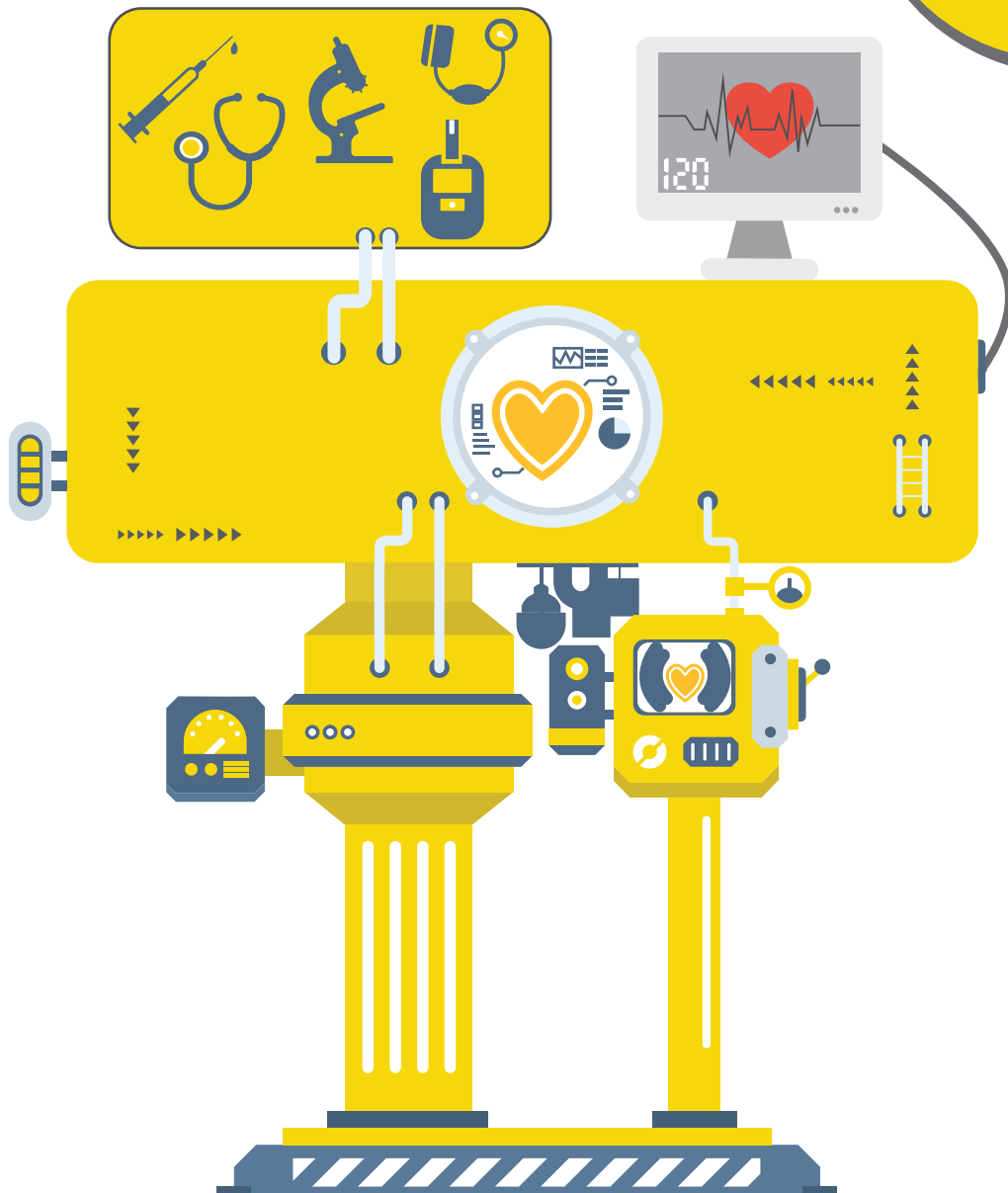


Health HQ

Nurturing
Healthier
Communities

Media
Info
2019



www.healthhq.world

healthHQ: Launching an Industry Platform!

Keeping up with the industry's beat

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.

healthHQ magazine serves the Medical, Laboratory, Pharmaceuticals & Fitness sectors, striving to provide a central platform to its readers, subscribers & clients through which cutting-edge high-quality news, information and data pertaining to food industry is presented. The digital version of healthHQ is published monthly and provides news, analysis, concepts and trends, product reviews & interviews with leading players in the health industry bringing its readers in-depth insights and information. Starting January 2019, healthHQ will be printed quarterly.

Our mission is to serve the health industry by launching a cutting-edge industry platform acting as a 'headquarters' for both businesses & consumers! healthHQ 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.

Charting the industry's latest

healthHQ portal provides 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 which will be launched in January 2019. Log on to www.healthhq.world and delve into the world of health where current and archived issues of healthHQ magazine are available for free to registered users in three formats (html, flash, and pdf e-book).

What shall separate and distinguish healthHQ from the rest can be summarized in the following:

healthHQ

- Will provide its subscribers with in-depth coverage of latest high-quality news, information, interviews, top 5 lists and data pertaining to health industry.
- Will reinstate itself to be the focal point where industry professionals & health-conscious consumers meet their needs.
- 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.
- 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.

Content

Reports

In-depth health reports

Business

Feature articles including interviews with key players

News

The latest regional & international news about health projects

In the Market

Cutting-edge trends on health products

Associate your company or product with healthHQ, the health industry's pioneering & leading media brand. Contact us today to get things started!



The Global Healthcare Industry

The global **HEALTHCARE INDUSTRY** will register a stable growth rate of 4.82 percent during 2018

One of the key **DRIVERS** for the growth of this market is the adoption of popular digital health technology solutions

One of the **RESTRAINTS** will be the cost pressures

ASIA-PACIFIC countries taking the lead on Smart hospital projects

Global Healthcare



The global **PHARMACEUTICAL INDUSTRY** revenue is forecasted to reach an estimated USD1,226 billion by 2018

One of the **KEY DRIVERS** for this market will be the increasing incidence of chronic diseases

The global pharmaceutical market faces major **CHALLENGE** from increasing investment and strict regulation

NORTH AMERICA is projected to lead the pharmaceutical industry

Pharmaceutical Industry



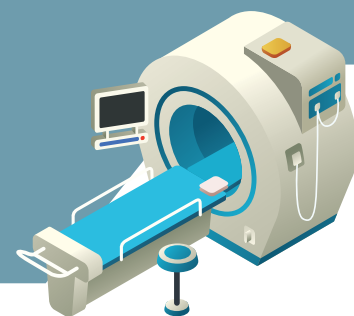
The global **MEDICAL DEVICE** market is expected to reach an estimated USD409 billion by 2023

The major **DRIVERS** for the growth of this market are healthcare expenditure, technological development, aging population, and chronic diseases

One of the **TRENDS** will be the changing medical technology landscape

NORTH AMERICA is expected to remain the largest market by 2023

Medical Devices



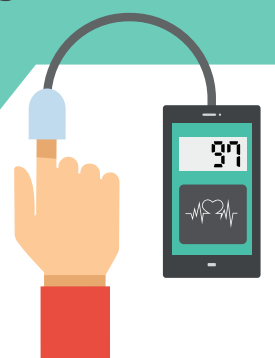
DIGITAL HEALTH industry size is estimated to surpass USD379 billion by 2024

One of the **KEY DRIVERS** for this market will be the growing penetration of smartphones and tablets

One of the **RESTRAINTS** are the prohibitive cost associated with installations of technologically advanced systems

US digital health market will dominate the global industry

Digital Health



“ Editorial Program 2019 ”

Issue	January	February	March	April	May	June
Specialties	Pulmonary & Critical Care	Gynecology	Dermatology	Emergency Medicine	Rheumatology	Cardiology
Medical Equipment	Emergency Equipment	Display Systems	Microscopes	Ultrasonic Devices	Xray Devices	Rescue & Emergency
Cover Story	Health Insurance	Nanotechnology	Plastic Surgery	Rebuilding Healthcare	Vaccination	Physiotherapy
Product Focus	Hearing Aids	Implants & Prostheses	Disposable Products	Laboratory Equipment	Blood Pressure Monitors	Magnetic Resonance Imaging
Pharmaceutical	Probiotics	Drug Labeling & Packing	Refrigeration Systems	Antibiotics	Anticancer Drug	Drug Manufacturing
Campaigns & Recent Studies	Anxiety	Cancer	Asthma	Autism	Smoking	Industrial Hygiene
Country / Regional Reports	Jordan	Saudi Arabia	Egypt	Germany	Lebanon	USA
Bonus Distribution*						
Editorial Due	December 21, 2018	January 25, 2019	February 22, 2019	March 22, 2019	April 22, 2019	May 24, 2019
Advertising Due	December 25, 2018	January 27, 2019	February 25, 2019	March 26, 2019	April 25, 2019	May 27, 2019
Publishing Date**	December 31, 2018	January 31, 2019	February 28, 2019	March 31, 2019	April 30, 2019	May 31, 2019

Dates

Issue	July	August	September	October	November	December
Specialties	Family Medicine	Gene therapy	Nutrition	Laboratory	Neurology	Urology
Medical Equipment	Orthopedic Technology	Medical Furniture	Disinfection Equipment	Operation Rooms	Communication Systems	Cardiac Therapy Equipment
Cover Story	Anesthesia	Pulmonary Medicine	Ophthalmology	Dentistry	Diet Centers	Telemedicine
Product Focus	Diagnostic Instruments	Optical Test Devices	Dialysis Equipment	Infusion Technology Equipment	Ultrasound Technology	Isolation Equipment
Pharmaceutical	Molding Equipment	Geriatric Drugs	Painkillers	Prenatal Medicine	Anti Coagulants	Anti Diabetic
Campaigns & Recent Studies	Osteoporosis	Diabetes	Mental Health	Breast Cancer	Obesity	HIV
Country / Regional Reports	UAE	France	Switzerland	Morocco	Canada	Sweden
Bonus Distribution*						
Editorial Due	June 23, 2019	July 22, 2019	August 22, 2019	September 23, 2019	October 23, 2019	November 24, 2019
Advertising Due	June 26, 2019	July 26, 2019	August 26, 2019	September 26, 2019	October 25, 2019	November 26, 2019
Publishing Date**	June 30, 2019	July 31, 2019	August 30, 2019	September 30, 2019	October 31, 2019	November 30, 2019

Dates

* Tentative list of events at which healthHQ will have bonus distribution of its issues - liable to changes.

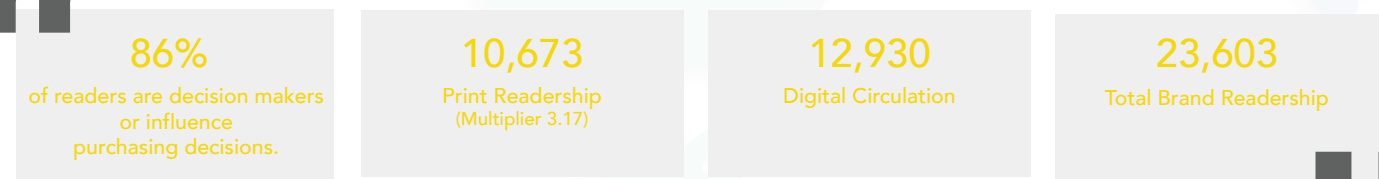
** Indicates when the issue would be available from the printing press for circulation and distribution. Allow 2 to 3 weeks period for the issue to reach you by post.

“Advertising Benefits & Options”

Print Options

- **Display Advertising:** healthHQ offers advertisements in an extended range of sizes and placements with full-color or mono display spots.
- **Classified Advertising:** The Buyers' Guide is dedicated to companies planning to test the market with a limited budget.
- **Advertorials:** This option has double use; to get story to healthHQ's readers and to maximize the company's exposure by placing its full contact details.
- **Fixed Inserts:** A popular and effective form of advertising as it makes your advert stand out from the rest!
- **Company Profile or Interview:** This offers comprehensive coverage of your company's history and products, including an interview with a chosen executive.

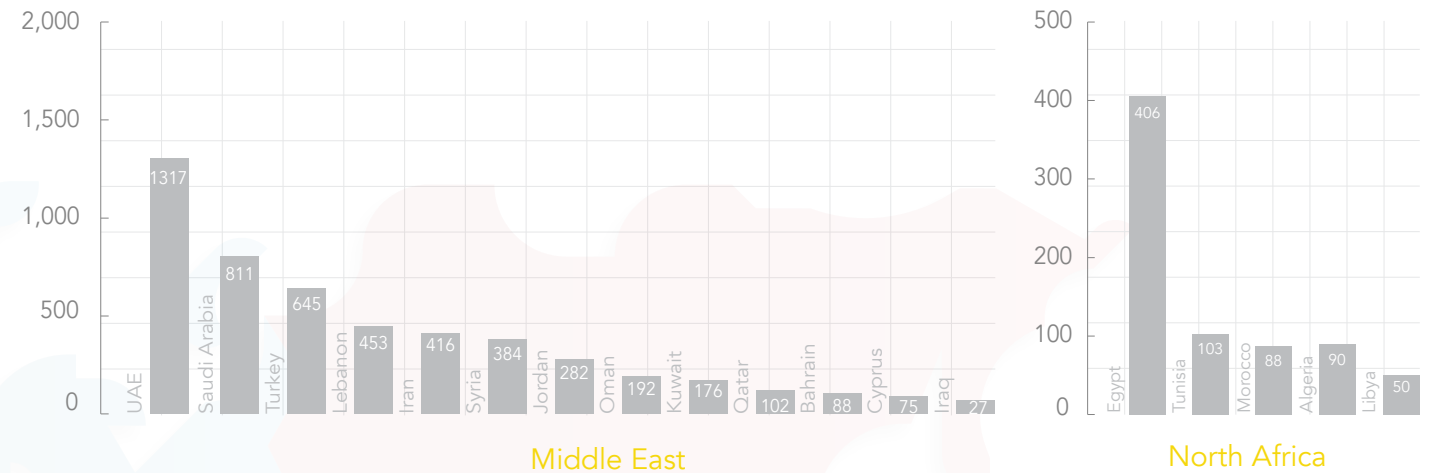
Readership Summary



Digital Options

- **Web Banners:** For ultimate exposure, place your hyperlinked web banner to your company's website, landing page or e-mail address on healthHQ'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 water 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 water events, conferences seminars, and workshops.
- **Buyers' Guide:** It is a service that offers high exposure at a nominal cost. 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 water-related suppliers, manufacturers, purchasers, sellers, re-sellers and high level professional employees who visit our website regularly.

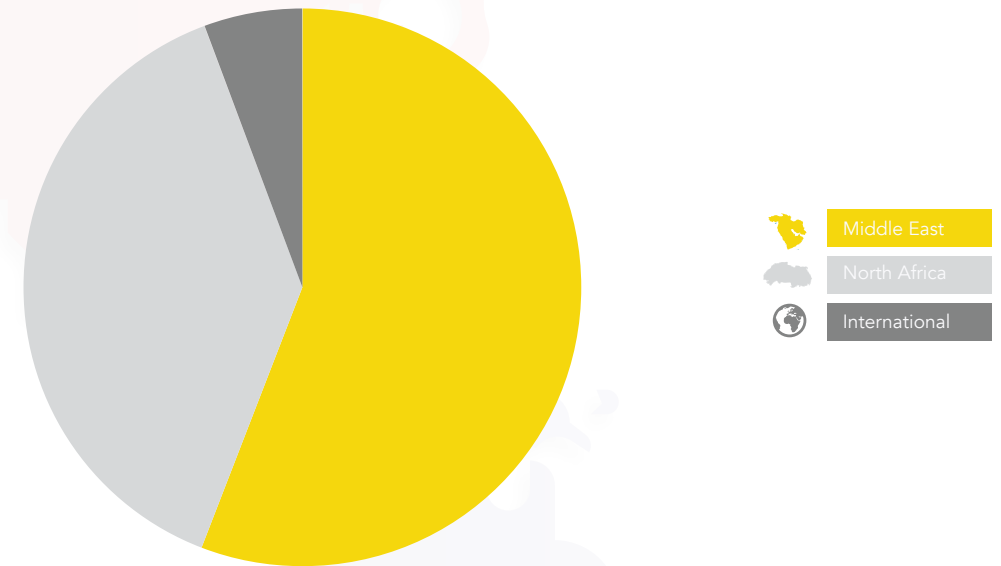
“Circulation”



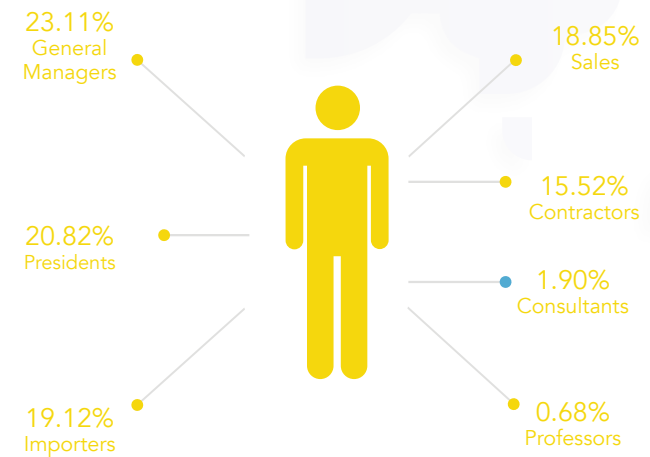
Total Circulation



Digital Circulation



Job Position



Display Advertising - 4 Color & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Gatefold	7,570	7,190	6,810	6,435
Double Page Spread	5,400	5,130	4,860	4,590
1/2 Page Spread	3,350	3,180	3,015	2,845
2 nd Cover (IFC)	3,300	3,135	2,970	2,800
3 rd Cover (IBC)	3,000	2,850	2,700	2,550
4 th Cover (OBC)	3,500	3,325	3,150	2,975
Full Page	2,750	2,610	2,475	2,335
2/3 Page	2,100	1,995	1,890	1,785
1/2 Page	1,750	1,660	1,575	1,485
1/3 Page	1,400	1,330	1,260	1,190
1/4 Page	1,150	1,090	1,035	975

Advertorials & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	2,000	1,800	1,700	1,600
2/3 Page	1,450	1,300	1,230	1,150
1/2 Page	1,200	1,080	1,020	960
1/3 Page	900	810	765	720
1/4 Page	700	630	595	550

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	450	400	365	325
Twelve Times Prepaid				2,925

Space	Dimensions	(WxH)mm
Full Page	Trim Size	193 x 270
Double Page	Print Size	400 x 270
Vertical 2/3 Page	Print Size	124x 241
Vertical 1/2 Page	Print Size	90.5x 241
Horizontal 1/2 Page	Print Size	186 x 118
Horizontal 1/2 page (Spread)	Print Size	400 x 118
Island 1/2 Page	Print Size	118 x 186
Vertical 1/3 Page	Print Size	62 x 241
Horizontal 1/3 Page	Print Size	186x 80
Vertical 1/4 Page	Print Size	72 x 119
Horizontal 1/4 Page	Print Size	186 x 60

*Bleed Ads must be sent with 5 mm added on each side of the ad

Rates (Print & Digital)

Specs (Print)

Display Advertising - 4 Color & Rates (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

Rates (Digital)

Specs (Digital)

Web Banners & Rates (US\$)

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

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 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Online Directory Listing	300	275	250	225
Twelve Times Prepaid				2,400

Online Coming Events Listing & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Online Directory Listing	250	225	200	175
Twelve Times Prepaid				1,900

Online Directory Listing & Rates (US\$)

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



Postal Address

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

Courier Address

healthHQ
 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

Follow US



Marketing & Sales Department: marketing@healthHQ.world
 Content & Research Department : content@healthHQ.world

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. 2019 will mark a major leap forward in the company's milestone achievements. We will launch an online industry portal **industryHQ** that 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

constructionHQ a sister publication for waterHQ serving the Building, Machinery, Road & Power Generation sectors in the MENA region & beyond. constructionHQ 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 41,670 of decision makers or decision influencers for their companies. For more details log on to www.constructionhq.world

foodHQ a sister publication for waterHQ serving the Food Processing, Ingredients, Packaging, and Catering sectors. foodHQ 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 39,740 of decision makers or decision influencers for their companies. For more details log on to www.foodhq.world

waterHQ a sister publication for foodHQ serving the Water, Wastewater, Desalination & Energy sectors. waterHQ 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 40,069 of decision makers or decision influencers for their companies. For more details log on to www.waterhq.world

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:

- constructionHQ magazine
- waterHQ magazine
- foodHQ 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:
Address	Brands / Trademarks:	
	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 toCPH 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)

Choose any method below to return your order...

Signature:

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