



Media Kit  
**health HQ**  
Nurturing Healthier World! 2025

Serving The Pharmaceuticals, Medical Equipment, Medical Practice Medical Technologies,  
Nutrition, and Laboratory Sections | **Since 1986**

[www.healthHQ.world](http://www.healthHQ.world)

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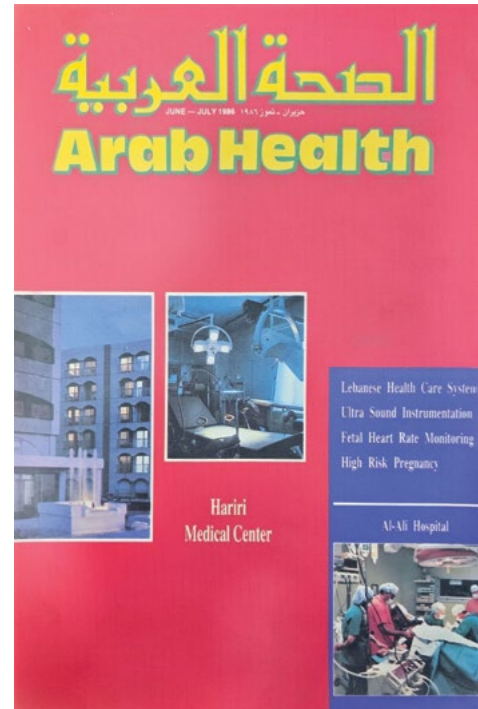
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# Introducing healthHQ!

## Greetings

Welcome to **healthHQ!** Whether you're looking for actionable insights to advance your health industry business or seeking premium exposure to boost your market share and sales, you've come to the right place. We're here to provide you with valuable content and opportunities to elevate your success.



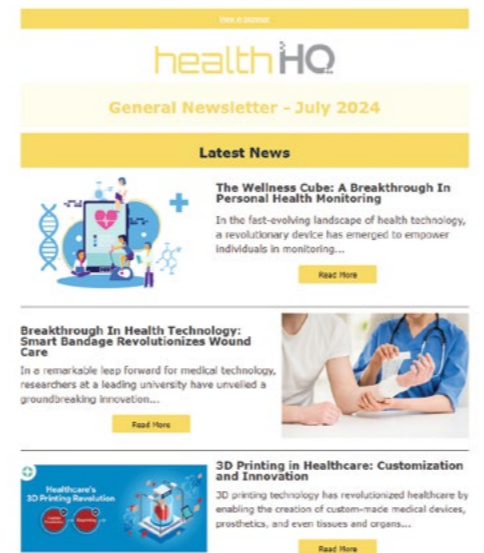
healthHQ was established in 1986 as a specialized B2B magazine called "Arab Health" before evolving to become a full-fledged 360° industry platform comprised of various media channels (available in print, digital and online formats) which are a Magazine, a Website, Events, Reports, Services, Newsletters, Email & Social.

healthHQ strives to be a central, leading & trusted industry platform by providing its large, specialized & worldwide audience & community (readers, subscribers, followers & users) – which are composed primarily of business owners, c-level executives and decision makers – with cutting-edge high-quality latest trends, news, information, and data pertaining to the health industry and its promotional partners (clients) with 360° & holistic high-impact exposure provided via its multi-media channels.



healthHQ enjoys a close and long-lasting partnership with leading event organizers, worldwide, where it holds the status of official, regional, or supporting media platform in major health-industry events. Bonus copies of healthHQ magazine issues & material pertaining to its other media channels are distributed (physically or digitally) to exhibitors, visitors & conference attendees.

healthHQ's audience & community consider it a reliable news source and industry reference whereby its partners consider it as their trusted promotional platform of choice to have high-value / high-yield exposure provided to their products & services, by increasing their market penetration and share!



For more info on healthHQ, its media channels and why you should consider it as your go-to industry reference platform, whether for latest news content or for best-possible exposure, please continue reading the following pages and do not hesitate to contact us at any time you deem necessary!

Best wishes,  
**Rajaa Chatila Alayli**  
Editor-in-Chief  
[r.alayli@1world.xyz](mailto:r.alayli@1world.xyz)

## Global Industry Outlook

The global healthcare market is expected to reach \$10414.36 billion in 2026 at a CAGR of 8.4%. Meanwhile, The global pharmaceutical market is expected to reach USD 1.7 trillion by 2024, growing at a CAGR of 5.2%. Cancer drugs and vaccines dominate the global pharmaceutical market. North America is expected to dominate the global pharmaceutical market by region during the forecast period, driven primarily by the growth in investments in the pharmaceutical sector in countries such as the US. Trends such as the growing adoption of big data analytics in the pharmaceutical industry are expected to boost overall production efficiency and aid market growth during the forecast period. The healthcare industry is witnessing significant evolution, driven by factors such as technological advancements. For example, AI is becoming more integrated in diagnostic tools, treatment plans, and robotic surgery. In addition, patient expectations are on the rise, as they are becoming more informed thanks to the unprecedented access to information in the modern age.

## Medical Practice

The global physicians and other health practitioners market is expected to reach 1.856 trillion USD in 2024, with a compound growth rate of 8.5%. Moreover, the market is expected to reach 2.365 trillion dollars by 2028, with a Compound Annual Growth Rate of 6.2%. Several factors play into this growth, including medical advancements giving rise to new treatments and procedures, an aging global population requiring more healthcare services, and healthcare regulations influencing the market.

### Major Players

- **The Mayo Clinic:** world-renowned, non-profit medical center known for its integrated approach to patient care, research, and education.
- **Cleveland Clinic:** A non-profit academic medical center known for its innovative treatments and patient-centered care.
- **Kaiser Permanente:** A non-profit integrated healthcare system, providing health insurance and a wide range of medical services to its members.

## Medical Equipment



The global medical equipment market is projected to have reached \$536.12 billion in 2023, showing steady growth from 2022. The medical equipment market is projected to reach \$799.67 billion by 2030, with a compound annual growth rate of around 5.9%.

Several factors play into this growth, including technological advancements like the Internet of Things, which gave rise to more sophisticated and effective equipment.

### Major Players

- **Medtronic:** A leading player in the medical technology industry, known for products like pacemakers, defibrillators, and surgical tools.
- **Johnson & Johnson Services, Inc:** A diversified healthcare company with a presence in the medical device market through products like surgical instruments, orthopedics devices, and vision care solutions.
- **Abbot Laboratories:** A prominent player in various healthcare sectors, including medical devices like diagnostics, diabetes care equipment, and cardiovascular instruments.

## Medical Supplies

The global medical supplies market is estimated to be around 135-140 billion USD in 2022, and projected to reach 185-195 billion USD by 2032, boasting a compound annual growth rate of around 3.4-4%.

Among the factors driving this growth are the rising prevalence of chronic diseases, driving up the need for supplies associated with those diseases, like diabetes and heart disease. Moreover, the growing demand for minimally invasive procedures means increased dependence on specialized supplies for these procedures.

### Major Players:

- **Medtronic plc:** A leading manufacturer of medical devices and technologies, including cardiac and neurological implants, surgical tools, and diabetes management systems.
- **Cardinal Health:** A major distributor of pharmaceuticals, medical supplies, and laboratory equipment to healthcare providers worldwide.
- **Becton, Dickinson and Company (BD):** A leading manufacturer of medical devices, diagnostics, and pharmaceutical systems, including syringes, needles, and catheters.



## Studies & Campaigns



The clinical trials market size is estimated to have reached USD 48.2 billion and USD 52.24 billion in 2022, and it is expected to reach anywhere between USD 73.2 billion and USD 92.45 billion by 2030, boasting a compound annual growth rate ranging between 5.4% to 6.9%. North America holds the largest market share, however, the Asia-Pacific region is expected to see the fastest growth rate.

Several factors play into this growth, including things like the rising government funding, since countries are recognizing the importance of medical research and development, and technological advancements providing new powerful tools and methodologies like AI and genomics, boosting the sector.

### Major Players

- **IQVIA Inc:** A leading Contract Research Organization (CRO) providing a wide range of services for clinical trials across all phases of development.
- **Laboratory Corporation of America Holdings:** A leading clinical trial laboratory provider offering comprehensive testing services.
- **Syneos Health:** A full-service Contract Research Organization (CRO) offering integrated solutions for clinical development and commercialization.

## Medical Technology:

The medical technology has witnessed significant growth, with estimations of the market reaching \$663 billions in 2023, with projections of it reaching \$760.2 billion in 2024, boasting a compound annual growth rate of 15.8% between 2024 and 2030.

A lot of factors play a role in this growth, one of which is big data analytics. As analysis of vast amounts of data is becoming easier, this has led to better decision-making, risk prediction, and personalized health plans. In addition, Telehealth and remote patient monitoring becoming more prevalent improved continuous monitoring and accessibility to healthcare.

### Major Players:

- **Epic Systems Corporation:** Leading provider of electronic health records and other healthcare IT solutions.
- **Cerner Corporation:** Global provider of HER systems, population health management tools, and healthcare revenue cycle management solutions.
- **Allscripts Healthcare Solutions:** Offering a comprehensive suite of healthcare IT solutions, including HER, patient engagement, and practice management tools.



## Pharmaceuticals:



The global pharmaceuticals market experienced significant growth, reaching around \$1.48 trillion USD in 2022, and it is projected to reach \$1.9 trillion USD by 2027, with an expected Compound Annual Growth Rate between 5.9% to 6.4%.

Several factors are influencing this growth, including a growing middle class, where the increase in disposable income has allowed for more access to medications that were previously unavailable. Moreover, public health programs play a big role, as they are expanding access to the general public. In addition, advancements in biotechnology and genomics are pushing the developments of personalized drugs and medicines.

### Major Players

- **Eli Lilly and Company:** A leading pharmaceutical company focused on developing and commercializing innovative medicines across various therapeutic areas.
- **Novo Nordisk:** A global healthcare company with a primary focus on diabetes care, but is also involved in other areas like obesity and rare blood diseases.
- **Johnson & Johnson:** A diversified healthcare company with a pharmaceutical segment that develops, manufactures, and markets prescription drugs across various therapeutic areas.

**Editorial Brief**

Issues are published monthly (12 issues per year). Each issue contains latest info, news and data regarding main industry sectors (outlined below) as well as industry happenings, corporate profiles, leaders interviews, products, technologies & projects. Issues are distributed to a global professional audience directly involved in the health industry and are published in both Print & Digital (online) formats to ensure maximum reach is achieved.

Traditional media - yes - but solid and reliable 'in-your-hands' exposure via magazine advertising is guaranteed, providing highly impactful and rewarding results to promotional partners!

Issue	January (01)	February (02)	March (03)	April (04)	May (05)	June (06)
<b>Specialties</b>	Digital Health and Telemedicine	Aging and Elderly Care	Neurological Disorders	Women's Health	Pediatric Care	Cardiovascular Health
<b>Medical Equipment</b>	Telehealth Solutions	Home Health Monitoring	Brain and Neurological Tools	Women's Health Diagnostic Tools	Pediatric Medical Equipment	Cardiac Monitoring Equipment
<b>Product Focus</b>	Remote Monitoring Solutions	Home Health Devices	Cognitive Support Devices	Reproductive Health Devices	Pediatric Health Devices	Cardiac Implants
<b>Pharmaceutical</b>	Digital Therapeutics	Anti-Aging Treatments	Alzheimer's and Cognitive Drugs	Hormonal and Reproductive Drugs	Pediatric Medications	Cardiovascular Medications
<b>Campaigns and Recent Studies</b>	Telemedicine Impact	Advances in Elderly Care	Neurology Research	Innovations in Women's Health	Pediatric Health Research	Cardiovascular Innovations
<b>Healthcare Technology</b>	AI in Telehealth	Wearable Health Technology	AI in Neurology	Health Apps for Women	Pediatric Health Tech	AI in Cardiovascular Care
<b>Country Reports</b>	UAE	Saudi Arabia	Qatar	Kuwait	Oman	Egypt
	Italy	United Kingdom	India	Australia	Iran	UAE
	China	USA	Germany	France	Japan	Taiwan
<b>Publishing Deadline</b>	Tuesday, December 24, 2024	Friday, January 24, 2025	Monday, February 24, 2025	Monday, March 24, 2025	Thursday, April 24, 2025	Friday, May 23, 2025
<b>Publishing Deadline</b>	Monday, December 30, 2024	Thursday, January 30, 2025	Friday, February 28, 2025	Monday, March 31, 2025	Wednesday, April 30, 2025	Friday, May 30, 2025

**Editorial Brief**

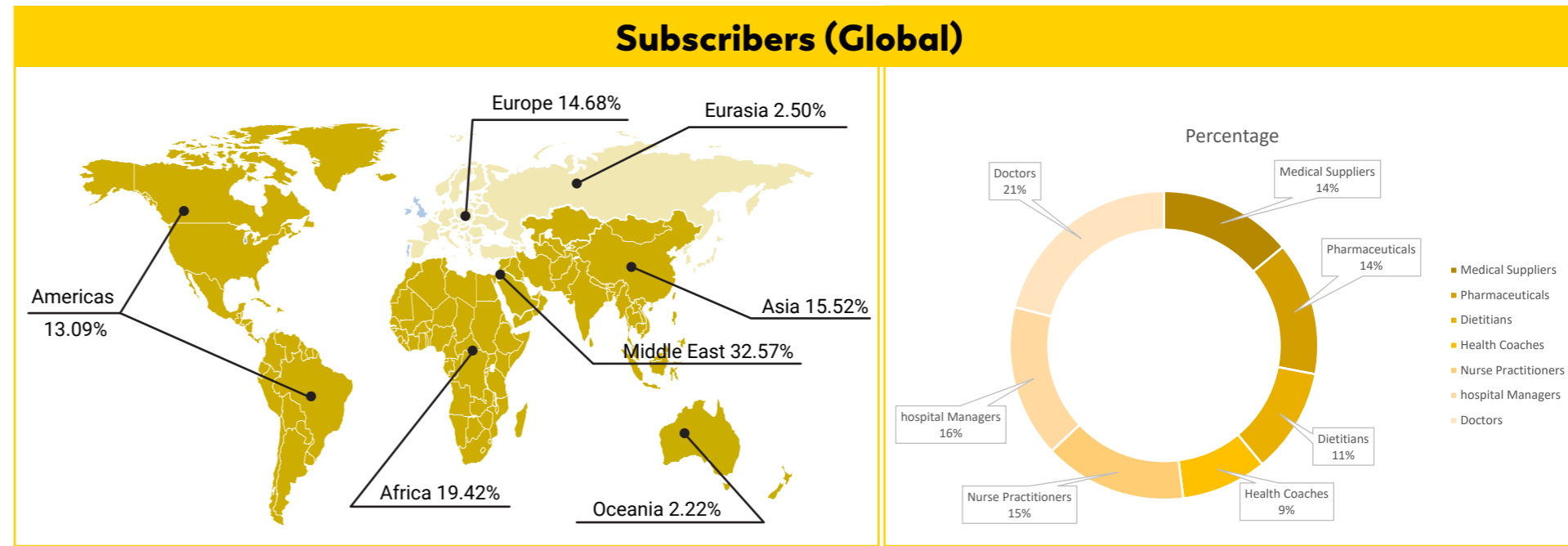
Issues are published monthly (12 issues per year). Each issue contains latest info, news and data regarding main industry sectors (outlined below) as well as industry happenings, corporate profiles, leaders interviews, products, technologies & projects. Issues are distributed to a global professional audience directly involved in the health industry and are published in both Print & Digital (online) formats to ensure maximum reach is achieved.

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Issue	July (07)	August (08)	September (09)	October (10)	November (11)	December (12)
<b>Specialties</b>	Mental Health	Digestive Health	Musculoskeletal Health	Respiratory Care	Cancer Care	Emergency Medicine
<b>Medical Equipment</b>	Mental Health Devices	Endoscopic Tools	Orthopedic Tools	Respiratory Monitoring Devices	Oncology Diagnostic Tools	Emergency Response Equipment
<b>Product Focus</b>	Mental Health Apps	Digestive Health Devices	Joint Replacement Products	Inhalation Devices	Cancer Treatment Technologies	Diagnostic and Response Tools
<b>Pharmaceutical</b>	Mental Health Medications	Digestive Health Medications	Osteoporosis and Joint Health	Asthma and COPD Medications	Cancer Drugs	Emergency Medicines
<b>Campaigns and Recent Studies</b>	Mental Health Advancements	Digestive Health Innovations	Orthopedic Research	Respiratory Health Research	Oncology Research	Emergency Medical Innovations
<b>Healthcare Technology</b>	VR and Digital Mental Health	AI in Digestive Health	3D Printing in Orthopedics	IoT in Respiratory Health	AI in Cancer Care	Robotics in Emergency Medicine
<b>Country Reports</b>	Iraq	Switzerland	South Korea	USA	Jordan	Austria
	Brazil	Algeria	Netherlands	Brazil	Nigeria	UK
	Turkey	Germany	Italy	Spain	China	Saudi Arabia
<b>Publishing Deadline</b>	Tuesday, June 24, 2025	Thursday, July 24, 2025	Monday, August 25, 2025	Wednesday, September 24, 2025	Monday, November 24, 2025	Wednesday, December 24, 2025
<b>Publishing Deadline</b>	Monday, June 30, 2025	Thursday, July 31, 2025	Friday, August 29, 2025	Tuesday, September 30, 2025	Friday, October 31, 2025	Friday, November 28, 2025

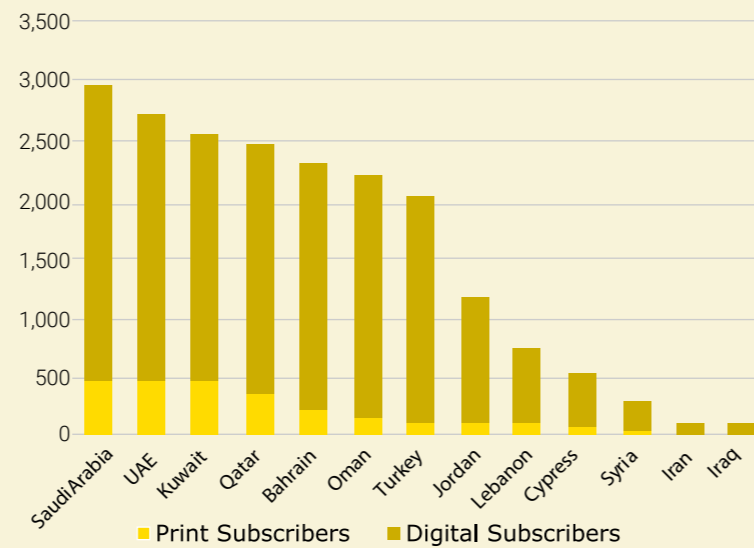
healthHQ's magazine (previously known as Arab Health) started it all and remains the most popular media channel with decision makers consisting of c-level executives & managers. The magazines - while being traditional media - remains the best way to build a strong brand and gain loyal traction and renown with a loyal & dedicated audience (readers / subscribers) where the attention span is stable & solid.

Magazine subscribers are frequently audited & updated to ensure only eligible entities / contacts are receiving it. According to our surveys, 59% of subscribers read between one-third to most of the magazine, while 36% read at least two articles. On average, readers spend 42 minutes with each issue. Below is a breakdown of our subscribers by region and country, with figures accurate as of Friday, August 23th, 2024.



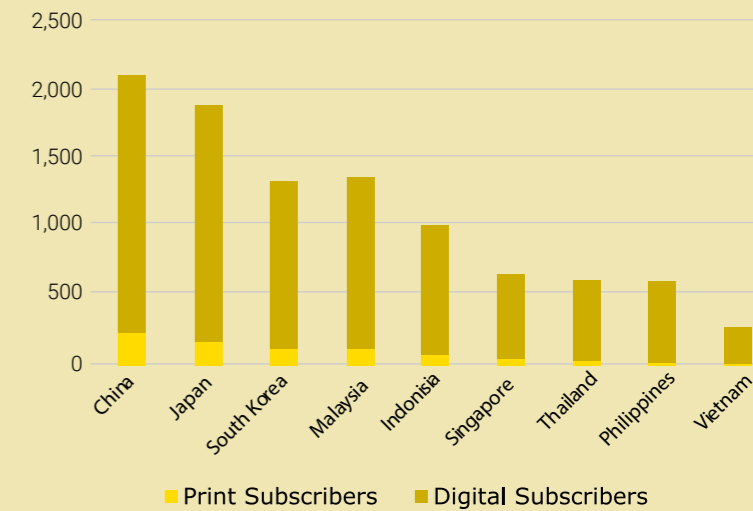
#### Middle East

Country	Print Subscribers	Digital Subscribers
KSA	609	2,362
UAE	519	2,201
Kuwait	465	2,100
Qatar	457	2,017
Bahrain	353	1,965
Oman	294	1,930
Turkey	272	1,751
Jordan	218	969
Lebanon	75	674
Cyprus	32	505
Syria	34	263
Iran	22	117
Iraq	15	115
<b>Total Subscribers</b>	<b>3,365</b>	<b>16,969</b>



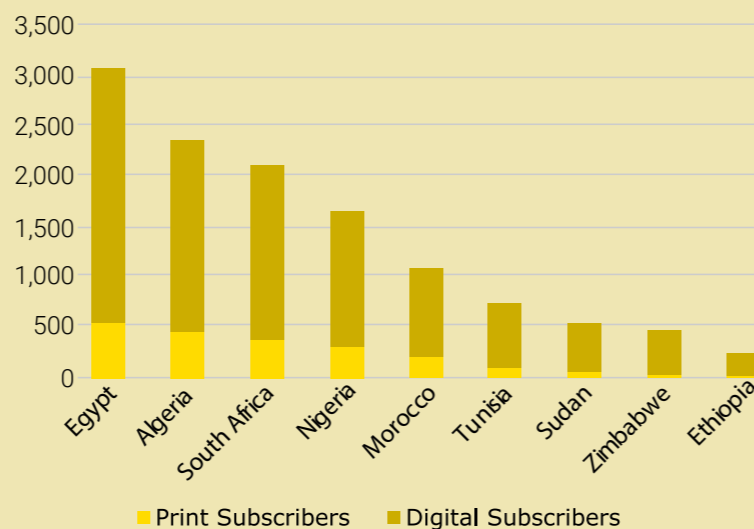
#### Asia

Country	Print Subscribers	Digital Subscribers
China	258	1,814
Japan	197	1,675
South Korea	118	1,193
Malaysia	97	1,237
Indonesia	70	937
Singapore	62	588
Thailand	48	549
Philippines	40	546
Vietnam	26	234
<b>Total Subscribers</b>	<b>916</b>	<b>8,773</b>



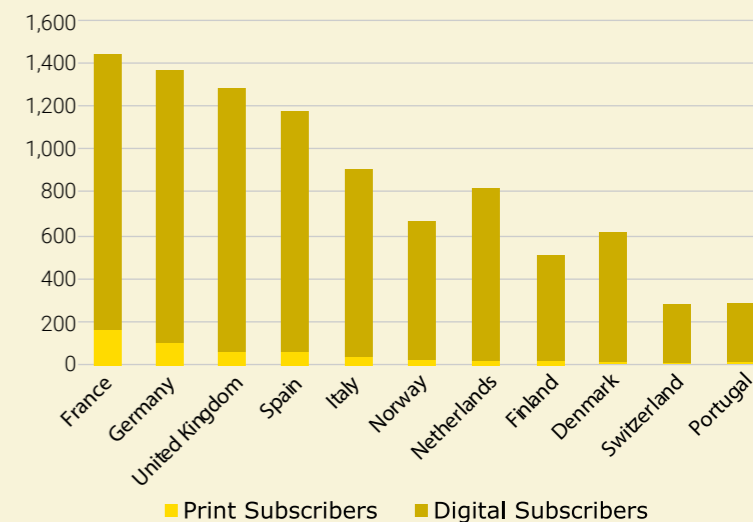
#### Africa

Country	Print Subscribers	Digital Subscribers
Egypt	667	2,397
Algeria	502	1,859
South Africa	468	1,618
Nigeria	401	1,222
Morocco	211	890
Tunisia	134	571
Sudan	83	449
Zimbabwe	61	386
Ethiopia	41	168
<b>Total Subscribers</b>	<b>2,568</b>	<b>9,560</b>



#### Europe

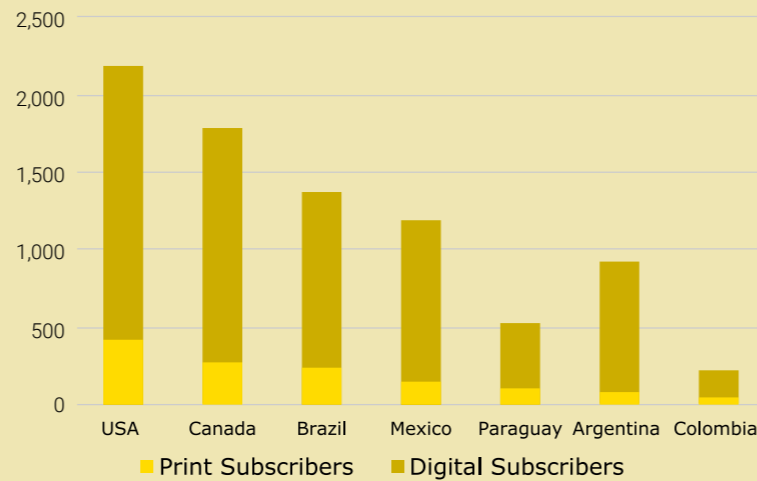
Country	Print Subscribers	Digital Subscribers
Germany	129	1,298
United Kingdom	117	1,238
Italy	102	1,162
France	95	1,061
Spain	91	802
Norway	69	582
Netherlands	56	747
Finland	54	437
Denmark	48	549
Switzerland	42	221
Portugal	36	230
<b>Total Subscribers</b>	<b>839</b>	<b>8,327</b>





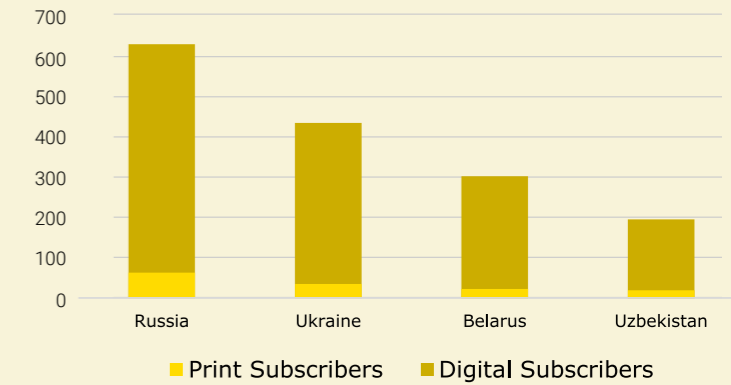
**Americas**

Country	Print Subscribers	Digital Subscribers
USA	213	1,983
Canada	170	1,606
Brazil	139	1,238
Mexico	119	1,060
Paraguay	66	456
Argentina	63	855
Colombia	42	166
<b>Total Subscribers</b>	<b>812</b>	<b>7,364</b>



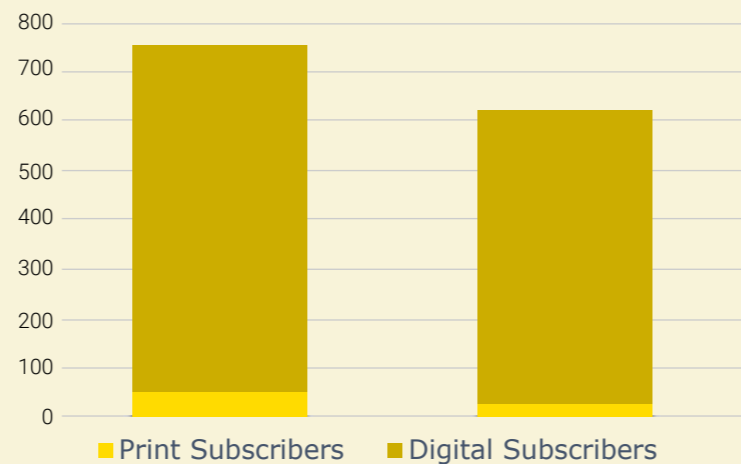
**Eurasia**

Country	Print Subscribers	Digital Subscribers
Russia	55	576
Ukraine	31	403
Belarus	22	280
Uzbekistan	10	182
<b>Total Subscribers</b>	<b>118</b>	<b>1,441</b>



**Oceania**

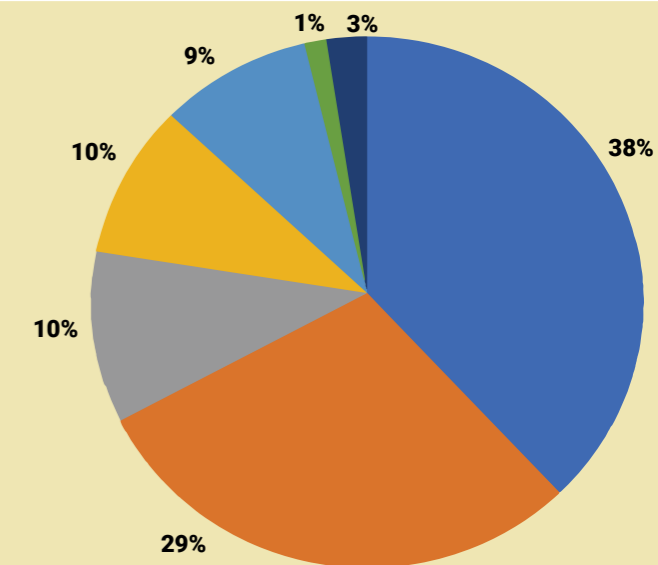
Country	Print Subscribers	Digital Subscribers
Australia	142	619
New Zealand	75	549
<b>Total Subscribers</b>	<b>217</b>	<b>1,168</b>



**Worldwide (All Regions)**

Region	Print Subscribers	Digital Subscribers
Middle East	3,365	16,969
Africa	2,568	9,560
Asia	916	8,773
Europe	839	8,327
Americas	812	7,364
Eurasia	118	1,441
Oceania	217	1,168
<b>Total Subscribers</b>	<b>8,835</b>	<b>53,602</b>

- MiddleEast
- Europe
- Eurasia
- Africa
- Americas
- Oceania
- Asia



**Subscribe to healthHQ Magazine!**

healthHQ magazine subscriptions are provided for free to eligible entities on an opt-in basis; however, there is also an option to make a paid subscription to the magazine which would enable you receive both Print & Digital formats of each issue on a monthly basis via Registered Airmail (Tracking Number would be provided upon sending of mail shipment). For pricing details please check the table:

Period / Discount	Lebanon	Arab Countries	MEA (Excluding Arab Countries)	Asia	All Other Countries
<b>1 Year</b> (12 Issues)	\$200	\$250	\$300	\$350	\$400
<b>2 Years</b> (24 Issues) 15% Discount	\$340	\$425	\$510	\$595	\$680
<b>3 Years</b> (36 Issues) 30% Discount	\$420	\$525	\$630	\$735	\$840

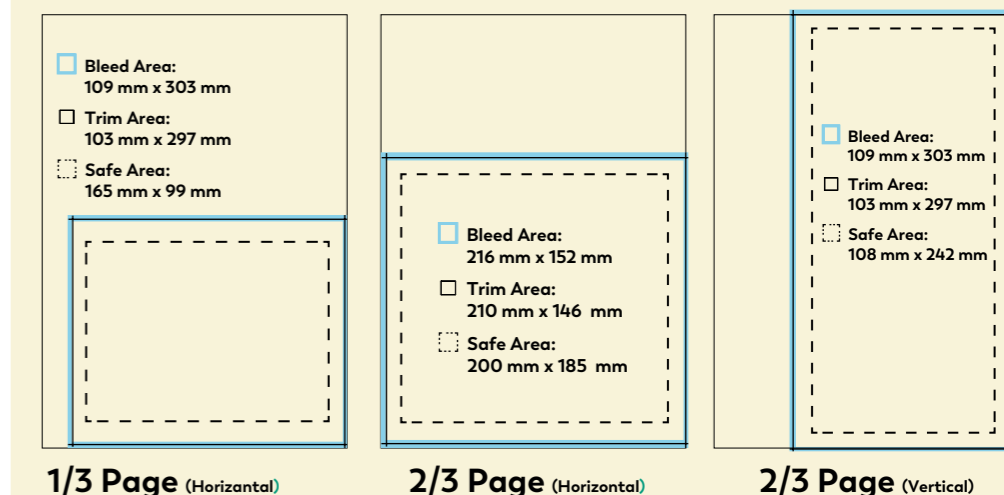
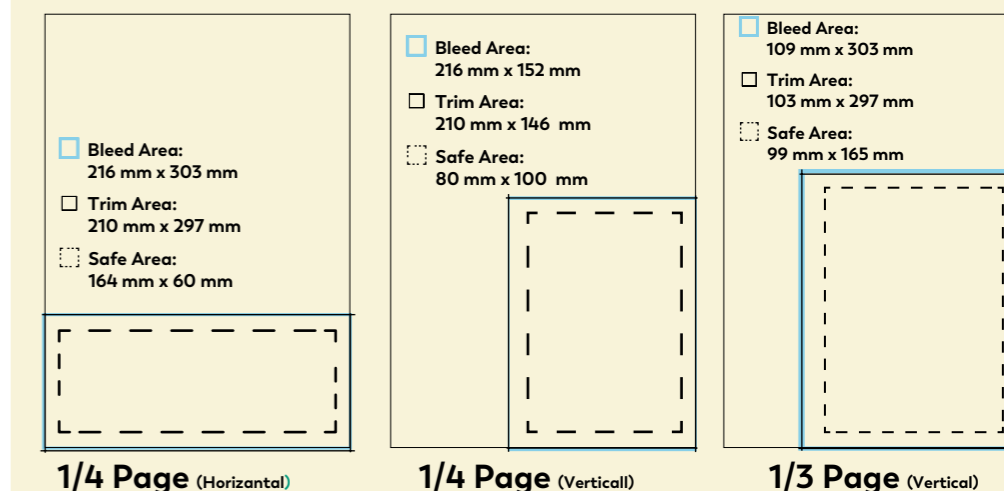
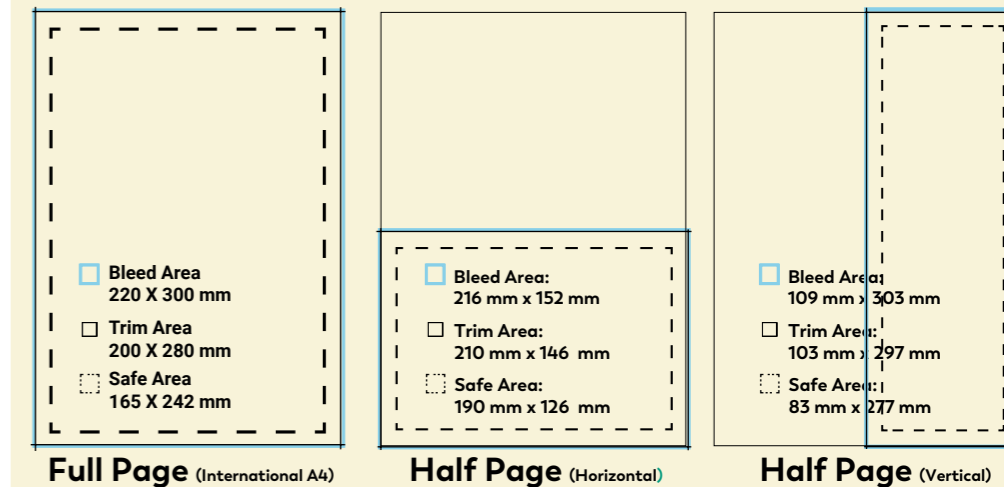
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For more info on healthHQ's circulation please visit [www.healthHQ.world/channels/magazine/circulation/](http://www.healthHQ.world/channels/magazine/circulation/)  
For more info on healthHQ's subscriptions, please visit [www.healthHQ.world/channels/magazine/subscriptions/](http://www.healthHQ.world/channels/magazine/subscriptions/)"

**Display Advertising**

King of the Hill!

High-Impact advertisements in an extended range of sizes and placements with full-color display spots. Nothing beats a display advertisement in terms of impact, exposure and raising awareness to your company's brands / products and services!

Ref #	Option (Orientation)	"Dimensions (W x H) mm"	1-3 Insertions	4-6 Insertions 15% discount	7-9 Insertions 30% discount	10-12 Insertions 45% discount
MA-DA-01	Gatefold / Second Front Cover (Spread)	400 x 280	\$5,000	\$4,250	\$3,500	\$2,750
MA-DA-02	2nd cover (IFC)	200 x 280	\$3,250	\$2,765	\$2,275	\$1,790
MA-DA-03	3rd cover (IBC)	200 x 280	\$3,250	\$2,765	\$2,275	\$1,790
MA-DA-04	4th cover (OBC)	200 x 280	\$3,500	\$2,975	\$2,450	\$1,925
MA-DA-05	Full-Page	200 x 280	\$2,750	\$2,340	\$1,925	\$1,515
MA-DA-06	1/3 Page (Vertical)	108 x 242	\$2,250	\$1,915	\$1,575	\$1,240
MA-DA-07	1/3 Page (Horizontal)	200 x 185	\$2,250	\$1,915	\$1,575	\$1,240
MA-DA-08	1/2 Page (Vertical)	80 x 242	\$2,000	\$1,700	\$1,400	\$1,100
MA-DA-09	1/2 Page (Horizontal)	164 x 120	\$2,000	\$1,700	\$1,400	\$1,100
MA-DA-10	2/3 Page (Vertical)	99 x 165	\$1,500	\$1,275	\$1,050	\$825
MA-DA-11	2/3 Page (Horizontal)	165 x 99	\$1,500	\$1,275	\$1,050	\$825
MA-DA-12	1/4 Page (Vertical)	80 x 100	\$1,000	\$850	\$700	\$550
MA-DA-13	1/4 Page (Horizontal)	164 x 60	\$1,000	\$850	\$700	\$550



**Promoted Content (Advertorial)**

King of the Underhill!

Rates are in USD - Amounts quoted are per insertion

This promotional service has double purpose. To get your story to **healthHQ's** audience, positioning your company as a trusted authority in the sector, and to maximize your company's exposure by placing its editorial content at a prime location of the issue with your own branding applied - including full contact details!

A great option for those with a limited budget yet seek high brand awareness & exposure.

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions 15% discount	7-9 Insertions 30% discount	10-12 Insertions 45% discount
MA-PC-01	Company Profile & Executive Interview (Spread / Two Full-Pages)	400 x 280	\$3,000	\$2,550	\$2,100	\$1,650
MA-PC-02	Full-Page	200 x 280	\$2,000	\$1,700	\$1,400	\$1,100
MA-PC-03	1/3 Page (Vertical)	100 x 280	\$1,750	\$1,490	\$1,225	\$965
MA-PC-04	1/3 Page (Horizontal)	200 x 185	\$1,750	\$1,490	\$1,225	\$965
MA-PC-05	1/2 Page (Vertical)	100 x 280	\$1,500	\$1,275	\$1,050	\$825
MA-PC-06	1/2 Page (Horizontal)	200 x 140	\$1,500	\$1,275	\$1,050	\$825
MA-PC-07	2/3 Page (Vertical)	65 x 280	\$1,250	\$1,065	\$875	\$690
MA-PC-08	2/3 Page (Horizontal)	200 x 90	\$1,250	\$1,065	\$875	\$690
MA-PC-09	1/4 Page	50 x 70	\$1,000	\$850	\$700	\$550

Rates are in USD - Amounts quoted are per insertion

## Spread Insert

Double-Page = Double Impact ~ Differentiate Yourself from the Rest!

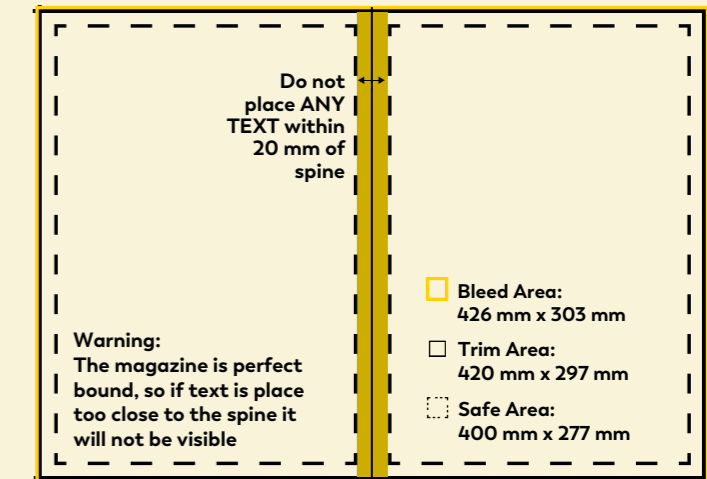
What makes this promotional service unique is it gives your company and its brands / products & services a differentiated approach to regular advertising while being presented to the magazine audience; hence, providing an increased exposure level.

- **Brochure:** Present a full expose of your brands, products & service with little concern of limited ad space. Two spreads (Four Full-Pages).
- **Poster:** A distinctive promotional option consisting of spread acting as a 'Poster' and catching audience attention! One spread (Two Full-Pages - Spread).
- **Leaflet:** Presented in a highly stylized and impactful manner. One Spread (Two 2/3 Pages)
- **Flyer:** These are bound to generate a lot of interest. One Spread (Two 1/2 Pages)
- **Highlight:** A striking opportunity to elevate your brand! One Spread (Two 1/3 Pages)
- **Footnote:** Make your brand stand out at very low budget - even as a footnote! One Spread (Two 1/4 Pages)

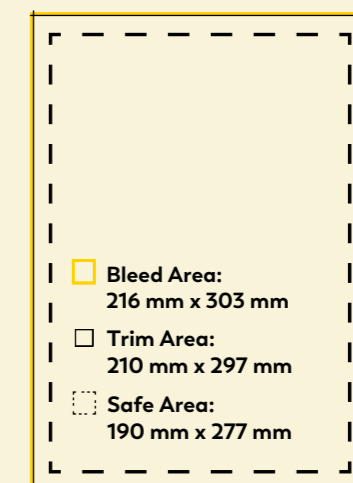
Ref #	Option	"Dimensions (W x H) mm"	1-3 Insertions	4-6 Insertions 15% discount	7-9 Insertions 30% discount	10-12 Insertions 45% discount
MA-SI-01	Brochure	400 x 280 (2)	\$7,000	\$5,950	\$4,900	\$3,850
MA-SI-02	Poster	400 x 280 (1)	\$5,000	\$4,250	\$3,500	\$2,750
MA-SI-03	Leaflet (Vertical)	200 x 280 (1)	\$3,000	\$2,550	\$2,100	\$1,650
MA-SI-04	Leaflet (Horizontal)	400 x 185 (1)	\$3,000	\$2,550	\$2,100	\$1,650
MA-SI-05	Flyer (Vertical)	200 x 280 (1)	\$2,500	\$2,125	\$1,750	\$1,375
MA-SI-06	Flyer (Horizontal)	400 x 140 (1)	\$2,500	\$2,125	\$1,750	\$1,375
MA-SI-07	Highlight (Vertical)	130 x 280 (1)	\$2,000	\$1,700	\$1,400	\$1,100
MA-SI-08	Highlight (Horizontal)	400 x 90 (1)	\$2,000	\$1,700	\$1,400	\$1,100
MA-SI-09	Footnote	100 * 70 (1)	\$1,500	\$1,275	\$1,050	\$825

Rates are in USD - Amounts quoted are per insertion

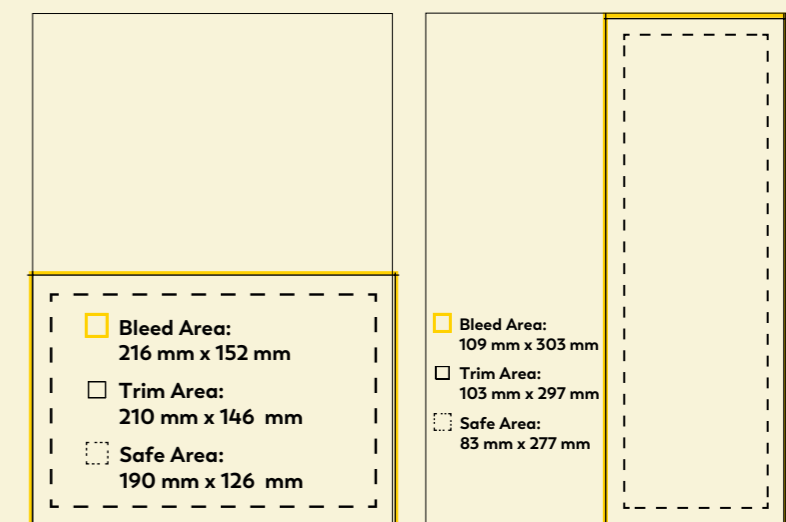
PDF	Artwork Specs				
	Adobe InDesign	JPEG	EPS	Adobe Photoshop	Adobe Illustrator
PDF file should have following formats: - PDF-x/1a - PDFs generated using Press Settings. - All fonts are embedded. - All original graphics must be saved as RGB at 300 ppi at the size they are to be used. - All PDFs are higher than 144 ppi resolution - Images should not be tagged with any ICC profiles	InDesign files must be accompanied by all graphics saved in RGB, as EPS or JPEG at 300 ppi and at the size they are to be used, as well as fonts used in artwork.	All files must be saved as RGB having a minimum resolution of 300 ppi.	All files must be saved as RGB and at a minimum of 300 ppi.  All fonts must be embedded in EPS files, otherwise, sent separately.	All files must be saved in RGB at a minimum of 300 ppi as Photoshop CC.  If you are sending a layered Photoshop (PSD) file, all fonts should also be sent.	All files must be saved in RGB at a minimum resolution of 300 ppi as Illustrator CC.  All fonts must be embedded, otherwise, sent separately.



Brochure / Poster



Leaflet / Flyer (Vertical)



Leaflet / Flyer (Horizontal)

Highlight (Vertical)

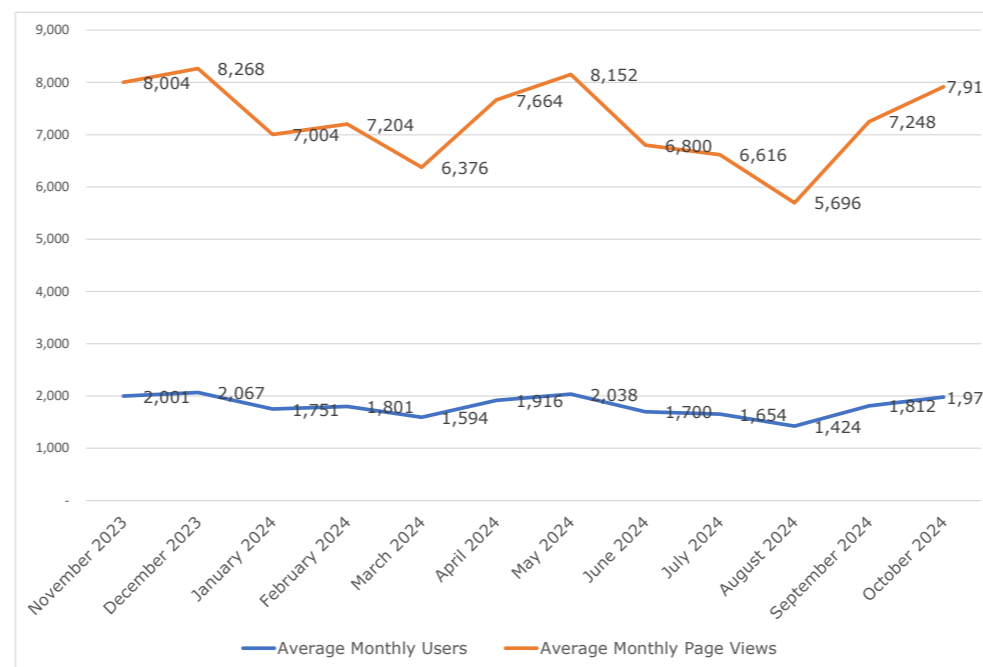
Discover Future Insights of health Industry at healthHQ.world!

www.healthHQ.world is a reference portal for top-notch, up-to-date and high-quality health industry news, insights, special interviews, studies, reports, new releases, and product / services / technology reviews. healthHQ's Website aims to keep its audience up-to date on latest business / industrial trends & developments, worldwide, and is designed to keep its users informed of all the industry sector news as they break.

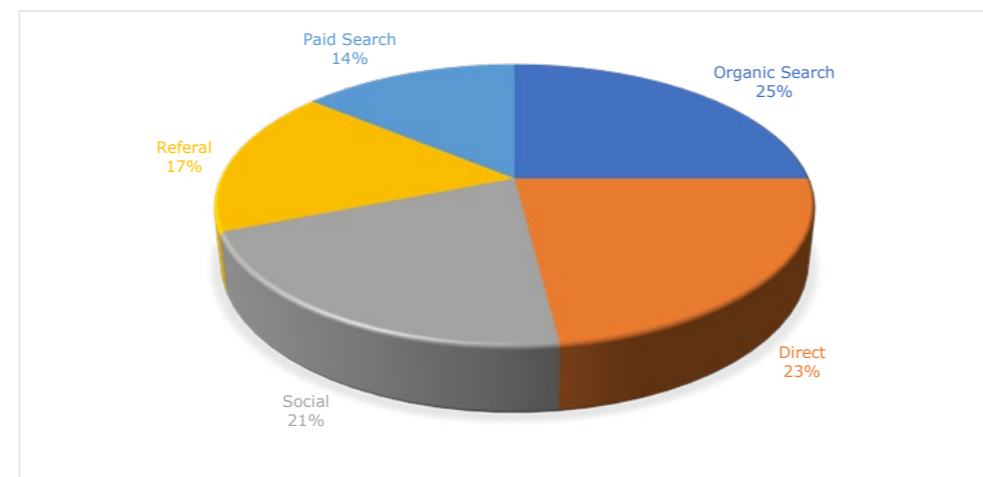
Our website is updated daily with the latest news and articles, with an emphasis on actionability, diversity, and benefit. Each article is carefully curated to keep our loyal readers up-to-date on any new trends in the health industry, while attracting new readers searching for a media outlet that gives them what they're looking for. healthHQ's website is divided into several sections, each section focusing on an industry sector, letting readers from any sector find what's relevant to them with clarity and grace.

An excellent medium which can be used by promotional partners to provide high-value exposure to their brand / products & services through a wide variety of banners meeting all business needs and budgets!

Month - Year	Average Monthly Users	Average Monthly Page Views
November 2023	2,001	8,004
December 2023	2,067	8,268
January 2024	1,751	7,004
February 2024	1,801	7,204
March 2024	1,594	6,376
April 2024	1,916	7,664
May 2024	2,038	8,152
June 2024	1,700	6,800
July 2024	1,654	6,616
August 2024	1,424	5,696
September 2024	1,812	7,248
October 2024 (Estimated)	1,979	7,916
<b>Total Number (Per Year)</b>	<b>21,737</b>	<b>86,948</b>



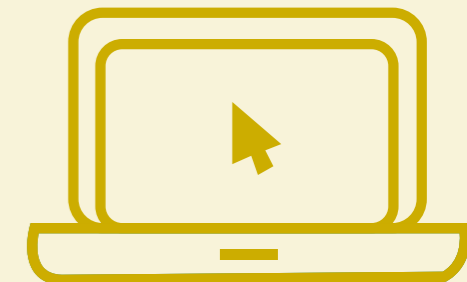
Traffic Metric	Figure
Average Monthly Users	1,811
Users / Year	21,737
Pages / Session	4
Page Views / Year	86,948
Avg Session Duration (Minutes)	4:52



Traffic Source	Percentage
Organic Search	25%
Direct	23%
Social	21%
Referral	17%
Paid Search	14%

**Avg monthly users**  
**1,811**

**Avg monthly page views**  
**7,246**



**Global Audience Reach**  
**86,948**

**Web Traffic:**

Promoting your brand through our website enables you to connect not only with our subscribers but also with other visitors. Being one of the certified trade magazine sites in Lebanon, healthHQ.world consistently attracts high-quality traffic and boasts impressive read times, providing a valuable platform for your advertising and content.



**Average Session Duration: 4:52**

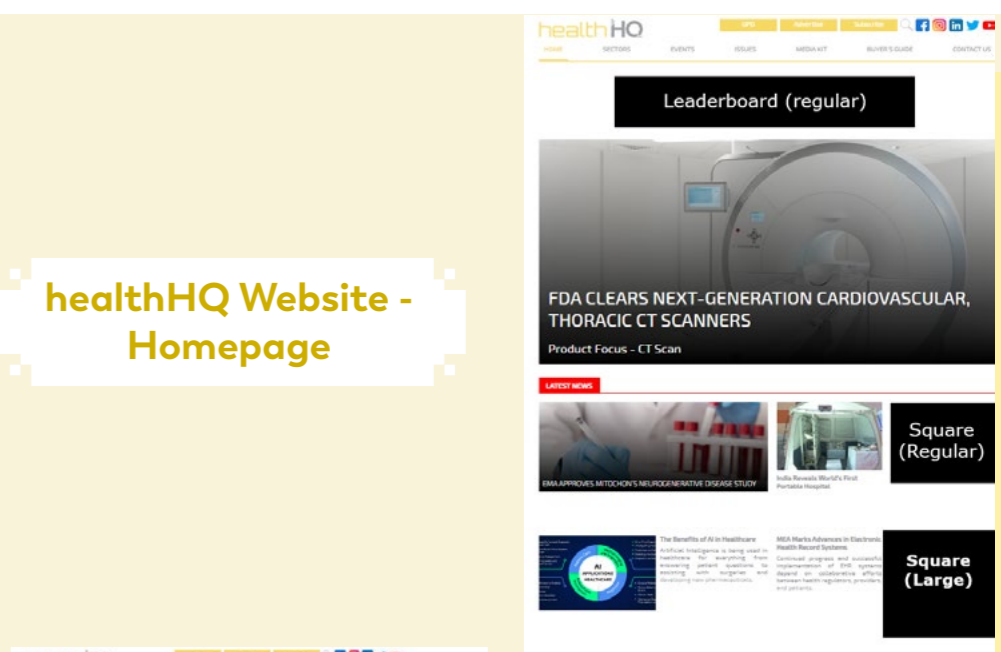
**Average Quarterly Users: 21,737**

Ref #	Option	Dimensions (W x H) px	Banners			
			1-3 Months	4-6 Months 15% discount	7-9 Months 30% discount	10-12 Months 45% discount
WE-BA-01	Skyscraper (½ Page)	300 x 600	\$2,000	\$1,700	\$1,400	\$1,100
WE-BA-02	Skyscraper (Wide)	160 x 600	\$1,750	\$1,490	\$1,225	\$965
WE-BA-03	Skyscraper (Regular)	120 x 600	\$1,500	\$1,275	\$1,050	\$825
WE-BA-04	Billboard	970 x 250	\$1,750	\$1,490	\$1,225	\$965
WE-BA-05	Leaderboard (Large)	970 x 90	\$1,250	\$1,065	\$875	\$690
WE-BA-06	Leaderboard (Regular)	728 x 90	\$750	\$640	\$525	\$415
WE-BA-07	Rectangle (Large)	336 x 280	\$850	\$725	\$595	\$470
WE-BA-08	Rectangle (Regular)	300 x 250	\$600	\$510	\$420	\$330
WE-BA-09	Square (Large)	250 x 250	\$750	\$640	\$525	\$415
WE-BA-10	Square (Regular)	200 x 200	\$500	\$425	\$350	\$275
WE-BA-11	Mid-Page Unit (MPU)	300 x 250	\$600	\$510	\$420	\$330
WE-BA-12	Mobile Banner (Large)	320 x 100	\$400	\$340	\$280	\$220

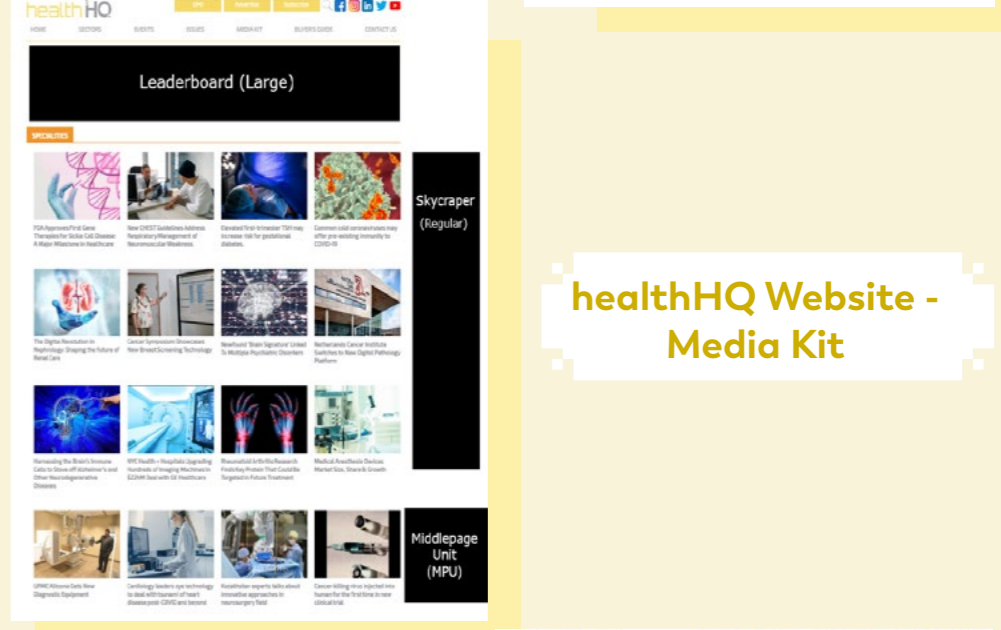
Rates are in USD - Amounts quoted are per insertion

Artwork Specs						
File Format	Resolution	Color Mode	File Size	Text Considerations	Animation (if applicable)	Mobile Responsiveness
<p><b>JPEG:</b> Ideal for photographs or images with gradients. It uses lossy compression, which reduces file size but may result in a slight loss of quality.</p> <p><b>PNG:</b> Suitable for images with transparency or a need for higher image quality. It uses lossless compression, preserving image quality.</p> <p><b>GIF:</b> Best for simple graphics or short animations. It supports transparency but has a limited color palette compared to JPEG and PNG.</p>	<p>Maintain a resolution of 72 PPI (pixels per inch) for web graphics.</p> <p>This resolution ensures a good balance between image quality and file size, optimized for digital display.</p>	<p>RGB (Red, Green, Blue): Standard for web design, as monitors and digital displays use RGB to represent colors.</p> <p>Ensure that your design is in RGB color mode for accurate online representation.</p>	<p>Aim for an optimal balance between quality and file size. Use compression techniques to reduce the file size without compromising visual integrity.</p> <p>Tools like Photoshop or online image compressors can assist in this regard.</p>	<p>Font Size: Maintain a font size that is easily readable across devices. A font size of 16 pixels or higher is generally recommended for body text.</p> <p>Font Choice: Choose web-safe fonts to ensure consistent display across different browsers and devices.</p> <p>Contrast: Ensure sufficient contrast between text and background for readability.</p>	<p>Duration: Keep animations short and engaging, typically between 3 to 7 seconds.</p> <p>File Size: Be mindful of the file size of animated GIFs.</p> <p>Optimize and compress the animation to prevent slow loading times.</p>	<p>Design the banner to be responsive, adapting to different screen sizes.</p> <p>Test the banner on various devices to ensure a consistent and visually appealing experience.</p>

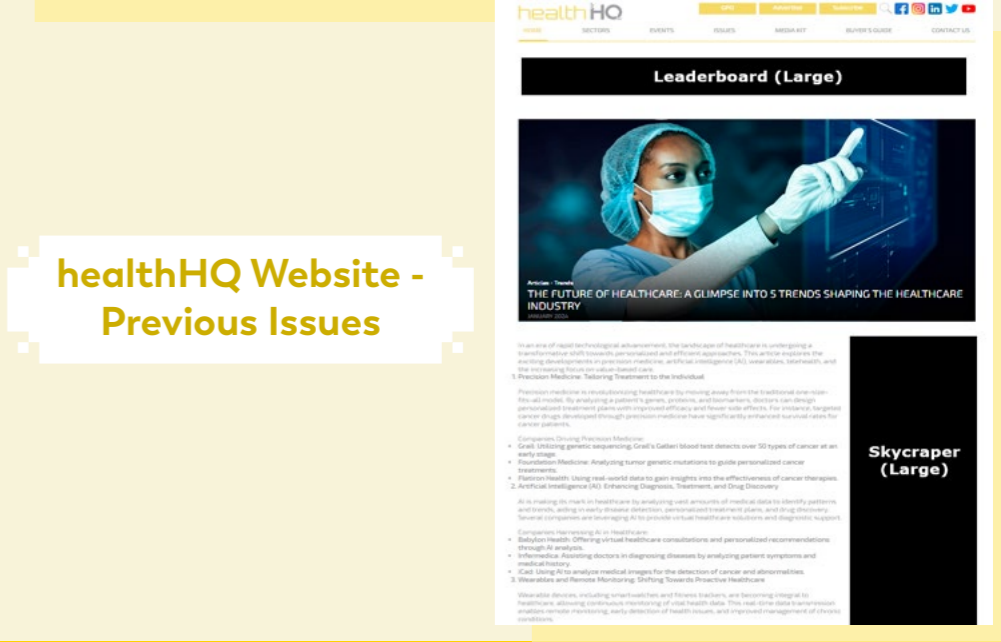
healthHQ Website - Homepage



healthHQ Website - Media Kit



healthHQ Website - Previous Issues



**healthHQ** is a B2B industry platform providing its audience - which constitutes of a large array of health industry professionals starting from individuals to material suppliers to manufacturers to importers and agents and not ending with event organizers - with a myriad of professional services for their benefit & empowerment to help them efficiently achieve their business goals and objectives! Explore these services and elevate your experience in the health industry. Each service is crafted to empower, connect, and propel you towards success.

Promotional Partners can highlight their services assuring they are exposed to a large audience who will definitely seek them out!

Business Links	Career Center	Coming Events	Buyer's Guide	Project Monitor
				
Unlock networking opportunities with Business Links and assign agents &/or distributors for your products &/or services. You can also check out any new products that may help improve your business. Connect with major industry players, forge valuable partnerships, discover the latest products in our Buyer's Guide and explore collaborations.	Propel your career with our Career Center. Discover job opportunities, internships, and career resources in the health industry. Connect with top employers, access career advice, and take the next step toward a successful and fulfilling professional journey.	Dive into the future of health industry events. Our Coming Events service keeps you abreast of conferences, webinars, and seminars worldwide. Don't miss a single opportunity to network, learn, and stay at the forefront of industry trends.	Keep yourself abreast of the latest product releases spanning a diverse array of manufacturers, complete with the associated pricing details for your careful consideration. Stay informed about the newest offerings in the industry to make well-informed decisions about your purchases.	Stay ahead with our Project Monitor service, providing real-time updates on key industry projects. From groundbreaking initiatives & submitting tenders to announcing contractors and various stakeholders and revealing project developments till completion, we keep you informed, ensuring you're always in the know.

Promotional Services & Rates						
Ref #	Service	Dimensions (W x H) mm / px	1-3 Insertions	4-6 Insertions 15% discount	7-9 Insertions 30% discount	10-12 Insertions 45% discount
SE-BL-01	Business Links	100 x 65 mm 378 x 245 px	\$500	\$425	\$350	\$275
SE-CC-01	Career Center	100 x 65 mm 378 x 245 px	\$500	\$425	\$350	\$275
SE-CE-01	Coming Events	100 x 65 mm 378 x 245 px	\$500	\$425	\$350	\$275
SE-FH-01	Financial Hub	100 x 65 mm 378 x 245 px	\$500	\$425	\$350	\$275
SE-PM-01	Project Monitor	100 x 65 mm 378 x 245 px	\$500	\$425	\$350	\$275

Rates are in USD - Amounts quoted are per insertion

Artwork Specs				
Business Links	Career Center	Coming Events	Financial Hub	Project Monitor
<b>Required Documents:</b> -Your business' phone number and email -Hyperlinks to your website -An image that conveys the service or product you're offering. (JPG or PNG, PNG for transparent backgrounds, between 100-200 kbs to ensure fast loading times.)	<b>Required documents:</b> -If you're looking for a job, we need your experience, your desired position, and your contact info (e-mail and phone number.) In addition, we require you submit a generalized cover letter, and a hyperlink to any portfolios and CVs. -If you're a company posting a job listing, we need you to provide us with the job title, the department, and the responsibilities candidates will handle. Moreover, we require hyperlinks to your company's website and/ or social media	<b>Required Documents:</b> -The event name -Start and Finish dates -Location (Country, city and venue.) -Event logo (PNG file, minimum of 72 dpi and a maximum file size of 100-200 kb) -Agents and Event Organizers contact info (e-mail and phone numbers.) -Hyperlink to the company website	<b>Required documents:</b> -Your company's contact details (e-mail and phone number) -Your stock price, market cap, and number of shares -Hyperlinks to any financial statements and market analysis from your company. -Hyperlink to a .pdf file that lists your products and services. -Your company's logo (PNG file, 72 dpi, 100 kb max)	<b>Required Documents:</b> -Contact info (phone and e-mail) -Project start and finish dates -A short description of the project itself. -An image that conveys your project end-goal.

**Explore & Engage a World of Events!**

Immerse yourself in the pulse of the health industry through our symbiotic relationships with leading events. We curate exclusive content, forge collaborations, and bring you insider access, ensuring you stay aligned with the industry's beating heart. Dive into the future with our immersive Podcasts and Webinars. Stay informed and engaged with thought-provoking discussions, expert interviews, and the latest trends. Forge meaningful partnerships and actively participate in shaping the health industry's landscape. Networking opportunities, collaborative projects, and exclusive access await you. Connect with us to explore how your involvement can amplify your impact and contribute to the collective growth of the health community.

**Podcasts Build Sound Trust  
Sound Engagement**

Price  
**\$2500**

Monthly audio podcasts - based on **healthHQ** Magazine's editorial calendar - conducted between a leading industry professional and healthHQ's editor(s). Build trust in your brand / products & services and reach listeners with high impact advertising by being part of **healthHQ's** podcast series.

Sponsorship package includes:

- 15 - 20 seconds sponsor intro
- 45 second mid-episode advertising message of endorsement
- Logo placement on podcast episode landing page
- Editorial summary written by the healthHQ editorial team.

**healthHQ Excellence Awards:**

Recognizing excellence in the health industry, healthHQ Excellence Awards celebrate innovation, sustainability, and leadership. Be part of our prestigious awards program, honoring outstanding contributions that shape the industry's future. Join us in applauding excellence and inspiring the next wave of innovation. Learn more about the awards and nominate deserving individuals or projects that deserve recognition.

**Partnerships + Participation: Amplify Your Impact**

**healthHQ** - has enjoyed – since decades - a symbiotic relationship with major and leading event organizers, worldwide, ensuring appropriate high-level participation at their health-related events. The platform is usually assigned as co-organizer or as official media partner and enjoys unprecedented access to all event attendees (exhibitors, visitors, speakers and other participants) - showcasing its media channels. Promotional Partners who plan their campaign in event-related media are provided with valuable high-level exposure!

To learn more, check the table :

January (01)	February (02)	March (03)	April (04)	May (05)	June (06)
<b>Arab Health</b> (Dubai, UAE) <b>DUPHAT</b> (Dubai, UAE) <b>Medlab Middle East</b> (Dubai, UAE)	<b>MEDEXPO Ethiopia</b> (Addis Ababa, Ethiopia)	<b>Pharma West Africa</b> (Lagos, Nigeria)	<b>MAGHREB PHARMA Expo</b> (Algiers, Algeria) <b>PrecisionMed Exhibition &amp; Summit</b> (Dubai, UAE)	<b>Abu Dhabi Global Healthcare Week</b> (Abu Dhabi, UAE) <b>MEDEXPO Kenya</b> (Nairobi, Kenya)	<b>Medical Taiwan</b> (Taipei, Taiwan)
July (07)	August (08)	September (09)	October (10)	November (11)	December (12)
<b>Taipei International Healthcare &amp; Medical Cosmetology Expo</b> (Taipei, Taiwan) <b>WAPHC Nigeria - West Africa Pharma Healthcare</b> (Lagos, Nigeria)	<b>PharmaConex</b> (Cairo, Egypt)	<b>ARABLAB Expo</b> (Dubai, UAE) <b>Global Health Exhibition</b> (Riyadh, Saudi Arabia)	<b>Healthcare Damascus</b> (Damascus, Syria) <b>Africa Health</b> (Johannesburg, South Africa)	<b>Qatar Medicare</b> (Doha, Qatar)	<b>Iran HOSPITEX</b> (Tehran, Iran) <b>Arab Health</b> (Dubai, UAE)

**Webinars**

Insight	Price <b>\$15,000</b>	Live	Price <b>\$8,500</b>	On-Demand	Price <b>\$5,000</b>
Discover Insight Webinars—a digital collaboration package for strategic partners in your sector. Modeled on virtual roundtables, these events allow your company to invite independent organizations in your product/ supply chain for insightful discussions. Educate attendees, foster collaboration, and build credibility for your offerings with this unbiased narrative.		Live webinars typically involve interactions between your company's C-level and managerial team members and editor(s) from healthHQ. These sessions provide an opportunity to showcase your offerings, position your company as a leading authority in its relevant sector, and generate high-quality leads.		The on-demand webinar platform enables you to connect with healthHQ's audience at their convenience, providing them with the flexibility to watch your high-quality technical presentation video whenever suits them best.	
Insight Package Includes: <ul style="list-style-type: none"> <li>• Deliver three to four presentations, each lasting 10 to 15 minutes.</li> <li>• Engage in a collaborative panel discussion and live Q&amp;A for 30 to 45 minutes, hosted and moderated by healthHQ's editor(s).</li> <li>• Create a customized registration page for clients along with a targeted marketing campaign sent to our subscriber mailing list.</li> <li>• Implement a 3-month promotional campaign across healthHQ's media channels.</li> <li>• Provide a comprehensive leads report, including contact details, attendance statistics, and a compilation of all audience questions.</li> <li>• Distribute a recording of the seminar to all registrants.</li> <li>• Archive the webinar recording on healthHQ's website for on-demand viewing.</li> </ul>		Live Package Includes: <ul style="list-style-type: none"> <li>• Deliver a concise webinar presentation lasting 20 to 30 minutes.</li> <li>• Engage in a live Q&amp;A session, skillfully moderated by healthHQ's editor(s).</li> <li>• Create a customized registration page for clients and execute a targeted marketing campaign to reach healthHQ's extensive audience and community.</li> <li>• Implement a comprehensive 2-month promotional campaign across healthHQ's diverse media channels.</li> <li>• Provide a detailed leads report containing contact details, attendance statistics, and a transcript of all audience questions.</li> <li>• Distribute the post-webinar recording via email to all registrants.</li> <li>• Archive the webinar recording on healthHQ's website for convenient on-demand viewing.</li> </ul>		On-Demand Includes: <ul style="list-style-type: none"> <li>• Pre-recorded webinar presentation lasting 20-30 minutes</li> <li>• The webinar presentation will be featured on healthHQ's website and will remain accessible indefinitely</li> <li>• A one-month promotional campaign will be conducted across our social media platforms</li> <li>• A leads report, containing captured contact details, will be generated and provided to you</li> </ul>	

**Unveiling Insights, Innovation, and Governance**

Immerse yourself in the world of innovation through hands-on exposure to our Product or Technology Demos. Discover the most recent progressions, delve into state-of-the-art solutions, and envision the future of the health industry through engaging demonstrations crafted to both inspire and enlighten.

Whether making strategic decisions or embracing technological breakthroughs, our varied Reports options provide you with the tools to confidently navigate the intricacies of the health industry.



**Industry eBooks**

Explore the intricacies of current industry trends and obstacles through our collection of eBooks. Crafted by seasoned industry professionals, these extensive materials offer thorough examinations, practical insights, and innovative perspectives. They serve as valuable resources to inform your strategic choices, enabling the development of your business and the expansion of your market presence.

Price  
On Request

**White Papers**

Establish yourself as a thought leader in the health industry by sharing your expertise, discussing your areas of specialization, and collaborating with the healthHQ editorial team on various digital content opportunities to enhance your leadership presence across healthHQ's media channels. Create interest in your specialized topics and highlight how your solutions contribute to the industry. Host your own white paper or eBook on healthHQ's Magazine & Website to reach a pre-engaged audience, and enjoy the benefits of distribution across healthHQ's media channels. As a contributor, you will have your content published on healthHQ's website, featured on the homepage or relevant news/sector pages, included in healthHQ's newsletter, and promoted across its social media platforms. Additionally, you will receive monthly lead sharing for a three-month period, including all contact details.



Price  
\$3,000



**Product, Service or Technology Demos**

Enhance your marketing efforts by incorporating a compelling video to showcase your brand, products, and services, whether you seek year-round promotion or wish to build anticipation for an upcoming event. Amplify your visibility by submitting your own product content and enjoying widespread promotion across healthHQ's magazine, website, newsletter and social media platforms.

The sponsorship package comprises various benefits, such as hosting your content on healthHQ's website's reports page (unique page for your report), featuring your product booklets, your company starter pack, and more. Additionally, you'll receive a dedicated e-shot in HTML format, two social media posts with personalized branding, a mention in the weekly newsletter, and a product summary along with the title of your pitch.

Price  
\$3,000

**Country Presentations**

Explore a comprehensive global outlook through our Country Presentations. These reports delve into governmental initiatives, policies, and innovations within the health industry, providing valuable insights into the dynamic terrain of health governance at a national level.



Price  
On Request



**Tailored Insights, Customized Reception & Timely Delivery**

This is a highly targeted / segmented medium which provides subscribers with up-to-date health industry news and happenings and provides promotional partners with accurate high-impact exposure at minimal budget. 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). This is a highly targeted / segmented medium which provides promotional partners with right exposure they seek at minimal budget.

**Industry Newsletter**

Stay informed across the entire health industry landscape with our Industry Newsletter. Curated for a broad audience, these newsletters deliver a comprehensive overview of the latest trends, innovations, and developments, ensuring you're always in tune with the industry pulse. General Newsletters keeps you updated with a regular cadence, ensuring you receive timely insights and stay connected with the ever-evolving health industry landscape.

**Sector Newsletters**

Customize your experience with Sector Newsletters. Tailored to your specific area of interest within the health industry, these newsletters provide deep dives into sector-specific news, insights, and updates, allowing you to focus on what matters most to you. Our Sector-Specific Newsletters are carefully curated to provide a deeper understanding of the trends and challenges within your chosen area of focus.

**Sending Frequency**

General Industry Newsletter is sent on a weekly basis, while By-Sector Newsletter is sent on a bi-weekly basis.

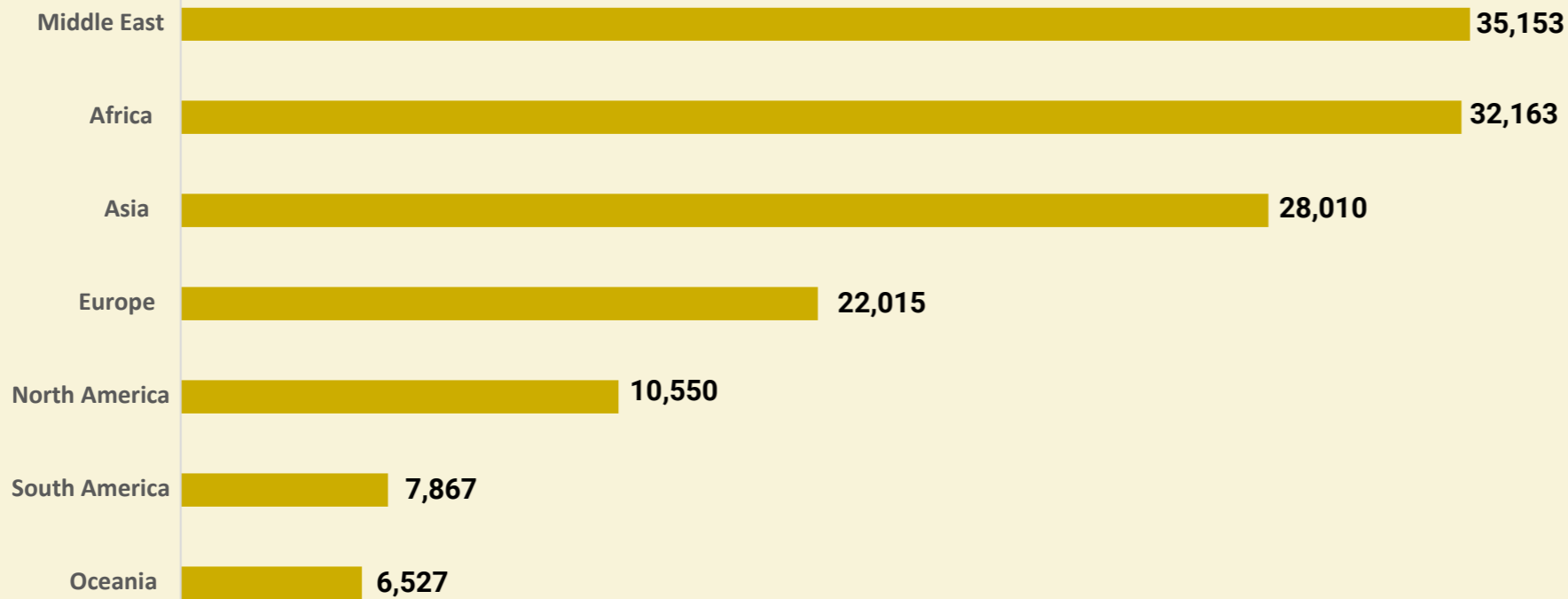
**Newsletters Subscribers**

Newsletter subscribers consist mostly of owners, c-level executives and managers involved in the health industry.

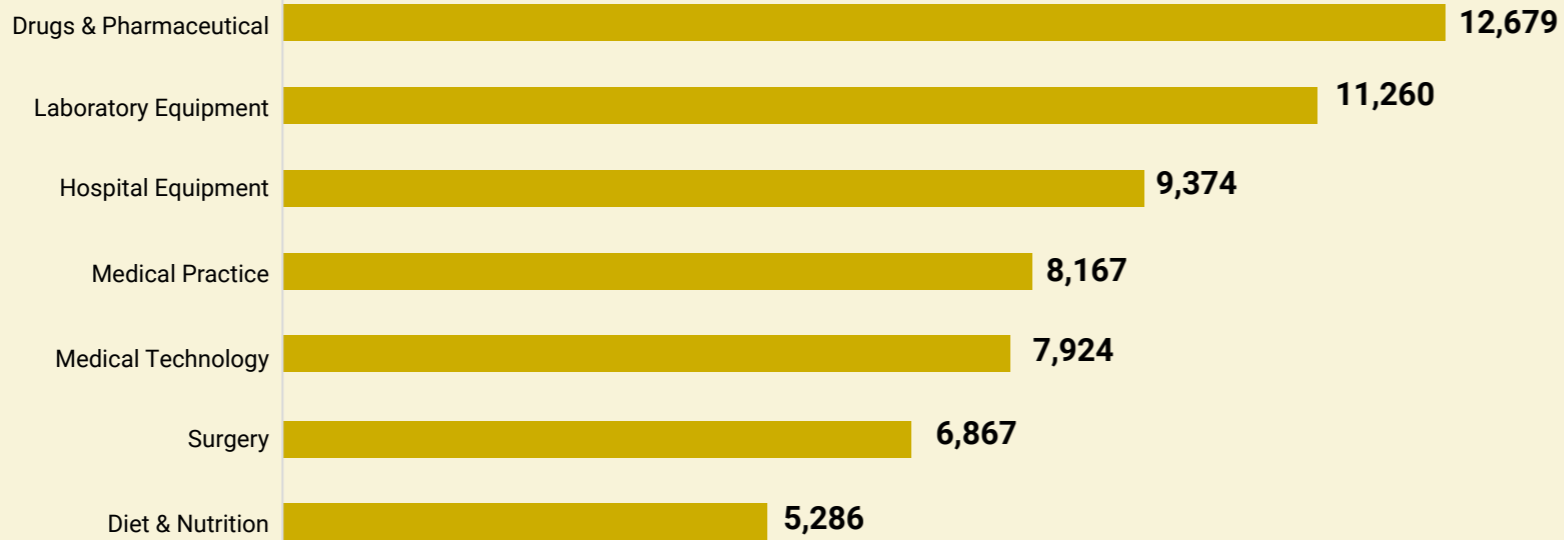


	Region								TOTAL
	Asia	Europe	Africa	Middle East	North America	South America	Oceania		
<b>General Industry</b>	15,686	13,952	19,816	21,610	3,531	3,330	2,803	<b>80,728</b>	
<b>Medical Practice</b>	1,602	1,382	1,965	2,181	523	326	188	<b>8,167</b>	
<b>Hospital Equipment</b>	2,441	957	1,602	2,754	697	566	357	<b>9,374</b>	
<b>Laboratory Equipment</b>	2,562	1,635	2,218	1,967	1,344	944	590	<b>11,260</b>	
<b>Drugs &amp; Pharmaceutical</b>	2,315	1,765	2,651	2,497	2,109	643	699	<b>12,679</b>	
<b>Medical Technology</b>	1,263	1,139	1,727	1,349	697	816	933	<b>7,924</b>	
<b>Surgery</b>	1,217	696	1,338	1,532	931	600	553	<b>6,867</b>	
<b>Diet &amp; Nutrition</b>	924	489	846	1,263	718	642	404	<b>5,286</b>	
<b>TOTAL</b>	<b>28,010</b>	<b>22,015</b>	<b>32,163</b>	<b>35,153</b>	<b>10,550</b>	<b>7,867</b>	<b>6,527</b>	<b>142,285</b>	

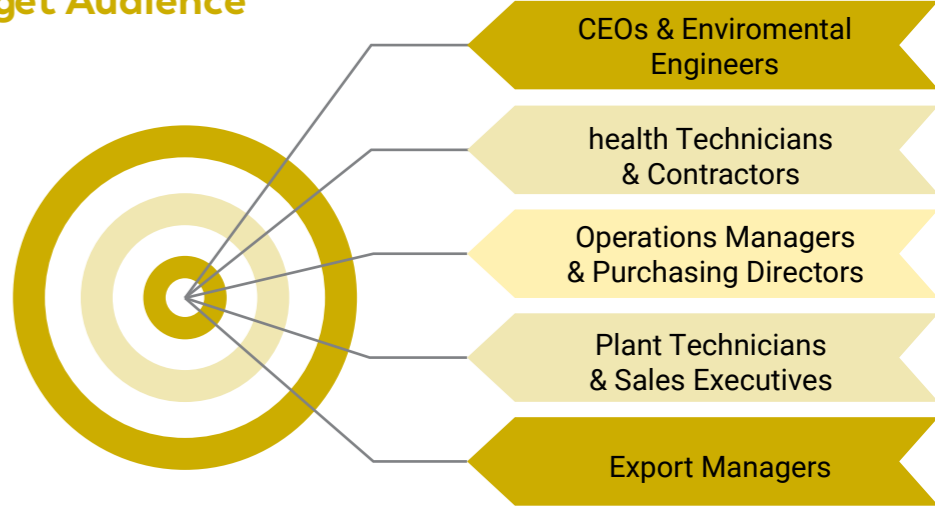
**Breakdown by Region**



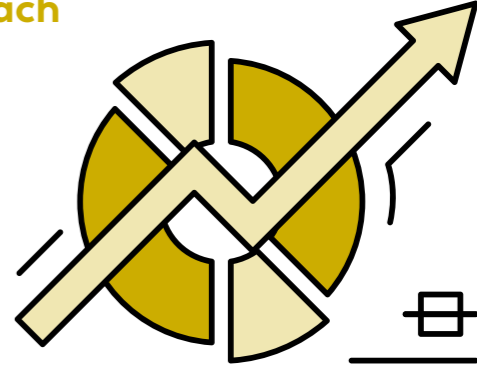
**Breakdown by Sector**



**Target Audience**



**Avg Monthly Reach**



**11,857**

**Avg Click-Through-Rate**



**5.43%**

## Promotional Services & Rates

### Promoted Content

Ref #	Option	Dimensions (W x H) px	1-3 Editions	4-6 Editions (15% discount)	7-9 Editions (30% discount)	10-12 Editions (45% discount)
NL-PC-01	Promoted Content	NA	\$1,500	\$1,275	\$1,050	\$825

### Banners

Ref #	Option	Dimensions (W x H) px	1-3 Editions	4-6 Editions (15% discount)	7-9 Editions (30% discount)	10-12 Editions (45% discount)
NL-BA-01	Banner + Text (40 words) & Background Color	180 x 140	\$1,500	\$1,275	\$1,050	\$825
NL-BA-02	Banner	600x 300	\$1,000	\$850	\$700	\$550

### Sponsorship

Ref #	Option	Dimensions (W x H) px	1-3 Editions	4-6 Editions (15% discount)	7-9 Editions (30% discount)	10-12 Editions (45% discount)
NL-SP-01	Newsletter Sponsorship	NA	\$6,000	\$5,100	\$1,800	\$3,300

Rates are in USD - Amounts quoted are per insertion

## Artwork Specs

### Newsletter Banner Specifications

### Promoted Content Specifications

For the optimal use of our newsletter, the artwork banner should be in 600 x 300 resolution to fit properly. If you wish to send a worded message with the banner, there be a maximum of 40 words with the banner at 180 x 140 resolution.

For promoted content, you can use the entirety of the newsletter itself, and thus the material submitted must fit in a 600 x 1,500 px resolution.

## Connecting the health Community Across Platforms

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. Promotional partners can post their company news and products / services on these channels for more value-added exposure.

### Social Media Channels Presence

Our vibrant online community allows you to engage with them, stay connected, share insights, and be part of the health industry conversation wherever you are.

### Social Posting Calendar

**Daily Updates:** Start your day with fresh insights. Our daily posts on industry trends, news highlights, and expert quotes keep your feed dynamic and informative.

**Weekly Spotlights:** Dive deeper into specific topics every week. From technology features to industry spotlights, our weekly posts offer in-depth explorations and thought-provoking content.

**Interactive Fridays:** Join the conversation! Fridays are for interactive content, polls, and engaging discussions. Share your thoughts, learn from others, and build connections within the health community.



## LinkedIn

Ref	Promotional Option	Dimensions (px)	Specs	File Format	1 – 3 insertions	"4-6 insertions 15% discount"	"7-9 insertions 30% discount"	"10-12 insertions 45% discount"
SO-LI-01	Hero Image	1128 x 200 px	2Mb	PNG, JPG, GIF	\$200	\$170	\$140	\$110
SO-LI-02	Shared Image	1200 x 628 px	2Mb	PNG, JPG, GIF	\$200	\$170	\$140	\$110
SO-LI-05	Video Ad Specs	1920 x 1080 px	27 MB per minute (3 minutes max)	MP4	\$250	\$215	\$175	\$140

**Post name 255 characters - Headline: 70 characters - Introductory text: 150 characters - Description (LAN only): 70 characters.**

## Facebook

Ref	Promotional Option	Dimensions (px)	Specs	File Format	1 – 3 insertions	4-6 insertions 15% discount	7-9 insertions 30% discount	10-12 insertions 45% discount
SO-FB-01	The Deal	1200 x 675 px	1.91:1 to 1:1	PNG, JPG, GIF	\$200	\$170	\$140	\$110
SO-FB-02	Bookconnect	1640 x 859 px	1.91:1 to 1:1	PNG, JPG, GIF	\$200	\$170	\$140	\$110
SO-FB-03	Encounter	1200 x 675 px	1.91:1 to 1:1	PNG, JPG, GIF	\$200	\$170	\$140	\$110
SO-FB-04	Promotivate	1200 X 630 px	1.91:1 to 1:1	PNG, JPG, GIF	\$200	\$170	\$140	\$110
SO-FB-05	Champ Video	1080 x 1080 px	30 Sec	MP4 or .MOV	\$400	\$340	\$280	\$220
SO-FB-06	Stories Ads Image	1080 x 1920 px	9:16	PNG, JPG, GIF	\$350	\$300	\$245	\$195
SO-FB-07	Stories Ads videos	1080 x 1920 px	9:16, 120 sec (max)	MP4, MOV or GIF	\$350	\$300	\$245	\$195

**Headline: 40 characters. Primary text: 125 characters. Description (images): 30 characters.**

**X**

Ref	Promotional Option	Dimensions (px)	Specs	File Format	1 – 3 insertions	4-6 insertions 15% discount	7-9 insertions 30% discount	10-12 insertions 45% discount
SO-TW-01	Sales Card	1500 x 500 px	3:1	PNG, JPG, GIF	\$200	\$170	\$140	\$110
SO-TW-02	Sales Card Large	1200 x 628 px	1.91:1	PNG, JPG, GIF	\$200	\$170	\$140	\$110
SO-TW-03	Website Card	800 x 800 px	1:1	PNG, JPEG, GIF	\$200	\$170	\$140	\$110
SO-TW-04	Fun Promotions	506 x 253 px	1.91:1	PNG, JPG, GIF	\$200	\$170	\$140	\$110

**Title Text: 70 characters (May truncate depending on device and app settings). Two lines of text will render on the card title. Text beyond this will truncate with an ellipsis.**

**Instagram**

Ref	Promotional Option	Dimensions (px)	Specs	File Format	1 – 3 insertions	4-6 insertions 15% discount	7-9 insertions 30% discount	10-12 insertions 45% discount
SO-IN-01	Meet my Logo	1080 x 1350 px	4:5	PNG, JPG, GIF	\$200	\$170	\$140	\$110
SO-IN-02	Sales in a box	1080 x 1080 px	1:1	PNG, JPG, GIF	\$200	\$170	\$140	\$110
SO-IN-04	IG Reels	1080 x 566 px	1.91:1 60 sec (max)	MP4 or .MOV	\$250	\$215	\$175	\$140
SO-IN-05	My Stories	1080 x 1920 px	9:16	PNG, JPG, GIF	\$250	\$215	\$175	\$140

**14%(250 Pixels) of the top and bottom of the image free from text and logos**

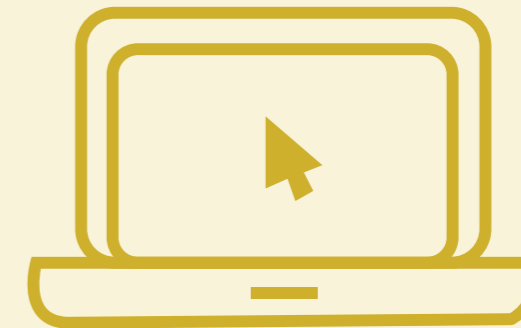
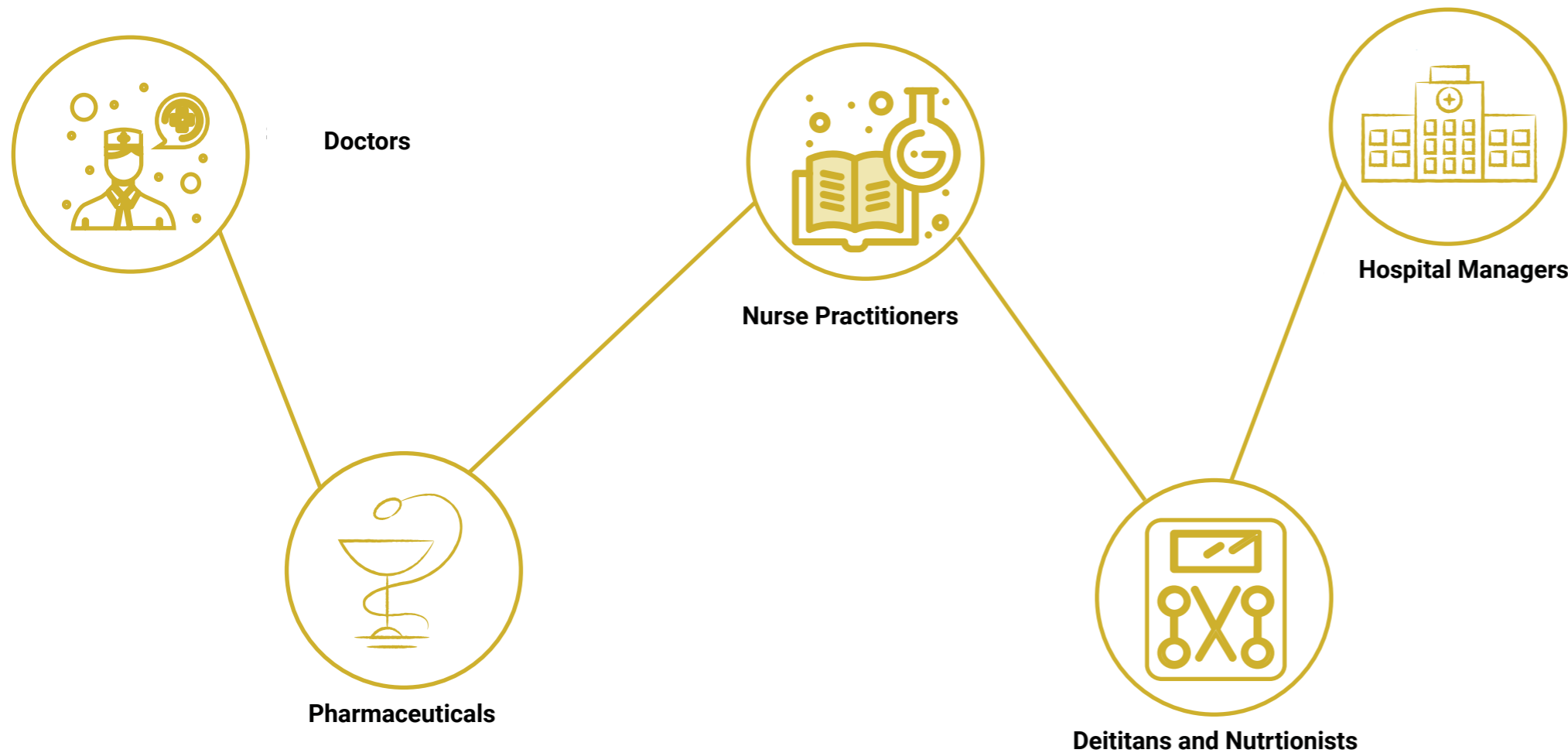
**YouTube**

Ref	Promotional Option	Dimensions (px)	Specs	File Format	1 – 3 insertions	4-6 insertions 15% discount	7-9 insertions 30% discount	10-12 insertions 45% discount
SO-YT-01	Video Uploads (Sales)	1280 X 720 px	"22 MB per minute (3 minutes max) "	HD minimum	\$200	\$170	\$140	\$110
SO-YT-02	Banner Image	2048 x 1152 px	6 MB	HD minimum	\$200	\$170	\$140	\$110

**Video must be minimum HD standard**

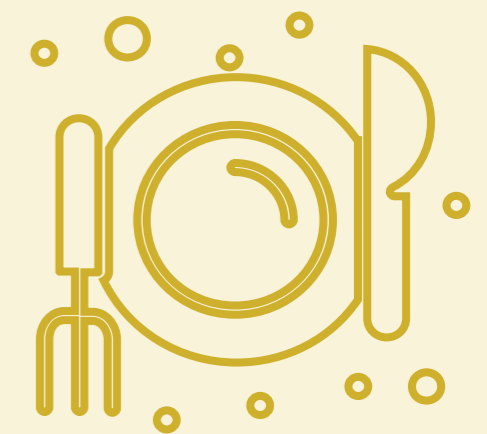
**Elevate Your Reach, Maximize Impact**

Use our tried and true Email media channel, a precise platform that gives our promotional partners the targeted exposure they need at affordable prices in order to communicate their message to their "selected audience"! Our subscribers comprise of industry professionals, CEOs, and more who are always looking for the next products and services that can improve their business, and what better way to connect with those people than an Email that highlights what makes you the answer they seek?



**Average Email Reach**  
9,637

**Industry Sectors**  
14



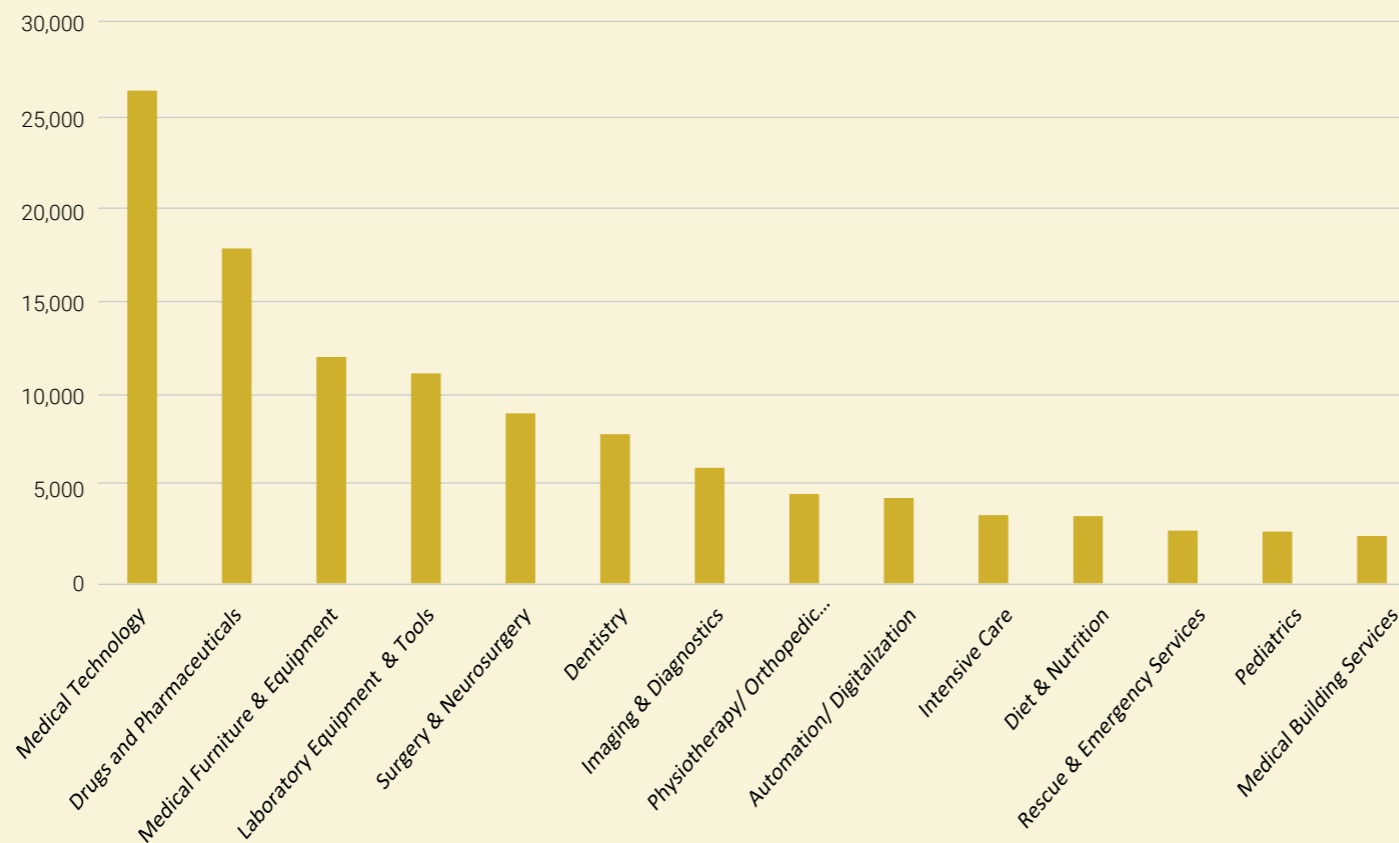
**Regions**  
7

Promote your company, products or services to highly targeted segments of our health database. Target your audience based on a range of demographics to get your message in front of the right people, at the right time, based on following criteria:

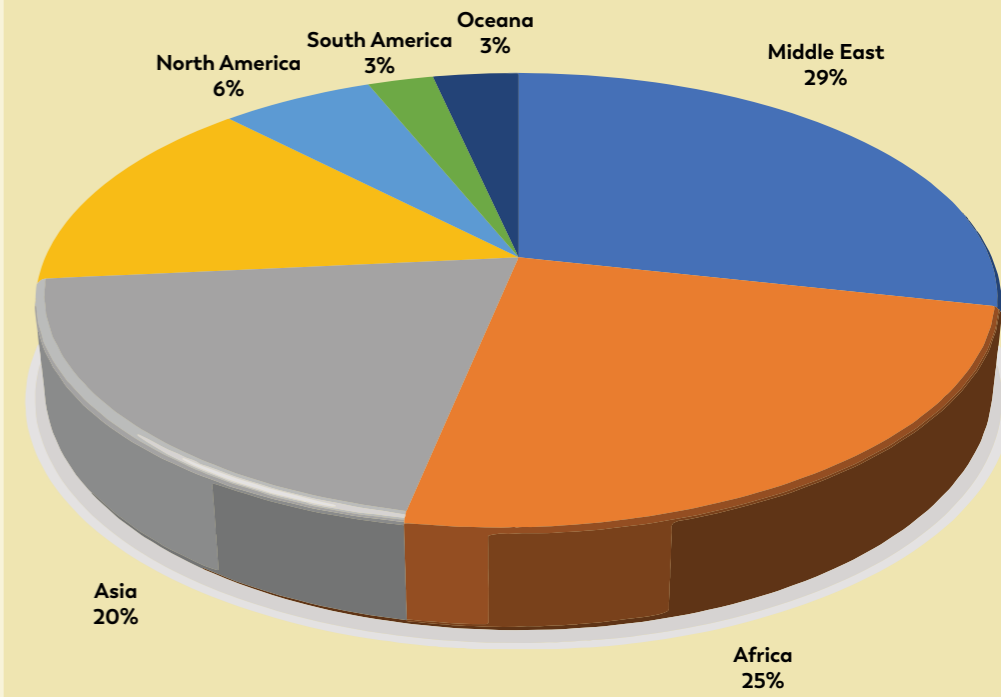
Geography - Industry Sector – Activity - Job function

Price: USD 2,000 per 1,000 contacts

Industry Sectors	Recipients
Medical Technology	26,334
Drugs and Pharmaceuticals	18,000
Medical Furniture & Equipment	12,091
Laboratory Equipment & Tools	11,246
Surgery & Neurosurgery	9,110
Dentistry	8,057
Imaging & Diagnostics	6,211
Physiotherapy/ Orthopedic Technology	4,810
Automation/ Digitalization	4,513
Intensive Care	3,740
Diet & Nutrition	3,587
Rescue & Emergency Services	2,826
Pediatrics	2,657
Medical Building Services	2,464
<b>TOTAL</b>	<b>115,646</b>



Region	Recipients
Middle East	32,940
Africa	28,579
Asia	23,429
Europe	16,598
North America	7,092
South America	3,040
Oceania	3,968
<b>Total</b>	<b>115,646</b>



Promotional Services & Rates						
Ref #	Service	Dimensions (W x H) px	1 Sending	4-6 Sendings (15% discount)	7-9 Sendings (30% discount)	10-12 Sendings (45% discount)
EM-DEM-01	Direct Email Marketing (DEM)	660 px in width (max)	\$1,000	\$850	\$700	\$550

Rates are in USD - Amounts quoted are per CPM (cost per mille - for each 1000 contacts in email campaign)

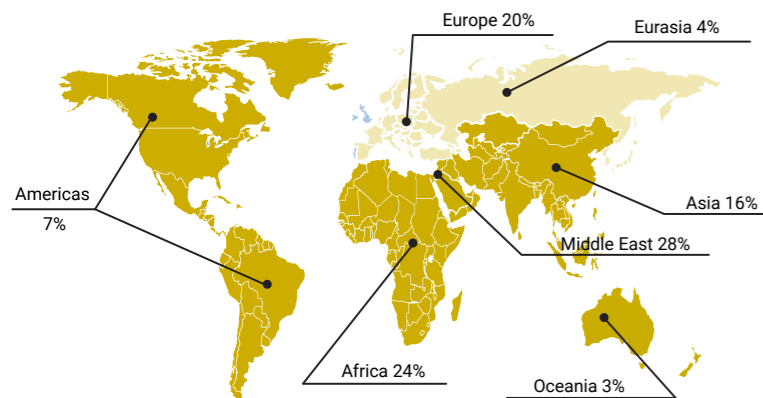
**Artwork Specs**

Make sure your e-mail is branded according to your company's branding. Include your logo at the top, and use your company's own color palette. Add pictures of the product you're promoting or a representation of the service you provide. For the optimal use of our emails service, the required materials should be best kept under 1MB for faster loading times, with the width at a maximum of 660px, and images must be either in JPG or PNG format if text is to be added, it should be between 50 to 200 words and maximum. Overall, the entire email should be less than 1 MB in size for optimal loading times.

**healthHQ** is a primary reference point for decision makers at all levels of health-industry asset owners, as well as other major players like distributors, suppliers, consulting engineers and contractors. We closely track and audit our audience across our print, digital & online media channels to ensure we keep delivering relevant content, and keep delivering exceptional results to our promotional partners.

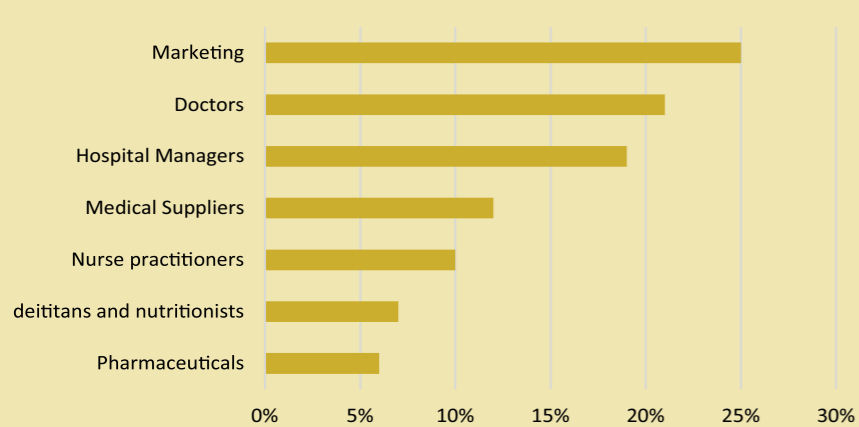
healthHQ's audience accesses & benefits from its actionable, useful and cutting-edge content in a variety of ways. Across its varied media channels, a promotional partner can reach an average of over 249,866 people on a monthly basis. Our Holistic Promotional Packages allow you to reach them on all platforms. Or you can customize them to reach a particular audience group or segment depending on your goals.

## Audience (By Region)



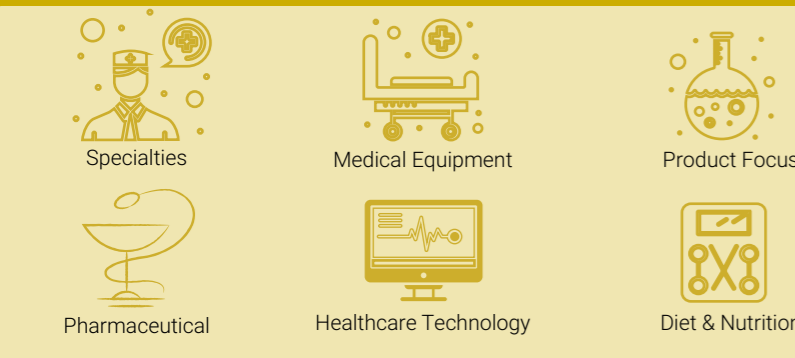
Middle East	28%
Africa	24%
Europe	20%
Asia	16%
Americas	7%
Eurasia	4%
Oceania	3%

## Audience (By Job)

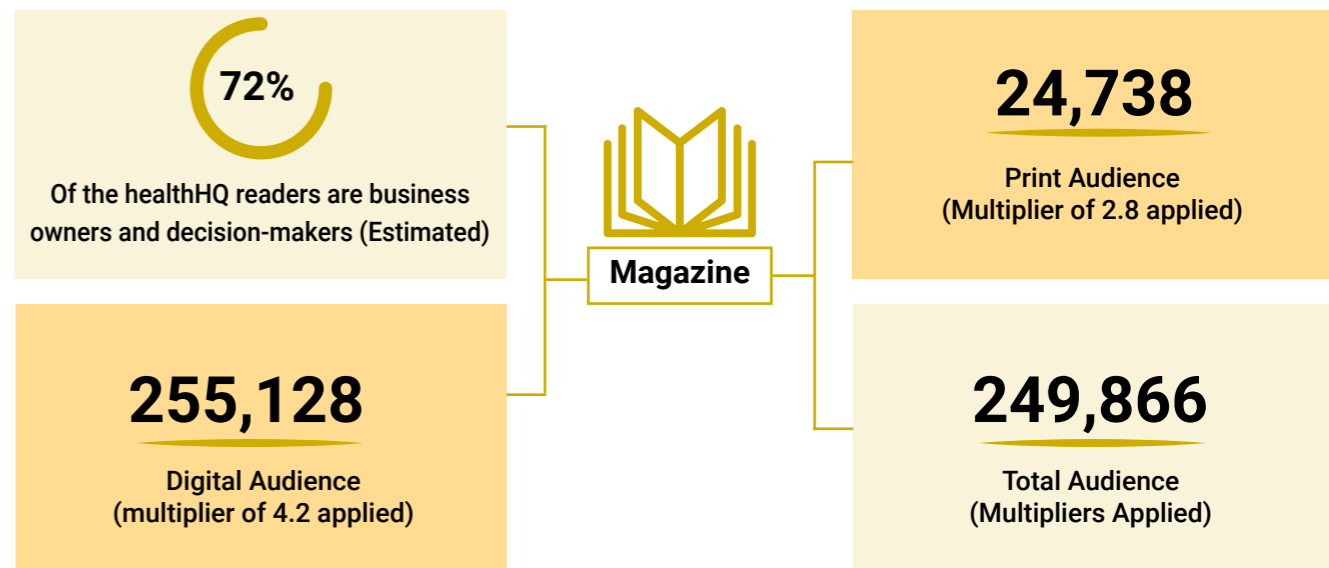


Marketing	25%
Export Managers	21%
Export Managers	19%
Owners / CEOs	12%
health Experts	10%
Operations Managers	7%
Environmental Engineers	6%
Plant Technicians	7%

## Audience (By Sector)



Specialties	27%
Medical Equipment	24%
Product Focus	21%
Pharmaceutical	17%
Healthcare Technology	14%
Diet & Nutrition	7%



Website

### Remarketing / Display Network

Remarketing is great for branding and can also enhance any other campaign by allowing you to reach the widest possible audience with our display network

over **67,718** impressions per month

### Audience Reach

**86,948**  
Global audience reach

**7,246**  
Avg monthly page views

### Web Traffic

Advertising and promoted content on the website allows you to reach not just our subscribers but other visitors as well. As a reference health-industry website, healthHQ.world gets a steady stream of quality traffic and excellent read times.

**04:52**  
Average article read time

**1,811**  
Average Monthly users



Newsletters

### Newsletter Subscribers / EDM List

Our newsletters (General Industry / Per Sector) or a custom EDM allows you to get your message out quickly and drive a direct response.

**93,5%**  
Opt-in rate

**49.7%**  
Average Open Rate

**142,285**  
Database Size



Email

### E-Mail Subscribers

Our far-reaching mass-email campaigns are sure to help you reach your audience, with precision and selectivity

**28,911**  
Database Size



# Holistic Promotional Packages

## Select a Holistic Promotional Package (HPP)!

Below you shall find 5 distinct & holistic promotional packages - ranging from Bronze to Platinum - which cater for all promotional requirements & budgets. Each package has been carefully designed to provide maximum exposure and best possible ROI by providing an extensive set of promotional services / options for free / pro-bono in Value-Added Promotional Services (VPS) section, to complement and exponentially increase exposure provided by the Payable Promotional Services (PPS) specified in each package.

You may select one of the promotional packages available therein, noting each package can be customized (adding or removing promotional services and options - per media channel) as per your preferences and specific needs / allocated budget.



Media Channel	Lead Generation	Brand Awareness	Targeted Marketing	Thought Leadership	Speaking Opportunities
Magazine (MA)	✓	✓		✓	
Website (WE)	✓	✓		✓	
Services (SE)	✓	✓			
Events (EV)	✓	✓		✓	✓
Reports (RE)	✓	✓		✓	
Newsletters (NL)	✓	✓	✓		
Social (SO)	✓	✓	✓		
Email (EM)	✓	✓	✓		

## Bronze Package

Solid, Proven & Reliable! (Good as a start...!)

Campaign Duration (2 Months)

Lead Generation



Brand Awareness



Targeted Marketing



Thought Leadership



Speaking Opportunities

### Payable Promotional Services (PPS)

Ref #	Media Channel	Promotional Service	Promotional Option	Placement / Orientation / Description	Publishing Period / Media Instance	Gross Amount	Regular / Volume Discount	Discounted Amount
PPS-01	Magazine	Display Advertising	1/3 Page		2 Issues	\$4,000	0%	\$4,000
PPS-02	Website	Banner	Leaderboard		2 Months	\$650	0%	\$650
PPS-03	Newsletters	Banner Advertising	Banner		2 Newsletters	\$1,600	0%	\$1,600
PPS-04	Email	Direct Email Marketing (DEM)	2,000 Unique Recipients		2 eShot	\$1,800	0%	\$1,800
Total Amount						\$8,050.00		\$8,050.00
Special Discount							10%	\$805.00
Due Amount (To Pay)								\$7,245.00
<b>Payment Option 1 : Per Month*</b> *Monthly payment divided according to number of months related to campaign duration								
<b>Pre-Payment Discount*</b> *Only applied when payment is made lump-sum - per entire campaign duration							10%	\$725.00
<b>Payment Option 2 : Per Duration</b> *Payable within two weeks after insertion order has been authorized								\$6,521.00

### Value-Added Promotional Services (VPS) - Pro-Bono / Free of Charge

Ref #	Media Channel	Promotional Service	Promotional Option	Placement / Orientation / Description	Publishing Period / Media Instance	Gross Amount	Regular / Volume Discount	Discounted Amount
VPS-01	Magazine	Display Advertising	1/3 Page	Vertical	1 Issue	\$1,900	100%	\$0
VPS-02	Website	Banner	MPU Banner		1 Month	\$750	100%	\$0
VPS-03	Services	Buyer's Guide	-	Published in Magazine & Website	1 Issue / 1 Post	\$575	100%	\$0
VPS-04	Newsletters	Banner Advertising	Banner		1 Newsletter	\$800	100%	\$0
VPS-05	Email	Direct Email Marketing (DEM)	2,000 Contacts	Per specific criteria to be provided by client	1 eShot	\$900	100%	\$0
Total Amount						\$33,763	100%	\$0
VPS Discount							100%	
Due Amount (To Pay)								\$12,980

# Holistic Promotional Packages

## Silver Package

The Silver Knight (Really Strong ~ Provides Shining Results!)

Campaign Duration (4 Months)

Lead Generation



Brand Awareness



Targeted Marketing



Thought Leadership

Speaking Opportunities

### Payable Promotional Services (PPS)

Ref #	Media Channel	Promotional Service	Promotional Option	Placement / Orientation / Description	Publishing Period / Media Instance	Gross Amount	Regular / Volume Discount	Discounted Amount
PPS-01	Magazine	Advertorial	2/3 Page		2 Issues	\$4,000	0%	\$4,000
PPS-02	Magazine	Display Advertising	2/3 Page		2 Issues	\$4,400	0%	\$4,400
PPS-03	Website	Banner	MPU Banner		2 Months	\$1,500	0%	\$1,500
PPS-04	Newsletters	Banner Advertising	Banner		2 Newsletters	\$1,600	0%	\$1,600
PPS-05	Email	Direct Email Marketing (DEM)	2,500 Contacts		2 eShots	\$2,250	0%	\$2,250
Total Amount						\$13,750	\$-	\$13,750
Special / Package Discount							\$0.20	\$2,750
Due Amount (To Pay)							\$11,000	
"Payment Option 1 : Per Month*							\$2,750	
*Monthly payment divided according to number of months related to campaign duration"								
"Lump sum Discount*								
*Only applied when payment is made lump-sum - per entire campaign duration"							10%	\$1,100
"Payment Option 2 : Per Duration								
*Payable within two weeks after insertion order has been authorized"							\$9,900	

### "Value-Added Promotional Services (VPS) Pro-Bono / Free of Charge"

Ref #	Media Channel	Promotional Service	Promotional Option	Placement / Orientation / Description	Publishing Period / Media Instance	Gross Amount	Regular / Volume Discount	Discounted Amount
VPS-01	Magazine	Advertorial	2/3 Page		2 Issues	\$4,000	100%	\$0
VPS-02	Magazine	Classified Advertising	Buyer's Guide		2 Issues	\$1,150	100%	\$0
VPS-03	Magazine	Display Advertising	2/3 Page		2 Issues	\$4,400	100%	\$0
VPS-04	Website	Banner	MPU Banner		2 Month	\$1,500	100%	\$0
VPS-05	Newsletter	Banner Advertising	Banner		2 Newsletter	\$1,600	100%	\$0
VPS-06	Email	Direct Email Marketing (DEM)	2,500 Contacts (per specific criteria)		2 Sendings	\$2,250	100%	\$0
Total Amount						\$14,900	\$(14,900)	\$-
VPS Discount							100%	
Due Amount (To Pay)							\$-	

## Gold Package

Nothing Shines Like Gold ~ Guaranteed to provide shining results!

Campaign Duration (6 Months)

Lead Generation ✓      Brand Awareness ✓      Targeted Marketing ✓      Thought Leadership ✓      Speaking Opportunities

### Payable Promotional Services (PPS)

Ref #	Media Channel	Promotional Service / Option	Placement / Orientation / Description	Publishing Period / Media Instance	Gross Amount	Regular / Volume Discount	Discounted Amount
PPS - 01	Magazine	Advertorial	Full Page	2 Issues	\$5,000	0%	\$5,000
PPS - 02	Magazine	Classified Advertising	Buyer's Guide	3 Issues	\$1,725	0%	\$1,725
PPS - 03	Magazine	Display Advertising	Full Page	3 Issues	\$7,500	0%	\$7,500
PPS - 04	Magazine	Company Profile & Executive Interview	2 Full Pages (Facing each other)	2 Issues	\$3,400	0%	\$3,400
PPS - 05	Website	Banner	Large Square Banner	3 Months	\$3,600	0%	\$3,600
PPS - 06	Newsletter	Banner, Content & BG Color	Banner & Text (40 words) with Background Color	2 Newsletters	\$2,000	0%	\$2,000
PPS - 07	Email	Direct Email Marketing (DEM)	3,500 Contacts (per specific criteria)	2 Sendings	\$3,150	0%	\$3,150
PPS - 08	Report	Industry Report	3-Page Document	3 Reports	\$3,000	0%	\$3,000
Total Amount					\$29,375	\$-	\$29,375
Special Discount						30%	\$8,813
Due Amount (To Pay)						\$20,563	
<b>Payment Option 1 : Per Month*</b> *Monthly payment divided according to number of months related to campaign duration						\$3,427	
<b>Pre-Payment Discount*</b> *Only applied when payment is made lump-sum - per entire campaign duration						10%	\$2,056
<b>Payment Option 2 : Per Duration</b> *Payable within two weeks after insertion order has been authorized						\$18,506	

### Value-Added Promotional Services (VPS) - Pro-Bono / Free of Charge

Ref #	Media Channel	Promotional Service	Placement / Orientation / Description	Publishing Period / Media Instance	Gross Amount	Regular / Volume Discount	Discounted Amount
VPS-01	Magazine	Advertorial	Full Page	3 Issues	\$7,500	100%	\$5,500
VPS-02	Magazine	Classified Advertising	Buyer's Guide	4 Issues	\$2,300	100%	\$6,000
VPS-03	Magazine	Display Advertising	Full Page	2 Issues	\$5,000	100%	\$6,000
VPS-04	Magazine	Company Profile & Executive Interview	2 Full Pages (Facing each other)	2 Issues	\$3,400	100%	\$5,000
VPS-05	Magazine	Flyer	Single Paper / Single or Double Sided Print	1 Issue	\$1,200	100%	\$5,000
VPS-06	Website	Banner	Large Square Banner	3 Months	\$3,600	100%	\$3,750
VPS-07	Newsletter	Promoted Content	Content (Text & Image) + Hyperlink	2 Newsletters	\$2,600	100%	\$2,000
VPS-08	Email	Direct Email Marketing (DEM)	3,500 Contacts (per specific criteria)	1 Sending	\$1,575	100%	\$7,000
VPS-09	Report	Industry Report	3-Page Document	3 Reports	\$3,000	100.00%	\$0
Total Amount					\$30,175	\$(30,175.00)	\$0
VPS Discount					100%		
Due Amount (To Pay)						\$-	

# Holistic Promotional Packages

## Diamond Package Glittering Diamonds Are Forever A peunltimate package for industry leaders! Campaign Duration (9 Months)

Lead Generation ✓
Brand Awareness ✓
Targeted Marketing ✓
Thought Leadership ✓
Speaking Opportunities ✓

Payable Promotional Services (PPS)							
Ref #	Media Channel	Promotional Service	Placement / Orientation / Description	Publishing Period / Media Instance	Gross Amount	Regular / Volume Discount	Discounted Amount
PPS - 01	Magazine	Advertorial	Full Page	4 Issues	\$10,000	15%	\$8,500
PPS - 02	Magazine	Classified Advertising	Buyer's Guide	5 Issues	\$2,875	15%	\$2,444
PPS - 03	Magazine	Display Advertising	Full Page	5 Issues	\$12,500	15%	\$10,625
PPS - 04	Magazine	Company Profile & Executive Interview	2 Full Pages (Facing each other)	4 Issues	\$6,800	15%	\$5,780
PPS - 05	Website	Banner	Large Leaderboard Banner	5 Months	\$6,000	30%	\$4,200
PPS - 06	Newsletter	Banner, Content & BG Color	Banner & Text (40 words) with Background Color	4 Newsletters	\$4,000	15%	\$4,000
PPS - 07	Email	Direct Email Marketing (DEM)	5,000 Contacts (per specific criteria)	3 Sendings	\$6,750	0%	\$6,750
PPS - 08	Report	Industry Report	3-Page Document	3 Reports	\$3,000	0%	\$3,000
PPS - 09	Event	Promotional Service	Banner and Articles	4 months	\$3,000	0%	\$3,000
Total Amount					\$54,925		\$48,299
Special Discount						40%	\$19,320
Due Amount (To Pay)							\$28,979
Payment Option 1 : Per Month* *Monthly payment divided according to number of months related to campaign duration							\$3,220
Pre-Payment Discount* *Only applied when payment is made lump-sum - per entire campaign duration						10%	\$2,898
Payment Option 2 : Per Duration *Payable within two weeks after insertion order has been authorized							\$26,081

Value-Added Promotional Services (VPS) - Pro-Bono / Free of Charge							
Ref #	Media Channel	Promotional Service	Placement / Orientation / Description	Period / Media Instance	Gross Amount	Regular / Volume Discount	Discounted Amount
VAS - 01	Magazine	Advertorial	Full Page	5 Issues	\$12,500	100%	\$0
VAS - 02	Magazine	Classified Advertising	Buyer's Guide	5 Issues	\$2,875	100%	\$0
VAS - 03	Magazine	Display Advertising	Double-Page (Spread)	2 Issues	\$11,600	100%	\$0
VAS - 04	Magazine	Display Advertising	Full Page	5 Issues	\$12,500	100%	\$0
VAS - 05	Magazine	Company Profile & Executive Interview	2 Full Pages (Facing each other)	4 Issues	\$6,800	100%	\$0
VAS - 06	Magazine	Leaflet	2 Papers (Bound) - Placed in Middle of Issue	2 Issues	\$4,400	100%	\$0
VAS - 07	Website	Banner	Large Leaderboard Banner	5 Months	\$6,000	100%	\$0
VAS - 08	Newsletter	Banner, Content & BG Color	Banner & Text (40 words) with Background Color	4 Newsletters	\$4,000	100%	\$0
VAS - 09	Newsletter	Promoted Content	Content (Text & Image) + Hyperlink	4 Newsletters	\$5,200	100%	\$0
VAS - 10	Email	Direct Email Marketing (DEM)	5,000 Contacts (per specific criteria)	3 Sendings	\$6,750	100%	\$0
VAS - 11	Report	Industry Report	3-Page Document	3 Reports	\$3,000	100%	\$0
VAS - 12	Event	Promotional Service	Banner and Articles	4 months	\$3,000	100%	\$0
Total Amount					\$72,625		\$ -
VPS Discount					100%		
Due Amount (To Pay)							

**The Platinum Package**  
**Nothing But The Best! (drop mic!)**  
**Campaign Duration (12 Months)**

Lead Generation ✓      Brand Awareness ✓      Targeted Marketing ✓      Thought Leadership ✓      Speaking Opportunities ✓

**Payable Promotional Services (PPS)**

Ref #	Media Channel	Promotional Service	Placement / Orientation / Description	Publishing Period / Media Instance	Gross Amount	Regular / Volume Discount	Discounted Amount
PPS - 01	Magazine	Advertorial	Full Page	6 Issues	\$15,000	15%	\$12,750
PPS - 02	Magazine	Classified Advertising	Buyer's Guide	6 Issues	\$3,450	15%	\$2,933
PPS - 03	Magazine	Display Advertising	Full Page	6 Issues	\$15,000	15%	\$12,750
PPS - 04	Magazine	Company Profile & Executive Interview	2 Full Pages (Facing each other)	6 Issues	\$10,200	15%	\$8,670
PPS - 05	Magazine	Brochure	4 Papers (Bound) - Placed in Middle of Issue	2 Issues	\$8,400	0%	\$8,400
PPS - 06	Website	Banner	Skyscraper Banner	6 Months	\$10,200	30%	\$7,140
PPS - 07	Newsletter	Banner, Content & BG Color	Banner & Text (40 words) with Background Color	6 Newsletters	\$6,000	15%	\$5,100
PPS - 08	Newsletter	Sponsorship	Your Branding Across Newsletters	2 Newsletters	\$12,000	15%	\$10,200
PPS - 09	Email	Direct Email Marketing (DEM)	7,500 Contacts (per specific criteria)	3 Sendings	\$10,125	20%	\$8,100
PPS - 10	Report	Industry Report	3-Page Document	5 Reports	\$5,000	20%	\$4,000
PPS - 11	Event	Promotional Service	Banner & Articles	6 Months	\$4,000	30%	\$2,800
Total Amount					\$99,375	\$(16,533)	\$82,843
Special / Package Discount						50%	\$41,421
Due Amount (To Pay)							\$41,421
"Payment Option 1 : Per Month**Monthly payment divided according to number of months related to campaign duration"							\$3,452
"Lump-sum Discount* *Only applied when payment is made lump-sum - per entire campaign duration"						10%	\$4,142
"Payment Option 2 : Per Duration*Payable within two weeks after insertion order has been authorized"							\$37,279

**Value-Added Promotional Services (VPS) - Pro-Bono / Free of Charge**

Ref #	Media Channel	Promotional Service	Placement / Orientation / Description	Publishing Period / Media Instance	Gross Amount	Regular / Volume Discount	Discounted Amount
VAS - 01	Magazine	Advertorial	Full Page	5 Issues	\$12,500	100%	\$0
VAS - 02	Magazine	Classified Advertising	Buyer's Guide	5 Issues	\$2,875	100%	\$0
VAS - 03	Magazine	Display Advertising	Double-Page (Spread)	2 Issues	\$11,600	100%	\$0
VAS - 04	Magazine	Display Advertising	Full Page	5 Issues	\$12,500	100%	\$0
VAS - 05	Magazine	Company Profile & Executive Interview	2 Full Pages (Facing each other)	4 Issues	\$6,800	100%	\$0
VAS - 06	Magazine	Gatefold	2 Papers (Bound) - Placed in front of Front Cover!	2 Issues	\$16,000	100%	\$0
VAS - 07	Website	Banner	Wide Skyscraper Banner	6 Months	\$12,000	100%	\$0
VAS - 08	Newsletter	Banner, Content & BG Color	Banner & Text (40 words) with Background Color	6 Newsletters	\$6,000	100%	\$0
VAS - 09	Newsletter	Promoted Content	Content (Text & Image) + Hyperlink	4 Newsletters	\$5,200	100%	\$0
VAS - 10	Newsletter	Sponsorship	Your Branding Across Newsletters	2 Newsletters	\$12,000	100%	\$0
VAS - 11	Email	Direct Email Marketing (DEM)	7,500 Contacts (per specific criteria)	3 Sendings	\$10,125	100%	\$0
VAS - 12	Report	Industry Report	3-Page Document	5 Reports	\$4,000	100%	\$0
VAS - 13	Event	Promotional Service	Banner & Articles	4 Months	\$2,000	100%	\$0
Total Amount					\$113,600	\$(113,600)	\$-
VPS Discount					100%		
Due Amount (To Pay)							\$-

# Our Ethos / Business Partners

## Congratulations are in order!

You made it thus far - means you're definitely interested & are on the right path to taking a wise decision!

We hope by now you consider **healthHQ** as the right industry platform which you & your company can partner with to achieve your promotional objectives enabling you meet your market share / sales targets, and that you wish to discuss ordering a certain Holistic Promotional Package (HPP) or to receive a Customized Promotional Offer (CPO) which meets your specific requirements and budget. We pledge you shall be in safe hands & in good company!

Our ethos - Guiding Light & Northern Star! - is listed below. We live & breath by these principles as they define our commitment to our audience and everything that we do:

- Our work conduct & business interactions with our promotional partners (clients) are always based on ethics, integrity and honesty –no matter what.
- We consider our clients as our promotional partners and their success as our own – we shall ensure that their promotional expectations & objectives are not just met but are exceeded!
- If promotional services fail to meet our promotional partners' expectations, we pledge to provide them with another promotional campaign for free (pro-bono / gratuit) – of equal or higher monetary value – no questions asked!

Please do not hesitate to contact a business partner (exclusive agent) from the below listing as per your location. If there are none currently available in your location, please contact Mr. Jad Aboulhosn (Chief Marketing & Sales Officer - contact details are listed on Outside Front Cover (OFC)).

If I can provide any assistance, please do not hesitate to contact me.

We look forward to hearing from you soon!

Best wishes,

**Mohamad Rabih Chatila**

CEO

[rabih@1world.xyz](mailto:rabih@1world.xyz)

### Our Business Partners (Exclusive Agents)

Country / Region	Austria, Germany, and Switzerland	China, Malaysia, and Taiwan	India	Turkey	United Kingdom
Contact Name	Ms. Barbara Geiling-Maul	Ms. Yaya Hsu	Faredoon Kuka	Mr. Aydın Erdem	Mr. Graham Meller
Company	Eisenacher Medien	Ringier Trade Media (RTM)	RMA Media	Titajans Dış Tanıtım	Buttonwood Marketing Ltd.
Tel	00-49-228-2499860	00-886-4-23297318	00 91 22 4005 8717	00-90 212-257 76 66	00 44 (0)1604 862 404
Email	<a href="mailto:info@eisenacher-medien.de">info@eisenacher-medien.de</a>	<a href="mailto:yayahsu@ringier.com.hk">yayahsu@ringier.com.hk</a>	<a href="mailto:kuka@rmamedia.com">kuka@rmamedia.com</a>	<a href="mailto:titajans@titajans.com">titajans@titajans.com</a>	<a href="mailto:gmeller@buttonwoodmarketing.com">gmeller@buttonwoodmarketing.com</a>
Website	<a href="http://www.eisenacher-medien.de/">http://www.eisenacher-medien.de/</a>	<a href="http://www.industrysourcing.com">www.industrysourcing.com</a>	<a href="http://www.rmamedia.com">www.rmamedia.com</a>	<a href="http://www.titajans.com">www.titajans.com</a>	<a href="http://www.buttonwoodmarketing.com">www.buttonwoodmarketing.com</a>

Partner with a leading, trusted and pioneering platform. Elevate Your Brand with healthHQ!

For over four decades, **healthHQ** (formerly known as Arab Health World) has been the trusted promotional partner of health industry titans - some of whom are listed below - helping them conquer markets and amplify global visibility.

Now, we extend our invitation to you : Join our esteemed roster of leading companies to unlock unparalleled benefits. Become healthHQ's promotional partner to elevate your brand, gain market share, and expand your products / services reach worldwide!





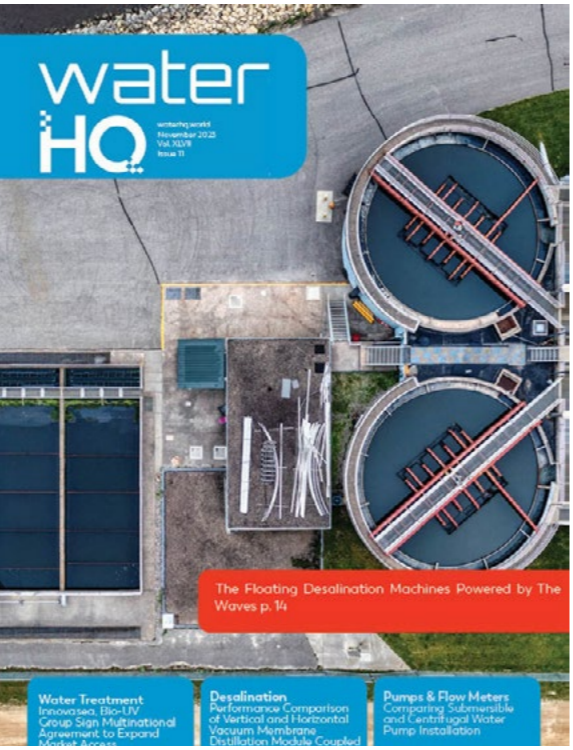
# Other One Media (1M) Industry Platforms

## Unleash Your Potential with One Media (1M) – Advancing for Over Four Decades!

**One Media (1M) - a One World (1W) Division** - has since 1977 launched innovative media products, driven by a sustainable vision— “Helping Advance MENA & Beyond!”.

As a pioneering media icon, 1M is committed to continuous evolution, maintaining its position as a beacon in media both regionally and globally. In addition to healthHQ, 1M publishes the below-mentioned leading & trusted industry platforms related to the health, construction, food, water, and energy industries. Join us in the journey of progress and media excellence. Your story begins with One Media!

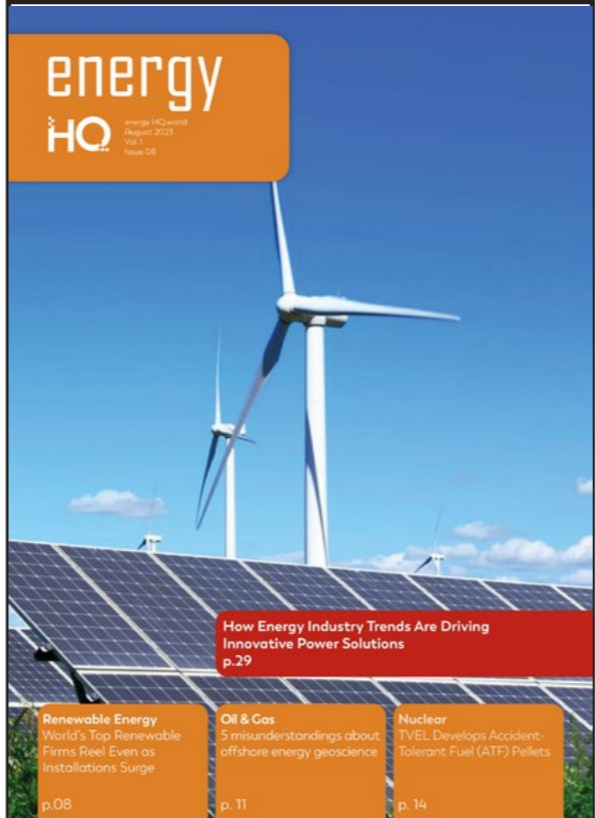
**waterHQ** has evolved since 1977 as a specialized B2B magazine called “**Arab Water World**” to become a leading and trusted industry platform composed of multi-media channels such as a magazine, a website, services, events, reports, newsletter, social and email – covering the Desalination, Measuring & Levelling, Pumps, Pipes & Valves, Water Storage, Water Treatment sectors. From important news to studies, and corporate happenings, we provide actionable and useful content to our audience which encompasses water industry leaders and executives, all the way to engineers and contractors – covering the entire industry chain. Promotional Partners have greatly benefited from partnering with **waterHQ** and gaining high-value exposure for their products, services, & technologies. To learn more, please visit [www.waterHQ.world/](http://www.waterHQ.world/)



**constructionHQ**, originally launched in 1983 as the B2B magazine “Arab World Construction,” has grown into a trusted industry platform that spans multiple media channels, including a magazine, website, services, events, reports, newsletters, social media, and email. We cover sectors such as Construction Vehicles, Construction Materials, Digital Construction, Fire Protection Systems, Electrical Systems, and Geotechnical & Surveying. Our audience ranges from industry leaders and executives to engineers, import managers, and project managers, providing actionable content across the entire supply chain. Promotional partners, including leading manufacturers, exporters, agents, and distributors, have significantly benefitted from constructionHQ, gaining valuable exposure for their products, services, and technologies. To learn more visit [www.constructionHQ.world/](http://www.constructionHQ.world/)



**foodHQ** has evolved since 1985 from a B2B specialized magazine called “Middle East Food” to become a leading and trusted industry platform composed of multi-media channels such as a magazine, a website, services, events, reports, newsletters, social and email - covering the ingredients & additives, catering & hospitality, food safety, nutrition, food processing and the food packaging sectors. From important news, to studies, and corporate happenings, we provide actionable & useful content to our audience which encompasses food industry leaders and executives to plant managers all the way to distributors & nutritionists - covering the entire industry supply chain! Promotional Partners - constituting of leading & major food-related manufacturers & exporters to agents & distributors - have greatly benefited from partnering with foodHQ and gaining high-value exposure to their products, services & technologies. To learn more, please visit [www.foodHQ.world/](http://www.foodHQ.world/)



**energyHQ** was launched in 2023 as a specialized media channel, built upon 1Media’s leading and trusted platform composed of multi-media channels, including magazines, a website, services, events, reports, newsletters, social, and email – covering the Renewable Energy, Sustainability & Decarbonization, Oil & Gas, Nuclear Power, Hydrogen Power, Energy Storage & Grids. From important news to studies, and corporate happenings, we provide actionable & useful content to our audience which encompasses energy industry leaders & executives all the way to engineers and powerplant directors – covering the entire industry! energyHQ will provide the same high-value exposure as 1Media’s other brands to Promotional Partners who wish to advertise their products, services, & technologies. To learn more, please visit [www.energyHQ.world/](http://www.energyHQ.world/)

## Connect with Us!

**healthHQ:** Your Gateway to a World of Collaboration, Innovation & Success!

Ready to take the next correct step leap in your business? Whether you're eager to explore partnership opportunities, have inquiries about our services, or simply want to connect & know more, the healthHQ team is here for you.

Let's embark on a journey of collaboration, innovation, and success together. Your vision meets our expertise at the intersection of excellence. Reach out today!

**Marketing & Sales Inquiries**  
**Mr. Jad Aboulhosn**  
Chief Marketing & Sales Officer

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LinkedIn Profile: [jadaboulhosn](https://www.linkedin.com/in/jadaboulhosn)

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Chatila Building, 2nd Floor,  
Beirut - Lebanon

**Content & Research Inquiries**  
**Mr. Hassan Mourtada**  
Senior Content & Research Officer

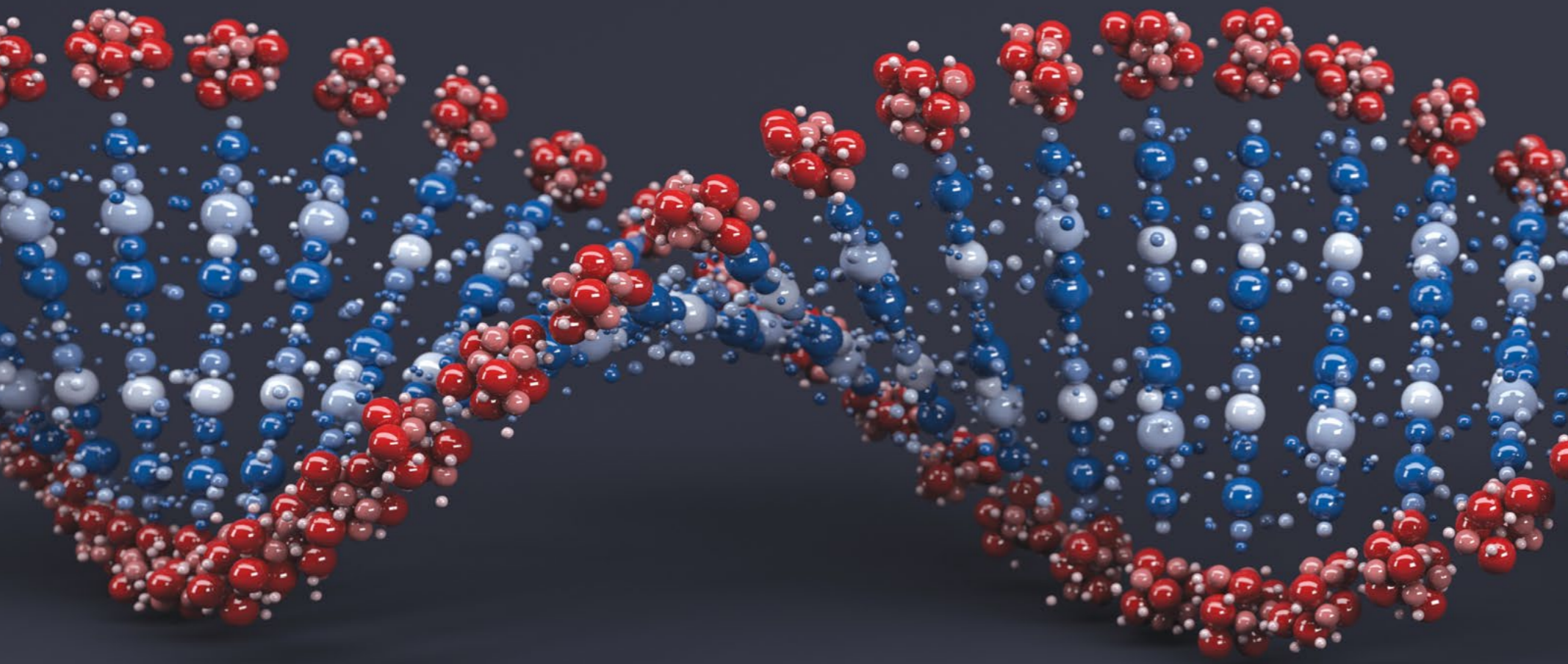
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Email: [info@healthHQ.world](mailto:info@healthHQ.world)  
URL (Platform): [www.healthHQ.world](http://www.healthHQ.world)  
URL (Corporate): [www.1world.xyz](http://www.1world.xyz)



Advances in gene editing technology continued to reshape the healthcare landscape in 2024. CRISPR-Cas9, a precise and efficient gene editing tool, was used to correct genetic mutations associated with various diseases, offering hope for patients with previously incurable conditions. Researchers also explored the potential of gene editing to develop new treatments for complex diseases like cancer and infectious diseases. While ethical considerations surrounding gene editing remain important, these advancements have opened up exciting possibilities for personalized medicine and genetic therapies.



**Nurturing Healthier World!**