



MEDTECH SPECTRUM
EMPOWERING MEDTECH ECOSYSTEM

MEDIA KIT **2024**

*Get a 360-degree exposure
to the universe of Medtech,
Medical Devices, Hospital and
Healthcare industry of Asia*



www.medtechspectrum.com



Medtech Spectrum:

Our Audience At A Glance

About MedTech Spectrum:

At MedTech Spectrum (www.medtechspectrum.com), we believe that the true potential of MedTech lies in the spectrum of possibilities it offers. Our platform serves as a hub for visionaries like yourself, who strive to make a significant impact on healthcare through cutting-edge technological advancements. We pride ourselves on being at the forefront of the latest innovations and fostering collaborations that drive positive change in the industry.

www.medtechspectrum.com

Average Reach

India	1,25,000
China	65,000
Singapore	50,000
Australia and New Zealand	35,000
Other Asia	76,000
Europe	50,000
North America	1,20,000
Middle East	20,000
South Africa	15,000

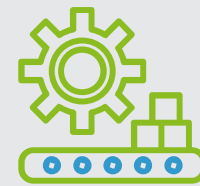


Audience: A Deep Dive

Top Job Functions



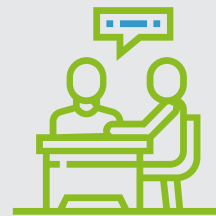
Research & Development



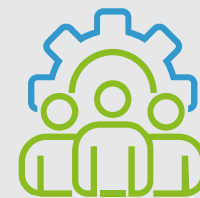
Production/Manufacturing



Product Design Engineering



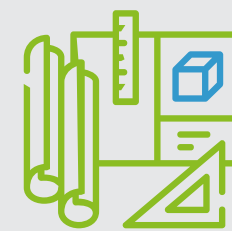
Consultant



C-Suite/Corporate Management



Procurement & Purchasing



Project Engineering



Quality Assurance



Regulatory/Legal Affairs

Audience Reach

Get connected to



Bio Medical



Medtech



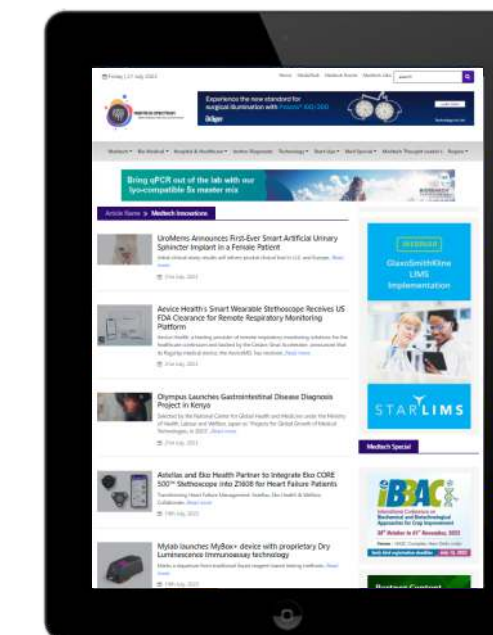
**Hospital & Healthcare,
Invitro Diagnostic**



4,50,000+
unique visitors



40,000+
Subscribers of Newsletters



75,000+
Subscribers EDM database

Advertising Solutions

Website: Rich Media Banner Options



The screenshot illustrates the website layout with several advertising spots highlighted by brackets and labels:

- Header Leaderboard:** Located at the top of the page, featuring a banner for "Experience the new standard for surgical illumination with Polaris 100/200" by Dräger.
- High Impact Option:** A banner below the header for "Bring qPCR out of the lab with our Iyo-compatible 5x master mix" by BIOSEARCH.
- MPU (Medium Page Unit):** Two spots are shown: one for "MedGenome acquires Illumina's NovaSeq X Plus & launches new genome sequencing test" and another for "Cipoint" by Cipla.
- Mid Page in Article:** A banner for "Webinar: Get ready for the next wave of biosimilars" by IQVIA.
- Double MPU:** Two spots are shown: one for "GlaxoSmithKline LIMS Implementation" (WEBINAR) and another for "STARLIMS".

Rate Card

Advertisement	Size (W x H)	1 x USD
Header Leaderboard	728 x 90	5000
High Impact Option	970 x 90	6500
Double MPU	300 x 600	7500
MPU	300 x 250	3000
Mid Page in Article	728 x 90	4000
Footer Leaderboard	970 x 90	2000
Sponsored Content		5500



Advertising Solutions

Newsletter

Experience the new standard for surgical illumination with Polaris® 100/200
Dräger

MEDTECH SPECTRUM
EMPOWERING MEDTECH ECOSYSTEM

Experience the new standard for surgical illumination with Polaris® 100/200
Dräger

24 July, 2023

Asia	World
<p>Medlinker's MedGPT Performs 96% As Well As Top Human Doctors</p> <p>MedGPT@AI医生一致性评测最终结果</p> <p>7.2</p> <p>91 10 7</p> <p>Medlinker, a leading digital healthcare company in China, undertook... Read more</p> <p>- 24 July 2023 News</p>	<p>BD Receives FDA 510(k) Clearance for Updated BD Alaris™ Infusion System</p> <p>BD Alaris™ Infusion System is the only modular and most comprehensive... Read more</p> <p>- 24 July 2023 News</p>

Rate Card

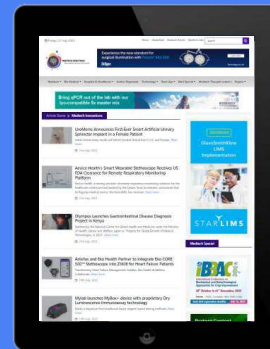
Advertisement	Size (W x H)	1 x USD
Header Leaderboard	728 x 90	3000
Footer Leaderboard	728 x 90	2500

Rich Media Banner Options

Video Cast: USD 3500



Electronic Direct Mailer (EDM)



With Drip USD 7,500
Without Drip USD 5,500

- EDM database 75000
- EDM Width should be maximum 600px.
- HTML file size should be maximum upto 28 kb.
- HTML file should not contain any style sheet (CSS) or Javascript.
- File format should be HTML.
- Subject line is mandatory.

Webinar - USD 12500



Every Medtech Spectrum webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a thought leader.





E-blasts

REACH RESPONSIVE

Medtech | Bio Medical | Hospital & Healthcare | Invitro Diagnostic

E-mail | Postal | Phone | Pay-Per-Lead



Enjoy immediate results with email list rental!
Promote your brand to established and proven marketing professionals.



Perfect vehicle to Promote

White Papers ... Webinar Registration ...
Trade Show Attendance ... Road Show or
Open House Attendance ... Sales and Special Programs ... Surveys

Medtech Spectrum Impressions
45,000+
email addresses

Medtech Spectrum Impressions Group
78,000 +
email addresses

Selects Available: Industry | Job Function | Region

Postal List Rental

Find selections on job function, industry, services performed, employee size, and more!

Serve the executives who make the key purchasing decisions within the commercial printing industry.

Ping us for more information about all of our list rental opportunities!

Pin to Email: apoorva.mahajan@mmactiv.com | Tel: +91- 7724025888



www.medtechspectrum.com



Webinar

- | Lead Generation
- | Thought Leadership
- | Brand Awareness

Every Medtech Spectrum webinar is a full service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a thought leader. When we create a Medtech Spectrum webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you'll have an online event that's on target, expertly marketed, flawlessly produced and delivers a strong return on investment.

Write Email: apoorva.mahajan@mmactiv.com | Tel: +91- 7724025888



Media Properties

WEBSITE

Medtech Spectrum's online portal delivers news and information on the Medtech, Bio Medical, Hospital and Healthcare industry to the Asia Pacific and global audience. Updated daily, the content is archived by segments and country.

www.medtechspectrum.com

4,50,000+ Page Views

NEWSLETTERS

Sent to the subscribed database five-days-a-week, the newsletter summarizes the news of the day each day, from Medtech, Bio Medical, Invitro Diagnostic, Hospital and Healthcare Industry.

40,000+ Subscribers

WEBINAR

Every Medtech Spectrum webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a thought leader. When we create a Medtech Spectrum webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you'll have an online event that's on target, expertly marketed, flawlessly produced and delivers a strong return on investment.

350+ Attendee



www.medtechspectrum.com

Contact Information

SINGAPORE

MM Activ Singapore Pte. Ltd.

Saradha Mani

General Manager

#08-08, High Street Centre, 1 North Bridge Road, Singapore-179094.

Tel: +65-63369142

Email: saradha.mani@mmactiv.com

ASIA PACIFIC, MIDDLE EAST, NORTH AMERICA

MM Activ Singapore Pte Ltd.

MM Activ Sci-Tech Communications Pvt Ltd

Ankit Kankar

General Manager- Digital Strategy & Programmes

Tel: +65-63369142 / Fax: +65-63369145

Hand Held: +91-9579069369

E-mail: ankit.kankar@mmactiv.com

EUROPE

Mr Stuart Smith

Media Representative

Hunters House, Angley Road, Cranbrook, Kent tn17 2LE Kent UK

Hand Held: 07973 814753

Tel: 44-1580-715386

Email: stuart.smith@globalmediasales.co.uk

CHINA, TAIWAN, HONG KONG

Image Media Services Company

Ms Christine Wu

Media Representative

2F-2, No. 35, Sec. 2, Flushing South Road, Taipei 10665, Taiwan Tel: +886-2-87734199

Hand Held : 886-937890533

E-mail : christine@imagemediatw.com

INDIA

MM Activ Sci-Tech Communications Pvt Ltd

Apoorva Mahajan

Marketing Communications Specialist

Ashirwad', 1st Floor, 36/A/2, S. No. 270, Pallod Farms, Near Bank Of Baroda, Baner Road, Baner, Pune - 411045. Maharashtra.

Hand Held: +91- 7724025888

Email: apoorva.mahajan@mmactiv.com

FOR EDITORIAL

MM Activ Sci-Tech Communications Pvt Ltd

Dr Manbeena Chawla

Executive Editor

Hand Held: +91-8861043732

E-mail: manbeena.chawla@mmactiv.com

