

INTERVENTIONAL NEWS

Interventional News

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

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How we reach our audience

PRINT

11,400 subscribers

54% in US

46% in Europe

WEB

8,000 monthly visitors

13,800 pageviews

48% in US

30% in EMEA

17% in APAC

EMAIL

eblast: **5,750** subscribers,
(**28%** US, **53%** EMEA)

enews: **6,750** subscribers,
(**28%** US, **53%** EMEA)

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

SOCIAL

14,000 followers

50% LinkedIn

28% X/Twitter

22% Facebook

ROLES

84%

Interventional Radiologists

11%

Vascular Surgeons

4%

Interventional Cardiologists

1%

Neuroradiologists

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

11,400 print subscribers

Editorial calendar

Issue number and bonus distribution events



February 2024
SIR, ECIO



May 2024
GEST, LINC, ET



August 2024
CIRSE, CIO



November 2024
BSIR, ISET, SIO, PAIRS

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



CIRSE curriculum update targets greater harmonisation and improvement in global IR training standards

In February 2023, the Cardiovascular and Interventional Radiological Society of Europe (CIRSE), in conjunction with the European Union of Medical Specialists (EUMS) Interventional Radiology (IR) division, published a new curriculum of radiology, an update to the previous version released five years prior. According to the CIRSE website, the society provides interventional radiologists with the curriculum and updates so they have access to "a standardised IR training guideline that covers the breadth of clinical and technical skills that are needed to perform safe and effective interventions".

Different countries have different processes when it comes to defining interventional radiology "specialty", and therefore, there can be variation in knowledge and skills between one country to another. However, CIRSE's European Board of Interventional Radiology (EBIR) qualifications is one example of a "uniform and high-quality" certification for the medical profession, and is designed to demonstrate locally, internationally, and internationally to IR. The updated European Curriculum and syllabus for Interventional Radiology "serves as the framework for the EBIR certification" and is the basis for the "EBIR" need to create certification questions.

In December 2023, CIRSE created a task force for updating the curriculum, which the website states is "the most comprehensive" of all available IR curricula. Between their own and others this year, chairperson Ramon Llorca (Hospital General de Catalunya, Spain) led 17 international members across five continents. Ramon Llorca (Hospital General de Catalunya, Spain) led 17 international members across five continents. Ramon Llorca (Hospital General de Catalunya, Spain) led 17 international members across five continents.

Curriculum task force chairperson on the updates
"Speaking in Interventional News, Llorca provided insight into the importance of the update. "In 2018, the EBIR board recognised the need to standardise IR training and assessment across Europe and the potential for the first international possible regardless of geography" was trained IR clinicians. In

the curriculum based at the University of California San Francisco (UCSF), the task force was a multidisciplinary programme for patients who have limited treatment with curative intent. "These curricula are intended to help radiologists provide a consistent, high-quality care for their patients. The study is primarily for patients with metastatic

of 1700 in 2024, between November and the end of 2024 to 2018. The task force was a multidisciplinary programme for patients who have limited treatment with curative intent. "These curricula are intended to help radiologists provide a consistent, high-quality care for their patients. The study is primarily for patients with metastatic



New report returns to issue of improving UK's paediatric IR provision

In 2019, the UK's IR community, led by the British Society of Interventional Radiology (BSIR) annual meeting, published a report on the current state of paediatric IR in the UK. The report highlighted the need for improved training and resources for paediatric IR, and the importance of multidisciplinary collaboration between radiologists, paediatricians, and other healthcare professionals. The report also identified key areas for improvement, including the need for dedicated paediatric IR training programmes, the development of a national paediatric IR curriculum, and the establishment of a national paediatric IR registry.

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"It is another step on the road for interventional radiologists in forging their own destiny."
Mich Lab

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Merits of splenectomy versus embolization for trauma patients up for debate

trauma and how best to manage it was the subject of debate at the British Society of Interventional Radiology (BSIR) annual meeting. Presenting their experience with the topic were Warren Harris (The Alfred Hospital, Australia), who argued for splenectomy, and Morgan Macdonald (St Vincent's Hospital, London, UK), who argued for embolization. The debate was moderated by Dr. [Name].

When it comes to splenectomy, Harris argued that it offers a definitive treatment for splenic trauma, and is particularly beneficial in cases of severe splenic injury. However, he also acknowledged the risks associated with splenectomy, including the potential for splenic abscess and the need for lifelong antibiotic prophylaxis. Macdonald, on the other hand, argued that embolization offers a less invasive alternative to splenectomy, and is particularly beneficial in cases of mild to moderate splenic injury. He also highlighted the potential for embolization to be performed as an outpatient procedure, which could reduce the need for hospital admission and associated costs.

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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

8,000 monthly visitors

13,800 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

6,750 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 **14,000+** followers on LinkedIn, X/Twitter and Facebook

Social Media rates

Share	Rate
Global	£2,950 per send

E-BLAST

5,750 subscribers

39% open rates

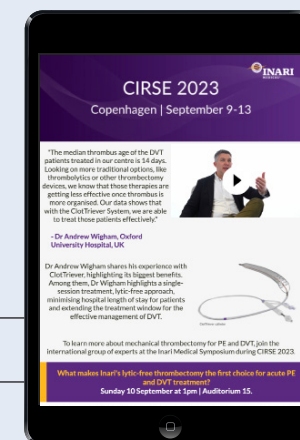
7% click rates

Interventional News offers targeted eBlasts to companies and conference organisers

eBlasts can target a database of over **5,750** 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

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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



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