

2008

ADVERTISING
INFORMATION



The Total Media Solution

Hospimedia[®]
WORLD'S CLINICAL NEWS LEADER

Hospimedia International
Hospimedia en Español
Hospimedia China
www.MediNews.com

COMBINATION RATES WITH
**Medical Imaging
International**

PRINT MAGAZINE
DIGITAL EDITION
SHOW DISTRIBUTION
E-NEWSLETTER
WEB PORTAL



POWERED BY
LINKXPRESS.COM[®]
READER RESPONSE PLATFORM

Reach the World's Medical Device Markets... All Part of an Unmatched Multimedia Package:

▶ PRINT MAGAZINE

As the premier international magazine serving hospital/medical professionals worldwide, **Hospimedia** appears in three separate language editions – **English, Spanish and Chinese**. Total circulation is over **46,000** worldwide plus extensive bonus distribution at major international events.



▶ DIGITAL EDITION

An exact copy of the original print version, **Hospimedia's** digital edition is **fully interactive** and is powered by the **LinkXpress®** reader response system. Offered as a circulation bonus to print advertisers, the digital edition allows for extra advertising options in terms of **animated ads** and **streaming video** presentations.

▶ E-NEWSLETTER

Sent out twice a month in separate English and Spanish language editions and featuring latest news content, the E-Newsletter offers **sponsorship** and **banner** opportunities in various sizes.



▶ WEB PORTAL

MediNews.com and its Spanish-language counterpart have grown into the premier sources of daily clinical news for medical professionals around the world. **Banner** advertising is available in the various channels.

▶ CUSTOMIZED SERVICES

E-Broadcasts • E-Showrooms • E-Surveys • Magazine Inserts

A WORLD LEADER IN INTERNATIONAL TECHNICAL COMMUNICATIONS



Publishers of: Hospimedia International • Hospimedia en Español • Hospimedia China • Medical Imaging International • Bio Research International • LabMedica International • LabMedica en Español • LabMedica China • Security Technology International • Security Technology en Español • MediNews.com • BiotechDaily.com • Lab.MediNews.com • Imaging.MediNews.com • STNews.com

ADVERTISING SALES REPRESENTATIVES

www.globetech.net • ads@globetech.net

USA Tel (1) 954-893-0003 • ads@globetech.net

GERMANY Tel (49) 9771-3528 • jutta.ciolek@globetech.net

ITALY Tel (39) 010-570-4948 • fabio.potesta@globetech.net

NETHERLANDS Tel (31) 30-229-1799 • mary.zaijer@globetech.net

BELGIUM Tel (32) 11-224-397 • nadia.liefsoens@globetech.net

JAPAN Tel (81) 3-5691-3335 • katsuhiko.ishii@globetech.net

CHINA Tel (86) 755-837-53877 • parker.xu@globetech.net

Switzerland, Austria, Eastern Europe: Contact Germany • Nordic Countries:
Contact Netherlands • France: Contact Belgium • Other countries: Contact USA

Introducing: First Interactive Digital Magazine in the Field

DIGITAL EDITION

The current issue of **Hospimedia**, as well as recent archives, can now be viewed and read online, in full digital format, from the comfort of a computer screen. The state-of-the-art digital edition, an exact copy of the original print version, is fully interactive and allows the reader to reach hundreds of links by way of a simple click on editorial content, product news items, or display ads. The digital edition is made available free-of-charge to all readers – subscribers and non-subscribers alike.

**ALL PRINT ADS REAPPEAR IN THE DIGITAL EDITION
AS A CIRCULATION BONUS TO ADVERTISERS**



Advertisers can benefit from two special features available as extra options in the digital edition:

▶ **ANIMATION OPTION**

An animation feature can be added to each ad. Advertisers pay a percentage premium based on the size of the ad.

▶ **STREAMING VIDEO OPTION**

A streaming video presentation can be embedded within all ads of 4/9 units or larger. Advertisers pay a fixed premium for this additional feature.

All links appearing in the digital edition are fully enabled by LinkXpress®, Globetech's proprietary online real-time reader response system.

POWERED BY
LINKXPRESS.COM
READER RESPONSE PLATFORM

3 Regional Editions, 3 Languages



As the premier global clinical news medium serving the hospital/medical sector, **HospiMedica** is published in three regional editions and appears in three separate languages.

- ▶ **HospiMedica International** appears in English, serves **Europe** (excluding Spain), **Middle East/Africa** and **Asia/Pacific**, and is published eight times per year.
- ▶ **HospiMedica en Español** appears in the Spanish language, serves **Latin America** and **Spain**, and is published eight times per year.
- ▶ **HospiMedica China**, a national edition serving the **People's Republic of China**, appears in Chinese, and is published four times a year.

Cost-effective advertising in **HospiMedica's** regional editions as a single package, provides international marketers with a worldwide exposure unmatched by any other publication.

Circulation by REGIONAL EDITION			
EDITION	REGION SERVED	CIRCULATION	% OF TOTAL**
HospiMedica International	Europe*, Mideast /Africa, Asia / Pacific	19,731	65.7%
HospiMedica en Español	Latin America and Spain	10,288	34.3%
HospiMedica China	People's Republic of China (in Chinese)	16,000	Separate Magazine

* Excluding Spain

** Excluding China Edition

Worldwide Reach

Outside USA & Canada

HospiMedica is mailed free-of-charge to qualified professionals in hospitals and healthcare institutions worldwide outside USA and Canada. Circulation includes hospital directors, clinical de-

partment heads, senior medical and surgical specialists, as well as key government health authorities and leading distributors in the field. Our BPA audit system provides the advertising community with the confidence and the analytical tools for using **HospiMedica** as a highly-effective medium in reaching this select global audience.

TOTAL CIRCULATION: 30,000+

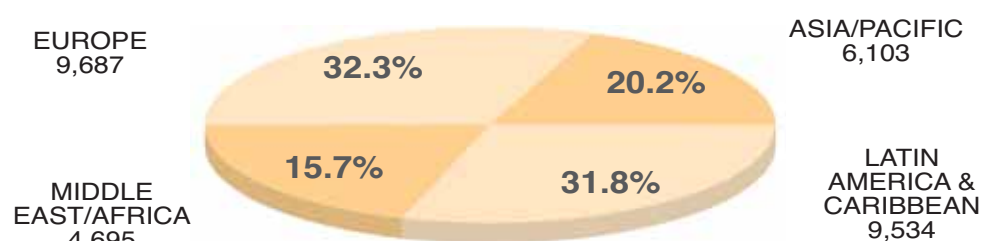
Not including **HospiMedica China** (Circulation: 16,000)



Circulation by SPECIALTY

GENERAL MEDICINE/CRITICAL CARE (M.D.) Hospital/Clinic Directors, Medical Directors, Dept. Chiefs/Supervisors, Physicians, including: <i>Intensive Care, Cardiology/Internal Medicine, Anesthesiology, Respiratory Medicine, Pediatrics, Emergency Medicine, etc.</i>	10,412 (34.7%)
SURGICAL AND IMAGING RELATED SPECIALTIES (M.D.) Hospital/Clinic Directors, Medical Directors, Dept. Chiefs/Supervisors, Senior Physicians, including: <i>Ob/Gyn, Urology, General Surgery, Other Surgical-Related Specialists, Radiology</i>	9,027 (30.1%)
OTHER PROFESSIONALS (MD/Non-MD) Hospital/Clinic Directors, Dept. Chiefs/Supervisors, Senior Professionals in the following areas: <i>Administration, Purchasing, Patient Care, Biomedical Engineering, Government Health Administration, etc.</i>	6,476 (21.5%)
DISTRIBUTORS/DEALERS AND OTHERS ALLIED TO THE FIELD	4,104 (13.7%)

Circulation by REGION



Country breakdown available in BPA circulation statement

Circulation by FUNCTION

Hospital Dir./Medical Dir. (MD/Non-MD)	5,376	18.0%
Department Chief (MD)	7,125	23.7%
Other Medical Specialists (MD)	9,316	31.0%
Administration/Purchasing/Technology	4,187	14.0%
Business (Distr. Channels) and Others	4,015	13.3%

The Most Advanced Reader Response System in International Media Today

POWERED BY
LINKXPRESS.COM
 READER RESPONSE PLATFORM

Introduced in mid-2007, Globetech's proprietary LinkXpress® system is live and operates in real-time. With LinkXpress®, the advertiser is now able to receive, process and pursue sales inquiries – some of which are from the other end of the globe – within seconds of when inquiries are made!



Each advertiser's online access to a dedicated LinkXpress® account, allows you to receive latest sales responses at any time or place and on a real-time basis, via a secure online account. Inquiry reports are downloadable in Excel format and can be used to generate various types of lists and labels.

Valuable international sales leads are reported to advertisers through **Hospimedia's** advanced online reader inquiry system. The publication's editorial focus and circulation reach make this system a key marketing service. Information provided on each respondent includes: Type of Establishment; Function/Title; Dept. or Specialty; MD or Not; Telephone and E-mail.

WEBSITE BANNERS

MediNews.com and its Spanish-language edition offer the premier source of online daily news to hospital/medical professionals around the world. Banner advertising is available in the following channels: **Home Portal • Medical Imaging • Critical Care • Surgical Techniques • Patient Care • Technology • Business • Events Calendar**

E-SHOWROOMS

E-Showrooms serve as a company's own dedicated site-within-a-site, providing information on the company, its distribution network and product lines; while showcasing specific products and featuring streaming video presentations.

E-NEWSLETTERS

The **Hospimedia** E-Newsletter is sent out twice a month in English and Spanish language editions to hospital/medical professionals worldwide. **Sponsorship** and **banner** opportunities are available in various sizes.

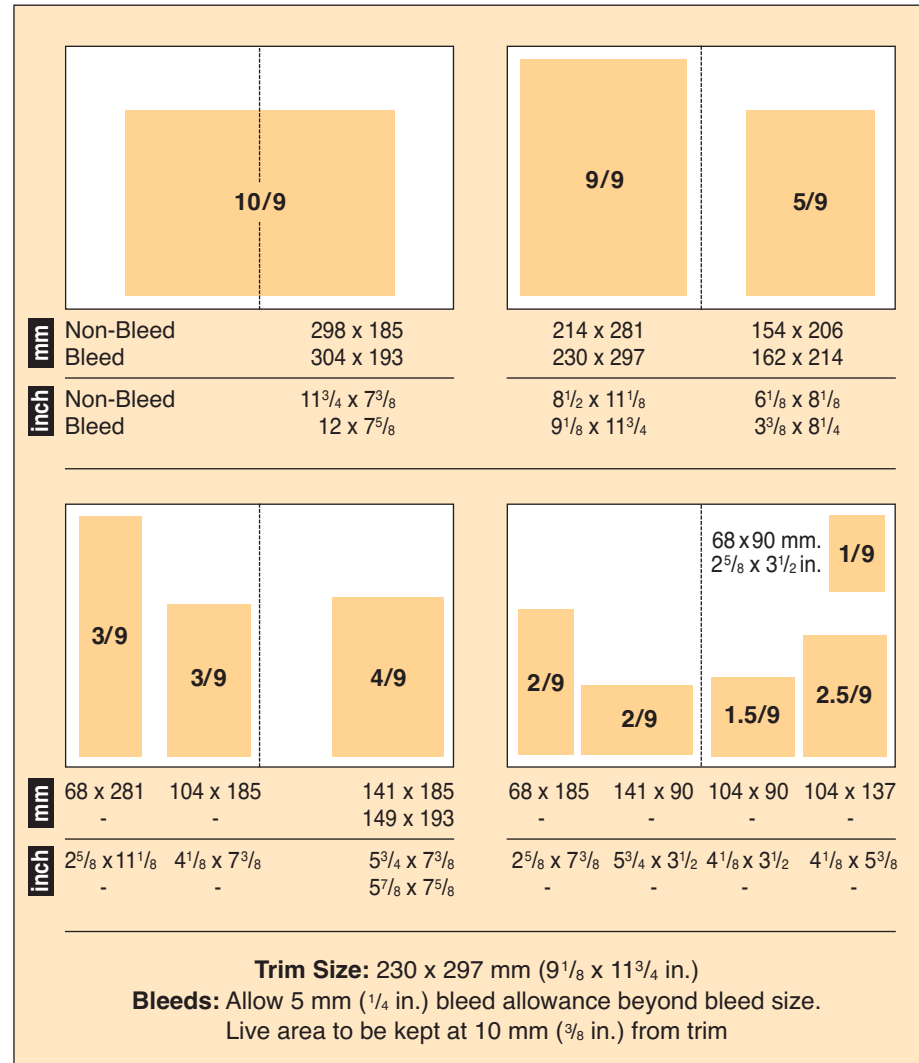
E-BROADCASTS

Benefit from online message delivery to tens of thousands of registered email subscribers in our worldwide database. Geographic and specialty selections are available.

E-SURVEYS

Cost-effective results and quick turnaround for your survey needs. Receive completed survey outcomes in less than two weeks. Select from various demographic criteria. Survey responses will be compiled and tabulated based on your requirements.

Advertising Space Specifications



ADVERTISING MATERIAL REQUIRED

- ▶ **File formats:** Adobe Acrobat PDF (Press Quality, High Quality, PDFX1a, PDFX3), Adobe Photoshop TIFF, JPEG, EPS, PSD
- ▶ **Software:** Quark-XPress 6.0 for Mac, Adobe Acrobat, Photoshop CS
- ▶ **Electronic media:** CD-ROMs, DVD-ROMs

PRINTING SPECS

- ▶ **Printing:** 4-color, 2-web heatset offset
- ▶ **Binding:** Saddle-stitched

SPANISH AND CHINESE ADS

Publisher can translate and convert English-language ads into Spanish or Chinese from electronic files. One-time charge for this service is a 5% premium over space charge for ads of 4/9 units or larger, and 10% premium for smaller ads.

MAILING DATES

Unless otherwise specified, magazines are mailed not later than the end of the first week of the second issue month, for bimonthly issues; and prior to the end of the second week of the issue month, for monthly issues.

SEND ADVERTISING MATERIAL TO:

By E-Mail:
ads@globetech.net

By Mail/Courier:
GLOBETECH MEDIA, LLC • 450 North Park Rd, Unit 503
 Hollywood, FL 33021, USA • **Tel:** (1) 954-893-0003

E-Mail: ads@globetech.net • **Web:** www.globetech.net



Hospimedia
INTERNATIONAL**Hospimedia**
EN ESPAÑOL**Hospimedia**
CHINA

2008

Worldwide Marketing Calendar

EUROPE • MIDDLE EAST/AFRICA
LATIN AMERICA • ASIA/PACIFIC • CHINA

Every issue of **Hospimedia** features latest news and advances in hospital medicine, including:
**CRITICAL CARE • SURGICAL TECHNIQUES • MEDICAL IMAGING • HEALTH IT
PATIENT CARE • RESEARCH UPDATE** • Other sections include: **PRODUCT NEWS
TECHNICAL LITERATURE • INDUSTRY NEWS • INTERNATIONAL CALENDAR**

Each issue offers extensive **BONUS DISTRIBUTION** at the following international events:

HOSPIMEDICA INTERNATIONAL • HOSPIMEDICA EN ESPAÑOL

HOSPIMEDICA CHINA

FEBRUARY-MARCH Vol. 26 • No. 1 *Ad Closing: Feb 1
Material Date: Feb 10*

28th ISICEM - Intl. Symp. on Int. Care and Emergency Med. • Brussels (Mar 18-21)
14th World Congress of Anaesthesiologists • Cape Town (Mar 2-7)
ECR 2008 - European Congress of Radiology • Vienna (Mar 3-7)
KIMES 2008 • Seoul (Mar 13-16)
SEACare 2008 - Southeast-Asian Healthcare Show • Kuala Lumpur (Mar 12-14)

APRIL Vol. 26 • No. 2 *Ad Closing: Mar 1
Material Date: Mar 10*

EUROSON 2008 • Timisoara, Romania (May 31-June 3)
EuroAnaesthesia 2008 - 15th Ann. Cong., Euro. Soc. of Anest. • Copenhagen (May 31-Jun 3)
ICCC 2008 - International Critical Care Conference • Dubai (Apr 8-10)
20th CHINAMED • Beijing (Apr 3-5)

MAY-JUNE Vol. 26 • No. 3 *Ad Closing: Apr 20
Material Date: Apr 30*

Hopital Expo / Intermedica • Paris (May 27-30)
16th EAES Congress - European Assoc. for Endoscopic Surgery • Stockholm (Jun 11-14)
HIMSS AsiaPac 2008 • Hong Kong (May 20-23)
HOSPITALAR 2008 • Sao Paulo (June 10-13)

JULY • YEARBOOK & BUYERS GUIDE Vol. 26 • No. 4

World's largest-circulation medical-device buying and reference guide. Indispensable procurement tool for medical device decisionmakers worldwide on a year-round basis. *Ad Closing: Jun 1
Material Date: Jun 10*

AUGUST-SEPTEMBER Vol. 26 • No. 5 *Ad Closing: Jul 10
Material Date: Jul 20*

ESC 2008 - Annual Congress, European Society of Cardiology • Munich (Aug 30-Sep 3)
ESICM 2008 - 20th European Congress of Intensive Care • Lisbon (Sep 21-24)
FIME 2008 - Florida International Medical Exhibition • Miami (Aug 13-15)
ExpoMedical 2008 • Buenos Aires (Sep 11-13)

OCTOBER Vol. 26 • No. 6 *Ad Closing: Sep 1
Material Date: Sep 10*

ERS 2008 - Annual Congress, European Respiratory Society • Berlin (Oct 4-8)
AOCR 2008 - 12th Asian Oceanian Congress of Radiology • Seoul (Oct 24-28)
Hospital 2008 • St. Petersburg, Russia (Oct 8-10)
17th ASEAN Congress of Cardiology • Hanoi (Mid-Oct)

NOVEMBER Vol. 26 • No. 7 *Ad Closing: Oct 1
Material Date: Oct 10*

MEDICA 2008 • Düsseldorf (Nov 19-22)
RSNA 2008 - 93rd Meeting, Radiological Soc. of North America • Chicago (Nov 30-Dec 5)
40th BMUS Meeting - British Medical Ultrasound Society • (December)

DECEMBER-JANUARY Vol. 26 • No. 8 *Ad Closing: Dec 10
Material Date: Dec 20*

Arab Health • Dubai (January)
38th Annual Meeting - Society of Critical Care Medicine (SCCM) • Nashville, TN (January)

MAR-APR No. 1

Guangzhou Medical Equipment Expo • Guangzhou (March)

13th Western Int'l Medical Equipment Fair • Xi'an (March)

59th CMEF • Shenzhen (April)

20th CHINAMED • Beijing (April)

*Ad Closing: Feb 1
Material Date: Feb 10***MAY-JUN** No. 2

Medical 2008 • Qingdao (July)

4th China Int'l Medical Apparatus Exhibition Shanghai (July)

8th CMEF West - China Nat'l Medical Equipment Fair • (August)

*Ad Closing: Apr 20
Material Date: Apr 30***AUG-SEP** No. 3

14th Western International Medical Equipment Fair Xi'an (August)

17th China HOSPEQ Beijing (September)

China Int'l Digital Medical Equipment Exhibition Beijing (September)

*Ad Closing: Aug 20
Material Date: Aug 30***NOV-DEC** No. 4

60th CMEF - China National Medical Equipment Fair (November)

MEDICA 2008 Düsseldorf (November)

Medical 2009 Spring Qingdao (March)

*Ad Closing: Oct 1
Material Date: Oct 10*