

MEDIA PACK **2025**

VENOUSNEWS

Venous News reaches endovenous and phlebology specialists all over the world with the latest news, opinion editorials, profiles, videos and events

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How we reach our audience

EMAIL

eblast: **9,673** subscribers,

enews: **9,878** subscribers,

Combined: **38%** open rate,
3% clickthrough rate

WEB

19,250 monthly visitors

78,000 page views

65% in US

35% in EMEA

SOCIAL

7,200 followers

4,000 LinkedIn

1,900 X/Twitter

1,300 Facebook

ROLES

56%

Venous and Vascular
Specialists

32%

Interventional Cardiologists,
Cardiothoracic Surgeons and
Others

12%

Interventional
Radiologists



Brand awareness

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

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

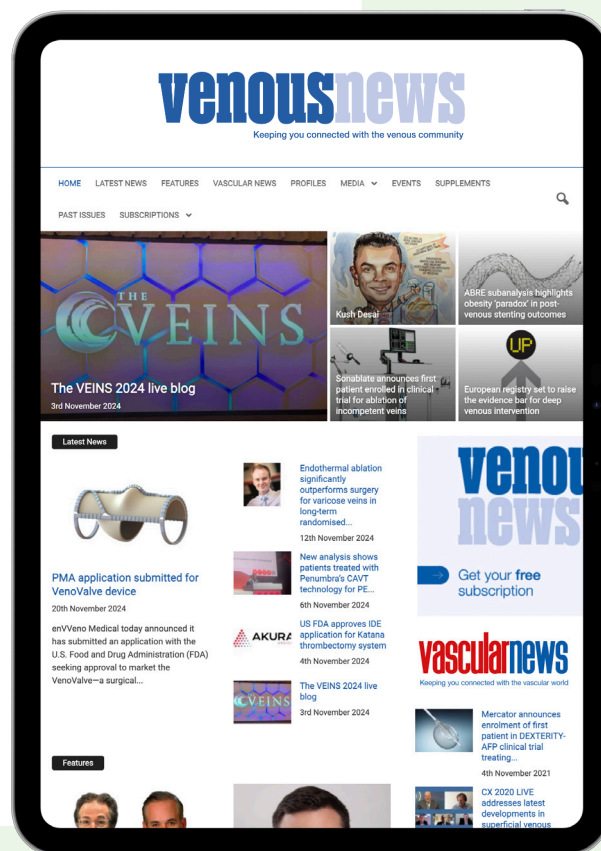
19,250 monthly visitors

78,000 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)*	£6,660 per quarter

*exclusive position



E-NEWSLETTER

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

9,878 subscribers

38% open rate

Weekly e-newsletter rates

Advert	Rate
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 **7,200** followers on LinkedIn, X/Twitter and Facebook

Social Media rates

Share	Rate
Global	£2,950 per send



E-BLAST

9,673 subscribers

38% open rates

3% click rates

Venous News offers targeted eBlasts to companies and conference organisers

eBlasts can target a database of over **9,673** 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

Venous 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 digital format only

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
Rights to use:	£2,000



EDUCATIONAL SUPPLEMENTS

Venous 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 created by the *Venous News* team and posted for your own use.
- The digital version is made available on *venousnews.com*
- eblast of the digital edition sent to our digital subscribers



Supplement rates

Advert	Rate
8 page supplement - supplied text	£20,000

David J. Dexler, (Sentara Healthcare, Norfolk, VA, USA), principal investigator of the CLOUT registry using the ClotTrieve Mechanical Thrombectomy System (Inari Medical) for treatment of acute and chronic lower extremity DVT presented the initial results for the first 50 patients in a late-breaking clinical trial session at VVA 2019 (Vascular Interventional Advances, 4-7 November, Las Vegas, NV, USA).

Dexler speaks to *Venous News* immediately after to outline why CLOUT is a unique registry that mimics a trial due to its robust data collection. He notes that lifting the lid on the data reveals that clot was removed in all patients, and over three-quarters of patients to date have met the study primary effectiveness endpoint of near-complete clot resolution (more than 75% clot clearance), making a strong case for the effectiveness of this device.

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	£13,500
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



Specifications

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
https://bibapublishing.com/online-specs/#email_specs	
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



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