

# MPN

MEDICAL PLASTICS NEWS



## Media Planner 2013

## Our Advertisers

Here is a selection of our advertisers



## Mission Statement

*Medical Plastics News* is the voice of the medical plastics industry. It is an essential source of business critical, highly relevant and unique intelligence, which stimulates thought leadership and nurtures an innovative and connected community of industry stakeholders.

## About the Publishers

The magazine is published in Europe by Plastics Multimedia Communications Ltd, an organisation with over twenty years of communications experience in industrial business to business publishing and trade shows.

Plastics Multimedia Communications Ltd is part of Rapid News Communications Group, a leading international communications company that serves communities across design, engineering, manufacturing and sales. Rapid News produces industry-defining content and delivers it through print, digital, online and live event platforms.

Other titles and events in the Rapid News portfolio include:



Audited by



# From the Editor

## Proud to be Editorially Independent

As an advocate of editorial independence, I am proud to pledge that our editorial policy at *Medical Plastics News* is one of complete independence. Articles are researched, written, and edited solely with the readers' interest in mind. The main objective is to give them balanced and relevant information to help them on their quest for manufacturing safe and cost-effective medical plastic parts which, ultimately, improve a patient's wellbeing. In 2013 we will publish independently researched and fact-checked information to help them with the most challenging aspects of the industry. The editorial team have a proven track record in tackling complex issues head on and not shying away—fairly, diplomatically and accurately communicating conflicts of interest between stakeholders. We are dynamic and flexible, keeping a close eye on industry and responding rapidly and intelligently. The editorial calendar overleaf is an outline of how we will cover the mainstream areas of the medical plastics industry in 2013. Urgent industry news is always included as it happens. I'm sure it will help when planning your marketing and communications strategy for 2013.

Sam Anson  
Managing Editor  
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## Reader Testimonials

"*Medical Plastics News* is professionally and attractively presented with quality, relevant content. You are delivering a great product."

Channel Director,  
GE HEALTHCARE.

"*Medical Plastics News* has shown it is able to pull together information from a lot of interest groups which has the potential to get complicated. You report issues accurately, independently and carefully and this demonstrates professional skills. It is a proper magazine produced by proper journalists."

Jesper Laursen,  
Business Director, MELITEK.

"I genuinely feel that *Medical Plastics News* fills a gap in the medical device industry for plastic manufacturers. It is highly relevant and the content is well researched and insightfully written."

Chris James,  
PROMEPLA.

## Media Options

Our community is made up of users, innovators and providers of technology around the world. We are always looking for ways to grow and refine this community in a way which adds value to our members and our advertisers. We work in partnership with both sides, facilitating a conversation that actively helps to grow the industry.

## Our Community

### PRINT:



> *Medical Plastics News* magazine's "All Medical, All Plastics" has a strong foothold in print.

### DIGITAL:



> The same much loved format is rendered for portable digital devices like laptops, tablets and smartphones.

### WEBSITE:



> The community hub and access point for the latest news and views.

### SHOW:



> The Mediplus trade show and conference is a UK-based trade event dedicated to manufacturers of medical plastics.

### SPECIAL PROJECTS:



> Fancy something different? Let us help you innovate.

# Editorial Structure

With a dedicated focus of "All Medical, All Plastics", editorial coverage has been structured so that all aspects of the supply chain are covered in every issue.

Industry news is reported first in each issue in On the Pulse. Regulatory updates are covered in Regulation Review. Regional activity is published as part of the regular country focuses. Relevant industry trade shows and conferences—both plastics and medtech—are covered in the events section.

The magazine then looks at the key sectors of the medical plastics supply chain. The latest materials trends are reviewed in Material Diagnosis. Issues in device design are examined in Design 4 Life. Processing machinery is evaluated in two sections—Clean Machines and End of Line. And news from specific product areas are written about in the product focuses.

End users of devices are given the chance to express their views about products in Doctor's Note. More details on each section and the specific topics to be covered in 2013 are given in the paragraphs below.

We are always on the look out for new contributors and news providers, even if it doesn't fit in the editorial calendar to the right. Please drop the editor a line with any suggested content at [sam.a@rapidnews.com](mailto:sam.a@rapidnews.com).

## Magazine Sections Include:

### ON THE PULSE

On the Pulse is dedicated to cutting edge industry news and opinion. It always comes first in the magazine and comprises a number of subsections. The lead section is about a key topic or challenge facing manufacturers. Supporting this is a round up of industry news in a timeline.



### REGULATION REVIEW

Here we present readers with a roundup of relevant regulatory issues, a central theme of doing business with manufacturers of medical devices, drug delivery components and diagnostics around the world.



### CLEAN MACHINES

This creatively titled section highlights developments in cleanroom plastic processing machinery and auxiliaries.



## Editorial Calendar

	January - February (Issue 10)	March - April (Issue 11)	May - June (Issue 12)
<b>Show</b>	Medtec Europe	Med-Tech Innovation Expo	MD&M East
<b>Product Focus</b>	Dentistry	Cell growth and regenerative medicine	Drug delivery
	Orthopaedics	Urology	Ophthalmics
<b>Machinery</b>	Specialist drying equipment	Robotics and automation	Micro and nano manufacturing
<b>Materials</b>	Elastomers: Silicones, TPEs, plasticised PVC, and soft TPU	Colours in biocompatible and pharmacopeia grade compounds	PEEK and other high performance polymers
<b>Country Focus</b>	Scandinavia	Israel	USA
<b>End of Line</b>	Testing and inspection	Welding	Assembly

### EVENTS

The events section comprises a preview of a key trade show, a diary of relevant upcoming events and a review of a recent conference written by one of our regional correspondents.



### MATERIAL DIAGNOSIS

Material Diagnosis features advances in biocompatible and drug-contact polymers, additives and masterbatches. We also cover biocompatible testing requirements under ISO10993 and US Pharmacopaea.



July - August (Issue 13)	September - October (Issue 14)	November - December (Issue 15)
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K Show and Mediplas	Compamed	
Minimally invasives: Catheters and stents	Plastics in telehealth and other electronics	Fluid bags and tubing
Diagnostics	Medical textiles and woundcare	Renal care and dialysis
Injection moulding	Extrusion	Blow moulding and blow fill seal
Engineering polymers and copolymers	New polymers and additives	Porous plastics
Ireland	Italy	China
Coatings	Sterilisation	Packaging

## COUNTRY FOCUS

Each issue we select a country or region which has an interesting story to tell from the perspective of its medical plastic manufacturers. We also try and publish trade statistics about the medical technology industry in the chosen country or region.



## PRODUCT FOCUS

Product Focus showcases innovations in specific sectors of the medical device industry where plastics are used predominantly.



## Editorial Submission Process

We look to contributors to supply information in the form of press releases and written articles with high resolution images and captions. We also accept pdfs, web links and powerpoint presentations.

The magazine covers technical and non-technical areas. Technical content can be a new processing technology, a tweak in an application, or an innovative use of a material or an additives. Case studies are always of interest, even without company or product names. All we need is enough to get a flavour of an innovation to stir readers' curiosities.

Non-technical content can be news of a partnership, a brand launch, recent investment, event attendance or conference participation, or an opinion-style piece—for example a challenge to a proposed regulation or fiscal move, perceived gaps in the industry, or rumours of companies not doing what they should do.

Editorial is selected independently of any commercial interest in the magazine. We make every attempt to send edited content to authors prior to publication for checking as a matter of course. We also make best endeavours to notify authors of publication and provide complimentary print and digital copies of published articles.

## DESIGN 4 LIFE

Design 4 Life helps readers address some of the trickiest challenges they're likely to encounter when designing a medical device or component made from plastic.



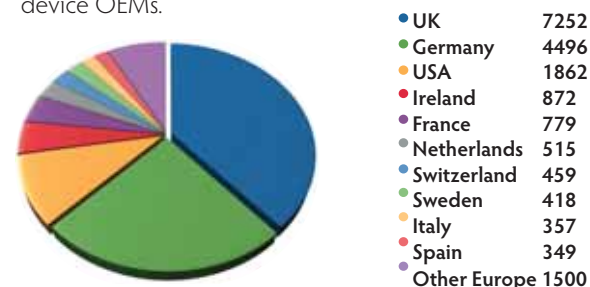
## END OF LINE

End of Line gives readers an idea of the range of finishing technology available to help them once their plastic has been processed.



## Circulation

*Medical Plastics News* is circulated to a global audience of 18,859\* medical plastic processors, comprising a significant proportion of senior decision makers at the world's most important medical device OEMs.



\*publisher's own data—includes BPA audited print circulation of 4,966 and 1,500 Society of Plastics Engineers (SPE) Medical Polymers Division Members.

## Digital Community

*Medical Plastics News* has a significant and growing digital reach, with 18,859 digital community members who receive our biweekly e-newsletter and third party promotions (see also page 7).



Beyond this, we have a very active and well engaged social network community via our 360 Twitter followers and 350



LinkedIn group members. Our YouTube offering is growing too—thanks to original content recorded by the editor. Our



YouTube page has had over 2,500 video views.

## The Audit

The print edition is unique in that it is fully audited. This means that 100% of readers have specifically requested their subscriptions and this has been independently verified by auditing body BPA Worldwide.



Together with a pledge of editorial independence, the audit makes the magazine's readers the most valuable recipients for marketing messages available in the medical technology industry today.

In short, *Medical Plastics News* is trusted, respected and well read—making it the first choice for our advertisers.

## Print Advertising Specifications

The in-house design and production team at *Medical Plastics News* is renowned throughout the medical plastics industry for its artistic and creative flair. Working with experienced marketing professionals, a ready pool of talent is always available to help and advise you with your artwork design should you need it.

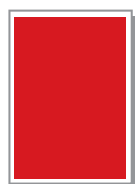
	£	€	\$
Front Cover Package	£2,500	€3,100	\$4,100
Double Page Spread	£3,800	€4,712	\$6,232
A4 Full Page	£2,000	€2,480	£3,280
1/2 Page	£1,100	€1,364	£1,804
1/3 Page	£850	€1,054	£1,394
1/4 Page	£800	€992	£1,312

Inserts	£350 per 1,000	€434 per 1,000	\$574 per 1,000
Bound-in Inserts	POA	POA	POA
Feature Sponsorship	POA	POA	POA



**DOUBLE PAGE SPREAD**

297 mm x 420 mm



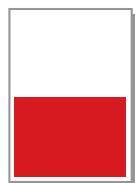
**A4 FULL PAGE**

Trim Page 297 mm x 210 mm  
Bleed Page 303 mm x 216 mm



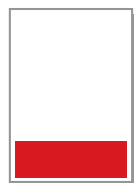
**1/2 PAGE VERTICAL**

265 mm x 86 mm



**1/2 PAGE HORIZONTAL**

124 mm x 190 mm



**1/4 PAGE HORIZONTAL**

62 mm x 190 mm



**1/4 PAGE REGULAR**

124 mm x 86 mm

## Front Cover Package

It is possible to pay to place an image related to your news story on the front cover of *Medical Plastics News*. The prestigious front cover is the most coveted of all advertising positions. It is a world apart from a standard page of advertising, and carries with it prominence and gravitas.

The package gets you an image on the front cover of the magazine related to your story and a page of quality editorial. You also get the front page of the digital edition and a thumbnail image on the *Medical Plastics News* website for the duration of the issue.

This position is highly sought after and there is a strict waiting list. Call today to enquire on getting on the list. Taking the package also gives you 50 complimentary copies of the print edition to distribute to your clients. The price for the front cover package is £2,500, €3,100 or \$4,100.



## Digital Overview

*Medical Plastics News* provides a comprehensive suite of digital platforms that can reach your selected, targeted audience and deliver your marketing goals including branding and increased awareness.

The website and digital edition are tablet and smart phone ready.

## Website



www.mpnmagazine.com enjoys over 2,500 unique visitors every month from across the globe. Our newsdesk, open every day of the year, updates the website four times a day.

The website offers the perfect place to promote your brand and raise permanent awareness of your name. Advertisers have the choice of either a **banner** position (across the top of every page of the website) or a position in the middle of the page, an **MPU**, or **Mid Page Unit**. Displaying your company logo here increases awareness of your brand to this critical audience and also drives traffic through to your site.

Prices from £450 per month (€558 or \$738) for logos and £950 per month (€1,178 or \$1,558) for banners.

## E-newsletter

The e-newsletter is delivered directly to the inboxes of 18,859 opted-in readers once every two weeks. The newsletter is eagerly awaited and contains a roundup of the biggest and most significant stories of the previous two weeks. The newsletter has two sponsorship opportunities—a **horizontal banner** across the top of the email and a **vertical skyscraper** at the right hand side. Both positions are fabulous branding opportunities, they can be hyperlinked to your website and both come with full reporting. For branding and awareness it's the perfect route to market.



Prices from £950 (€1,178 or \$1,558) for banners and £700 (€868 or \$1,148) for skyscrapers.

## E-blast

Designed by you, distributed by us, e-blasts are individual, highly targeted emails sent to our readers on your behalf—a perfect way to reach our audience. The emails are ideal for exhibition marketing, new product launches, new website designs and important immediate offers or sales promotions.



In terms of design, you provide us with the design and we do the rest. You design the layout, write the subject line and content and even choose the date and time that you want it sent out to the inboxes of our 18,859 readers.

The design of the email can contain links to any page on your website, giving you leads and direct traffic to your website. We provide full reporting—click through stats, bounce rates, open rates and more.

Powerful, immediate and measurable, a *Medical Plastics News* e-blast to our readers is the fastest and most direct way to deliver your message.

Prices from £1,500 (€1,860 or \$2,460).

## Digital Edition Splash Page



The digital editions of *Medical Plastics News* are sent directly to our 18,859 readers by email. The splash page offers you the solus position on the very first page of the digital edition. When the reader opens the magazine in his or her browser this is the first thing they see, so the position ensures maximum exposure. Readers can click directly from your advert to your website, watch an embedded video clip or listen to your audio file. This is a very powerful advertising position and sells fast.

Prices from £1,900 (€2,356 or \$3,116).

# Terms & Conditions

1 | All advertising orders placed by the advertiser and received by Plastics Multimedia Communications Ltd or its agents, hereafter "The Publisher", shall be governed by the terms and conditions below.

2 | Advertisers and advertising agencies will agree to indemnify and hold harmless the publisher from any claim arising out of the publication of any material or advertisement submitted to The Publisher by the advertiser and published in *Medical Plastics News* or in any associated products whether delivered on paper or in electronic form.

3 | The Publisher has the right to reject any advertising material submitted for publication in *Medical Plastics News* in print and/or online. The Publisher has the right to insert the word Advertisement alongside any copy/advertisement scheduled to appear in the publication in print and/or online.

4 | Advertisements booked to appear in *Medical Plastics News* in print and/or online may only be cancelled by the submission in writing of a cancellation note no later than 30 days before the issue reservation closing date. It is the advertiser's responsibility to gain acknowledgement of receipt of confirmation of cancellation in writing.

5 | The Publisher will not be held responsible for any costs or damages beyond the agreed costs of the advertisement where such cost has been prepaid by the advertiser or where production quality of such advertisement is below standard.

6 | All fees due for advertisements published are payable within 30 days of the relevant publication date or date of upload to website. Where advertising is booked for or on behalf of an advertiser by an agent or advertising agency then the client as principal is and remains liable for the liability incurred and particularly for any monies still owing in the event of default by the said agent or agency.

7 | Where an advertiser has been granted a discount (for example for a series booking) and the advertiser fails to settle within 40 days of publication either in print or online the advertiser will automatically lose the discount for that advertisement and shall be liable to pay the full rate card price of the advertisement.

8 | The positioning of an advertisement is at the discretion of The Publisher except when an advertiser has paid the preferred position charge and the availability of this position has been confirmed in writing by The Publisher. Preferred and guaranteed positions are sold at an extra premium of £395 per advertisement (this includes formats not specified in the rates and data page and right hand page positions).

9 | This contract shall be governed by the laws of England and Wales whose courts shall be the proper forum for any action commenced either by The Publisher or by the advertiser.

10 | The Publisher will not return any materials submitted for publication in *Medical Plastics News* in print and/or online, or any associated properties, unless prior agreement is issued in writing by The Publisher. The Publisher has the right to destroy any materials submitted for publication in *Medical Plastics News* in print and/or online, or any associated properties, after 12 months from their receipt.

11 | The advertiser shall lose the right to any compensation for any deficiency of whatever nature in the publisher's service in respect of any edition unless the advertiser notifies the publisher in writing within 30 days of publication of that edition, or date of upload onto website, setting out the deficiency. This clause applies retrospectively to all past editions and the advertiser explicitly accepts its retrospective effect.

12 | The advertiser may incur additional charges where artwork supplied requires changes, amendments or alterations for publication in *Medical Plastics News* in print and/or online.

13 | Advertising agency commission is 10%, for accounts settled within 30 days of invoice date.

14 | The Terms & Conditions above shall form the entire contract between the parties, and other terms shall only be imported if submitted in writing and agreed by the parties, such agreement to be evidenced, on behalf of The Publisher, by the signature of a competent director.

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