

Media Info
2020

**Nurturing
Healthier
Communities**
Since 1986



healthHQ: A Leading & Trusted 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 health industry is presented.

healthHQ is the focal point where industry professionals meet their needs. The magazine is published monthly in print and digital formats 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.

New Industry Platform

In 2020, healthHQ website will be part of industryHQ an industry platform that reaches and serves decision makers, manufacturers, and buyers across all industries. industryhq.com brings you the latest industry trusted news from around the world, covering business news, analysis, trends, technologies, products, projects, and latest events spreading across multiple industry sectors.

We have created a dynamic community for industry executives, decision makers, influential thought leaders, and buyers through industryHQ platform, healthHQ monthly magazine (digital & print), social media, targeted business newsletters, and events. Visit www.industryhq.com and discover today's latest news, development, and trends!



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 2019

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 **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



The Global Healthcare Industry

The global **PHARMACEUTICAL INDUSTRY** revenue is forecasted to reach an estimated USD1,226 billion by 2019

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



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 2020

Issue	January	February	March	April	May	June
Specialties	Cardiology	Gynecology	Laboratory	Emergency Medicine	Urology	Pulmonary & Critical Care
Medical Equipment	Display Systems	Display Systems	Ultrasonic Devices	Microscopes	Operation Rooms	Orthopedi Technology
Cover Story	Vaccination	Nanotechnology	Ophthalmology	Rebuilding Healthcare	Health Insurance	Telemedicine
Product Focus	Infusion Technology Equipment	Implants & Prostheses	Blood Pressure Monitors	Diagnostic Instruments	Disposable Products	Isolation Equipment
Pharmaceutical	Drug Manufacturing	Drug Labeling & Packing	Refrigeration Systems	Antibiotics	Anticancer Drug	Painkillers
Campaigns & Recent Studies	Anxiety	Cancer	Asthma	Autism	Smoking	Industrial Hygiene
Country Reports	- UAE	- Saudi Arabia	- Germany	- USA	- Lebanon	- France
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	December 21, 2019	January 24, 2020	February 22, 2020	March 24, 2020	April 22, 2020	May 25, 2020
Advertising Due	December 25, 2019	January 27, 2020	February 25, 2020	March 26, 2020	April 24, 2020	May 27, 2020
Publishing Date*	December 31, 2019	January 31, 2020	February 28, 2020	March 31, 2020	April 30, 2020	June 1, 2020

* 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

Editorial Program 2020

Issue	July	August	September	October	November	December
Specialties	Family Medicine	Gene therapy	Nutrition	Dermatology	Neurology	Rheumatology
Medical Equipment	Emergency Equipment	Medical Furniture	Disinfection Equipment	Xray Devices	Communication Systems	Cardiac Therapy Equipement
Cover Story	Anesthesia	Pulmonary Medicine	Plastic Surgery	Dentistry	Diet Centers	Physiotherapy
Product Focus	Laborator Equipment	Optical Test Devices	Dialysis Equipment	Hearing Aids	Ultrasound Technology	Magnetic Resonance Imaging
Pharmaceutical	Anti Diabetic	Geriatric Drugs	Probiotics	Prenatal Medicine	Anti Coagulants	Molding Equipment
Campaigns & Recent Studies	Osteoporosis	Diabetes	Mental Health	Breast Cancer	Obesity	HIV
Country Reports	- Jordan	- Australia	- Scandinavia	- Saudi Arabia	- Canada	- Switzerland
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	June 23, 2020	July 22, 2020	August 24, 2020	September 23, 2020	October 23, 2020	November 24, 2020
Advertising Due	June 26, 2020	July 27, 2020	August 26, 2020	September 28, 2020	October 26, 2020	November 26, 2020
Publishing Date*	June 30, 2020	July 31, 2020	August 31, 2020	September 30, 2020	October 30, 2020	November 30, 2020

* 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

Print Options

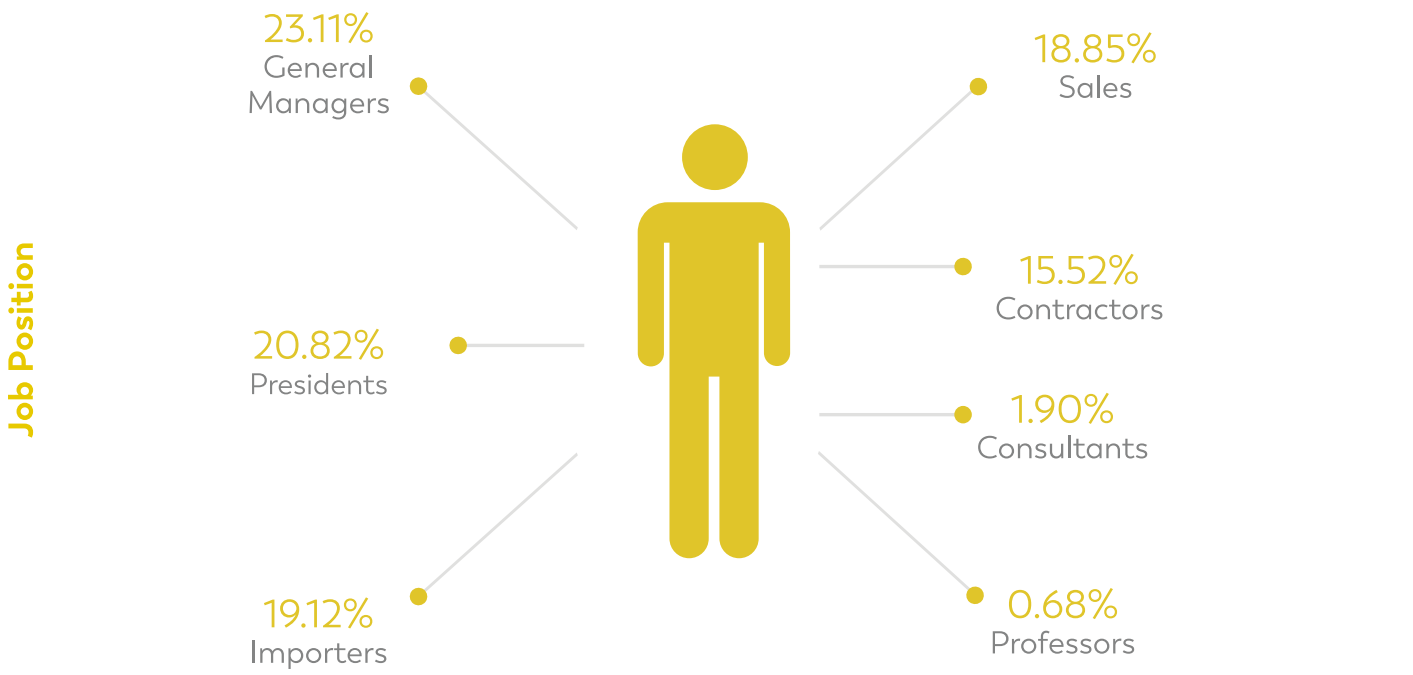
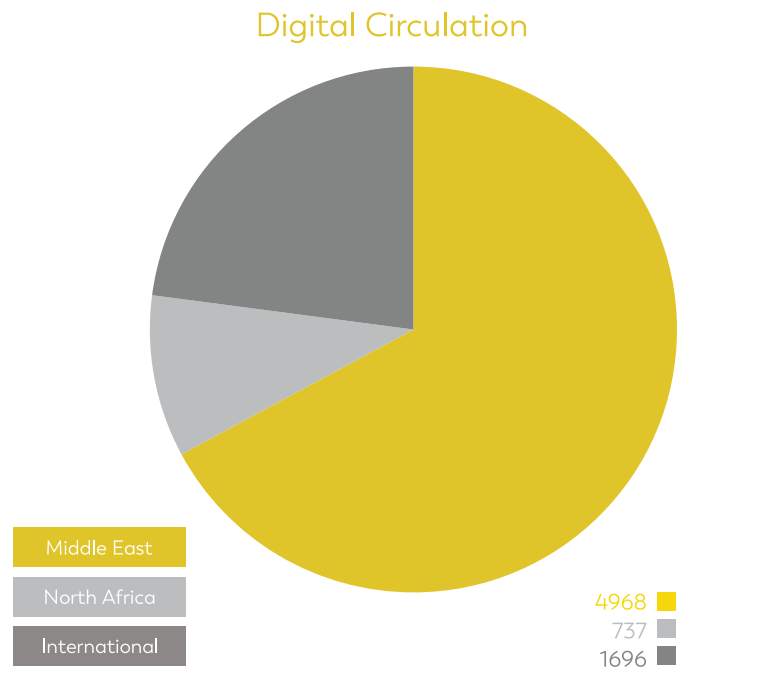
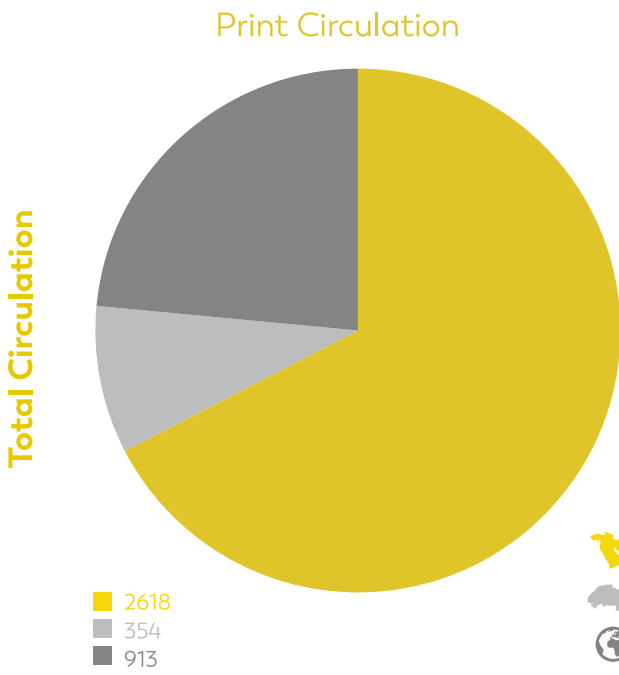
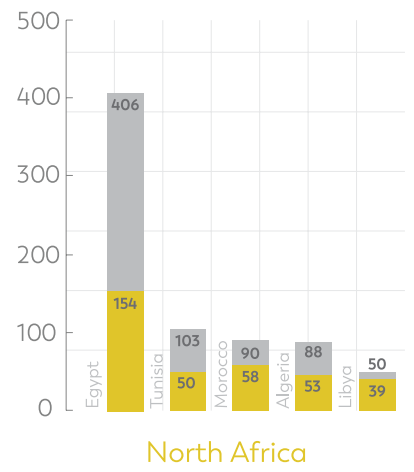
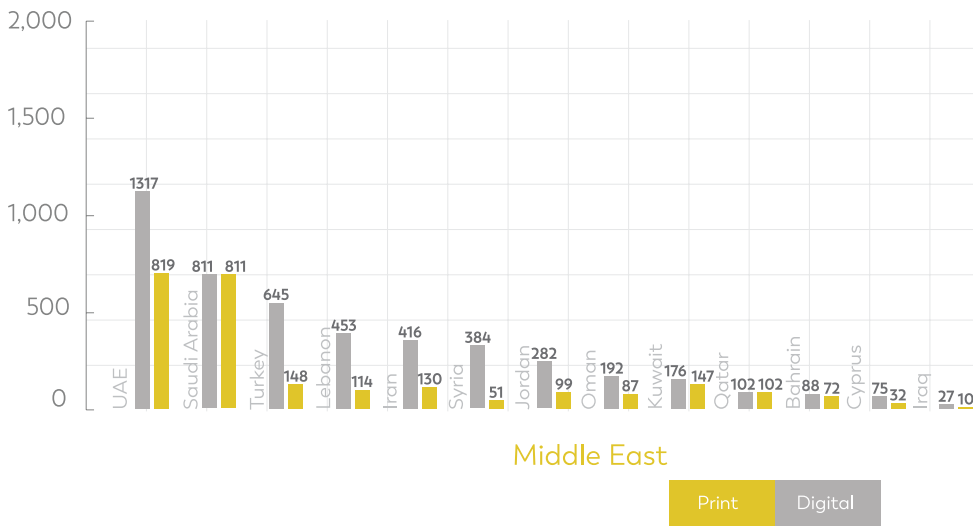
- **Display Advertising:** healthHQ offers advertisements in an extended range of sizes and placements with full-color or mono display spots.
- **Classified Advertising:** The Buyers' Guide is dedicated to companies planning to test the market with a limited budget.
- **Advertorials:** This option has 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



Print 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 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:** 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 health-related suppliers, manufacturers, purchasers, sellers, re-sellers and high level professional employees who visit our website regularly.



Print Advertising Rates

Advertising 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	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

Advertorial 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

Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	450	400	365	325
12 Times Prepaid				2,925

Print Advertising Dimensions

Space	Dimensions	(WxH)mm
Full Page	Trim Size	205 x 297
Double Page	Print Size	420 x 297
Vertical 2/3 Page	Print Size	116 x 260
Vertical 1/2 Page	Print Size	87 x 260
Horizontal 1/2 Page	Print Size	174 x 130
Horizontal 1/2 page (Spread)	Print Size	384 x 130
Island 1/2 Page	Print Size	120 x 188
Vertical 1/3 Page	Print Size	58 x 260
Horizontal 1/3 Page	Print Size	174 x 87
Vertical 1/4 Page	Print Size	87 x 130
Horizontal 1/4 Page	Print Size	174 x 65

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

"Print advertisers will have their ad published in the digital issue as well at no additional cost. Clients may also opt for the digital only advertising where the ads appear in the digital issue and not the print; this is in order to cater for all budgets and ensure best exposure to all ads"

Digital Advertising Rates

Advertising Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Double Page	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

Advertorial 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

Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	310	295	280	260
12 Times Pre-Paid				2,340

Digital Advertising Dimensions

Space	Format	(WxH)pixels
Full Page	JPG, PNG, PDF	2479 x 3508
Double Page	JPG, PNG, PDF	4958 x 3508
Vertical 2/3 Page	JPG, PNG, PDF	1371 x 3067
Vertical 1/2 Page	JPG, PNG, PDF	1029 x 3067
Horizontal 1/2 Page	JPG, PNG, PDF	2054 x 1533
Horizontal 1/2 page (Spread)	JPG, PNG, PDF	4533 x 1533
Island 1/2 Page	JPG, PNG, PDF	340 x 533
Vertical 1/3 Page	JPG, PNG, PDF	1417 x 2221
Horizontal 1/3 Page	JPG, PNG, PDF	2054 x 1021
Vertical 1/4 Page	JPG, PNG, PDF	1029 x 1533
Horizontal 1/4 Page	JPG, PNG, PDF	2054 x 767

Online Advertising Rates

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 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\$)

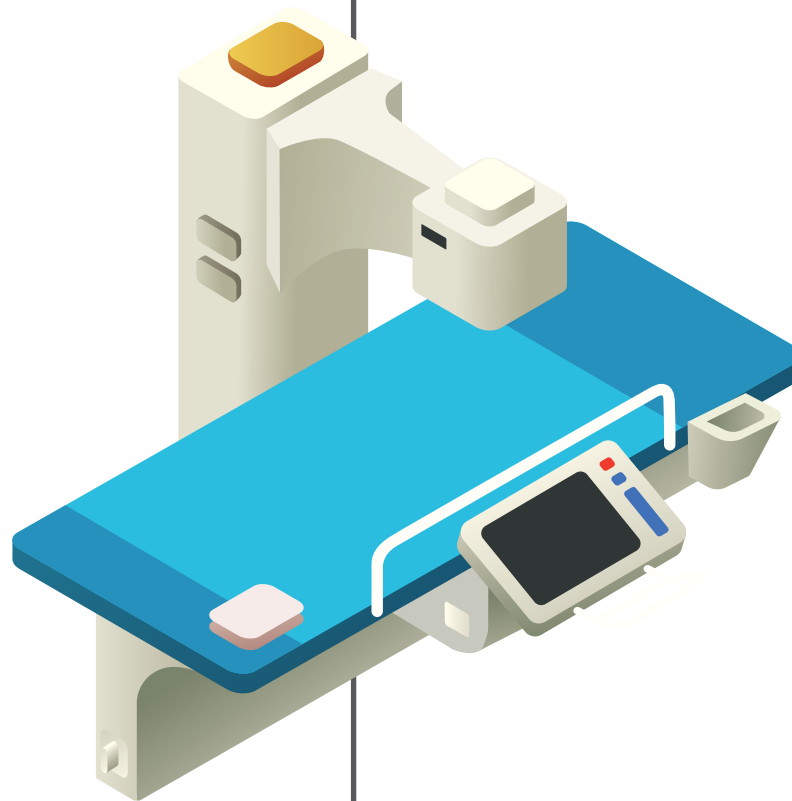
Format	Dimensions	File Size	Rate (US\$)
HTML	900 Pixels in Width	100 KBs	350/CPM

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

Duration	1 - 3 Month(s)	4 - 6 Months	7 - 9 Months	10 - 12 Months
Online Buyer's Guide /Month	300	275	250	225
Twelve Times Prepaid				2,025

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				1,600



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
Email : info@industryhq.com

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Marketing & Sales Department: marketing@industryhq.com

Content & Research Department: content@industryhq.com

www.healthhq.world

Other CPH Brands

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.

constructionHQ serves 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 serves 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

industryHQ serves the Construction, Energy, Food, Health, Water and other industry sectors. industryHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the industry bringing its readers in-depth insights and information. For more details log on to www.industryhq.com

waterHQ serves 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

Health HQ

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:

- 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:
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)

Choose any method below to return your order...

Signature:

Scan & E-mail to:
subscriptions@industryhq.com