

# MEDIA PACK 2025

# vascularnews EUROPE

**Vascular News** is a trusted, independent source of news and opinion in the vascular and endovascular world. We are the leading newspaper for the vascular community, covering key updates and insights for our global audience.

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**One-year SAVVE trial results are 'most encouraging data ever produced for a bioprosthetic vein valve'**

The one-year data from the SAVVE trial represent the "most encouraging clinical data that have been produced for a bioprosthetic deep vein valve" in three-stage trial conducted at Cambridge University Hospital, according to newly retired Professor Robert King, Chair of Cambridge University Hospital NHS Foundation Trust, Cambridge, UK.

**"The procedure does not have a steep learning curve,"**

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HOME LATEST NEWS FEATURES VENOUS NEWS PROFILES VIDEOS EVENTS SUPPLEMENTS PAST ISSUES SUBSCRIPTIONS

**VSASM 2024 live blog**  
27th November 2024

Latest News

FastWave issued sixth utility patent for its IVL portfolio

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VSASM 2024 live blog

vascularnews  
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VSASM 2024 live blog

# Who we are

*Vascular News Europe* is led by a multidisciplinary editorial board

## Global content across two editions covering both Europe and North America

*Vascular News* is pleased to announce that it is expanding its editorial board for *Vascular News Europe* from 2025 onwards. The editorial board now spans several specialties, including vascular surgery, interventional radiology, venous surgery, and renal and transplant surgery.



### *Vascular News Europe* Editorial Board:



**Ian Loftus - Vascular surgeon and Chair of the Board**

Consultant and professor in vascular and endovascular surgery at St George's University Hospitals NHS Foundation Trust (London, UK)

● **Aortic**



**Rob Morgan - Interventional radiologist**

Professor of interventional radiology and consultant radiologist at St George's University Hospitals NHS Foundation Trust (London, UK)

● **Peripheral**



**Stephen Black**

Professor of venous surgery at King's College London; consultant vascular surgeon at Guy's and St Thomas' Hospital (London, UK)

● **Venous**



**Nicholas Inston**

Consultant renal and transplant surgeon at Queen Elizabeth Hospital Birmingham (Birmingham, UK)

● **Renal Interventions**

# How we reach our audience

## PRINT

**19,800** Global subscribers

**10,350** Europe

**7,563** North America

## E-NEWSLETTER

**14,000** Global subscribers

**8,400** Europe

**3,000** North America

## WEB

**11,250** Global monthly visitors

**3,300** Europe

**7,750** North America

## SOCIAL

**35,000** followers

**50%** LinkedIn

**34%** X/Twitter

**16%** Facebook

## E-BLAST

**12,500** Global subscribers

**7,650** Europe

**2,550** North America

## ROLES

**71%**

Vascular surgeons

**11%**

Interventional radiologists

**7%**

Cardiothoracic/  
Cardiac surgeons

**6%**

Nurses/vascular  
technologists

# Brand awareness

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

## PRINT

Promote your new and existing products through five print issues a year with bonus distribution at key meetings

10,350 print subscribers

### Print advertising rates

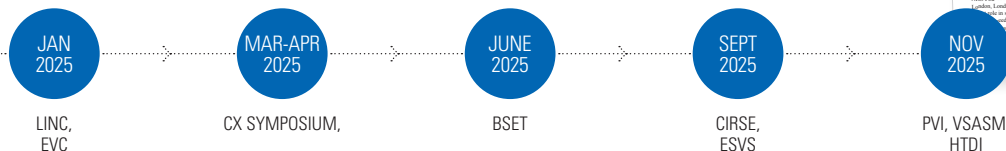
	Europe	Global
Front page A5 tip on	£6,950	£10,400
Front page banner + full page	£6,500	£9,700
Double page spread	£7,000	£10,000
Full page	£5,500	£7,500
Island	£4,000	£5,500
Half page	£3,500	£4,775
Quarter page	£2,750	£3,400

### Premium print advertising rates

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

### Editorial calendar

Bonus distribution events



### Deadlines

13<sup>TH</sup> MARCH | 1<sup>ST</sup> MAY | 7<sup>TH</sup> AUGUST | 2<sup>ND</sup> OCTOBER



# Brand awareness (cont...)

## WEBSITE ADVERTISING

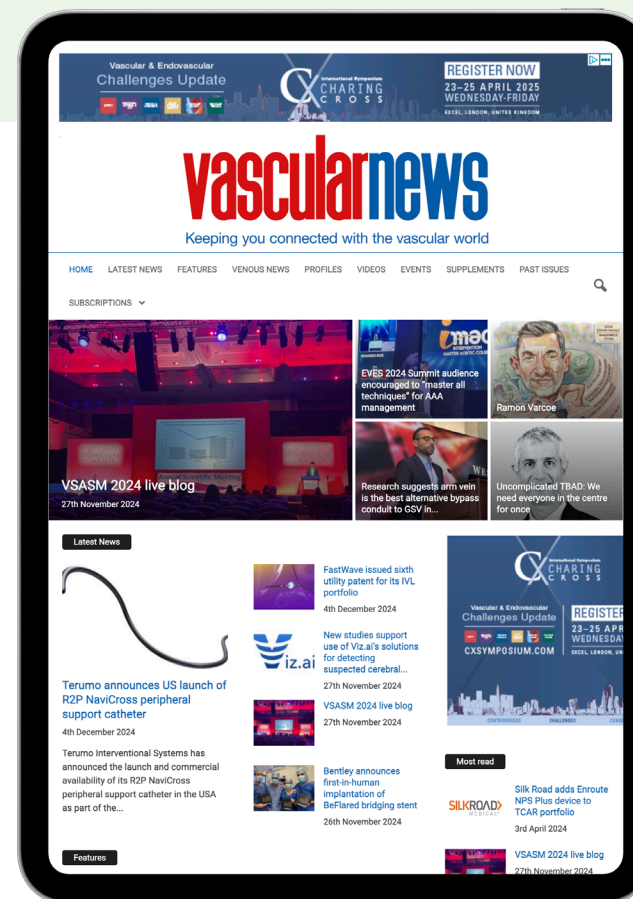
Advertise your products through static or dynamic adverts that run across our website. Adverts run monthly and are limited to 3 advertisers per position per month

**3,300** monthly visitors from Europe

**24,000** monthly page views

Website rates	Europe	Global
Advert	Rate (per month)	Rate (per month)
Skyscraper + half banner A	£2,000	£2,700
Leaderboard + half banner A	£1,500	£2,000
MPU1 + half banner A	£1,500	£2,350
MPU2 + half banner B	£1,250	£1,725
MPU3 + half banner B	£1,000	£1,325
Mobile adhesive banner (MOBILE DEVICES ONLY)*	£6,000 per quarter	£7,500 per quarter

\*exclusive position



# Message promotion

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



**7,650** European subscribers

**37%** open rates

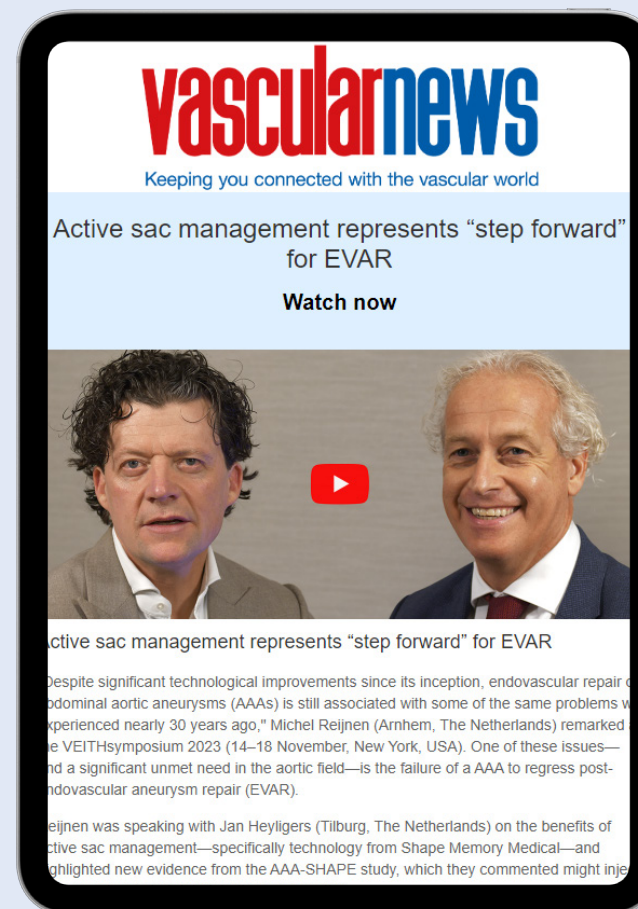
**2%** click rates

*Vascular News* offers targeted eBlasts to companies and conference organisers

eBlasts can target a database of over **12,500** specialists. These communications can be sent to the whole database or be targeted by country

#### Targeted eBlast rates

Advert	Rate
Global	£5,500
Europe only	£3,500



# Message promotion

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



Post your content, image, and link through our social media accounts to reach **35,000** followers on LinkedIn, X/Twitter and Facebook

## Social Media rates

Share	Rate
Global	£2,500 per post





## E-NEWSLETTER

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

**8,400**  
European subscribers

**38%**  
open rate

Weekly e-newsletter rates	Europe	Global
Advert	Rate	Rate
Takeover (LB, MPU, HB)	£1,900	£2,900
Leaderboard	£1,000	£1,500
MPU	£1,000	£1,500





# Thought leadership

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

## ADVERTORIALS

*Vascular News* creates sponsored editorial content. We work with the client to produce 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	Europe	Global
Double Page Spread	£14,000	£18,300
Full Page	£8,000	£11,000

Permissions to use for £2,000

### 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

*Vascular News* publishes educational supplements on topics of interest to vascular 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, or a new product or medical device

### Distribution includes:

- Supplements are inserted in *Vascular News*, reaching the entire readership or selected countries
- The digital version is made available on *vascularnews.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	Europe	Global
8 page supplement	£23,000	£31,000
12 page supplement	£28,000	£38,000



# Digital media opportunities

## VIDEO, WEBINARS, LIVE BROADCASTS AND MORE

Our in-house studio offers you the opportunity to showcase your company's products, data, techniques and technologies to a global audience

As a specialist news and education company, we offer digital media opportunities to deliver powerful physician interviews and roundtable discussions

### Production services include:

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



### Rates

Package	Rate
Live Webinars / Case Transmission	From £30,000
Pre-recorded Roundtables	£25,000
Physician Interview	£9,500
Supplied Video	£6,000
Video permissions to have final file for your use	£2,000

# Specifications

## ADVERTISING SPECIFICATIONS - PRINT

- Live matter: Allow 10mm safety from all trim edges
- Please send a high-resolution PDF of artwork in CMYK and 300dpi

Print	Specifications
Double page spread	Trim (finished size): W: 490mm x H: 342mm / Bleed size: W: 496mm x H: 348mm
Full page	Trim (finished size): W: 245mm x H: 342mm / Bleed size: W: 251mm x H: 348mm
Half page horizontal	Trim (finished size): W: 225mm x H: 153mm / Bleed size: W: 231mm x H: 159mm
Cover ad banner	Trim (finished size): W: 225mm x H: 54.5mm
Educational supplement	Specifications
Front-page cover	Trim (finished size): W: 186mm x H: 228mm
Back-page cover	Trim (finished size): W: 210mm x H: 297mm / Bleed size: W: 216mm x H: 303mm

## ADVERTISING SPECIFICATIONS - DIGITAL

- Please send all artworks in RGB colour and 72dpi
- 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 email browsers)

eNewsletter	Specifications
MPU	300 wide x 250 high pixels
Leaderboard	590 wide x 72 high pixels
Targeted eBlast	Specifications
<a href="https://bibapublishing.com/online-specs/#email_specs">https://bibapublishing.com/online-specs/#email_specs</a>	
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

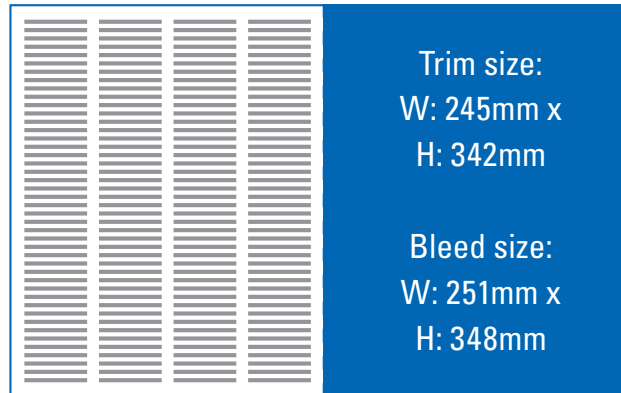
# Specifications (cont.)

## PRINT ADVERTISING SPECIFICATIONS

Front-page banner



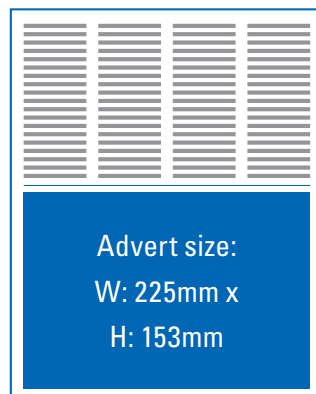
King page



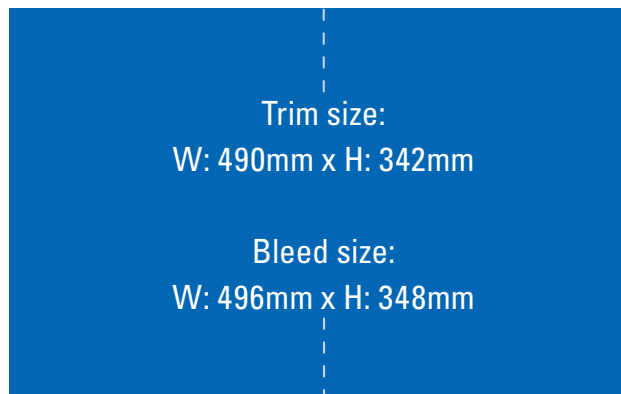
Educational Supplement Front-page cover



1/2 page



King page center spread



Educational Supplement Back-page cover



**Journal trim size:** W: 245mm x H: 342mm **Live matter:** Allow 10mm safety from all trim edges

# Contact

## Sales

Rav Pankhania

Client Relationship Manager

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Visit our website or follow us on our social channels:

[www.vascularnews.com](http://www.vascularnews.com)



## Editorial

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