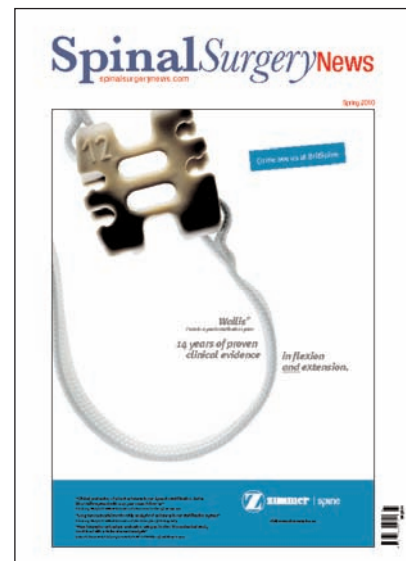
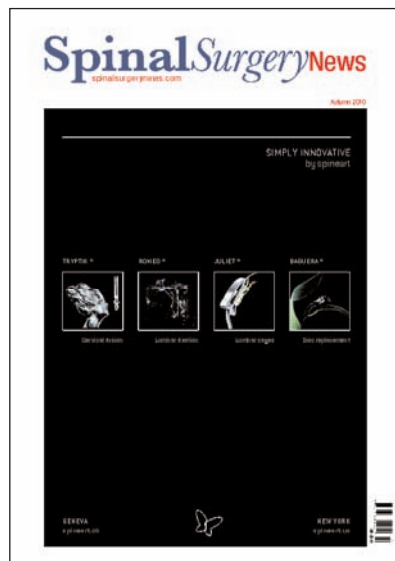
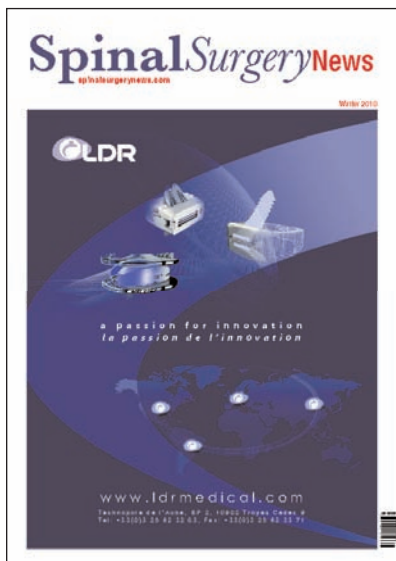
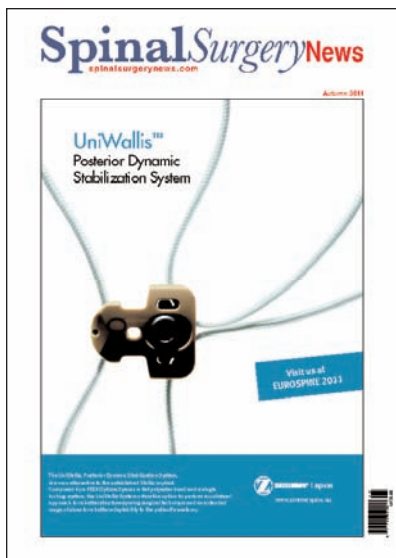


Spinal Surgery News

spinalsurgerynews.com

Media Pack 2011/12



General Description

Spinal Surgery News (SSN) is distributed throughout the UK and Europe enabling medical and surgical personnel to keep up to date with new products and current topics of interest.

The magazine is devoted to new products, innovations and surgical techniques in spinal surgery and also includes special product features on topics of interest.

SSN provides a medium for hospital news, related company news, dates and details of major exhibitions, seminars and technical articles.

Magazine Layout

SSN is divided into easily identifiable coloured sections, for ease of reference.

News

Covers Spinal, general hospital, medical and current news.

Company News

Company News provides you with an opportunity to inform readers of your company developments, research results, company achievements, appointments, financial results and any other relevant company news.

Trade Tools

The Trade Tools section is the backbone of the magazine and allows you to quickly and effectively inform readers of new, recently introduced or improved products. Editorial is free, but a charge of £60 is made for photographs.

Future Events

SSN's comprehensive listing of exhibitions and courses ensures that readers have all the information on key events in their field.

Manufacturers Profile & Interviews

Manufacturers are given the opportunity to write a profile on themselves. Outlining their

company's past, present and future as well as providing a window through which to promote their product ranges. SSN also interviews key members of relevant organisations.

Articles

Topical editorial features attract and maintain the readers' attention. Editorial Features are designed to support Product Features wherever possible.

Frequency

Four times a year

Distribution

SSN has a circulation of 1082.

UK Specialist Consultants	143
UK Neurosurgeons	218
Euro Specialist Consultants	47
Austrian Surgeons	144
Turkish Spinal Surgeons	255
German Neurosurgeons	275
Circa	1082

Features List

Winter 2011

Vertebroplasty
Radiology
Copy Deadline November 3rd

Spring 2012

Disc Surgery
Corrective Spinal Surgery
Copy Deadline February 17th

Summer 2012

Reconstructive Spinal Surgery
Micro-Discectomy
Copy Deadline May 9th

Autumn 2012

Cervical Surgery
Spinal Tumour Surgery
Eurospine
Copy Deadline September 14th

Advertising Policy

At SSN it is our policy not to have facing advertisements. We believe that this policy of limiting advertising increases the quality of the magazine and having editorial next to your advertisement will maximise the effectiveness of your marketing funds.

Advertising Rates

Front Cover	£2000
Inside Front	£1445
Inside Back	£1255
Back Cover	£1625
Centre Page Spread	£2210
Double Page Spread	£2100
Full Page Colour	£1130
Half Page Colour	£625
Half Page Mono	£435
1/4 Page Colour	£370
1/4 Page Mono	£250
Special positions	+10%.

Series Discount

10% for 4 or more advertisements.

Inserts

Details on request.

Mechanical Data

The magazine is printed offset litho
Screen: 175
Trim size: 297 (h) x 210mm (w)
Full Page bleed: 303 (h) x 213mm (w)
Half Page: 132 (h) x 185mm (w)
Quarter Page: 132 (h) x 91mm (w)

Advertising Copy

Digital artwork is required in either Mac or PC format. All the popular software packages are supported (please call for a list). Artwork can be accepted on most forms of electronic media or can be sent via FTP or e-mail.

Copy Deadlines

Please refer to the Features List.

Cancellations

Cancellations will only be accepted in writing eight weeks prior to copy deadline.

Spinal Surgery News On-line

SSN's on-line magazine mirrors the editorial content of the printed issue. The site, which has now had almost 8,000 hits, has four full updates a year to coincide with the printed magazine.

SpinalSurgeryNews.com provides an archive of previous articles, Trade Tools and manufacturers profiles, as well as comprehensive search facilities, both by company name and product type.

Results

Most recent figures have shown that there are upto 370 page views per month on SpinalSurgeryNews.com

and upto 110 visitors. Over 10% of SSN readers use the website.

Web Sponsorship

By sponsoring SpinalSurgeryNews.com you can achieve maximum exposure. Your animated logo is visible constantly on every single page of the website, allowing readers instant access to your website. The sponsor will also receive a banner advertisement.

Cost £1000pa

Banner Advertising

Advertisements are rotated randomly, so each user could view your banner several times per visit. Unlike other

sites, your advertisement will not disappear as readers scroll through the pages of each section as they are fixed permanently at the top of the screen, increasing your exposure. Yearly £300

Advertisements occupy a space 400 x 50 pixels. A design service is available from £150 for an animated banner.

Monitor Your Results

Weekly email statistics help you monitor your advertising. We provide daily figures, showing the number of users that have seen your banner and how many of them have clicked on it.

