

NeuroNews | Media Pack 2017



FREE
circulation in
Europe and North
America

NeuroNews is a trusted, independent source of news and opinion in the neurointerventional and neurosurgical world.

PRINT

Every print issue reaches

8,000

experts by post

Published quarterly, with free circulation in Europe and North America

Extra **13,000**

copies are distributed at key meetings throughout the year

WEB

2,100

unique visitors every month

6,700

monthly pageviews

E-newsletters are sent to over **6,500** specialists fortnightly, with an opening rate of **22%** and a click-through rate of **20%**

APP

The NN App has been downloaded by over

4,000 users

It is available for iPhone/iPad and Android devices

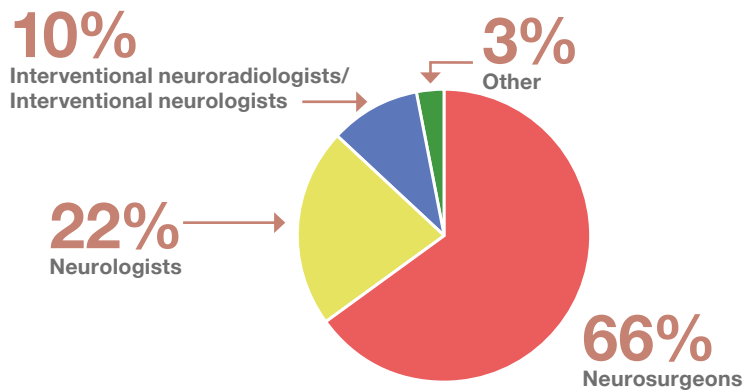
Readership

Europe	40%
North America	60%

Europe breakdown

United Kingdom/Ireland	28%
Germany/Austria	15%
Italy	11%
France	6%
Spain/Portugal	5%
Switzerland	5%
Benelux	5%
Scandinavia	5%
Greece	3%
Poland	3%
Rest of Europe	8%

Recipients include the following:



Bonus distribution

NeuroNews 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.

Sept 2016 (Issue 23)

- **ESMINT:** European Society of Minimally Invasive Neurological Therapy
- **SLICE:** Stroke Live Course
- **SVIN:** Society of Vascular & Interventional Neurology
- **NSUKI:** Neuromodulation Society of UK & Ireland
- **UK Stroke Forum**

Dec 2016 (Issue 24)

- **NANS:** North American Neuromodulation Society meeting
- **ISC:** International Stroke Conference
- **LINNC Seminar US Edition**

March 2017 (Issue 25)

- **CX Symposium**
- **ESO:** European Stroke Organisation Conference
- **WLNC:** World Live Neurovascular Course
- **INS:** International Neuromodulation Society

June 2017 (Issue 22)

- **LINNC:** Live Interventional Neuroradiology & Neurosurgery Course
- **SNIS:** Society of NeuroInterventional Surgery

Advertising rates

	1 issue rate	4 issue rate (15% discount)
Double page spread	£4,500	£3,830
Full page	£3,050	£2,600
Island advert	£2,150	£1,830
Half page (horizontal/vertical)	£1,950	£1,660
Quarter page (horizontal/vertical)	£1,250	£1,065

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
- 12-months Leaderboard + Half banner A advert* on NeuroNewsInternational.com

Cost: £20,000

Option 2

Annual package including:

- Four single page adverts
- 12-months MPU2 + half banner B advert* on NeuroNewsInternational.com

Cost: £18,000

*Artwork changes only accepted once per quarter

NeuroNewsInternational.com

The NeuroNewsInternational.com website reaches neurointerventionalists and neurosurgeons all over the world with the latest news, opinion editorials, profiles, videos and events. The website generates over 6,700 monthly pageviews and is visited by over 2,100 unique users every month.



6,700
monthly
pageviews

Advertising rates

Space	1 month	3 months (15% discount)	6 months (20% discount)
MPU1 + Half banner A	£1,500	£3,825	£7,200
Leaderboard + Half banner A	£1,000	£2,550	£4,800
MPU2 + Half banner B	£750	£1,900	£3,600
MPU3 + Half banner B	£600	£1,530	£2,880
Sponsored video	POA		
Featured product	POA		

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

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

E-newsletter

The NeuroNews e-newsletter is sent every two weeks to a database of over 6,500 specialists. It contains the top stories published on NeuroNewsInternational.com

Advertising rates

Space	Dimensions (W x H)	2 insertions	4 insertions (10% discount)	6 insertions (15% discount)
Skyscraper	120 x 600	£1,353	£2,435	£3,450
Banner	590 x 72	£1,130	£2,030	£2,876
Button	120 x 90	£600	£1,030	£1,500



22%
opening
rate

Targeted e-blasts

NeuroNews offers targeted e-blasts to companies and conference organisers.

- E-blasts can target a database of over 6,500 specialists.
- These communications can be sent to the whole database or be targeted by country.

£800

per 1,000 email addresses



Educational supplements

NeuroNews publishes educational supplements on topics of interest to cardiovascular 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 NeuroNews, reaching the entire readership or selected countries.

Cost: POA

Advertorials

NeuroNews publishes advertorial articles which are designed as legitimate news articles and published under the word "Advertorial".

- The content of an advertorial can be either produced by the NeuroNews team or provided by the client - in this case it would be edited to match the newspaper style.

Cost: POA

NN app

The NN app carries the latest news in the neuro world, as well as conference information and coverage. It has been downloaded by over 4,000 users. The NN app is available for iPhone, iPad and Android devices. Exclusive sponsorship package available.



NeuroNews team

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