



INTERNATIONAL MEDICAL TRAVEL JOURNAL
THE WORLD LEADING JOURNAL FOR THE MEDICAL TRAVEL SECTOR



The number one source of news, views and insight into medical travel

www.imtj.com

Media Pack 2015

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1. Background

History of IMTJ

The International Medical Travel Journal (www.imtj.com) was created in 2007 in response to the worldwide development of the medical tourism and medical travel sector. In the seven years since IMTJ was launched, we have seen the development of a medical travel sector which has attracted the attention of over 100 countries around the world. But the industry has a long way to go to reach maturity. It's not easy for those involved to make decisions based on trustworthy data and information and to keep up to date with a changing marketplace.

IMTJ has established a reputation as a "voice of reason" and the place to go, when you really need to understand the industry. We have avoided the hype. We've questioned the claims and practices of industry proponents. We've given you facts. We've given you analysis. IMTJ will remain the independent and trustworthy voice of medical travel.

IMTJ comprises the website at www.imtj.com and a two-weekly e-newsletter, distributed to around 18,000 senior people around the medical travel industry.

2015 re-launch

2015 has seen the launch of a new, improved IMTJ site. We talked to people about what they need to guide their activities in the medical travel sector. We've extended our content, making it more accessible and easier to locate the information that's relevant to your healthcare business.

Our news service has been expanded. We publish upwards of 60 news stories per month.

Articles focus on the key issues that face the industry. Content is tagged by topic and sector to make it simple to find content that is relevant to you.

Our reports gather and analyse the data that's available on this industry. We provide new in depth country profiles that enable you to get "all you need to know" about a medical tourism destination or source country at a glance.

IMTJ provides the ultimate "Who's Who" of medical travel... our enhanced medical travel directory embraces over 5,000 hospitals, clinics and businesses worldwide that provide services to international patients.

The International Medical Travel Journal is run by [Intuition Communication Limited](#) who also operate market leading business to consumer sites for medical tourism such as; [Treatment Abroad](#), [DoctorInternet](#), [Medical Tourism Ratings and Reviews](#), and in the UK healthcare sector, [Private Healthcare UK](#) and the [Harley Street Guide](#).

2. A new business model – subscriber-only content

Many users benefit from the free content that we deliver through IMTJ. But the new IMTJ offers premium content on a subscription basis. Access to valuable resources such as the Country Profiles is on a subscriber-only basis. Profiling your business in the IMTJ Directory requires a subscription. There are different levels of subscription to fit your information needs and your budget.

Prices are per year and exclude VAT	FREE	Subscriber	Subscriber+	Country Subscriber
Single User	Free	£100	£200	£500
Up to 3 users	Free	£200	£300	£750
Up to 4 users	Free	£300	£400	£1000
Discount on Selected Reports	0%	10%	15%	20%

Full details of what is included within each package can be found on the [Subscription page at IMTJ](#), where you can purchase a subscription.

3. Promotional opportunities on the IMTJ site

An Enhanced Profile in the medical travel directory

The medical travel landscape changes rapidly, and is attracting new entrants each day. The IMTJ Medical Travel Directory profiles hospitals, clinics, agencies and facilitators, associations and government bodies, and suppliers of medical travel services across the globe.

Organisations can benefit from an Enhanced Profile in the Medical Travel Directory which profiles the organisation and its services in depth. This acts as a shop window to the industry.

An Enhanced Profile ensures that site visitors can locate companies providing services within a given industry and country.

For an example, see this Enhance Profile for Euromedical Tours.

Your organisation can be featured in one of the following dedicated sections:

- Agencies and facilitators
- Healthcare providers
 - Hospitals and clinics
 - Hospital groups
- Organisations:
- Government bodies:
 - Medical Tourism Associations
 - Medical Tourism Clusters
 - Tourism Boards
- Services:
 - Accreditation and certification
 - Air ambulance services
 - Assistance services
 - Concierge services
 - Conference organisers
 - Consultants and advisors
 - Holiday dialysis
 - International health insurance
 - Interpreters and translators
 - Medical tourism portals
 - Medical travel insurance
 - Training services

An Enhanced Profile can be purchased via a [Subscriber Plus package](#) and costs only **£200 per annum**. Additional benefits include access to all content on IMTJ except Country Profiles, 15% discount on selected report purchases and a Silver Profile on [Treatment Abroad](#), our consumer site for medical tourists seeking treatment abroad.

Banner advertising

Banner advertising is a highly effective branding tool and can deliver high value business through visitor click-throughs. If you are looking to establish the name of your business or service in the minds of our targeted readership, this tool provides a cost effective method of reaching your target audience.

There are two banner positions on the website:

- Square banner: 250 x 250 pixels (appears top right)
- Leaderboard banners: 728 x 90 pixels (appears foot of page)

Advertisers need to provide banners in both sizes and delivery of these will be randomized across the site. Banners can be static or animated and must not exceed 60kb file size. All banner advertising is booked on the site on a **monthly basis at a fixed rate of £500**.

Banner positions

The screenshot shows the homepage of the International Medical Travel Journal (IMTJ). The main article is titled "GREECE CRISIS... THE IMPLICATIONS FOR GREEK MEDICAL TOURISM" by Ian Youngman, dated 31 July 2015. Below the article is a "GREXIT" advertisement featuring an alarm clock. On the right side, there is a square banner advertisement for the "Moscow MEDSHOW" held from 18-19 September 2015. A green arrow points to this banner with the text "250 x 250 pixels". Below the banner is an "ADD AN ARTICLE" button.

728 x 90
pixels

The screenshot shows a website layout with a central banner advertisement. The banner is blue and white, featuring the text: "+971 4 3890000", "+971 55 9514755", "info@sghdubai.com", "YOUR DESTINATION FOR BETTER HEALTH...", and the logo for "المستشفى السعودي الألماني SAUDI GERMAN HOSPITAL DUBAI". Above the banner, there are two article listings: "Infrastructure and Indicators of Healthcare in the Caribbean Report" (01 October, 2013) and "Treatment Abroad Medical Tourism Survey 2012" (01 July, 2012). To the right, there is a sidebar with the heading "medical tourism" and two more articles: "Russian Patients" (15 June, 2015) and "A fortune in pyramids" (12 June, 2015). The footer of the website includes the IMTJ logo, a navigation menu with links like "TOPICS & SECTORS", "INSIGHT", "NEWS", "EVENTS", "REGIONS", "HEALTHCARE PROVIDERS", "AGENTS & FACILITATORS", "ORGANISATIONS", "SERVICES", and "RESOURCES", and copyright information: "Copyright © 2015 IMTJ | Privacy Policy | Terms of Use". There are also social media icons for Facebook, Twitter, LinkedIn, and YouTube.

Banner advertising design

We also provide a banner advertising design service, if required. This is sourced through a third party supplier and there is a minimal charge for the creation of the banner designs. Cost varies according to the complexity of the design. Around £250 - £350 is a typical design cost.

4. E-newsletter marketing opportunities

The International Medical Travel e-newsletter is distributed on a 2-weekly basis to around 18,000 contacts, embracing senior management, marketing and operational staff worldwide in a broad spectrum of businesses involved in the medical travel sector.



The e-newsletter is distributed to hospitals, clinics, health insurers, accreditation services, technology providers, medical tourism agencies, assistance companies, and tourism organizations in over one hundred countries.

The e-newsletter carries latest news updates on the medical travel industry.

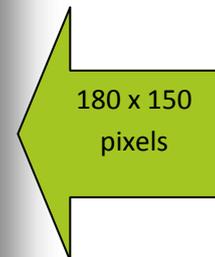
Anyone can sign up to receive the e-newsletter, it's free! [Register for the newsletter](#)

Advertisers can take advantage of banner advertising in the e-newsletter, or can purchase advertorial content to promote specific services. These marketing tools allow companies to directly target key players within the market place.

Banner advertising costs

Your advertisement (180 x 150 pixels) will appear in one of two positions; either at the top right of the newsletter or at around the midpoint of the newsletter on the right. The cost is:

- Top right - £500 per month (2 issues)
- Midpoint right - £400 per month (2 issues)



We also provide a banner advertising design service, if required. Cost varies according to the complexity of the design. Around £250 is a typical design cost.

Featured content costs

There is an opportunity to provide editorial content within the newsletter. The cost for including your content in the IMTJ newsletter is:

£1,200 for a three month period (6 issues)

£2,100 for a six month period (12 issues)

5. The rate card in detail

Below is a breakdown of costs for the marketing tools available on the website and e-newsletter.

We can work out a package of featured profiles, banner advertising and featured content tailored to your specific marketing needs.

Enhance profile on the IMTJ website

Section	Annual Fee
IMTJ Medical Travel Directory <ul style="list-style-type: none">• Includes Subscriber+ Package• Silver profile on Treatment Abroad	£200

Banner advertising: Web site and newsletter

Description	Cost
Web site: : 1 month	£500
Newsletter. Appears in 2 consecutive issues	
Top right	£500
Midpoint right	£400

E-newsletter: Featured Content

Description	Cost
Featured content for three month period (6 issues)	£1,200
Featured content in six month period (12 issues)	£2,100

6. Who to contact

For further information about International Medical Travel Journal:

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