

MEDIA PACK **2024**

NEURONEWS

Neuro News is a trusted, independent source of news and opinion in the neurointerventional and neurosurgical world

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How we reach our audience

PRINT

11,200 subscribers

48% in US

52% in Europe

EMAIL

eblast: **6,300** subscribers,
(**33%** US, **50%** EMEA)

enews: **6,150** subscribers,
(**32%** US, **51%** EMEA)

Combined: **39%** open rate,
11% clickthrough rate

WEB

14,000 monthly visitors

25,000 pageviews

49% in US

30% in EMEA

16% in APAC

SOCIAL

18,000 followers

52% LinkedIn

19% X/Twitter

29% Facebook

ROLES

60%

Neurosurgeon

22%

Neurologist

17%

Interventional
Neuroradiologist

1%

Cardiologist

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

11,200 print subscribers

Editorial calendar

Issue number and bonus distribution events



February 2024
ESOC, CX



May 2024
LINNC Paris, SNIS



August 2024
ESMINT



November 2024
SVIN, BRAIN, PAIRS, LINNC Americas

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

14,000 monthly visitors

25,000 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

6,150 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 **18,000+** followers on LinkedIn, X/Twitter and Facebook

Social Media rates

| Share | Rate |
|--------|-----------------|
| Global | £2,500 per send |



E-BLAST

6,300 subscribers

39% open rates

11% click rates



Neuro News offers targeted eBlasts to companies and conference organisers

eBlasts can target a database of over **6,500** 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

Neuro 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

Neuro News publishes educational supplements on topics of interest to Interventional Neuroradiology 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 *Neuro News*, reaching the entire readership or selected countries
 - The digital version is made available on *neuronewsinternational.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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