



health HQ

Media Info 2018

health HQ : Launching an Industry Platform!

The health industry is perhaps the most important one among a long list of industries as it matters to the core of humanity's lifestyle and peoples' wellbeing and is one of the main indications for their standard of living. When health is an issue, comfort ceases to be taken for granted; instead, it becomes a highly desired and hardly reached state of being inside the human experience.

Over the past several decades, thanks to improved diagnostic and therapeutic options, healthcare has experienced an explosion of innovations designed to improve life expectancy and quality of life. The ongoing innovations in diagnostic technology, pharmaceuticals, surgical procedures, and medical devices have not only brought benefits and profits to businesses, but they have also contributed to the wellbeing of people everywhere.

headquarters (HQ) Collins Dictionary
 plural noun [with sing. or pl. v.]
 1. the main office, or center of operations and control, of anyone in command.
 2. the main office or center of control in any organization

Our mission is to serve the health industry by launching a cutting-edge industry platform acting as a 'headquarters' for both businesses & consumers! health HQ shall be much more than a magazine as it will include directories, research, a portal and focused digital / online services as well as a mobile app.

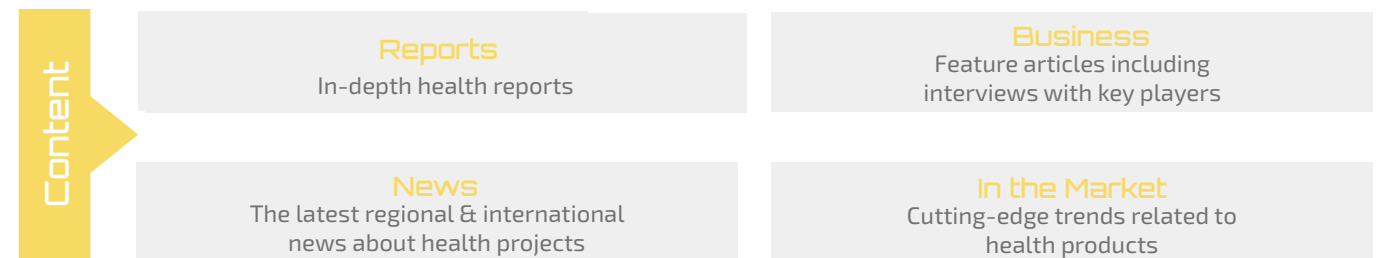
Nurturing Healthier Communities! Since 1986

Since 1986, Arab Health (AH)* magazine served the Medical, Laboratory, Pharmaceutical, and Nutrition sectors in the MENA region. Starting January 2018 and building on this rich heritage & expertise, it will evolve to health HQ (hHQ) in order to better reflect its mission as well as its global reach which is not limited to the Arab / MENA region. The magazine shall be published monthly in digital format whereby portal shall be updated with cutting-edge and useful content on a daily basis.

What shall separate and distinguish health HQ (hHQ) from the rest can be summarized in the following:

- hHQ will provide its subscribers with in-depth coverage of latest high-quality news, information, interviews, top 5 lists and data pertaining to health industry.
- hHQ will reinstate itself to be the focal point where industry professionals & health-conscious consumers meet their needs.
- hHQ will be a vital link between international manufacturers, producers, exporters & agents / resellers in the B2B industry and your ideal partner whether you wish to gain accurate and up-to-date insight on the health industry or to gain maximum exposure to your company's products and services.
- hHQ will be a holistic platform with a 360° coverage of the health industry via its various media types and mobile app as well as its social media channels.

health HQ portal (www.healthHQ.world), to be launched beginning of January 2018, shall provide insight for its audience into the health industry through a combination of latest news and trends, innovative technologies, country reports, and events coverage. This specialized portal is going to be part of a general industry portal (www.industryHQ.com). Log on to www.healthHQ.world and delve into the world of health where current and archived issues of health HQ magazine are freely available to registered users in three formats (html, flash, and pdf e-book).



* AH was first published by CPH World Media in 1986, however it was suspended late 1993 due to the Gulf war and was relaunched in 2006 under the name of Arab Health World (AHW) to avoid confusing it with Arab Health event taking place in Dubai. In 2009 AHW's name was changed yet again to MENA Health World (MHW) to enable participation & bonus distribution in the aforementioned event. In 2012, MHW was suspended in the aftermath of the Arab Spring until it was relaunched under the new brand health HQ (hHQ).

Healthcare Market

MENA

01

The healthcare sector in the MENA region will be worth USD144 billion by 2020, according to **Al Masah Capital Research**.

02

The GCC region, namely the countries of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates, is expected to account for USD69 billion of the total MENA healthcare market by 2020.

03

The projected increase in value of the healthcare sector in MENA is seen as a result of demographic factors such as an aging population, decline in mortality rates, and the rise in lifestyle diseases such as diabetes, hypertension and cardiovascular disorders.

04

Almost two-thirds of the 3,300 hospitals in the region are government-owned, with the majority of these facilities found in Egypt, Saudi Arabia, Algeria, and Morocco.

05

Governments in MENA are trying to attract more private enterprise participation into the healthcare industry to offset some of the costs of ramping up projects, and to raise the level of care given to residents to world-class standards.

Global

01

Global health care spend projected to reach USD8.7 trillion by 2020, according to **Deloitte**.

02

The GDP percentage spent on health care should also rise slightly to 10% by 2020

03

Emerging and lower-income countries will drive the rise in health care expenditures through 2020 as well as the expansion of services in developed countries.

04

By 2020, 50% of global health care expenditures – about USD4 trillion – will be spent on three leading causes of death: cardiovascular diseases, cancer and respiratory diseases.

05

Health care spending in the world's major regions increases from 2.4% to 7.5% between 2015 and 2020.

“ Editorial Program 2018 ”

| Issue | January | February | March | April | May | June |
|---|-------------------------------------|--------------------------------|--------------------------|--------------------------------|----------------------------|----------------------|
| Specialty | Industrial Hygiene | Gene therapy | Immunology & Allergology | Pulmonary & Critical Care | Urology | Neurology |
| Hospital & Medical Equipment & Supplies | Electro Medical Devices | ICU | Emergency Equipment | Long distance Scanning Devices | Operation Rooms | Medical Waste |
| Cover Story | Laser Technology | Health Insurance | Plastic Surgery | Rebuilding Healthcare | Patient Monitoring | Physiotherapy |
| Product Focus | Supplements For Blood Sugar Control | Laboratory Equipment | Wellness & Technology | Blood Pressure Monitors | Magnetic Resonance Imaging | Isolation Equipment |
| Pharmaceuticals | Cancer | Antibiotics/ Anti-Inflammatory | Cardiovascular | Dermatology | Neuroactive | Infections & Viruses |
| Campaigns & Recent Studies | Smoking Kills Campaigns | DNA | Asthma | Autism | Malaria | Mental Health |
| Country Reports | Jordan | Saudi Arabia | Egypt | Germany | Lebanon | USA |

Business Corner

Consumer Corner

| | | | | | | |
|-------------------------|-------------------------|--------------------------------------|------------------------|------------------------------|--------------------|--------------------|
| Awareness & Orientation | Drugs & Pharmaceuticals | Antibiotic Resistance and Probiotics | Eye Health | Autism Awareness | Diabetes | Obesity |
| Top 5 | Top 5 Hospitals | Top 5 Laboratories | Top 5 Diabetes Devices | Top 5 Blood Pressure Devices | Top 5 Scale Brands | Top 5 Diet Centers |
| Fitness & Wellbeing | Yoga | Preventive care & Screening | Mental Health | Healthy Diet / Vegeterianism | Skincare | Heart Health |

Dates

| | | | | | | |
|-----------------|-------------------|------------------|-------------------|----------------|----------------|--------------|
| Editorial Due | December 18, 2017 | January 19, 2018 | February 19, 2018 | March 19, 2018 | April 18, 2018 | May 18, 2018 |
| Advertising Due | December 20, 2017 | January 22, 2018 | February 21, 2018 | March 21, 2018 | April 20, 2018 | May 21, 2018 |
| Online | December 29, 2017 | January 31, 2018 | February 28, 2018 | March 30, 2018 | April 30, 2018 | May 31, 2018 |

| Issue | July | August | September | October | November | December |
|---|------------------------------|--------------------|---------------------------------------|----------------------------------|-----------------------------|----------------------------------|
| Specialty | Gastroenterology | Cardiology | Family Medicine & adolescent medicine | Gynecology | Emergency Medicine | Rheumatology |
| Hospital & Medical Equipment & Supplies | Disposables | Endoscopy | Electro medical devices | Catheters, Stents & Tubes | Isolation Equipment | Operating Technology & Equipment |
| Cover Story | Anesthesia & Pain Management | Pulmonary Medicine | Ophthalmology | Dentistry | Nutrition & Natural Healing | Telemedicine |
| Product Focus | Hearing Aids | Cancer Treatment | Disposable Products | Implants & Prostheses | Ultrasound Technology | Sterilization & Disinfection |
| Pharmaceuticals | Gastro-intestinal | Genitourinary | Neuroactive | Ophthalmology | Oncology | Psychoactive |
| Campaigns & Recent Studies | Flu | Diabetes | Vaccination | Brest Cancer Awareness Campaigns | Antibiotics | HIV |
| Country Reports | UAE | France | Switzerland | Morocco | Canada | Sweden |

Business Corner

Consumer Corner

| | | | | | | |
|-------------------------|---------------------|--------------------|-------------------|------------------------|--------------------|------------------------|
| Awareness & Orientation | Asthma | Eating Disorders | Blood Donation | Breast Cancer Month | Bone Health | Prenala health |
| Top 5 | Top 5 hospital beds | Top 5 doctors | Top 5 radiology | Top 5 cancer centers | Top 5 thermometers | Top 5 wellness centers |
| Fitness & Wellbeing | Pilates | Outdoor Activities | Wellness Coaching | Flexibility & Mobility | Detox Diet | Organic Products |

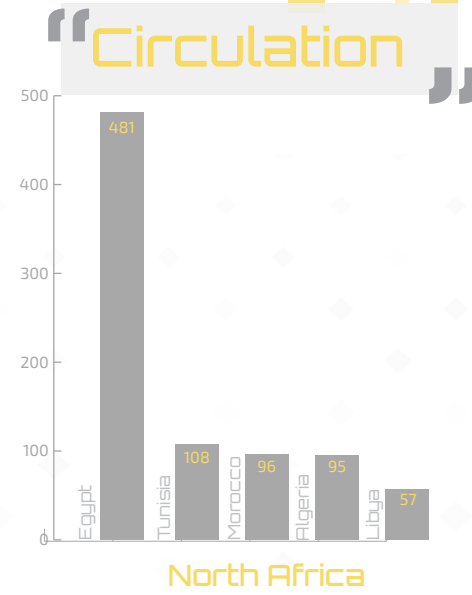
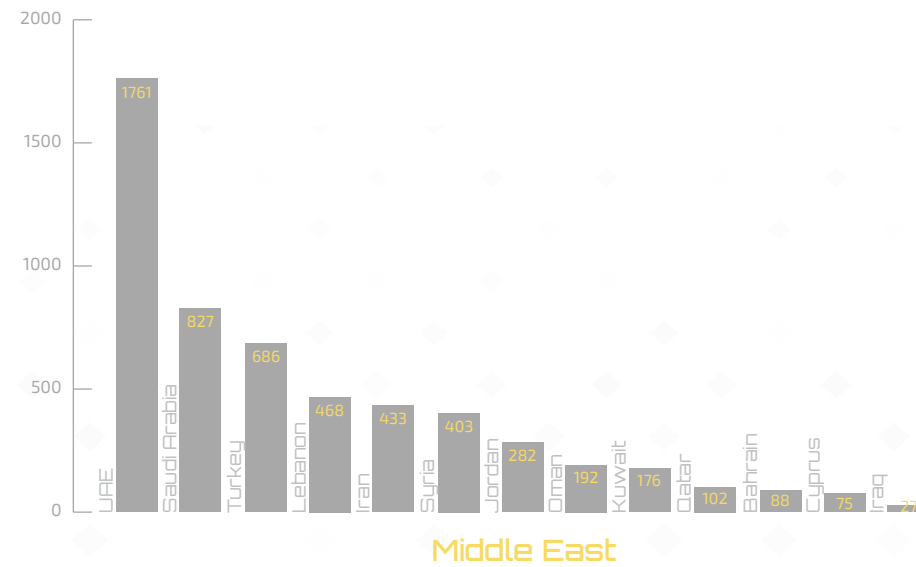
Dates

| | | | | | | |
|-------------------|---------------|---------------|-----------------|--------------------|------------------|-------------------|
| Editorial Due | June 18, 2018 | July 18, 2018 | August 17, 2018 | September 19, 2018 | October 17, 2018 | November 19, 2018 |
| Advertising Due | June 20, 2018 | July 20, 2018 | August 20, 2018 | September 21, 2018 | October 19, 2018 | November 21, 2018 |
| Publishing Date** | June 29, 2018 | July 31, 2018 | August 31, 2018 | September 28, 2018 | October 31, 2018 | November 30, 2018 |

Advertising Benefits & Options

Digital Advertising

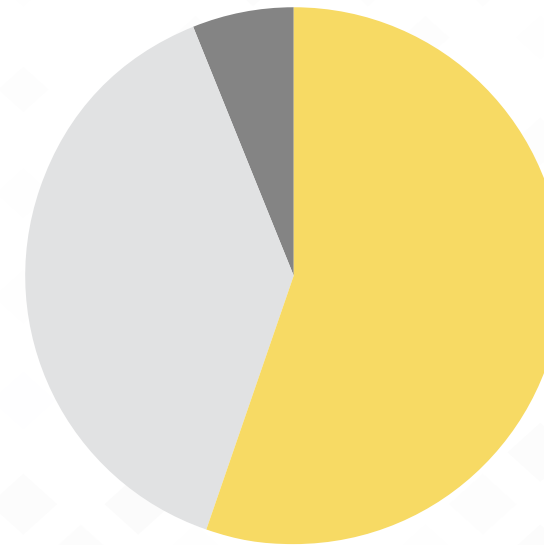
- Web Banners:** For ultimate exposure, place your hyperlinked web banner to your company's website, landing page or e-mail address on health HQ's website via a Leaderboard Banner, MPU Banner, Half Page Banner, and/or a Billboard Banner.
- Newsletters:** The monthly Newsletter contains several dedicated advertising spots, providing commercial partners with a cost effective and highly credible route into the inbox of health professionals globally.
- Email Shots:** We know how important it is that your email looks and reads right before you send it out to your existing and potential industry professionals. That's why our direct e-mail shots offer this opportunity using a vast user database.
- Coming Events:** The Coming Events service offers a comprehensive listing of health events, conferences seminars, and workshops.
- Buyers' Guide:** For high exposure at nominal rates. The classified ad is 360 x 300 px, including company logo, product photo, and a brief message with contact details.
- Business Directories:** The Business Directories service puts you in contact with health-related suppliers, manufacturers, purchasers, sellers, re-sellers and high level professional employees who visit our website regularly.



Number of Emails

Digital Circulation*

7940
5520
837



International
Middle East
North Africa

Job Position

31.12%
Doctors / Surgeons
& Health Care
Professionals

27.33%
GMs / MDs / & CEOs

17.48%
Purchasing Managers



11.01%
Sales & Marketing
Managers

9.95%
Import & Export Managers

3.11%
Fitness Instructors
/ Physiotherapists

*As a first step towards BPA accreditation, we refined the quality of our circulation in comparison to previous years' figures.

Digital Display Advertising | 4 Color & Rates in US\$

| Frequency | 1 - 3 Time(s) | 4 - 6 Times | 7 - 9 Times | 10 - 12 Times |
|-----------------------------|---------------|-------------|-------------|---------------|
| Double Page Spread | 3,365 | 3,195 | 3,030 | 2,860 |
| 1/2 Page Spread | 2,300 | 2,185 | 2,070 | 1,955 |
| 2 nd Cover (IFC) | 1,990 | 1,890 | 1,790 | 1,690 |
| 3 rd Cover (IBC) | 1,850 | 1,760 | 1,665 | 1,570 |
| 4 th Cover (OBC) | 2,200 | 2,090 | 1,980 | 1,870 |
| Full Page | 1,715 | 1,630 | 1,545 | 1,460 |
| 2/3 Page | 1,440 | 1,365 | 1,295 | 1,225 |
| 1/2 Page | 1,165 | 1,105 | 1,045 | 990 |
| 1/3 Page | 950 | 900 | 855 | 805 |
| 1/4 Page | 800 | 760 | 720 | 680 |

Advertorials | Rates (US\$)

| Frequency | 1 - 3 Time(s) | 4 - 6 Times | 7 - 9 Times | 10 - 12 Times |
|-----------|---------------|-------------|-------------|---------------|
| Full Page | 1,375 | 1,305 | 1,235 | 1,165 |
| 2/3 Page | 1,100 | 1,045 | 990 | 935 |
| 1/2 Page | 825 | 785 | 745 | 700 |
| 1/3 Page | 655 | 625 | 590 | 555 |
| 1/4 Page | 515 | 490 | 460 | 435 |

Classified (Buyer's Guide) Ads & Rates (US\$)

| Frequency | 1 - 3 Time(s) | 4 - 6 Times | 7 - 9 Times | 10 - 12 Times |
|----------------------|---------------|-------------|-------------|---------------|
| Buyer's Guide Ad | 310 | 295 | 280 | 260 |
| Twelve Times Prepaid | | | | 2,960 |

| Space | (WxH)px | Format |
|----------------------------|-------------|---------------|
| Full Page | 2362 x 3189 | JPG, PNG, PDF |
| Double Page Spread | 4724 x 3189 | JPG, PNG, PDF |
| Vertical 2/3 Page | 1394 x 2846 | JPG, PNG, PDF |
| Vertical 1/2 Page | 1028 x 2846 | JPG, PNG, PDF |
| Horizontal 1/2 Page | 2126 x 1394 | JPG, PNG, PDF |
| Horizontal 1/2 page Spread | 4724 x 1394 | JPG, PNG, PDF |
| Island 1/2 Page | 1394 x 2197 | JPG, PNG, PDF |
| Vertical 1/3 Page | 768 x 2846 | JPG, PNG, PDF |
| Horizontal 1/3 Page | 2126 x 945 | JPG, PNG, PDF |
| Vertical 1/4 Page | 1028 x 1394 | JPG, PNG, PDF |
| Horizontal 1/4 Page | 2126 x 709 | JPG, PNG, PDF |

Web Banners & Rates (US\$)

| Banner | Format | Dimensions | Size | Rate/Month (USD) | Duration |
|-------------|----------------------------|------------------|--------|------------------|-----------|
| Leaderboard | GIF, JPEG, or Animated GIF | 728 x 90 Pixels | 50 KBs | 550 | 1 Month |
| | | | | 495 | 3 Months |
| | | | | 470 | 6 Months |
| | | | | 440 | 12 Months |
| MPU | GIF, JPEG, or Animated GIF | 300 x 250 Pixels | 50 KBs | 650 | 1 Month |
| | | | | 585 | 3 Months |
| | | | | 550 | 6 Months |
| | | | | 520 | 12 Months |
| Half Page | GIF, JPEG, or Animated GIF | 300 x 600 Pixels | 50 KBs | 1000 | 1 Month |
| | | | | 900 | 3 Months |
| | | | | 850 | 6 Months |
| | | | | 800 | 12 Months |
| Billboard | GIF, JPEG, or Animated GIF | 970 x 250 Pixels | 50 KBs | 1500 | 1 Month |
| | | | | 1350 | 3 Months |
| | | | | 1275 | 6 Months |
| | | | | 1200 | 12 Months |

Email Shots & Rates (US\$)

| Format | Dimensions | File Size | Rate (US\$) |
|--------|---------------------|-----------|-------------|
| HTML | 900 Pixels in Width | 100 KBs | 350/CPM |

Online Buyer's Guide Ads & Rates (US\$)

| Duration | 1 - 3 Month(s) | 4 - 6 Months | 7 - 9 Months | 10 - 12 Months |
|----------------------------|----------------|--------------|--------------|----------------|
| Online Buyers' Guide/Month | 300 | 275 | 250 | 225 |
| Twelve Times Prepaid | | | | 2,400 |

Online Coming Events Listing & Rates (US\$)

| Frequency | 1 - 3 Month(s) | 4 - 6 Months | 7 - 9 Months | 10 - 12 Months |
|----------------------------|----------------|--------------|--------------|----------------|
| Online Coming Events/Month | 250 | 225 | 200 | 175 |
| Twelve Times Prepaid | | | | 1,900 |

Online Directory Listing & Rates (US\$)

| Frequency | 1 - 3 Month(s) | 4 - 6 Months | 7 - 9 Months | 10 - 12 Months |
|--------------------------------|----------------|--------------|--------------|----------------|
| Online Directory Listing/Month | 100 | 80 | 60 | 40 |
| Twelve Times Prepaid | | | | 400 |

Advertising Rates

Digital Rates

Specs

www.healthHQ.world

Postal Address

health HQ
P.O. Box: 13-5121 Chouran
Postal Code: 1102-2802
Beirut - Lebanon

Courier Address

health HQ
Hamra, Commodore, Barouk St.
Chatila & Chehab Bldg, 2nd Floor
Beirut - Lebanon

Communication

Tel: +961 (01) 748333
Mobile : +961 (70) 100094
Fax : +961 (01) 352419
Email : info@healthhq.world

Circulation, Marketing & Sales Department: marketing@healthHQ.world

Content & Research Department: content@healthHQ.world

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“About CPH World Media”

With more than four decades of experience in providing innovative media products and serving its sustainable vision “Helping Advance MENA & Beyond!”, CPH World Media is constantly evolving to keep its rank as an industry icon in media at the regional and international levels alike. 2018 will mark a major leap forward in the company's milestone achievements. We will launch an online industry portal “industry HQ (iHQ)” that covers all business and industrial news, analysis and trends. Our print & digital media products Arab Water World (AWW), Arab Construction World (ACW), Middle East Food (MEF), and MENA Health World (MHW) are aligned now under one brand (HQ): Water HQ, Construction HQ, Food HQ and Health HQ (which will be relaunched starting January 2018).

industry HQ portal covers a broad spectrum of business news, technical articles, market research reports, analysis, trends and events spreading across multiple industry sectors. For more details log on to www.industryhq.com

water HQ a sister publication for health HQ serving the Water, Wastewater, Desalination & Energy sectors. wHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the water industry bringing its readers in-depth insights and information. The total brand readership is 34.308 of decision makers or decision influencers for their companies. For more details log on to www.waterhq.world

construction HQ a sister publication for health HQ serving the Building, Machinery, Road & Power Generation sectors in the MENA region & beyond. cHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the construction industry bringing its readers in-depth insights and information. The total brand readership is 33.148 of decision makers or decision influencers for their companies. For more details log on to www.constructionhq.world

food HQ a sister publication for health HQ serving the Food Processing, Ingredients, Packaging, and Catering sectors. fHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the food industry bringing its readers in-depth insights and information. The total brand readership is 30.626 of decision makers or decision influencers for their companies. For more details log on to www.foodhq.world

Subscription Form

Kindly Complete the Entry Form Below - It's as easy as ABC!

I wish to: Subscribe (fill A>C) Renew my subscription (fill A>C) Update my information (fill A)

Receive sample copy to:

- construction HQ magazine
- water HQ magazine
- food HQ magazine
- Get contacted by my nearest agent to discuss my advertising needs (fill A)
- Submit my Article / Press Release / Product / news to be published in the next issue (fill A)
- Receive a specially promotional offer for advertising (fill A)

Publication of Editorial material is subject to the editor's discretion and space availability

A Entity Details - (Fields marked with a (*) should be filled. Kindly specify if not available by typing/printing N/A)

| | | |
|------------------|-----------------------------------|------------------------|
| Personal Details | Name*: | Position*: |
| | Direct Tel: (+)-() () Ext: | Mobile: (+)-() () |
| | Direct Fax: (+)-() () Ext: | Email: |
| Company Details | Name*: | Year Established*: |
| | Tel (s): (+)-() () | Fax (es): (+)-() () |
| | Business Activity / Description*: | |
| | Email*: | http*:// |
| | Export Markets: | Import Markets: |
| | # of Employees*: | Annual Turnover: |
| | Brands / Trademarks: | |
| Address | P.O. Box: | Zip Postal Code: |
| | Street / Postal Address*: | |
| | City*: | State / Province*: |
| | Country*: | Date*: |

B Subscription Rates - (choose your preferred subscription)

| | Lebanon | Arab Countries, Cyprus, Iran | Africa (Excluding Arab Countries), Europe, Turkey | Other Countries |
|-------------|-------------------------------|--------------------------------|---|--------------------------------|
| One Year | <input type="checkbox"/> \$25 | <input type="checkbox"/> \$65 | <input type="checkbox"/> \$95 | <input type="checkbox"/> \$120 |
| Two Years | <input type="checkbox"/> \$50 | <input type="checkbox"/> \$105 | <input type="checkbox"/> \$160 | <input type="checkbox"/> \$210 |
| Three Years | <input type="checkbox"/> \$75 | <input type="checkbox"/> \$145 | <input type="checkbox"/> \$230 | <input type="checkbox"/> \$305 |

C Payment Methods

Cheque made payable to CPH World Media - Cheque must be drawn on any U.S. Bank

Please charge my credit card: MasterCard / Visa / AMEX

Your Credit Card Details: Type: AMEX MasterCard Visa

Number:

Card Holder Name : Card Expiry Date: / / (dd/mm/yyyy) Signature:

Choose any method below to return your order...

Scan & E-mail to:
subscriptions@constructionHQ.world