

2009

ADVERTISING
INFORMATION



The Total Media Solution

Hospimedia[®]
WORLD'S CLINICAL NEWS LEADER

Hospimedia International
Hospimedia en Español
Hospimedia China

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.



Hospimedia.com
DAILY CLINICAL NEWS

Hospimedia.es
NOTICIAS MEDICAS DEL DIA

▶ WEB PORTAL

Hospimedia.com and its Spanish-language counterpart **Hospimedia.es** 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 • Hospimedia.com • MedImaging.net • LabMedica.com • BiotechDaily.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.zaaier@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

The current issue of **HospiMedica**, 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®, Globotech'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	19,299	64.3%
HospiMedica en Español	Latin America and Spain	10,721	35.7%
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+

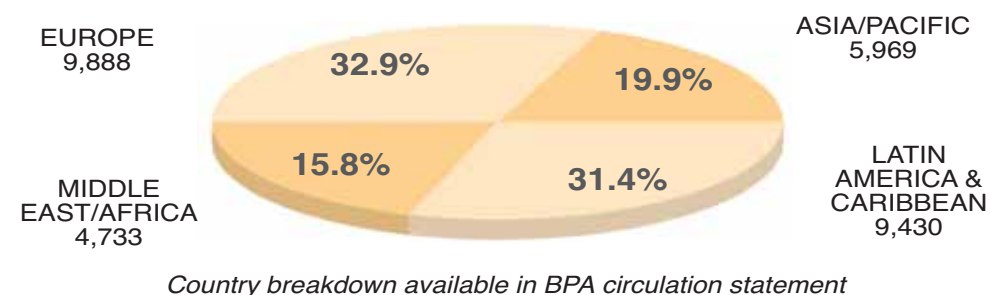
Not including **HospiMedica China** (Circulation: 16,000)



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>	10,428 (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>	9,034 (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>	6,336 (21.1%)
DISTRIBUTORS/DEALERS AND OTHERS ALLIED TO THE FIELD	4,222 (14.1%)

Circulation by REGION



Circulation by FUNCTION

Hospital Dir./Medical Dir. (MD/Non-MD)	5,442	18.1%
Department Chief (MD)	7,016	23.4%
Other Medical Specialists (MD)	9,385	31.3%
Administration/Purchasing/Technology	4,146	13.8%
Business (Distr. Channels) and Others	4,031	13.4%

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 **HospiMedica'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

HospiMedica.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 **HospiMedica** 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.

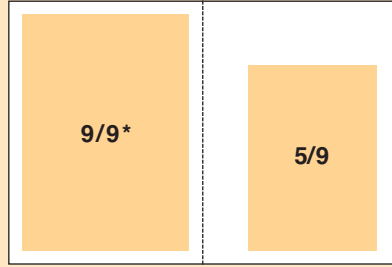
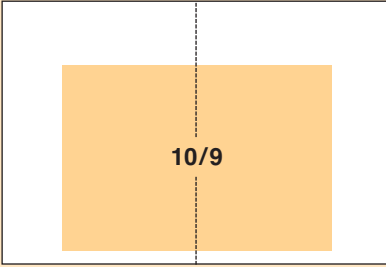
E-BROADCASTS

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

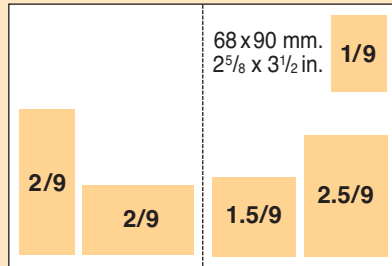
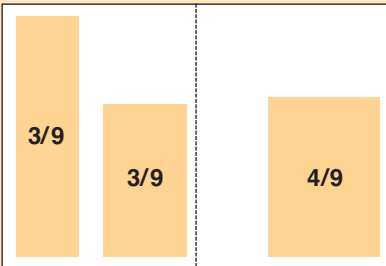
Cost-effective results and quick turnaround for your survey needs. Receive completed survey outcomes in less than two weeks. Select from various demographic criteria. Survey responses will be compiled and tabulated based on your requirements.

Advertising Space Specifications



mm	Non-Bleed	298 x 185
	Bleed	304 x 193
inch	Non-Bleed	11 ³ / ₄ x 7 ³ / ₈
	Bleed	12 x 7 ⁵ / ₈

mm	9/9*	214 x 281	154 x 206
	5/9	230 x 297	162 x 214
inch	9/9*	8 ¹ / ₂ x 11 ¹ / ₈	6 ¹ / ₈ x 8 ¹ / ₈
	5/9	9 ¹ / ₈ x 11 ³ / ₄	6 ³ / ₈ x 8 ¹ / ₄



mm	3/9	68 x 281	104 x 185	141 x 185
	3/9	-	-	149 x 193
inch	3/9	2 ⁵ / ₈ x 11 ¹ / ₈	4 ¹ / ₈ x 7 ³ / ₈	5 ³ / ₄ x 7 ³ / ₈
	3/9	-	-	5 ⁷ / ₈ x 7 ⁵ / ₈

mm	2/9	68 x 185	141 x 90	104 x 90	104 x 137
	2/9	-	-	-	-
inch	2/9	2 ⁵ / ₈ x 7 ³ / ₈	5 ³ / ₄ x 3 ¹ / ₂	4 ¹ / ₈ x 3 ¹ / ₂	4 ¹ / ₈ x 5 ³ / ₈
	2/9	-	-	-	-

Trim Size: 230 x 297 mm (9¹/₈ x 11³/₄ in.)

Bleeds: Allow 5 mm (1/4 in.) bleed allowance beyond bleed size.
Live area to be kept at 10 mm (3/8 in.) from trim

*** Hospimedica China:**

Trim Size: 210 x 297 mm (8¹/₄ x 11³/₄ in.) • Change applies to only 9/9 unit ads

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**2009****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. 27 • No. 1*Ad Closing: Feb 1
Material Date: Feb 10*

29th ISICEM - Intl. Symp. on Intensive Care and Emergency Medicine • Brussels (Mar 24-27)
 ECR 2009 - European Congress of Radiology • Vienna (Mar 6-10)
 KIMES 2009 • Seoul (Mar 12-15)
 ChinaMed 2009 • Beijing (Mar 19-21)
 Medical Fair India 2009 • New Delhi (Mar 27-29)

APRIL Vol. 27 • No. 2*Ad Closing: Mar 1
Material Date: Mar 10*

EuroAnaesthesia 2009 - 15th Ann. Cong., Euro. Soc. of Anaesthesiology • Milan (Jun 6-9)
 ICC 2009 - International Critical Care Conference • Dubai (Apr 7-9)
 SEACare 2009 - Southeast-Asian Healthcare Show • Kuala Lumpur (Apr 1-3)
 17th Asian-Pacific Congress of Cardiology (APCC) • Kyoto (May 20-24)

MAY-JUNE Vol. 27 • No. 3*Ad Closing: Apr 20
Material Date: Apr 30*

17th EAES Congress - European Association for Endoscopic Surgery • Prague (Jun 17-20)
 16th ACA - ASEAN Congress of Anaesthesiologists • Kota Kinabalu, Sabah (July 2-5)
 12th WFUMB - World Congress of Ultrasound in Medicine • Sydney (Aug 30-Sep 3)
 HOSPITALAR 2009 • Sao Paulo (June 2-5)
 22nd Interamerican Congress of Cardiology • Puerto Rico (June 12-16)

JULY • YEARBOOK & BUYERS' GUIDE

Vol. 27 • No. 4

World's largest-circulation medical-device buying and reference guide. Indispensable procurement tool for medical device decision-makers worldwide on a year-round basis.

*Ad Closing: Jun 1
Material Date: Jun 10***AUGUST-SEPTEMBER** Vol. 27 • No. 5*Ad Closing: Jul 10
Material Date: Jul 20*

ESC 2009 - Annual Congress, European Society of Cardiology • Barcelona (Aug 29-Sep 2)
 ERS 2009 - Annual Congress, European Respiratory Society • Vienna (Sep 12-16)
 ISW 2009 - International Surgical Week • Adelaide (Sep 6-10)
 FIME 2009 - Florida International Medical Exhibition • Miami (Aug 12-14)
 ExpoMedical 2009 • Buenos Aires (Sep 10-12)

OCTOBER Vol. 27 • No. 6*Ad Closing: Sep 1
Material Date: Sep 10*

ESICM 2009 - 20th European Congress of Intensive Care • Vienna (Oct 11-14)
 Hospital 2009 • St. Petersburg, Russia (Oct 7-9)
 30th World Congress of Urology (SIU) • Shanghai (Nov 1-5)
 30th CLASA - Latin American Congress of Anesthesiology • Managua (Nov 24-28)

NOVEMBER Vol. 27 • No. 7*Ad Closing: Oct 1
Material Date: Oct 10*

MEDICA 2009 • Düsseldorf (Nov 18-21)
 RSNA 2009 - 94th Meeting, Radiological Society of North America • Chicago (Nov 29-Dec 4)
 EUROSON 2009 - 21st European Ultrasound Congress • Edinburgh (Dec 6-8)

DECEMBER-JANUARY Vol. 27 • No. 8*Ad Closing: Dec 10
Material Date: Dec 20*

Arab Health • Dubai (January)
 39th Annual Meeting - Society of Critical Care Medicine (SCCM) • Miami (Jan 9-13)

MAR-APR

No. 1

15th Western Int'l Medical
 Equipment Fair • Xi'an (March)
 61st CMEF • Shenzhen (April)
 CHINAMED • Beijing (March)

*Ad Closing: Feb 1
Material Date: Feb 10***MAY-JUN**

No. 2

10th CMEF West -
 China National Medical
 Equipment Fair • (June)
 Medical 2009 • Qingdao (July)

*Ad Closing: Apr 20
Material Date: Apr 30***AUG-SEP**

No. 3

18th China HOSPEQ
 Beijing (October)
 16th Western Int'l Medical
 Equipment Fair • Xi'an (September)
 17th Mid-Region Int'l Med. Eqpmt.
 Exhibition • Zhengzhou (September)
 20th China Int'l Medical Eqpmt.
 Exhibition • (September)

*Ad Closing: Aug 20
Material Date: Aug 30***NOV-DEC**

No. 4

62th CMEF - China National
 Medical Eqpmt Fair • (November)
 MEDICA 2009
 Düsseldorf (November)
 18th Mid-Region Int'l Med. Eqpmt.
 Exhibition • Zhengzhou (March)
 21st China Int'l Medical Eqpmt.
 Exhibition • (March)

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