

**2009**  
ADVERTISING  
INFORMATION



# The Total Media Solution

**Medical Imaging  
International**

COMBINATION RATES WITH  
**Hospimedia**

PRINT MAGAZINE  
DIGITAL EDITION  
SHOW DISTRIBUTION  
E-NEWSLETTER  
WEB PORTAL

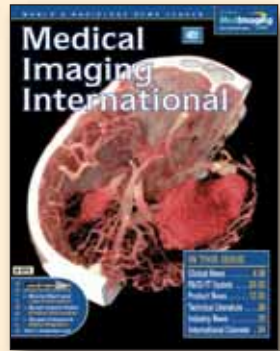


POWERED BY  
**LINKXPRESS.COM**  
READER RESPONSE PLATFORM

# Reach the World's Medical Imaging Markets... All Part of an Unmatched Multimedia Package

## ▶ PRINT MAGAZINE

As the only clinical magazine serving radiology/imaging specialists in Europe, Asia/Pacific, Middle East/Africa and Latin America, **Medical Imaging International** has a circulation of over **20,000 (BPA)** worldwide plus extensive bonus distribution at major international events.



## ▶ DIGITAL EDITION

An exact copy of the original print version, **Medical Imaging International'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 and featuring latest news content, the E-Newsletter offers **sponsorship** and **banner** opportunities in various sizes.



**MedImaging**  
DAILY RADIOLOGY NEWS  
.net

## ▶ WEB PORTAL

**MedImaging.net** and its Spanish-language counterpart **MedImaging.es** have grown into a premier source of daily clinical news for radiology/imaging specialists around the world. **Banner** advertising is available in the various sizes.

**MedImaging**  
NOTICIAS DE RADIOLOGIA DEL DÍA  
.es

## ▶ CUSTOMIZED SERVICES

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

### A WORLD LEADER IN INTERNATIONAL TECHNICAL COMMUNICATIONS



*Publishers of: HospiMedica International • HospiMedica en Español  
HospiMedica China • Medical Imaging International • Bio Research International  
LabMedica International • LabMedica en Español • LabMedica China  
HospiMedica.com • MedImaging.net • LabMedica.com • BiotechDaily.com*

**ADVERTISING SALES REPRESENTATIVES**  
[www.globetech.net](http://www.globetech.net) • [ads@globetech.net](mailto:ads@globetech.net)

**USA** Tel (1) 954-893-0003 • [ads@globetech.net](mailto:ads@globetech.net)

**GERMANY** Tel (49) 9771-3528 • [jutta.ciolek@globetech.net](mailto:jutta.ciolek@globetech.net)

**ITALY** Tel (39) 010-570-4948 • [fabio.potesta@globetech.net](mailto:fabio.potesta@globetech.net)

**NETHERLANDS** Tel (31) 30-229-1799 • [mary.zaaijer@globetech.net](mailto:mary.zaaijer@globetech.net)

**BELGIUM** Tel (32) 11-224-397 • [nadia.liefsoens@globetech.net](mailto:nadia.liefsoens@globetech.net)

**JAPAN** Tel (81) 3-5691-3335 • [katsuhiko.ishii@globetech.net](mailto:katsuhiko.ishii@globetech.net)

**CHINA** Tel (86) 755-837-53877 • [parker.xu@globetech.net](mailto: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 **Medical Imaging International**, 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.

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**LINKXPRESS.COM**  
READER RESPONSE PLATFORM





## ▶ Cutting-Edge Editorial

**Medical Imaging International** meets the need for the international dissemination of latest techniques and applications in radiology/imaging worldwide. Editorial content includes up-to-date news and articles on: **CLINICAL APPLICATIONS • SCIENTIFIC ADVANCES • NEW PRODUCTS • TECHNICAL LITERATURE • INTERNATIONAL EVENTS** that are of interest to radiologists and medical specialists worldwide. Subjects covered in every issue include: **RADIOLOGY • MR IMAGING • ULTRASOUND • PACS/IT UPDATE • CARDIOVASCULAR IMAGING • NUCLEAR MEDICINE • ADMINISTRATION.**

## ▶ Worldwide Reach

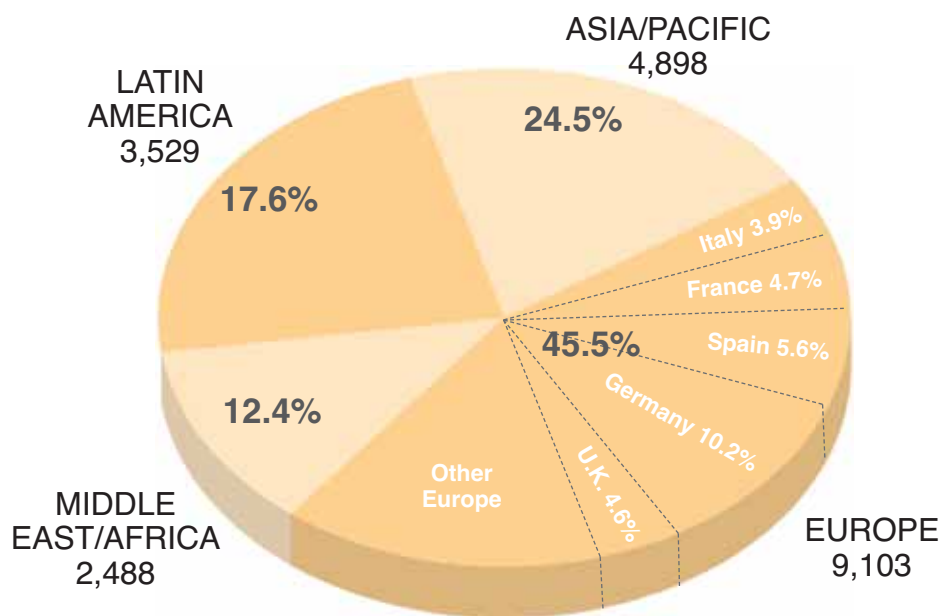
**Medical Imaging International** is mailed free-of-charge to qualified professionals worldwide outside USA and Canada. Circulation includes radiology department heads, radiologists, other medical specialists involved in imaging, and senior administrative/technical professionals in the field. Our BPA audit system provides the advertising community with the confidence and the analytical tools for using **Medical Imaging International** as a highly-effective medium in reaching this select global audience.

**TOTAL CIRCULATION: 20,000+**

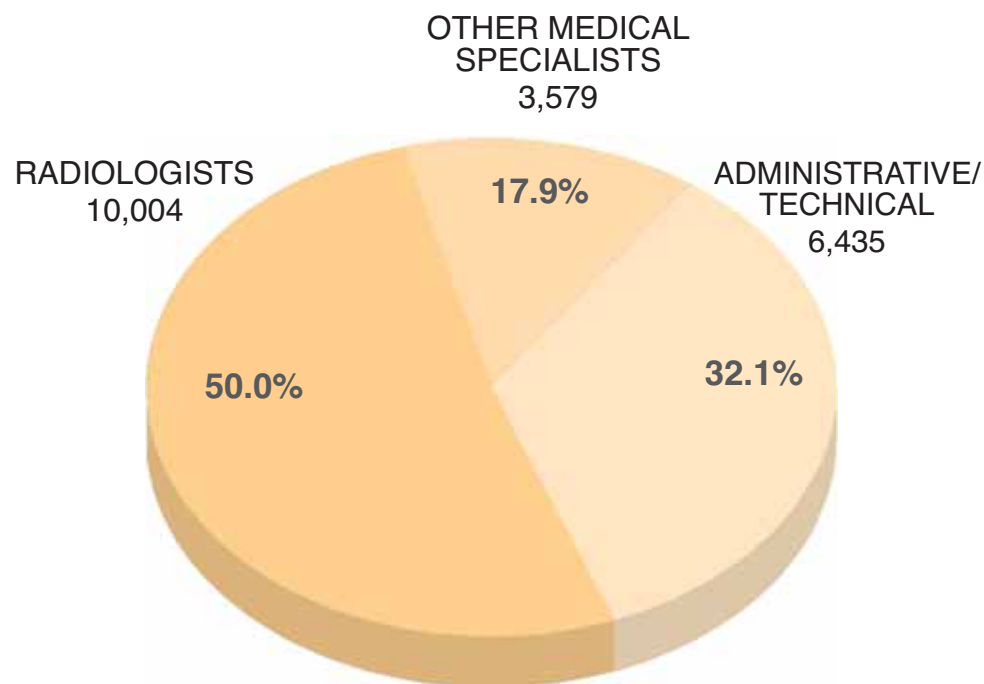


### Circulation by REGION

Country breakdown available in BPA circulation statement



### Circulation by SPECIALTY



Figures based on BPA Circulation Statement, June 2008

# 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 **Medical Imaging International'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

**MedImaging.net** offers a premier source of online daily news to radiology/imaging professionals around the world. Banner advertising opportunities are available in three separate sizes.

## 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 **Medical Imaging International** E-Newsletter is sent out twice a month to radiology/imaging professionals worldwide. **Sponsorship** and **banner** opportunities are available in various sizes.

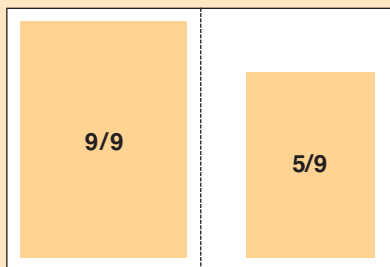
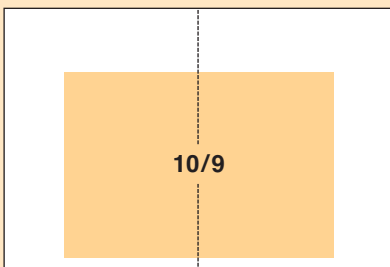
## E-BROADCASTS

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

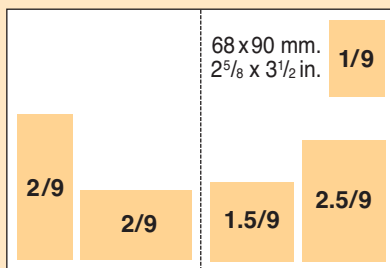
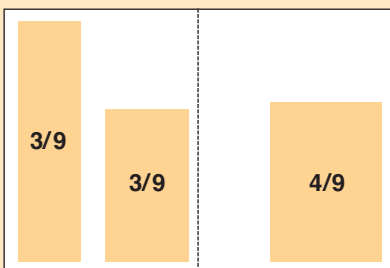


<b>mm</b>	Non-Bleed	298 x 185
	Bleed	304 x 193

	214 x 281	154 x 206
	230 x 297	162 x 214

<b>inch</b>	Non-Bleed	11 <sup>3</sup> / <sub>4</sub> x 7 <sup>3</sup> / <sub>8</sub>
	Bleed	12 x 7 <sup>5</sup> / <sub>8</sub>

	8 <sup>1</sup> / <sub>2</sub> x 11 <sup>1</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>
	9 <sup>1</sup> / <sub>8</sub> x 11 <sup>3</sup> / <sub>4</sub>	6 <sup>3</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>4</sub>



<b>mm</b>	68 x 281	104 x 185	141 x 185
	-	-	149 x 193

	68 x 185	141 x 90	104 x 90	104 x 137
	-	-	-	-

<b>inch</b>	2 <sup>5</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>8</sub>	4 <sup>1</sup> / <sub>8</sub> x 7 <sup>3</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>4</sub> x 7 <sup>3</sup> / <sub>8</sub>
	-	-	5 <sup>7</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>

	2 <sup>5</sup> / <sub>8</sub> x 7 <sup>3</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>4</sub> x 3 <sup>1</sup> / <sub>2</sub>	4 <sup>1</sup> / <sub>8</sub> x 3 <sup>1</sup> / <sub>2</sub>	4 <sup>1</sup> / <sub>8</sub> x 5 <sup>3</sup> / <sub>8</sub>
	-	-	-	-

**Trim Size:** 230 x 297 mm (9<sup>1</sup>/<sub>8</sub> x 11<sup>3</sup>/<sub>4</sub> 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

## 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

## 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



# Medical Imaging International

# 2009 Worldwide Marketing Calendar

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

Every issue of **Medical Imaging International** features latest news and advances in the following specialties:

**RADIOLOGY • MR IMAGING • ULTRASOUND • PACS/IT UPDATE**

**CARDIOVASCULAR IMAGING • NUCLEAR MEDICINE** • Other sections include:  
**PRODUCT NEWS • TECHNICAL LITERATURE • INTERNATIONAL CALENDAR**

Each issue offers extensive **BONUS DISTRIBUTION** at the following international congresses and exhibitions:

## JANUARY-FEBRUARY ISSUE Vol. 19 • No. 1

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

ECR 2009 - European Congress of Radiology • Vienna (March 6-10)  
68th Annual Meeting - Japan Radiological Society • Yokohama (April 16-19)  
2nd PAARS Cong - Pan-Arab Radiology Society • Alexandria (April 21-24)

## MARCH-APRIL ISSUE Vol. 19 • No. 2

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

ISMRM 2009 - 16th Annual Meeting, Int'l Soc. for MR in Medicine • Honolulu (Apr 18-24)  
90th German Radiology Congress • Berlin (May 20-23)  
SIIM 2009 - Society for Imaging Informatics in Medicine • Charlotte, NC (Jun 4-7)  
JPR 2009 - Sao Paulo Radiology Meeting • Sao Paulo (Apr 30-May 3)

## MAY ISSUE • YEARBOOK & BUYERS' GUIDE Vol. 19 • No. 3

*Ad Closing: Apr 10  
Material Date: Apr 20*

PUBLISHED IN ENGLISH AND SPANISH LANGUAGE EDITIONS

World's largest-circulation radiology/imaging buying and reference guide. Indispensable procurement tool for medical device decisionmakers worldwide on a year-round basis.

## JUNE-JULY ISSUE Vol. 19 • No. 4

*Ad Closing: May 20  
Material Date: May 30*

12th WFUMB - World Congress of Ultrasound in Medicine • Sydney (Aug 30-Sep 3)  
27th EuroPACS Congress / CARS 2009 • Berlin (Jun 23-27)  
ESC 2009 - European Society of Cardiology Congress • Barcelona (Aug 29-Sep 2)

## AUGUST-SEPTEMBER ISSUE Vol. 19 • No. 5

*Ad Closing: Aug 10  
Material Date: Aug 20*

ESMRMB 2009 - 25th Annual Meeting, Eur. Soc. for MR in Medicine & Biology • Antalya (Oct 1-3)  
CIRSE 2009 - Cardiovascular and Interventional Radiological Soc. of Europe • Lisbon (Sep 19-23)  
EANM 2009 - European Association of Nuclear Medicine • Barcelona (Oct 10-14)

## OCTOBER ISSUE Vol. 19 • No. 6

*Ad Closing: Sep 20  
Material Date: Sep 30*

MEDICA 2009 • Düsseldorf (Nov 18-21)  
JFR 2009 - Journées Françaises de Radiologie • Paris (October)  
EUROSON 2009 - 21st European Ultrasound Congress • Edinburgh (Dec 6-8)

## NOVEMBER-DECEMBER ISSUE Vol. 19 • No. 7

*Ad Closing: Oct 20  
Material Date: Oct 30*

RSNA 2009 • Chicago (Nov 29-Dec 4)  
10th Middle East Medical Imaging & Diagnostics Conference • Dubai (January)