



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.

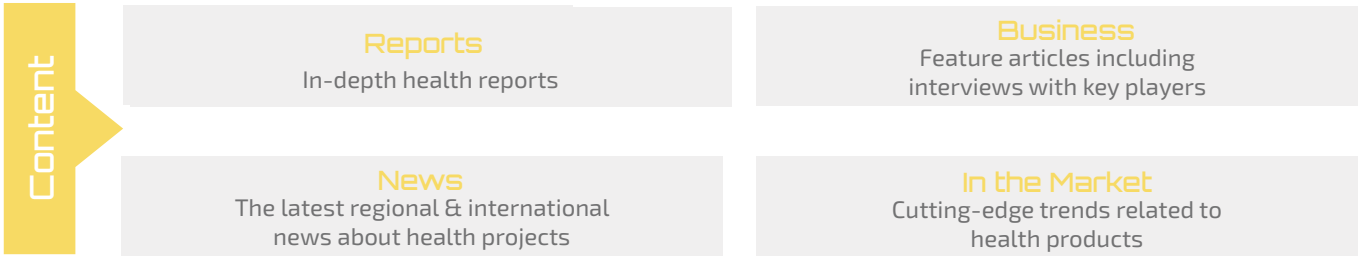
Nurturing Healthier Communities! Since 1986

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”

Business Corner	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

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

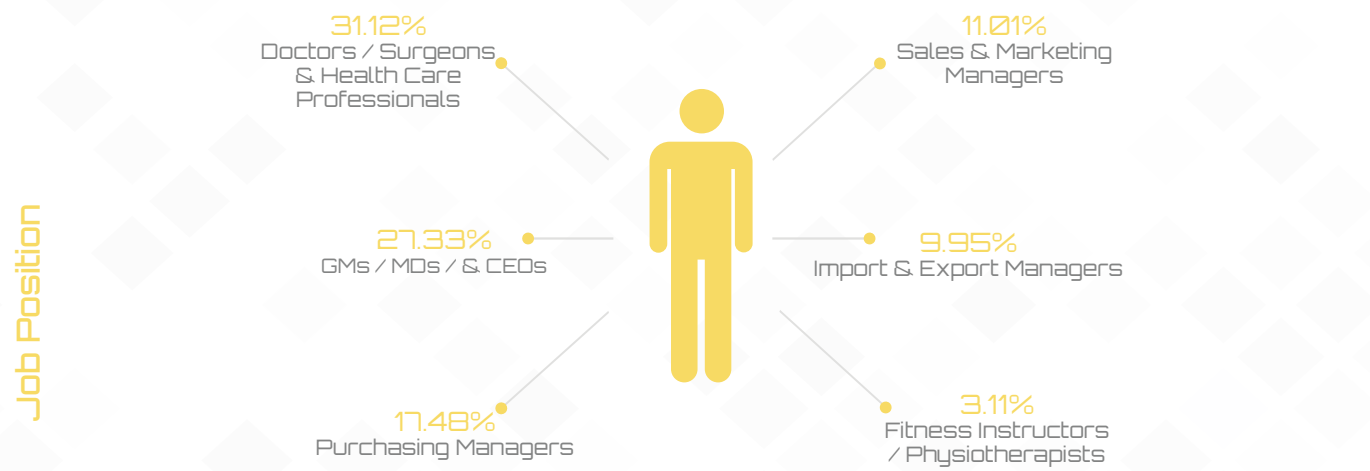
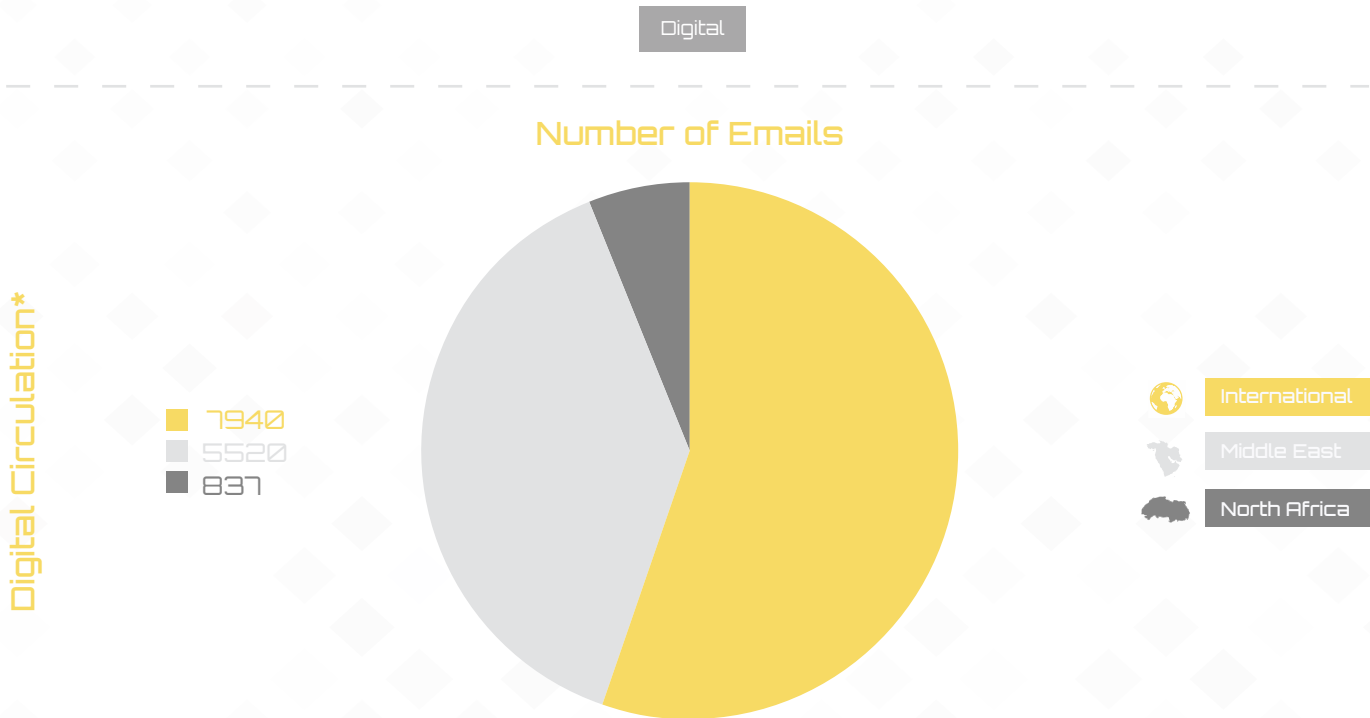
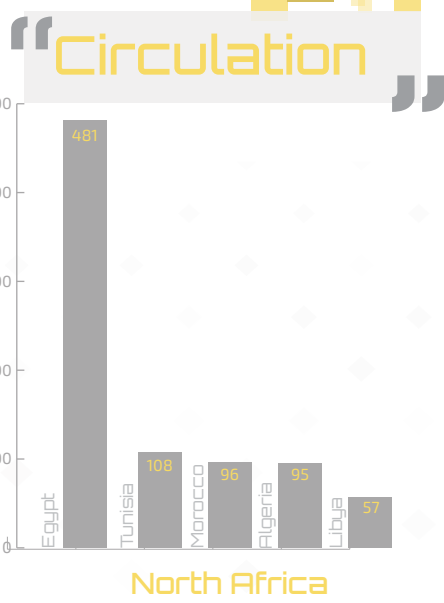
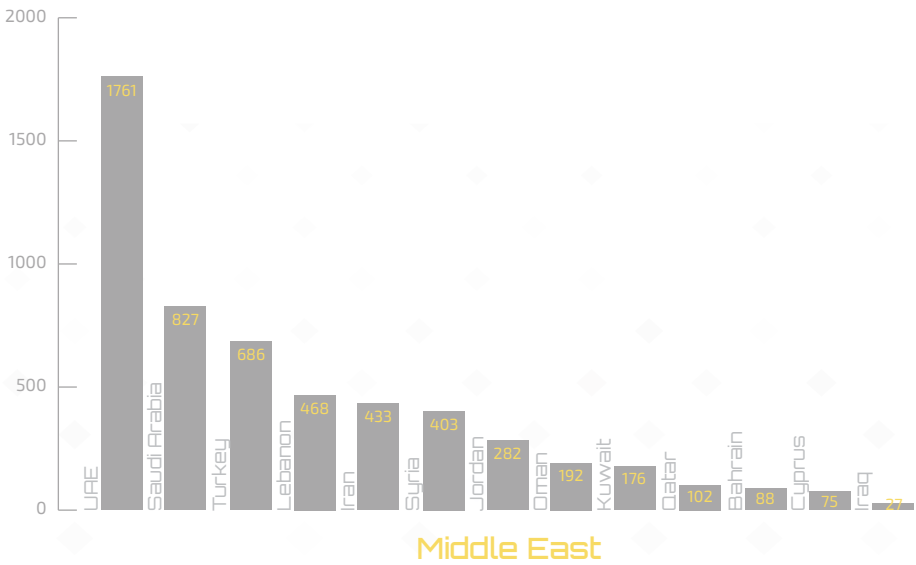
Consumer Corner	Awareness & Orientation	Asthma	Eating Disorders	Blood Donation	Breast Cancer Month	Bone Health	Prenala health
	Top 5	Top 5 hospital beds	Top 5 doctors	Top 5 radiology	Top 5 cancer centers	Top 5 thermometers	Top 5 wellness centers
	Fitness & Wellbeing	Pilates	Outdoor Activities	Wellness 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.



*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

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

healthHQ

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:

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