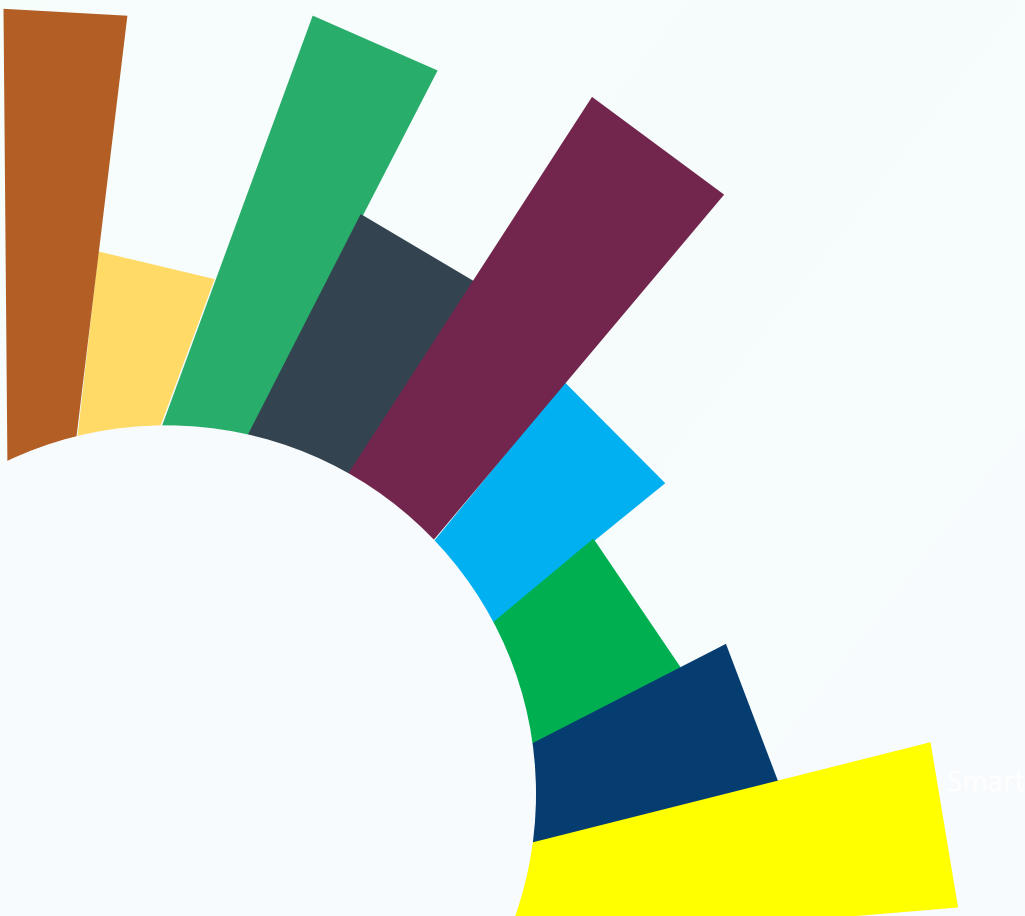


**Healthcare Times Media Planner 2017**

# **Reach the Most Influential Buyers in the Health Care**





## FROM THE EDITOR

There is no sector more important than health. A new era of healthcare is blossoming, headlined by technological advances, empowered consumers and rising demand by an ageing population. World economies are striving to achieve universal access to affordable healthcare.

World's healthcare sector have evolved over that past few years. The groundbreaking researches of healthcare sector which have allowed us to dream of universal access to healthcare facilities and are also influencing our policy making and is pushing industries towards a more innovation-driven sector. These three sectors viz. Healthcare Research, Healthcare Law and Healthcare Industry are more interconnected than ever before.

Healthcare Times magazine and website aims to bring these three together onto a single platform and strive to influence the most qualified community of decision makers from health care sector worldwide. Healthcare Times work with a growing network of healthcare journalists, industry experts, new-age researchers, doctors and exclusive resources who help us fill the gap in business communication.

Our high-level editorial content, including daily updates on news, video broadcasting, podcast, social commentary via web and email, webcasts, blog posts by editors, special contributors, and readers, allows the top executives to make informed investment decisions.

Our website and email newsletters are quick and easy to read, no matter if you're viewing them on desktop computers, portable tablets, or smartphones.

The 2017 Healthcare Times Media Planner provides an outline of how marketers can achieve their marketing objectives in an ever-more complicated media landscape. We've included not just a catalogue of products, but a guide to how to apply those products to a campaign and data on how audiences are using media. Please contact us to dive even deeper into our metrics, our audience's preferences and how we can help you shape your media campaigns.

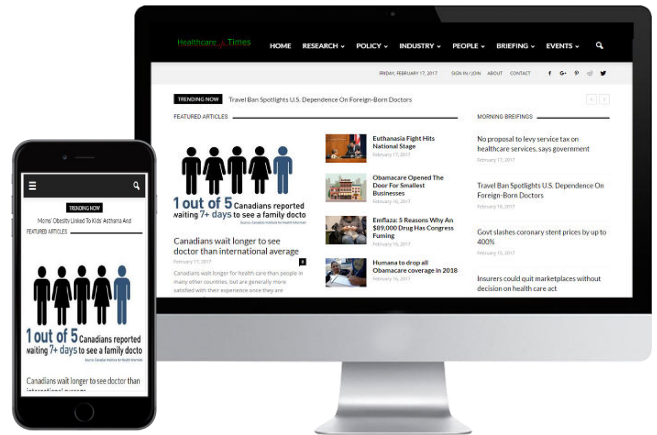


**ABHISHEK PRASAD**  
**EDITOR • HEALTHCARE TIMES**

# WAYS TO REACH OUR READERS

## Website

A resource for latest news on Health Law & Industry with special focus on Health care Start-ups, Health care Research, Stocks news, Expert Opinions, Product releases, Events and current issues in the health care industry.



## Digital Magazine

**Usually covers:** Policy changes, Industry news and new developments, Experiences of institutions, agencies and authorities on quality, accreditation, care and administrative processes, News and statements that affect the industry and health care sector, Interviews and opinion articles from local experts and authorities.

**Other feed:** Management and Health care IT, Public Health & Health Systems, Medical Technology Industry and Specialties

## Newsletters

**Health Supplement** - weekly updates on health issues and health news

**Industry Newsletter** - weekend update on industry news and technical articles on healthcare industry.

**Product Newsletter** - latest technologies, medical devices, supplies and product releases of interest to health care providers. Special focus on healthcare trade fairs.

## EDITORIAL CALENDER 2017

Every issue of Healthcare Times provides focused coverage of emerging trends and issues in healthcare.

Issue	Mail Date	Cover Story	Special Focus	Industry Focus	Management & Technological Focus
April	Editorial Closing: March 27, 2017 AD Closing: March 28, 2017	Affordable Health care	Surgery/ Immunotherapy/ Immunoncology	Surgery (Report and New equipment guide)	Medical Informatics/ Telemedicine & Communications
May	Editorial Closing: April 27, 2017 AD Closing: April 28, 2017	Precision Medicine/ End of Life Care	Orthopedics / Rehabilitation/Home and Intermedial Health Care	Cardiology (Report and New equipment guide)	Financing Hospital Projects & Technologies
June	Editorial Closing: May 27, 2017 AD Closing: May 28, 2017	Occupational Health and Safety	Surgery/ Cardiology / Angiology	Cardiology (Report and New equipment guide)	Healthcare IT/Hospital Information Systems (HIS)/Hospital Management Information Systems (HMIS)
July	Editorial Closing: June 27, 2017 AD Closing: June 28, 2017	Rural Health & Universal Immunization	Medical Imaging / Nuclear Medicine	Patient-Centric Devices (Report and New equipment guide)	Community Health Innovations

# EDITORIAL CALENDER 2017

August	<b>Editorial Closing:</b> July 27, 2017 <b>AD Closing:</b> July 28, 2017	<b>Innovative and Intensified Disease Management</b>	<b>Oncology / Radiotherapy</b>	<b>Orthopedics (Report and New equipment guide)</b>	<b>Emergency Planning</b>
September	<b>Editorial Closing:</b> August 27, 2017 <b>AD Closing:</b> August 28, 2017	<b>Neglected tropical diseases (NTDs)</b>	<b>Pediatrics / Neonatology</b>	<b>Prosthetics/Clinical Hygiene (Report and New equipment guide)</b>	<b>Electronic Health Record (EHR)</b>
October	<b>Editorial Closing:</b> September 27, 2017 <b>AD Closing:</b> September 28, 2017	<b>Preventive Chemotherapy &amp; Transmission Control</b>	<b>Medical Imaging / Nuclear Medicine</b>	<b>Critical Care (Report and New equipment guide)</b>	<b>Quality and Patient Safety</b>
November	<b>Editorial Closing:</b> October 27, 2017 <b>AD Closing:</b> October 28, 2017	<b>Neglected zoonotic diseases (NZD)</b>	<b>Surgery/OB/GYN</b>	<b>Surgical Diagnostics (Report and New equipment guide)</b>	<b>Consumer Facing Technologies</b>
December	<b>Editorial Closing:</b> November 27, 2017 <b>AD Closing:</b> November 28, 2017	<b>Water, Sanitation and Hygiene</b>	<b>Laboratory/ Pathology and Blood Bank</b>	<b>Anesthesia, Emergency and Intensive Care (Report and New equipment guide)</b>	<b>Human Resource Management</b>

## READERSHIP STATISTICS

*Healthcare Times* readers are loyal, engaged and in positions to purchase products and services for their organizations

### TOTAL REACH

eNewsletter Subscribers

40000+

11000+

HOLD CEO, C-SUIT, VP  
OR DEPARTMENTAL  
HEAD POSITION

## HEALTHCARE TIMES



Telemedicine  
Industry **HEALTH LAW**  
Expert Opinion **Start-up watch**

Web Readers

7000+

Average Click Through Rate

44%

Social Media

6500+

\*Stats reviewed January 2017 based on weekly newsletter

## ONLINE

Monthly Visits 9000+

Monthly Page Views 16000+

\*\*Google analytics February 2017

## 2017 GROSS RATES & SPECIFICATIONS

Premium Positions	1x	3x	6x
Cover 2	\$1100	\$1000	\$900
Cover 3	\$1060	\$900	\$830
Cover 4	\$1100	\$1000	\$900
First 10 pages	\$1000	\$850	\$750

Positions	1x	3x	6x
Full Page	\$500	\$400	\$410
Two-Page Spread	\$700	\$650	\$580
2/3 Page	\$300	\$230	\$250
1/2 Page	\$250	\$210	\$200
1/3 Page	\$200	\$165	\$165
1/6 Page	\$160	\$150	\$155

\*All rates applicable for publication in single issue only

\*\* INR conversion at \$1 = 66INR

\*\*\* Service tax @ 14% + Swachh Bharat Cess @0.5% + Krishi Kalyan Cess @ 0.5% = effective service tax 15%

### Note -

Healthcare Times carefully reviews ads before publication. If, for any reason, advertisement is canceled after the closing date, the publisher reserves the right to repeat a former ad at the full rate. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of the space reserved. Neither the advertiser nor its agency may cancel an advertisement after the closing date. Special contract schedules will not be canceled.

Ad Size	Width	Depth
Full Page (trim size)	8.125"	10.875"
Two-Page Spread (trim size)	16.25"	10.875"
2/3 Page Vertical	4.50"	9.50"
1/2 Page Horizontal	7"	4.75"
1/2 Page Vertical	4.75"	7"
1/3 Page Vertical	2.125"	9.50"
1/3 Page Island	4.25"	4.75"
1/6 Page	2.125"	4.75"

### Advertising Sales Representative:

+91 - 9899495685

[editorial@healthcaretimes.org](mailto:editorial@healthcaretimes.org)

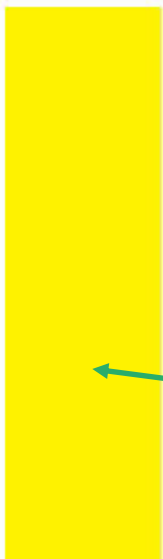
# POWERFUL AD OPTIONS

Healthcare Times website reaches over 18000 unique readers and provides readers with unique content through exclusive articles, trending industry and research news, market and tech analysis, and interactive features. The website is designed to strategically showcase ad positions for optimal visibility, click through, and action. All ads are run-of-site for maximum exposure and high-impact.

## LEADERBOARD BANNER (728 x 90)

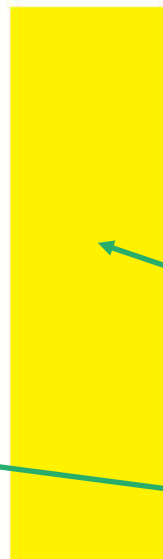
High visibility, proven performance

This is the most prominent position available on [www.healthcaretimes.org](http://www.healthcaretimes.org)



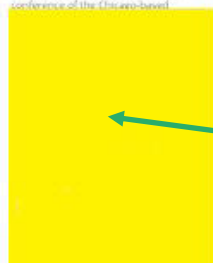
## SKYSCRAPER BANNER

This is the most prominent position on home page. Banner stays fixed covering left and right sides of website. Placement of these banners is important for better click through rate for the advertisers.



## LARGE BOX BANNER (300 X 250)

Strategic placement adjacent to editorial content



## LARGE LEADERBOARD (970 X 90)

Strategically placed leaderboard ad. Provide maximum visibility





**Healthcare Times** is in a unique position to put your products and services front and center with healthcare's key decision makers

- **Comprehensive Healthcare Magazine**

health law, health industry, opinions, latest researches and start-up story

- **The Most Important Source of Information**

for healthcare CEOs, Doctors, Researchers and Consumers are weekly e-Newsletters released by Healthcare Times

- **Competitive advertising rates**

so you get more return on your investment

## WEB ADVERTISING RATES

Ad description	Duration	Rates	Size
Leaderboard Banner	1 Month	45000 INR/ \$675	728 x 90
Skyscraper Banner	1 Month	60000 INR/ \$900	
Large Box Banner	1 Month	32000 INR/ \$475	300 x 250
Large Leaderboard	1 Month	50000 INR/ \$750	970 x 90

1270

readers find it useful  
for their daily practice

# eNewsletters

## Delivers High-Impact Exposure

The flagship Healthcare Times Weekly eNewsletters delivers your message to an engaged audience 2 times per week. Redesigned for high impact, the innovative new layout provides maximum exposure for your ad alongside Healthcare Times trusted editorial content and is the perfect choice for time sensitive promotions.

**40000 + 7000 = 47000 eNewsletters delivered per week**

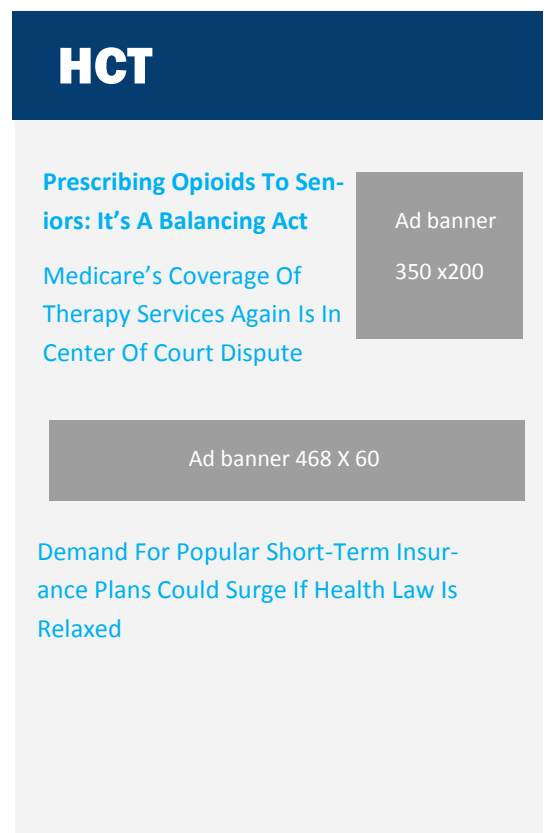
### Sponsors Enjoy -

- a. Message up to 50 words
- b. Ad banner (468 x 60) @ \$175/12000  
INR
- c. Ab banner (350 x 200) @  
150/10000INR

### Product Newsletter -

latest technologies, medical devices, supplies and product releases of interest to health care providers.

Reach over 47000 potential buyers. Perfect for sensitive target marketing.



# Contact

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