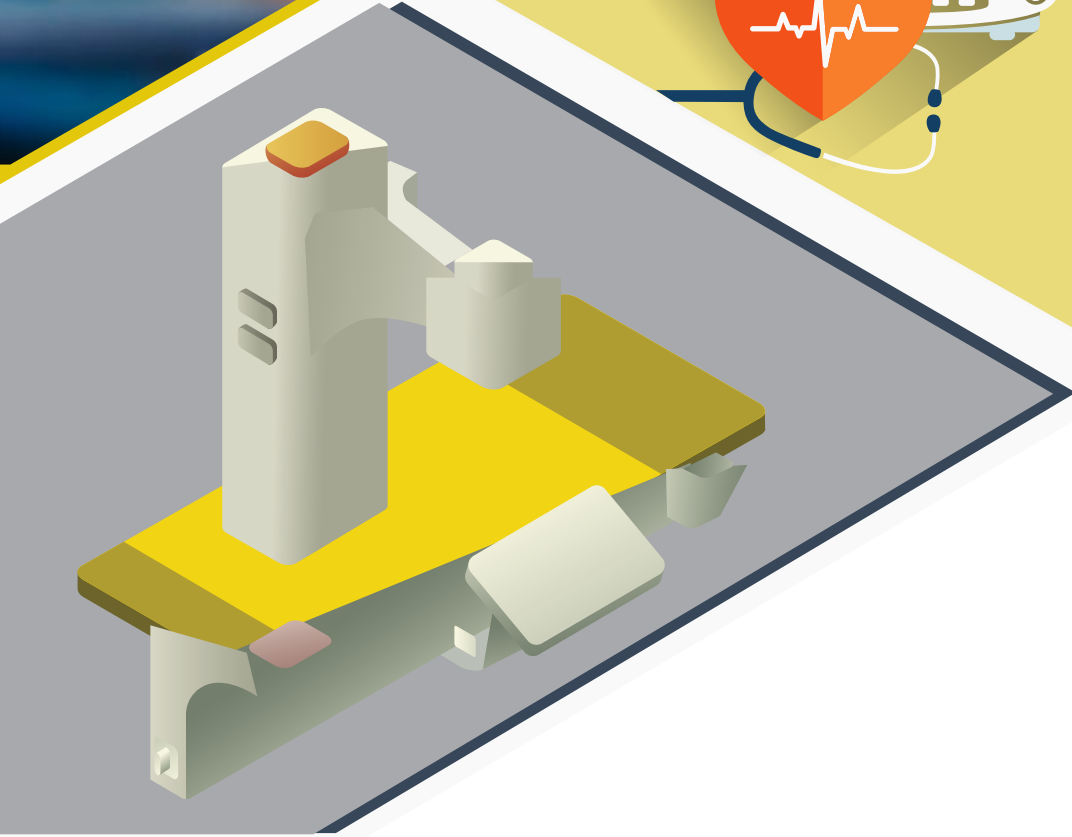


Health HQ

www.healthhq.world

Media Info 2021



Nurturing Healthier World

Since 1986

healthHQ | A Leading and Trusted Industry Platform!

Hello and welcome,

For more than 34 years healthHQ, previously known as MENA Health World, has been serving 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.

By providing an unrivalled resource for industry professionals, healthHQ has evolved from a B2B print magazine to become an integrated and innovative platform composed of multi-media channels available in print, digital & online formats, hence providing 360 exposure to subscribers and clients in the health industry.

healthHQ Media Channels

• MAGAZINE

Each issue of healthHQ takes an in-depth and investigative look into special topics and issues impacting the health industry. The magazine is published monthly in print and digital formats and is available online of healthHQ's website, it provides news, analysis, concepts and trends, product reviews & interviews with leading players in the health industry.

• WEBSITE

www.healthhq.world delivers industry news as it breaks, keeping our audience informed and up-to-date. It is your one-stop portal for health sector news. Visit www.healthhq.world and subscribe to our monthly magazine and newsletters to keep ahead on the latest news in the health sector.

• NEWSLETTERS

Gain momentum via promoting your content in our email newsletters. Our useful & effective newsletters engage customers with your company and gets them to pay attention to your brand and advertisement, and helps build loyalty to your company.

• SOCIAL

An engaged niche community across Facebook, LinkedIn and Twitter. We provide your company with the opportunity of posting its products or services on healthHQ's social media channels.

• EVENTS

healthHQ also enjoys a close decades-old partnership with leading & major health-related event organizers worldwide where it holds the status of official, regional or supporting media-brand. In select industry events bonus copies of healthHQ's magazine are distributed to exhibitors, visitors and conference attendees and a specific targeted newsletter is sent on a daily basis to event participants and attendees.

Major health companies & manufacturers have long trusted healthHQ as their promotional platform of choice to have maximum exposure for their products & services and to help increase their market share.

We hope to welcome you & your company onboard as a valued and trusted partner and look forward to hear from you soon.

Best wishes,

Dr. Rajaa Chatila
Editor-in-Chief
info@healthhq.world



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

Global Healthcare

The global **HEALTHCARE INDUSTRY** will register a stable growth rate of 5 percent by 2020

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



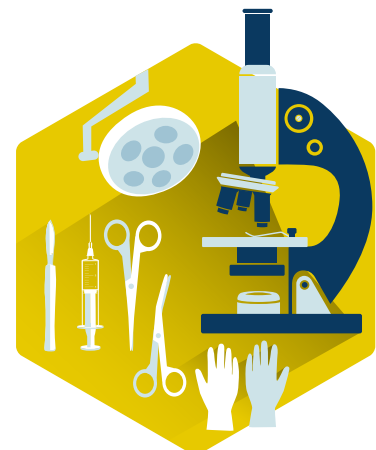
Medical Devices

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



The Global Healthcare Industry

The global **PHARMACEUTICAL INDUSTRY** revenue is forecasted to reach an estimated USD 1,57 trillion by 2023

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 2021

Issue	January	February	March	April	May	June
Specialties	Urology	Pulmonary & Critical Care	Laboratory	Emergency Medicine	Urology	Neurology
Medical Equipment	Operation Rooms	Orthopedic Technology	Ultrasonic Devices	Microscopes	Display Systems	Communication Systems
Cover Story	Company Profile/ Project Focus	Telemedicine	Company Profile/ Project Focus	COVID-19	Company Profile/ Project Focus	Diet Centers
Product Focus	Disposable Products	Isolation Equipment	Blood Pressure Monitors	Diagnostic Instruments	Infusion Technology Equipment	Ultrasound Technology
Pharmaceutical	Anticancer Drug	Painkillers	Refrigeration Systems	Antibiotics	Drug Manufacturing	Anti Coagulants
Campaigns & Recent Studies	Smoking	Industrial Hygiene	Asthma	Autism	Anxiety	Obesity
Country Reports	- Lebanon	- France	- Germany	- USA	- UAE	- Saudi Arabia
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	December 25, 2020	January 25, 2021	February 22, 2021	March 24, 2021	April 22, 2021	May 25, 2021
Advertising Due	December 28, 2020	January 28, 2021	February 25, 2021	March 26, 2021	April 26, 2021	May 27, 2021
Publishing Date*	December 2019 ,31	January 30, 2021	February 27, 2021	March 30, 2021	April 30, 2021	May 31, 2021

* 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 2021

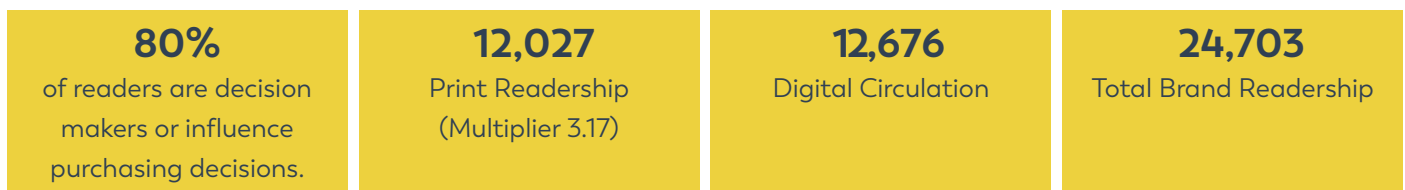
Issue	July	August	September	October	November	December
Specialties	Family Medicine	Gene therapy	Rheumatology	Dermatology	Gynecology	Nutrition
Medical Equipment	Emergency Equipment	Medical Furniture	Cardiac Therapy Equipement	Xray Devices	Display Systems	Disinfection Equipment
Cover Story	Company Profile/ Project Focus	Company Profile/ Project Focus	Company Profile/ Project Focus	Dentistry	Nanotechnology	Plastic Surgery
Product Focus	Laboratory Equipment	Optical Test Devices	Magnetic Resonance Imaging	Hearing Aids	Implants & Prostheses	Dialysis Equipment
Pharmaceutical	Anti Diabetic	Geriatric Drugs	Molding Equipment	Prenatal Medicine	Drug Labeling and Packing	Probiotics
Campaigns & Recent Studies	Osteoporosis	Diabetes	HIV	Breast Cancer	Cancer	Mental Health
Country Reports	- Jordan	- Australia	- Switzerland	- Canada	- Saudi Arabia	- Scandinavia
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	June 22, 2021	July 23, 2021	August 24, 2021	September 23, 2021	October 23, 2021	November 24, 2020
Advertising Due	June 25, 2021	July 26, 2021	August 27, 2021	September 28, 2021	October 26, 2021	November 26, 2020
Publishing Date*	June 30, 2021	July 30, 2021	August 31, 2021	September 30, 2021	October 29, 2021	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



Digital Options

- ⦿ **e-Newsletters:**
 - **Promoted Content:** Content included in the e-Newsletter along with image, with a read more link which would take recipient to healthHQ's for the remainder of the content. The content shall remain on our website and would be accessible not only during the e-Newsletter sending date.
 - **Banner, Content, & Background:** Hyperlinked Banner size 180 x 138 Px (WxH) Text to go beside the banner is 40 words with read more option as the content will be on our website and accessible at all times. Background color code to be provided by client based on Hex Color Code.
 - **Banner Advertising:** Hyperlinked Banner size 728 x 90 Px (WxH)
 - **Sponsorship:** By considering this option, the entire e-Newsletter is reserved for your company and thus no other promotional items (no Banners or Promoted Content can be included in said e-Newsletter since all its sections would contain promotional items / material related to your company. This is extremely high exposure since your company would benefit from all the possible exposure options and would have a solo e-Newsletter dedicated to your products/services.
- ⦿ **Web Banner** 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.
- ⦿ **Email Show** 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 construction events, conferences seminars, and workshops.
- ⦿ **Buyers' Guide** 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.

Circulation

Middle East	Print	Digital
UAE	819	1,317
Saudi Arabia	811	911
Turkey	148	645
Kuwait	147	176
Iran	130	416
Lebanon	114	453
Qatar	102	166
Jordan	99	282
Oman	87	192
Bahrain	72	88
Syria	51	384
Cyprus	32	75
Iraq	10	27
Total	2,622	5,132

North America	Print	Digital
USA	133	1,618
Canada	68	854
Total	201	2,472

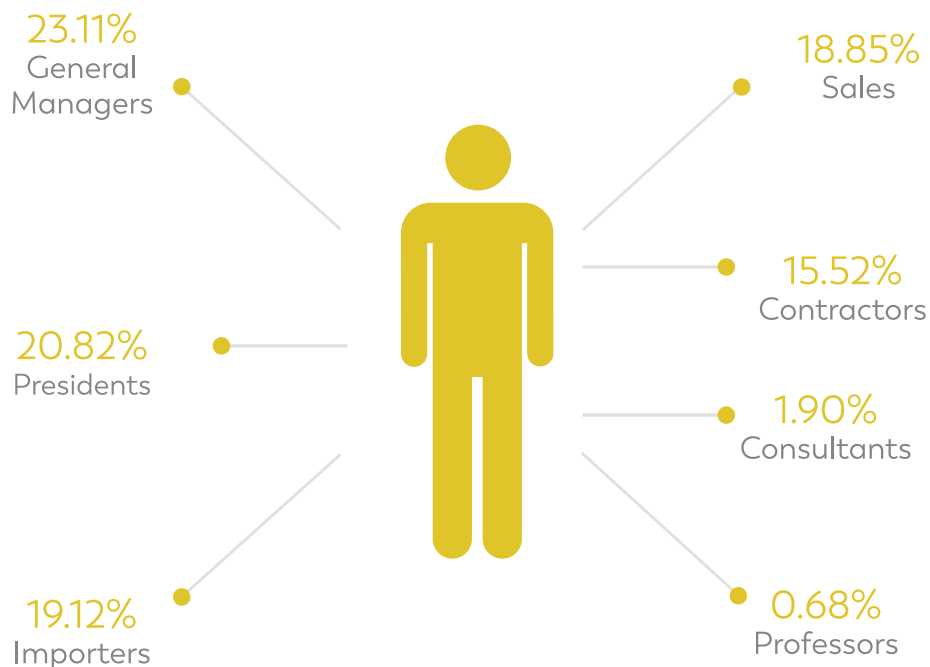
Far East	Print	Digital
China	69	238
South Korea	40	139
Japan	36	125
Taiwan	21	73
Malaysia	11	34
Rest of Far East	9	32
Total	186	641

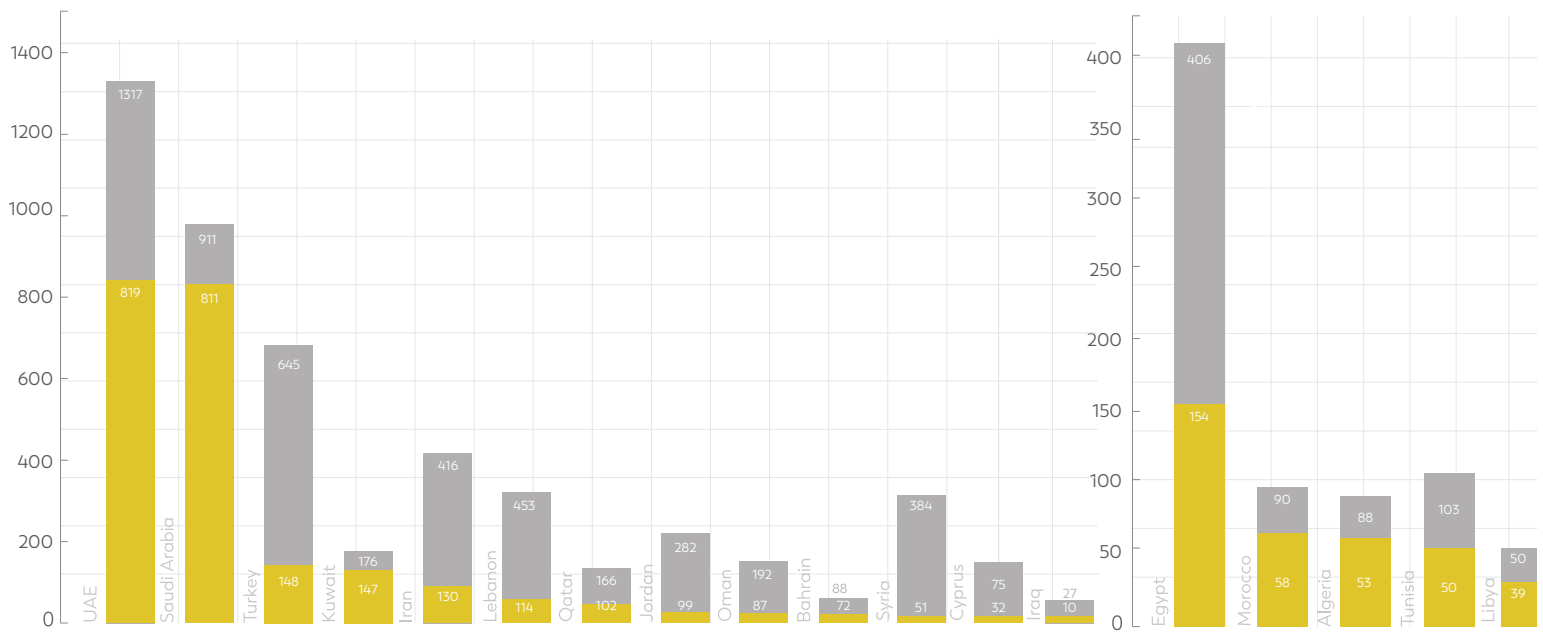
North Africa	Print	Digital
Egypt	154	406
Morocco	58	90
Algeria	53	88
Tunisia	50	103
Libya	39	50
Total	354	737

Europe	Print	Digital
Germany, Austria, & Switzerland	127	1088
Italy	101	766
France	69	480
UK	62	534
Spain	31	259
Scandinavia	26	228
Rest of Europe	15	339
Total	431	3,694

International	Print	Digital
Middle East	2,622	5,132
North Africa	354	737
Europe	431	3,694
North America	201	2,472
Far East	186	641
Total	3,794	12,676

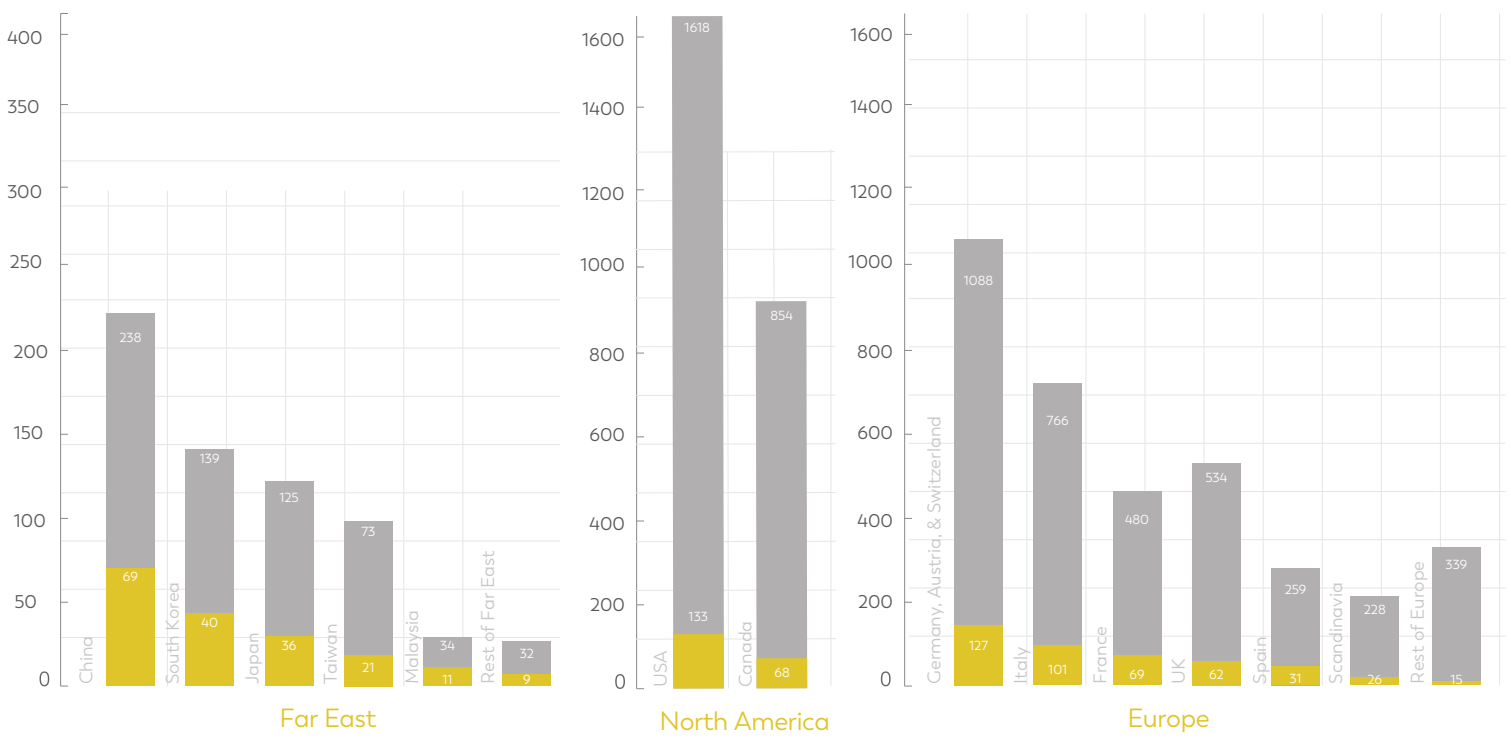
Job Position





Middle East

North Africa



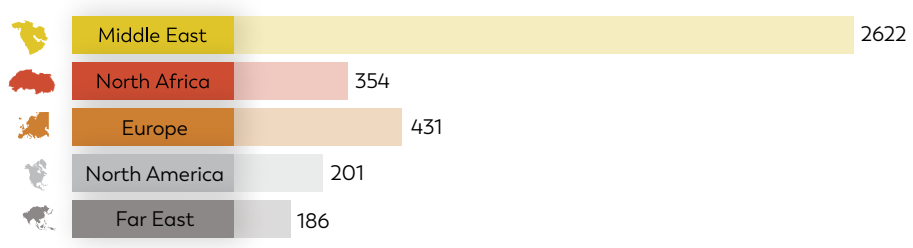
Far East

North America

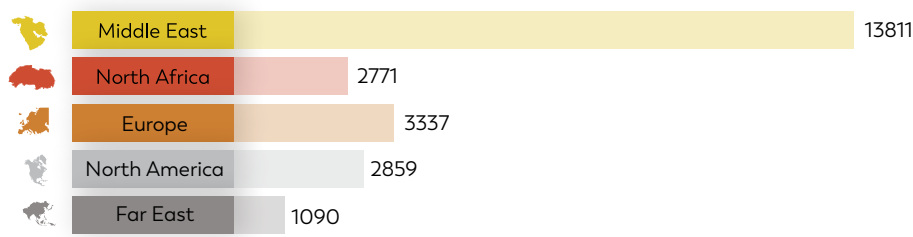
Europe

Total Circulation

International Print Circulation



International Digital Circulation



Print Advertising Rates

Advertising Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Gatefold	7,950	7,550	7,150	6,760
Double Page	5,670	5,390	5,100	4,820
1/2 Page Spread	3,520	3,340	3,165	2,990
2 nd Cover (IFC)	3,465	3,290	3,120	2,940
3 rd Cover (IBC)	3,150	2,990	2,835	2,680
4 th Cover (OBC)	3,675	3,490	3,310	3,125
Full Page	2,890	2,740	2,600	2,450
2/3 Page	2,205	2,095	1,985	1,875
1/2 Page	1,840	1,745	1,655	1,560
1/3 Page	1,470	1,395	1,325	1,250
1/4 Page	1,210	1,145	1,090	1,025

Advertorial Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Full Page	2,100	1,890	1,785	1,680
2/3 Page	1,525	1,365	1,290	1,210
1/2 Page	1,260	1,135	1,070	1,010
1/3 Page	945	850	805	755
1/4 Page	735	660	625	580

Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	475	420	385	340
12 Times Prepaid				3,070

Print Advertising Dimensions

Space	Dimensions	(WxH)mm
Full Page	Trim Size	200 x 280
Double Page	Print Size	400 x 280
Vertical 2/3 Page	Print Size	108 x 242
Vertical 1/2 Page	Print Size	80 x 242
Horizontal 1/2 Page	Print Size	164 x 120
Horizontal 1/2 page (Spread)	Print Size	200 x 130
Island 1/2 Page	Print Size	108 x 188
Vertical 1/3 Page	Print Size	99 x 165
Horizontal 1/3 Page	Print Size	165 x 99
Vertical 1/4 Page	Print Size	80 x 100
Horizontal 1/4 Page	Print Size	164 x 60

***Bleed Ads must be sent with 10 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	3,535	3,355	3,180	3,000
1/2 Page Spread	2,415	2,295	2,175	2,055
2 nd Cover (IFC)	2,090	1,985	1,880	1,775
3 rd Cover (IBC)	1,945	1,850	1,750	1,650
4 th Cover (OBC)	2,310	2,195	2,080	1,965
Full Page	1,800	1,710	1,620	1,535
2/3 Page	1,515	1,435	1,360	1,290
1/2 Page	1,225	1,160	1,100	1,040
1/3 Page	1,000	945	900	845
1/4 Page	840	800	755	715

Advertorial Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	1,445	1,370	1,295	1,225
2/3 Page	1,155	1,100	1,040	980
1/2 Page	865	825	785	735
1/3 Page	690	655	620	585
1/4 Page	540	515	485	455

Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	325	310	295	275
12 Times Pre-Paid				2,460

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

“Digital advertisers will have their advert published in the digital edition of the issue and not in the print edition”

Digital & 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

Social Media Posting & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Rate Per Post	100	80	60	40
Twelve Times Prepaid				400

e-Newsletter Participation & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Promoted Content	1,000	900	775	650
Banner, Content, & BG Color	850	750	650	550
Banner Advertising	600	550	500	450
Sponsorship	5,000	4,000	3,500	3,000

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

Follow Us:

 @Health-HQ
 @healthHQonline
 healthhqonline

Marketing & Sales Inquiries: marketing@healthhq.world

Content & Research Inquiries: content@healthhq.world

www.healthhq.world

Other CPH Platforms

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

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	MENA (Excluding Arab Countires)	Europe	Other Countries
One Year	<input type="checkbox"/> \$100	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400
Two Years	<input type="checkbox"/> \$180	<input type="checkbox"/> \$285	<input type="checkbox"/> \$360	<input type="checkbox"/> \$540	<input type="checkbox"/> \$720
Three Years	<input type="checkbox"/> \$240	<input type="checkbox"/> \$360	<input type="checkbox"/> \$480	<input type="checkbox"/> \$720	<input type="checkbox"/> \$960

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