

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	£7,700
Front page banner + full page	£6,600
Double page spread	£6,000
Full page	£4,300
Island	£3,200
Half page	£2,500
Quarter page	£1,900

Premium print advertising rates

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



Societies weigh in on renal denervation as US FDA considers device approvals

“Achievements like renal denervation are imperative to enhancing shared decision-making that can lead to better treatment and outcomes for patients,” the Society for Cardiovascular Angiography & Intervention (SCAI) said in August 2023 in a regulatory review of renal denervation systems for reducing blood pressure in adults with uncontrolled hypertension.

SCAI in the United States and the ESC in the UK, to conduct renal denervation in a device-based system for individuals with high blood pressure who may not respond to or tolerate medical treatment including drug therapy of blood pressure. In August, the international regulatory organizations issued a positive statement in which it endorsed the conditions under which interventionalists may opt to select renal denervation for their patients.

Drives therapies targeting the renal sympathetic nervous system had proven an adjunct to other or alternative to avoid hypertension, depending upon the underlying severity of blood pressure elevation,” said Barbara Hamm, Chairman, SCAI, University College of Human Medicine, East Lansing, USA, chair of the writing group that composed the position paper. “This endorsement empowers best, with appropriate patient selection, evaluation, and proper implementation of operator training standards and facility requirements, renal denervation treatment can be provided as an optimal option to the patient population.”

In Europe, where the use of renal denervation is more advanced, proponents of the technique were the subject of a position paper from the European Society of Hypertension (ESH), which for the first time includes the statement that the technique can be prepared as an adjunctive therapy in select patients with uncontrolled hypertension.

The guidelines were first presented during the ESH’s 22nd annual European meeting on Hypertension and Cardiovascular medicine (EH 2023) in Milan, Italy. They were revised and published in the European Heart Journal (EHJ) and in the European Heart Journal - Open Access (EHJ-OA) in August 2023, alongside the “Guidelines for the use of renal denervation in the treatment of uncontrolled hypertension in adults with uncontrolled hypertension.”

An earlier version of the ESH guidelines – which were published jointly with the European Society of Cardiology (ESC) in 2019 – had endorsed against the use of an active-based therapy for hypertension, until further evidence of their safety and efficacy came to light. But, with the addition of evidence from the latest generation of observational trials, the use of renal denervation in the treatment of uncontrolled hypertension is now considered a reasonable option in the patient population of renal denervation.

The new guidelines state that the therapy can be considered as an option if patients have an uncontrolled blood pressure (BP) rate (O/B) of at least 175/105 mmHg, or if the use of antihypertensive drug combination therapy, or if drug resistance effects serious side effects and poor quality of life. “First, for patients with uncontrolled hypertension, the decision to use renal denervation can be considered as an additional therapy in patients with uncontrolled hypertension and an O/B of at least 175/105.”

In the last guidelines, also in 2019 by the European Society of Hypertension and the European Society of Cardiology, it was said that there was no evidence that renal denervation lowered blood pressure, because of the negative data from the first fully controlled trial, “Giuseppe Maria (University Milano-Brescia, Milano, Italy), who re-evaluated the existing evidence for the guidelines, said Cardiovascular News. However, the development of the renal denervation device.

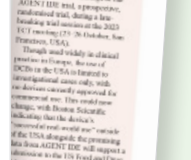
“Since then, we have had five or six studies with a shared denervation program in which there was a reduction in both office and ambulatory blood pressure after renal denervation. In addition, these data were together, over up to three years. We saw around 1,000 patients who have undergone renal denervation, showing that the reduction in blood pressure to



AGENT IDE trial brings hope of first US coronary DCB approval

The first US randomized trial investigating the safety and efficacy on the use of a drug-coated balloon (DCB) for the treatment of coronary artery stenosis has shown the superiority of the Agent IDE (Optium SCAI) DCB balloon angioplasty for a primary endpoint of target lesion re-narrowing at one year.

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procedural time or discomfort with imaging interpretation – to provide the best care for our patients.

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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	£1,995
MPU1 + half banner A	£1,995
MPU2 + half banner B	£1,450
MPU3 + half banner B	£1,150
Mobile adhesive banner (MOBILE DEVICES ONLY)*	£6,600 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)	£1,950 per email
Leaderboard	£950
MPU	£900



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	£2,950 per send



E-BLAST

7,700 subscribers

39% open rates

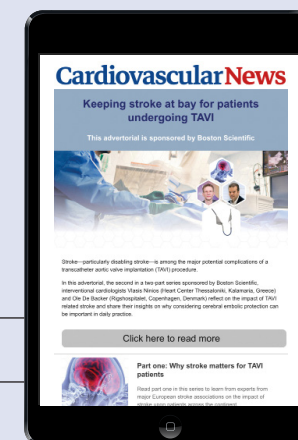
7% click rates

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	£11,000
Full Page	£6,600

Digital only

Posted as a website article page and promoted on social media

Advert	Rate
3-4 interviewees	£11,000
1-2 interviewees	£6,600



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	£20,000
12 page supplement	£25,000



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 £30,000
Pre-recorded Roundtables	£22,000
Physician Interview	£9,500
Supplied Video	£6,000
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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