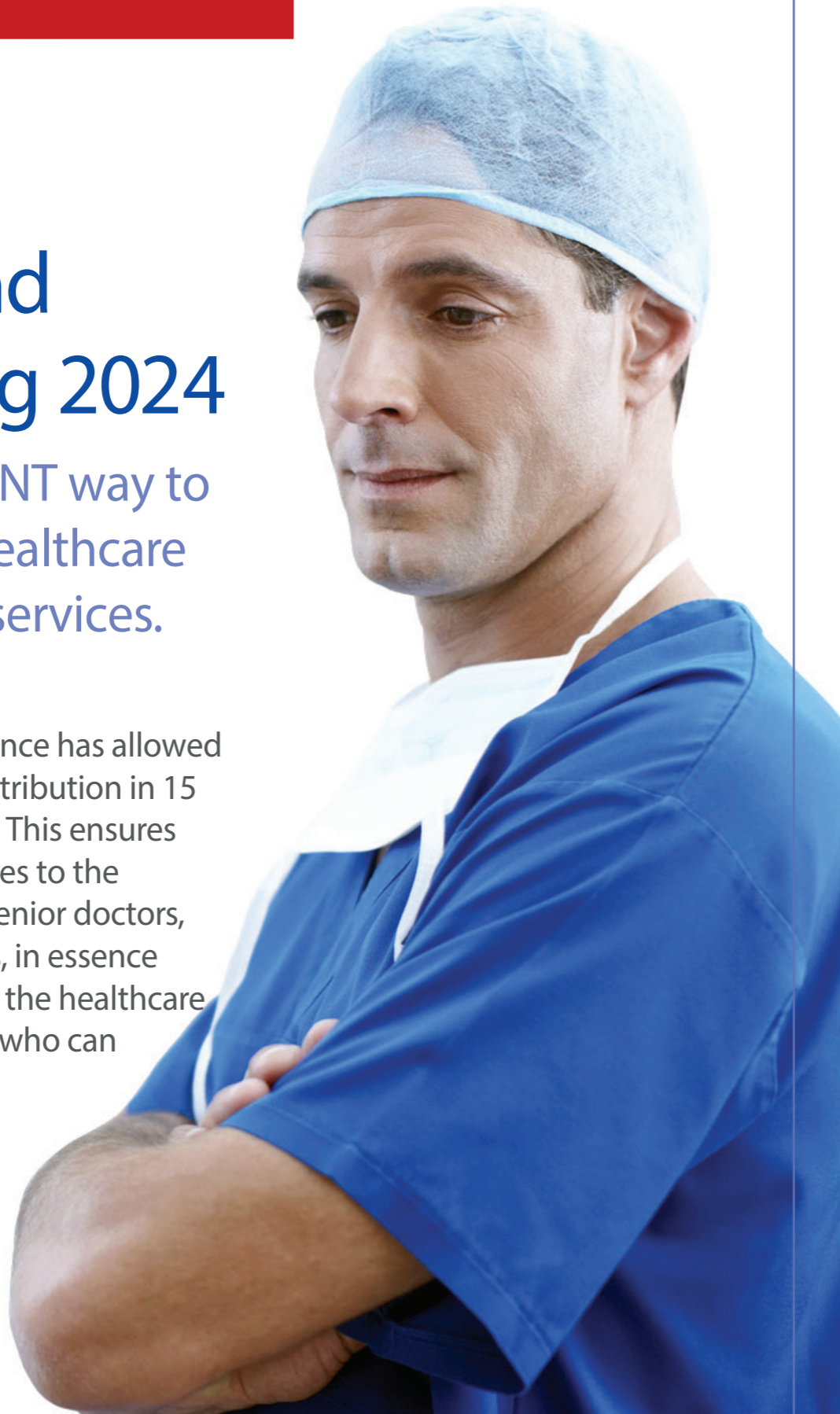




# Media and Marketing 2024

The INTELLIGENT way to market your healthcare products and services.

Over 45 years' experience has allowed us to fine-tune our distribution in 15 Middle East countries. This ensures Middle East Health goes to the people who count – senior doctors, heads of departments, in essence the decisionmakers in the healthcare industry – the people who can buy your products.



## Independent...

Middle East Health was established in 1975. Since then, it has proudly maintained its position as the leading, independent, English-language medical trade magazine for the Middle East region.

## On target...

Middle East Health is published bimonthly (six times a year) and has a distribution of 15,500 and an estimated readership of more than 67,000. It is read by decision-makers in the industry – senior doctors across all specialties, heads of department, hospital directors and administrators, pharmacists, laboratory scientists, importers and distributors, as well as senior officials in the ministries of health in the Middle East.

## Perfect medium...

For manufacturers and exporters interested in this fast growing and lucrative market, Middle East Health is the perfect medium to introduce products to the region, support distributors, raise brand awareness and find buyers.

## Wealth...

On the back of vast oil wealth, large government-led healthcare infrastructure projects are taking place across the region, ensuring that the Middle East continues to be one of the fastest growing healthcare markets in the world.



### Healthcare Expenditure Patterns – MENA region

Indicators	Domestic Health Expenditure (DOM) as % of Current Health Expenditure (CHE)	Domestic General Government Health Expenditure (GGHE-D) as % Current Health Expenditure (CHE)	Domestic Private Health (PVT-D) as % Current Health Expenditure (CHE)	Out-of-pocket (OOPS) as % of Current Health Expenditure (CHE)	Domestic General Health Expenditure (GGHE-D) as % Gross Domestic Product (GDP)	Domestic General Health Expenditure (GGHE-D) as % General Government Expenditure (GGE)	Domestic General Health Expenditure (GGHE-D) per Capita in US\$	Domestic Private Health Expenditure (PVT-D) per Capita in US\$	Primary Health Care (PHC) Expenditure per Capita in US\$	Gross Domestic Product (GDP) per Capita in US\$	Gross Domestic Product (GDP) per Capita in US\$	Population (in thousands)
Units of expenditures	in current US\$ per capita	in current US\$ per capita	in current US\$ per capita	in current US\$ per capita	in current US\$ per capita	in current US\$ per capita	in current US\$ per capita	in current US\$ per capita	in current US\$ per capita	in current US\$ per capita	in current US\$ per capita	in current US\$ per capita
Bahrain	100	59	41	30	2	7	585	409		24,051	24,051	1,569
Egypt	99	29	71	62	1	5	36	89	58	2,538	2,538	98,424
Iran	100	46	54	36	4	22	222	262		5,591	5,591	81,800
Iraq	99	48	51	51	2	6	115	123		5,830	5,830	38,434
2018 Kuwait	100	88	12	11	4	9	1,507	206		34,230	34,230	4,137
Lebanon	99	50	49	33	4	13	343	336		8,218	8,218	6,859
Oman	100	88	12	6	4	8	595	84		16,415	16,415	4,829
Qatar	100a	75	25	10	2	6	1,282	435		68,794	68,794	2,782
Saudi Arabia	100	62	38	14	4	11	927	558		23,337	23,337	33,703
UAE	100	52	48	13	2	7	937	830		43,005	43,005	9,631

Note: \* World Health Statistics 2018

## News, Reviews, Interviews

Middle East Health editorial content focuses on healthcare news, medical research news, new medical technology, medical device reviews, interviews with leading specialists in the industry, regional exhibitions and conferences, and regional healthcare developments.

Middle East Health journalists travel regularly in the region to research and write healthcare profiles, visit leading medical institutions and keep up to date with the latest developments in region healthcare.

### 2024 EDITORIAL CALENDAR

- |  |  |
|--|--|
| <b>JANUARY</b>                           | <b>JULY</b>  |
| • Cardiology                             | • Paediatrics  |
| • Telemedicine                           | • Imaging – MRI  |
| • Imaging – Computed Tomography          |  |
| <b>MARCH</b>                             | <b>SEPTEMBER</b>   |
| • Oncology                               | • Hospital Services (waste management, laundry, catering, etc) |
| • Imaging – Ultrasound                   | • Sports Medicine/ Orthopaedics                                |
| • Anaesthesia & Intensive Care           | • Imaging – X-Ray  |
| <b>MAY</b>                               | <b>NOVEMBER</b>  |
| • Women's Health                         | • Lifestyle Diseases   |
| • Hospital Information Technology / PACS | • Hospital Design  |
| • Surgery                                | • Annual North American Hospital Report Supplement*            |
- \*Special advertising prices apply

Regular content in each issue

- |                                 |                            |
|---------------------------------|----------------------------|
| • Regional healthcare news      | • Healthcare research news |
| • International healthcare news | • Product news & reviews   |
|                                 | • Interviews               |

\*Please note editorial features are subject to change

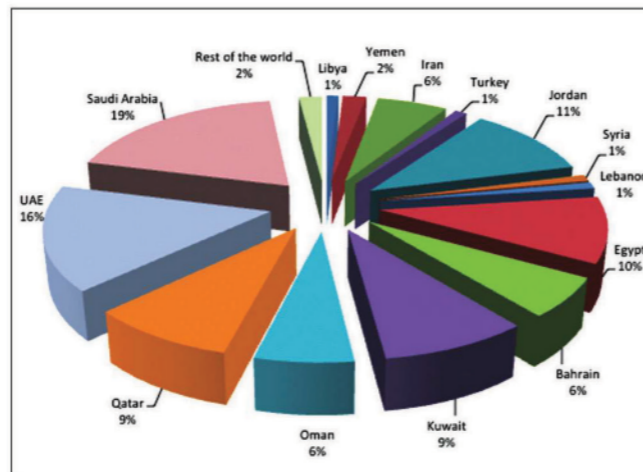
### Editorial deadlines

Editorial deadlines fall in the last week two months prior to publication. For example: the deadline for the November issue is the last week of September.

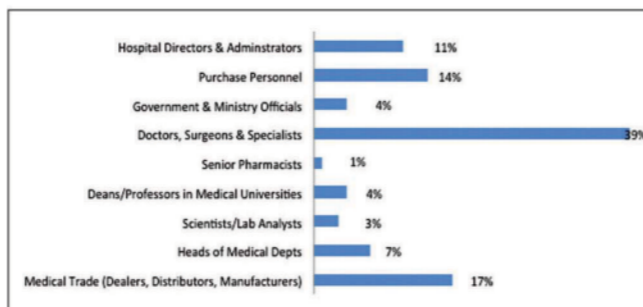


### DISTRIBUTIONS

#### By Region



#### By Profession



Total circulation in the Middle East – 15,500 copies

### MEDIA PARTNER

Throughout the year we act as media partner with a range of medical exhibitions and conferences across the region, including events in Saudi Arabia, UAE, Egypt, and Turkey. Middle East Health is distributed at these events.

## ADVERTISING RATES

Double Page Spread.....	US\$ 8,785
Double 1/2 Page Spread.....	US\$ 5,190
Full Page.....	US\$ 4,880
1/2 Page (H/V).....	US\$ 2,800
Third Page (H/V).....	US\$ 1,980
1/4 Page.....	US\$ 1,675
Classified.....	US\$ 965

#### PREMIUM POSITIONS

Outside Back Cover.....	US\$ 7,980
Inside Front Cover.....	US\$ 6,390
Inside Back Cover.....	US\$ 5,585

#### Series Discount

Series bookings are better for brand promotion and attract substantial discounts. Contact Advertising Sales to work out a rate suited for your budget.

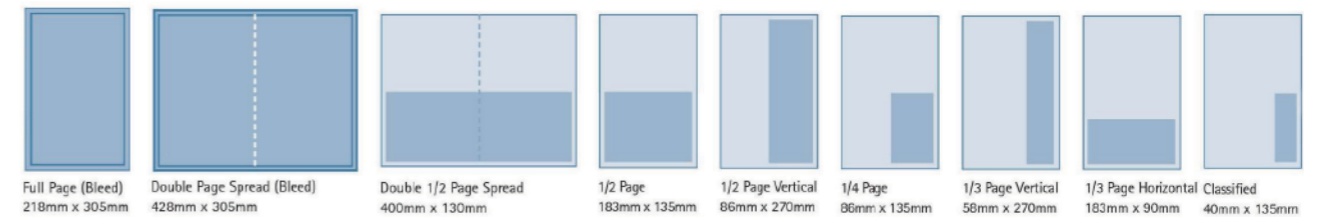
Innovative advertising: Quotations for gatefolds, inserts and other innovative adverts available on request.

#### Online Advertising on [www.middleeasthealth.com](http://www.middleeasthealth.com)

Leaderboard(Header Banner).....	US \$2500 per month
Size 728px (Width) x 98px (Height)	
Large Rectangle (Inline Banner).....	US \$2000 Per month
Size 336px (Width) x 280px (Height)	
Leaderboard(Inline Banner).....	US \$1500 Per month
Size 728px (Width) x 98px (Height)	

## MECHANICAL DATA

Full Page (Trim).....	A4 (Width 210mm x Height 297mm)
Printed.....	Offset Litho
Binding.....	Perfect Bound
Materials.....	Digital artwork to be supplied as high-resolution JPEG (300dpi) or high-resolution PDF format
Proofs.....	Colour Printouts



## PUBLICATION SCHEDULE

Months.....January/February; March/April; May/June; July/August; September/October; November/December

Booking Deadline.....4 weeks prior to publication

Material Deadline.....2 weeks prior to publication

Cancellation policy: In case of cancellation of advertisements already booked, kindly inform us at least a month prior to the publishing date. If the deadline is not adhered to then the advertisement in question will be carried and subsequently an invoice will be raised for payment.

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