates

7% click rates



Cardiovascular News offers targeted eBlasts to companies and conference organisers

eBlasts can target a database of over **7,700** 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

Thought leadership

Educate our audience through deeper dive content that highlights your product benefits

ADVERTORIALS

Cardiovascular News creates sponsored editorial content. By 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. Available in print and digital format or digital only

Print & digital
Included in print paper and uploaded as a website article page

Advert	Rate
Double Page Spread	£10,000
Full Page	£6,000

Digital only
Posted as a website article page and promoted on social media

Advert	Rate
3-4 interviewees	£10,000
1-2 interviewees	£6,000



EDUCATIONAL SUPPLEMENTS

Cardiovascular News publishes educational supplements on topics of interest to cardiovascular 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 *Cardiovascular News*, reaching the entire readership or selected countries
 - The digital version is made available on *cardiovascularnews.com*
 - eblast of the digital edition sent to our digital subscribers
 - 1,000 additional copies are printed and posted for your own uses

Supplement rates

Advert	Rate
8 page supplement	£15,000
12 page supplement	£20,000

Thought leadership (cont...)

VIDEO

Showcase your company's products, data, techniques and technologies to a global audience through dynamic content and platform functionalities to engage viewers

As a specialist news and education company, we offer a video production service delivering powerful physician interviews and roundtable discussions in a variety of engaging formats that are promoted through multiple channels

Video rates

Package	Rate
Live Webinars / Case Transmission	From £27,500
Pre-recorded Roundtables	£20,000
Physician Interview	£8,500
Supplied Video	£5,000
Video permissions to have final file for your use	£2,000

All videos include:

- HD recording
- Post-production editing
- Publishing on the website
- Promotion through dedicated email and on social media



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