

Media Pack 2021

www.imtj.com



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

WE CAN HELP GROW YOUR INTERNATIONAL BUSINESS



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Introduction

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. While the medical travel sector has blossomed over the last 14 years, the industry has a long way to go to reach maturity. This is a difficult endeavour when the marketplace is constantly shifting.

IMTJ has established a reputation as a “voice of reason” and the place to go when you really need to understand the industry. We remain the independent and trustworthy voice of medical travel. IMTJ provides the ultimate “Who’s Who” of medical travel, which includes our enhanced medical travel directory embracing over 5,000 hospitals, clinics and businesses worldwide that provide services to international patients.

IMTJ comprises the website at www.imtj.com and a two-weekly e-newsletter, distributed on a bi-monthly basis to thousands of senior management, marketing and operational professionals worldwide across a broad spectrum of businesses and governmental organisations involved in medical travel and international patient treatment. LaingBuisson, the operator of IMTJ, also publishes in-depth market journals as well as managing market-leading B2C medical tourism sites such as; [Treatment Abroad](#), [DoctorInternet](#), [Medical Tourism Ratings and Reviews](#), and in the UK healthcare sector, [Private Healthcare UK](#) and [HarleyStreet.com](#).

LaingBuisson Journals

HealthcareMarkets *international*

The only publication to look at the healthcare industry globally. We interview the leading CEOs and influencers, report on the deals, publish the best thought-leadership and combine it with market data and in-depth analysis.

HealthcareMarkets *UK*

The only monthly independent healthcare newsletter which concentrates solely on bringing you news of developments and trends in the field of independent acute, mental health and primary care.

CareMarkets *UK*

Delivering comprehensive, reliable and independent reporting on the full range of social care services being delivered across the UK. The journal focuses on residential and nursing care, homecare, sheltered housing, extra care and assisted living for older people and adults with specialist care needs.

LaingBuisson

LaingBuisson has been serving clients for over 30 years with insights, analysis and data on market structures, policy and strategy across healthcare, social care and education. Today it is a leading business intelligence provider built around its data capabilities. Many years of survey

data, often with valuable time series, insights from consulting projects, long term relationships with providers, governments and regulators and accumulated experience have created a unique repository of knowledge. LaingBuisson is the chosen provider of independent sector healthcare market data to the UK Government's Office for National Statistics.

Subscribe to IMTJ

Get full access to the **most reliable numbers** available on medical tourism.

Why you need to subscribe:

- **192 country profiles** – get the latest news, opinion, information, and stats on inbound and outbound medical travel.
- **Free enhanced profile** – stand out and grab more attention in the IMTJ Medical Travel Directory with an enhanced profile.
- **Exclusive article archive** – providing full access to hundreds of articles providing insightful opinion and commentary from industry experts including Keith Pollard and Ian Youngman.
- **20% off selected reports.**
- **Much more** – more benefits are waiting to be unlocked, such as exclusive content and essential guides.
- **Excellent value** – all this is available for the price of **£400 per annum.**

Online Advertising Opportunities

Get your brand in front of **40,000 medical travel professionals** every month on IMTJ.com.

Enhanced Profile in the IMTJ 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.

An Enhanced Profile ensures that site visitors can locate companies providing services within a given industry and country. Along with this entry in the IMTJ Medical Travel Directory, a Silver Profile can be included on [Treatment Abroad](#).

For an example, see this [Enhanced Profile for Aionia Medical Travel](#).

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

- **Hospital and clinics** – that provide international patient services.
- **Agencies and facilities** – that work with international patients and medical tourists.
- **Organisations** – that represent the medical travel sector.
- **Services and businesses** – that provide services into the sector.

PRICE	INCLUDES
£200 per annum	<ul style="list-style-type: none">• Enhanced Profile in the IMTJ Medical Travel Directory.• A Silver Profile on Treatment Abroad for hospitals, clinics and agencies.

Banner advertising options

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.

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 70kb file size**.

There are two banner positions on the website:

IMTJ & LAINGBUISSON NEWS SITES	
MPU/Medium Rectangle	Leaderboard banner
<p>IMTJ:</p>  <p>NEWS:</p> 	
Image specifications	
300x250px, 70kb, jpg, png or gif file	728x90px, under 40kb, jpg, png or gif file
Location	
Top right	Below content
Price (per month, fixed rate)	
£500	

Banner advertising design

We also provide a banner advertising design service, if required. Cost varies according to the complexity of the design. Around £250 - £350 is a typical design cost.

Advertising in the IMTJ e-newsletter

The International Medical Travel Journal e-newsletter is distributed on a bi-monthly basis to

thousands of senior management, marketing and operational professionals worldwide across a broad spectrum of businesses and governmental organisations involved in medical travel and international patient treatment.

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. It carries the latest news updates on the medical travel industry.

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

Banner advertising options

Your advertisement will appear as a leaderboard banner image, which is available in two different sizes and will appear for two consecutive issues. Our 'Full Size' banner provides the most enticing advertisement opportunity, whereas the 'Half Size' will still satisfy the needs of an advertiser but with half the image height.

e-NEWSLETTER – Leaderboard banner	
Full Size	Half Size
Banner specification	
768x300px, 70kb, jpg, png or gif file	768x150px, 70kb, jpg, png or gif file
Price (for two consecutive issues)	
£400	£250

We also provide a banner advertising design service, if required. Cost varies according to the complexity of the design. Around £250 – £350 is a typical design cost.

The rate card

Section	Cost
IMTJ Subscription	£400 (per annum)

Enhanced Profile in IMTJ Medical Travel Directory	£200 (per annum)
Banner advertising in IMTJ.com (2 placements)	£500 (per month)
Banner design	Approx. £250-£300 (per design)
e-Newsletter banner – Full Size	£400 (for two consecutive issues)
e-Newsletter banner – Half Size	£250 (for two consecutive issues)

Credentials

We have worked in more than **25 countries** with over **700 organisations**.

Recent Partners



Contact

For further enquiries, please contact our sales team sales@imtj.com