




MEDIWORLD
Middle East

Media Kit 2020

Company Profiles, Interviews with Decision Makers, Industry News and Highlights, Trends and Statistics, Latest Technology Expert Views Events Gallery & Calendar, Equipment Manufacturing

MEDIWORLD **Voice of the Industry**

GCC's ballooning population, increasing life expectancy and a rise on lifestyle-related diseases like diabetes, healthcare spending in the GCC region is estimated to climb up to \$60 billion in 2025, a giant leap from mere \$12 billion in 2006.

The UAE and Saudi Arabia, the leading economies in the region, are projected to account for almost 76 percent of the GCC healthcare market by 2018, with the affluent Qatar not far behind, based on Ardent Advisory and Accounting's research.

While available funding is not much of an issue, healthcare resources and infrastructure in most of the GCC countries, billions of dollars are being allocated to construct medical cities like the King Khalid Medical Hospital in Saudi Arabia, Sidra Medical and Research Center in Qatar etc.

In the UAE, the visionary government has since launched the medical tourism campaign aiming to provide the best medical treatments possible to international tourists and its burgeoning expat communities. By 2020, some 500,000 medical tourists are expected to visit the country.

With close to over 6,000 hospitals and clinics spread across the GCC is equipped with the latest technology and innovations in the medical field, the country is leading the quest for a healthier society in the Arab world.

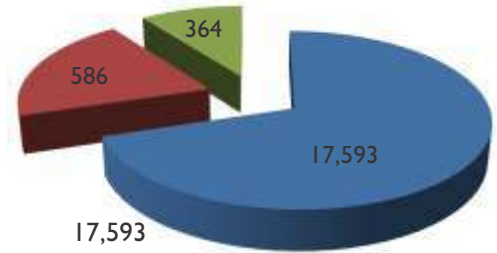
Mediworld, the region's trusted source of information for general health, is your gateway to keep up to date with the latest research and innovations in preventive health, aesthetics, health & wellness, fitness, medicine and science.

Widely read by professionals and decision-makers in the healthcare industry across the Middle East, Africa and beyond, this is the perfect medium to spread the word about your medical brands and products.



Circulation & Readership

The MEDIWORLD Magazine has a controlled circulation of 18,543 copies every bimonthly and the readership actually Breakdown of exceeds 92,715.

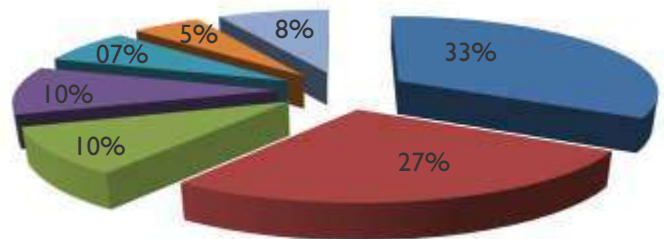


UAE and GCC:	17,593
Europe and Asia:	586
Wider Middle East:	364

Features

-  Cover Story
-  News & Updates
-  Medical Equipment Manuf.
-  Medical Suppliers
-  Trends & Statistics
-  Latest Technology
-  Interview: Hospitals & Clinics
-  Interview: Public Authorities
-  Insight: Educational
-  Institutes Events
-  Gallery
-  Classifieds
-  Events Calendar

Distribution by Sector:



Corporate Companies & MNCs	33%
Hospitals, Clinics & Health Institutes	27%
Public Authorities	10%
Medical Tourism Agencies	10%
Events & Exhibitions	7%
Medical Equipment Manufacturers & Suppliers	5%
Other:	8%

Editorial Calendar 2019


Issues	Editorial Focus	Other Topics
Jan-Feb	<p>COVER STORY: Healthcare sector poised for a massive leap - UAE Prospective</p> <p>FEATURES: UAE investors are "very excited about healthcare"</p>	<p>MEDICAL TOURISM: Luxembourg: Giving each citizen the basic health cover</p> <p>TECHNOLOGY: The effect of Artificial Intelligence in clinical laboratory</p> <p>PHARMA: Instant delivery can be game changer for any pharma company</p> <p>GADGETS: Mobile Tech Could Transform Mosquito-Borne Disease Monitoring</p> <p>LAB & TESTING: Understanding and Creating a Safe Lab Environment</p> <p>EQUIPMENTS: The Magic Touch: Bringing Sensory Feedback To Brain-Controlled Prosthetics</p> <p>DENTAL: Orthodontic treatment to improve the appearance of the teeth</p> <p>GLOBAL NEWS, REGIONAL NEWS, EVENTS</p>
Mar-Apr	<p>COVER STORY: Pharma logistics-India preferred destination</p> <p>FEATURES: Alternate medicine-Mediate to rejuvenate</p>	<p>MEDICAL TOURISM: Poland: Your gateway to high potential medical sector</p> <p>TECHNOLOGY: 3D printing medical devices in space</p> <p>PHARMA :</p> <p>GADGETS: ADANI i-CAD AI Chest Screening Software- The future of X-ray image analysis</p> <p>LAB & TESTING: Whole Slide Imaging in Surgical Pathology</p> <p>EQUIPMENTS:</p> <p>DENTAL: Benefits of Root Canal Treatment</p> <p>GLOBAL NEWS, REGIONAL NEWS, EVENTS</p>
May-June	<p>COVER STORY: Development of the Operating Theatre</p> <p>FEATURES: Pharma Game changer - Instant delivery can be game changer for Any Pharma Company</p>	<p>MEDICAL TOURISM: UAE: Lessons of health in Arabia</p> <p>TECHNOLOGY: Low Battery: Finding Alternative Ways To Power Medical Devices</p> <p>PHARMA:</p> <p>GADGETS:</p> <p>LAB & TESTING: Effect of Artificial Intelligence in the Clinical Laboratory</p> <p>EQUIPMENTS: Barcode Printers latest innovation in printing information of patients</p> <p>DENTAL: Implant-Supported Denture</p> <p>GLOBAL NEWS, REGIONAL NEWS, EVENTS</p>
July-Aug	<p>COVER STORY: Radiology: A Softer Touch: Reconstructive surgery is an art that imitates life. With the help of cutting-edge photogrammetry, physicians are taking 3D-generated prosthetics to the next level; we'll share some strategies for optimizing outcomes for patients throughout the life cycle.</p> <p>FEATURES: Impact of Laboratory Accreditation</p>	<p>MEDICAL TOURISM: Germany: Your unforgettable medical memories</p> <p>TECHNOLOGY: Smart Wearables For Blood Pressure Management</p> <p>PHARMA :</p> <p>GADGETS: Laboratory Information Management System smart way to manage your laboratories</p> <p>LAB & TESTING: Economic challenges for hospital laboratories</p> <p>EQUIPMENTS:</p> <p>DENTAL: Ergonomics: Working to be More Comfortable</p> <p>GLOBAL NEWS, REGIONAL NEWS, EVENTS</p>
Sep-Oct	<p>COVER STORY: Robotics: will Robotics take-over doctors in the UAE?</p> <p>FEATURES: Bionic enhancement technology such as advanced wearable such as exoskeletons have potential to expand the boundaries of physical barriers</p>	<p>MEDICAL TOURISM: Japan: For high tech health care needs</p> <p>TECHNOLOGY: Exoskeletons: One Step At A Time</p> <p>PHARMA :</p> <p>GADGETS: Clinical solutions for treating cancer and brain disorders.</p> <p>LAB & TESTING: Impact of laboratory accreditation on patient care and health care system</p> <p>EQUIPMENTS:</p> <p>DENTAL: Professional dental tools</p> <p>GLOBAL NEWS, REGIONAL NEWS, EVENTS</p>
Nov-Dec	<p>COVER STORY: Hospitals</p> <p>FEATURES: Ambulances - The worldwide market for Air Ambulance expected to grow</p>	<p>MEDICAL TOURISM: Burma: Back to your roots</p> <p>TECHNOLOGY: The Technologies Improving Metastatic Breast Cancer Detection</p> <p>Google has developed a new AI system which is said to detect late-stage breast cancer cells faster, and with more accuracy than pathologists</p> <p>PHARMA :</p> <p>GAGETS:</p> <p>LAB & TESTING: Improving patient care and reducing costs in the laboratory by optimizing test utilization</p> <p>EQUIPMENTS:</p> <p>DENTAL: Dental Lasers: The Most Advanced Technology</p> <p>GLOBAL NEWS, REGIONAL NEWS, EVENTS</p>

Technical Data Advertisement Rate

TECHNICAL DATA

Sizes		Width x Height
Double Page Spread	Bleed Size	420mm x 297mm
Double Page Spread	Trim Size	410mm x 292mm
Full Page	Bleed Size	210mm x 297mm
Full Page	Trim Size	205mm x 292mm
Full Page	Print Area	185mm x 265mm
Jounior Pg Double Spread		250mm X 200 mm
Jounior Page		120 mm X 200 MM
Half Page Double Spread		400 mm x 130 mm
Banner		185 mm x 50 mm
Half Page	Vertical	90mm x 265mm
Half Page	Horizontal	185mm x 130mm
Quarter Page		90mm x 130mm

ADVERTISING RATES

Details	AED	US\$
Color		
Full Page	14,500	4,030
Jounior Page	12,000	3,333
Half Page	9,500	2,638
Quarter	7,500	2,049
Banner Ad	7,500	2,049
Special Positions	AED	US\$
Outside Back Cover (OBC)	21,275	5,797
Inside Front Cover (IFC)	19,500	5,330
Inside Back Cover	18,500	5,055
Page 1 (Facing IFC)	19,500	5,191
Page 3 (Facing Editor's Pg)	18,500	5,055
Page 5 (Facing Content Pg)	18,000	4,910
Page 7 & 9	17,000	4,644
Double Page Spread	24,500	5,695
Jounior Page Double Spread	21,000	5,738
Half Page Double Spread	17,000	4,644

- Printing: Offset printing process • Colours: Euro Colours • Resolution: 300dpi
- Circulation: 18,543 copies • Publication Date: Bi-monthly – six editions a year



To Find out more about exposing
your business to the right clientele
Contact us today



Tel.: +971 6 55 79579 Fax: +971 6 55 79569 PO Box: 9604
SAIF Zone Sharjah United Arab Emirates
info@7dimensionsmedia.com www.7dimensionsmedia.com