

Cardiac Rhythm News | Media Pack 2017



Circulated in Europe and North America

Cardiac Rhythm News is a trusted, independent source of news and opinion in the cardiac rhythm management world.

PRINT

Every print issue reaches **5,400** experts by post

Published quarterly, with free circulation in Europe and North America

Extra **8,600** copies are distributed at key meetings throughout the year

WEB

3,800 unique visitors every month

7,000 monthly pageviews

E-newsletters are sent to over **4,400** specialists fortnightly, with an opening rate of **23%** and a click-through rate of **30%**

APP

The CRN App has been downloaded by over **4,200** users

It is available for iPhone/iPad and Android devices

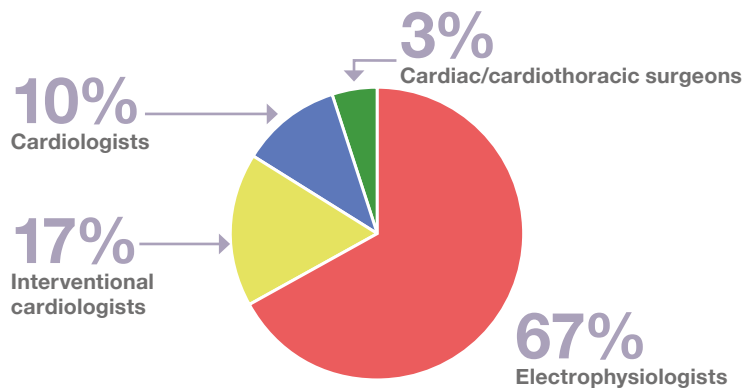
Readership

Europe	54%
North America	46%

Europe breakdown

United Kingdom/Ireland	38%
Germany/Austria/Switzerland	26%
Italy	7%
Benelux	6%
France	5%
Scandinavia	4%
Spain/Portugal	4%
Greece	3%
Rest of Europe	7%

Recipients include the following:



Bonus distribution

Cardiac Rhythm News is distributed at key events from the newspaper's booth, future meetings table and publishers' display areas. In some cases, it is also inserted in delegate bags.

January 2016 (Issue 31)

- AF Symposium
- IDSS – International Dead Sea Symposium
- ECAS – European Cardiac Arrhythmia Society

April 2016 (Issue 32)

- HRS – Heart Rhythm Society

June 2016 (Issue 33)

- CARDIOSTIM – EHRA EUROPACE
- ESC – European Society of Cardiology

October 2016 (Issue 34)

- VT Symposium
- ISCAT – International Symposium on Cardiac Ablation Techniques
- HRC – Heart Rhythm Congress
- Europe AF
- EURO VT/VF
- Symposium on Progress in Clinical Pacing

Advertising rates

	1 issue rate	4 issue rate (15% discount)
Front page banner + full page	£4,440	
Double page spread	£4,100	£3,480
Full page	£2,935	£2,495
Island advert	£2,090	£1,780
Half page (horizontal/vertical)	£1,770	£1,505
Quarter page (horizontal/vertical)	£1,165	£990

Prime position display extras	
Outside back cover	+35%
Page 3	+20%
Inside back cover	+15%
Geographic split run	+15%

*VAT at 20% is applicable to advertisers based in the UK

Annual packages including online advertising

Option 1

Annual package including:

- Four single page adverts
- Prime page positions
- A year's placement of a skyscraper advert* on CardiacRhythmNews.com

Cost: £13,310

Option 2

Annual package including:

- Four single page adverts
- Prime page positions
- A year's placement of a button advert* on CardiacRhythmNews.com

Cost: £11,080

*Artwork changes only accepted once per quarter

CardiacRhythmNews.com

The CardiacRhythmNews.com website reaches cardiac rhythm management specialists all over the world with the latest news, opinion editorials, profiles, videos and events. The website generates over 7,000 monthly pageviews and is visited by over 3,800 unique users every month.



7,000
monthly
pageviews

Advertising rates

Space	1 month	3 months (15% discount)	6 months (20% discount)
MPU1 + Half banner A	£1,100	£2,805	£5,280
Leaderboard + Half banner A	£750	£1,912.50	£3,600
MPU2 + Half banner B	£550	£1,402.50	£2,640
MPU + Half banner B	£500	£1,275	£2,400
Sponsored video	POA		
Featured product	POA		

Dimensions	
MPU 1, 2, 3	300 x 250
Leaderboard	728 x 90
Half banner A, B	300 x 100

Advert will be displayed as part of a maximum of five rotating adverts
Please contact us for exclusive placement rates

E-newsletter

The Cardiac Rhythm News e-newsletter is sent every two weeks to a database of over 4,400 specialists. It contains the top stories published on CardiacRhythmNews.com

Advertising rates

Space	Dimensions (W x H)	2 insertions	4 insertions (10% discount)	6 insertions (15% discount)
Skyscraper	120 x 600	£1,265	£2,280	£3,235
Banner	590 x 72	£1,055	£1,900	£2,695
Button	120 x 90	£530	£960	£1,355



23%
opening
rate

Targeted e-blasts

Cardiac Rhythm News offers targeted e-blasts to companies and conference organisers.

- E-blasts can target a database of over 4,400 specialists.
- These communications can be sent to the whole database or be targeted by country.

£824

per 1,000 email addresses



Educational supplements

Cardiac Rhythm News publishes educational supplements on topics of interest to cardiac rhythm management specialists.

- Sponsoring a supplement offers a unique opportunity for you to broadcast your company's core message to your target audience with an educational focus.
- The content can be based on the company's profile, a new product, drug or medical device.
- Supplements are inserted in Cardiac Rhythm News, reaching the entire readership or selected countries.

Cost: POA

Advertorials

Cardiac Rhythm News publishes advertorials, which help maximise a company's key promotional or educational message with editorial content that can be either produced by our editorial team or provided by the client - in this case it is edited to match the newspaper style. Each issue of Cardiac Rhythm News can publish a maximum of two advertorials.

Cost: POA

CRN app

The CRN app carries the latest news in the cardiac rhythm management world, as well as conference information and coverage. It has been downloaded by over 4,200 users. The CRN app is available for iPhone, iPad and Android devices. Exclusive sponsorship package available.



Cardiac Rhythm News team

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