



Serving the pharmaceuticals, medical devices, hospitals, laboratory, and nutrition sectors | Since 1986

healthHQ | Industry Platform *IP

<p>Brief</p> <p>healthHQ has evolved since 1986 from a B2B magazine (previously known as Arab Health / Arab Health World / MENA Health World) to a full-fledged health-industry platform composed of multi-media channels (magazine, website, events, newsletters, services, email & social) available to a large, specialized & worldwide audience.</p> <p>The platform actively participates at leading health-industry events (exhibitions, tradeshows & conferences), worldwide, and distributes / circulates its media (physically &/or digitally) to event's visitors, speakers, and exhibitors - which provides additional high-level exposure to promotional partners.</p>	<p>Media Kit 2024 Everything about healthHQ ~ You Will Find It Here!</p>	<p>General Promotional Offer (GPO) From Bronze to Platinum Package ~ One GPO To Rule Them All!</p>	<p>Promotional Services & Options / Media Rates Whatever You Need ~ Volume Discounts Included!</p>
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healthHQ | Media Channels Index *MCI

Reference	Channel	Description	Hyperlink(s) / Sample(s)
MA	<p>Magazine*</p> <p>*Print & Dgital / Online</p>	<p>Issues are published monthly and are distributed to a global professional audience involved in the health industry. Available in both Print & Digital (online) formats to ensure maximum exposure is achieved.</p> <p>Traditional yet solid and reliable 'in-your-hands' exposure via magazine advertising providing highly impactful and rewarding results to promotional partners!</p>	<p>http://www.healthhq.world/issues/</p>
WE	<p>Website</p>	<p>An online channel that is frequently updated and is a reference & trusted website for all things health! Vsite & used daily by a large audience of industry professionals and decision-makers.</p> <p>An excellent medium which can be used by partners to promote their products & services through a wide variety of banners meeting all business needs and budgets, whether big or small!</p>	<p>http://www.healthhq.world/</p>
EV	<p>Events*</p> <p>*Co-Organizer / Official or Supporting Media Status</p>	<p>healthHQ - since decades - has enjoyed a symbiotic relationship with major and leading event organizers, worldwide, regarding health-related events. The platform acts as co-organizer or as official media partner and enjoys unprecedented access to all event attendees (exhibitors, visitors, speakers and other participants).</p> <p>Partners who place their promotional material in event-related media are provided with additional high-level exposure.</p>	<p>Listing of Events available in Media Kit / Editorial Calendar - also can be submitted upon request.</p>
SE	<p>Services</p>	<p>A myriad of professional business services offered to a large array of health industry professionals starting from individual to material supplier to manufacturer to importer and agent and not ending with event organizer - to help them achieve their business goals and objectives!</p> <p>Partners can highlight their services assuring they are exposed to a large audience who will definitely seek them out!</p>	<p>Business Links Career Center Coming Events Country Report Project Monitor</p>
NL	<p>Newsletters</p>	<p>General health-industry newsletter sent monthly to our audience which consists of leading and recognized decision-makers, worldwide. Specialized (by industry sector) newsletters whereby subscribers can select frequency of receiving (weekly, bi-weekly or monthly) shall be available soon!</p> <p>This is a highly targeted / segmented medium which provides promotional partners with right exposure they seek at minimal budget.</p>	<p>Sample(s) submitted upon request.</p>
EM	<p>Email</p>	<p>Targeted mass-email campaigns to a specialized and accredited audience involved in the health industry, of direct relevance & importance to your company and its products/services. Special customized filtering can be applied to target the exact target audience which you seek!</p> <p>Another highly targeted / segmented medium which provides promotional partners with specific exposure they seek at low budget to deliver their exact message to their "selected audience"!</p>	<p>Sample(s) submitted upon request.</p>
SO	<p>Social</p>	<p>Our front-row offering to our audience showcasing important & curated (health-industry related) content of benefit and value to them. Posting is made several times a day and is subject to increase, based on content validity & availability.</p> <p>Promotional partners can post their company news and products / services on these channels for more value-added exposure.</p>	