Introduction

Global Medical Tourism has been expanding in presence and increasing in interest, now more than ever before. Along with this force driven and influential industry, comes the requirement for reliable media to represent the catalysts involved within the equation of Global Medical Tourism.

Within this modern day, medical patients are desperately seeking reliable and affordable treatments abroad, as well as enjoying the exciting tourism experience. With the help of Global Medical Tourism’s Media department and it’s online, print, social media and trade show platforms, we make this happen.

Can you imagine having your dental or medical care while on vacation in paradise? This was once a dream, but now it’s an everyday reality.

We work with some of the world’s most famous tourist destinations, hand in hand with the most respected, renowned physicians and medical centers available today. Each one of our readers has a specific agenda as to why they choose to undertake medical treatments, amongst other procedures abroad.

Whether that be down to the desire of more expertise medical care, or simply for more affordability. Whatever the reason, we are the leading medical Magazine and key source of trustworthy medical tourism information available today. We ensure international patients make the correct decision, as to where to visit, for their treatments abroad.
NAVIGATING THE INTERNET

Traffic to online news sites has grown rapidly. Recent studies show that of the 3 billion annual internet users, 50 percent receive their news from an online source. MTM has capitalized the digital space for health, wellness, hospitality and tourism providers featuring economical advertising opportunities in an online presence. MTM is the only magazine dedicated to the medical tourism industry.

• Almost 72 percent of health information is found online.
• More than 1/3 of employers look for their health options on the internet, and this number is growing. The majority of others gather information from insurance agents.
• More than 80 percent of insurance agents gather information about health programs online.

A PIECE OF THE DIGITAL TAKEOVER

The adoption of digital publications to tablets and smart phones improves advertising performance.
- 91% of Global Medical Tourism Magazine readers use MTM as the primary resource for industry news.
- 88% of readers say they want to receive access to updated news through the MTM App.

MORE THAN 277,000 READERS
(Both Print & Online)

Our readers are international patients from across the globe in search of medical/cosmetic/beauty/dental/wellness treatments abroad.

The Era of Digital
Soaring digital success with the Medical Tourism’s online publication, a loyal, enthusiastic following accompanied by thousands of new subscribers each week – Medical Tourism Magazine expands its reach with a printed edition quarterly per year. The print edition of Magazine sets the stage for what’s to come as we move forward into 2018!

CIRCULATION
• Promoted to our 300,000+ Social Media following
• PDF Visibility to over 250,000+ of MTM’s online readers
• Mailing of 1,000 Printed Copies to CEO’s and CFO’s of top 1,000 companies
• Distributed at medical tourism, health and wellness, travel conferences throughout the year.

Align Your Brand with the Leaders of International Health and Hospitality...

Our Readership / Reach

Medical Tourism Magazine® reaches more than 277,000 readers

READERSHIP & CIRCULATION
Management - CEO’s, Department Heads, Medical Directors, Finance Directors or Hospitals.
Affiliated Industries - Medical Tourism Companies/Facilitators, Venture Capitalists, Doctors, Accreditation Agencies, Consulting Firms and more.
Patients - Direct Patient/Consumers who read the magazine.
TOTAL READERSHIP: Estimated at over 300,000 readers (print and online)
SOCIAL MEDIA’S LARGEST INFLUENCER IN MEDICAL TOURISM
Medical Tourism Magazine® commands the largest reach in the medical tourism industry. Our social media groups, various websites and educational programming target both businesses and consumers. We reach more that 2.1 million through our combined database of Healthcare, Hospitality, Tourism, HR, Wellness and Insurance Professionals in the United States of whom 900,000+ are made up of social media properties.
Online Magazine Advertising

HOME PAGE
AD SIZE | 1 month | 3 months(10%) | 6 months(15%) | 12 months(20%)
---|---|---|---|---
Leaderboard d | 635 x 75 | £2,000.00 | £4,800.00 | £10,400.00 |
Leaderboard (Bottom) | 635 x 75 | £1,500.00 | £4,100.00 | £14,100.00 |
Right Ledger | 310 x 415 | £1,500.00 | £4,100.00 | £14,100.00 |
Medium Rectangle e | 310 x 350 | £1,150.00 | £3,075.00 | £11,600.00 |

SECOND PAGE
AD SIZE | 1 month | 3 months(10%) | 6 months(15%) | 12 months(20%)
---|---|---|---|---
Leaderboard d | 635 x 75 | £1,000.00 | £2,400.00 | £9,100.00 |
Leaderboard (Bottom) | 635 x 75 | £750.00 | £2,000.00 | £7,400.00 |
Right Ledger | 310 x 415 | £750.00 | £2,000.00 | £7,400.00 |
Medium Rectangle e | 310 x 350 | £650.00 | £1,500.00 | £5,800.00 |

FILE SUBMISSION REQUIREMENTS
• Images should be 300 DPI and formatted as RGB
• Fonts should be converted to outlines and all images converted
• Images must be embedded
• All advertising materials must be submitted 30 days before ad is requested to appear

Unaccepted Formats
PowerPoint, MS Word, Publisher, Freehand, Pagemaker, Corel Draw

Print Magazine Advertising

ADVERT SIZE | DIMENSIONS | RATE | EDITORIAL SIZE
---|---|---|---
Double Page | 297mm(H) x 420mm(W) | £2800 | 8 Pages
Full Page | 297mm(H) x 210mm(W) | £1510 | 4 Pages
Half Page (Landscape) | 126mm(H) x 195mm(W) | £950 | 2 Pages
Half Page (Portrait) | 260mm(H) x 95mm(W) | £950 | 2 Pages
Quarter Page (Landscape) | 65mm(H) x 195mm(W) | £788 | 1 Page
Quarter Page (Portrait) | 126mm(H) x 95mm(W) | £788 | 1 Page
Business Card | 60mm(H) x 95mm(W) | £495 | N/A

FILE SUBMISSION REQUIREMENTS
• Images should be 300 DPI and formatted as CMYK
• Fonts should be converted to outlines and all images converted
• Images must be embedded
• All advertising materials must be submitted 30 days before ad is requested to appear

Unaccepted Formats
PowerPoint, MS Word, Publisher, Freehand, Pagemaker, Corel Draw
Premium Positions

If you are looking to gain prime exposure within the medical tourism, wellness or international patient industries, why not try our premium positions to gain dominance through advertising with Global MTM.

Our premium positions are specially highlighted at both the front and the back of the magazine and give each reader a direct point of view for you to promote your products and services.

These positions are great value, especially when it comes to each exhibition which Global MTM is a part of, as you will gain a much higher number of readers and it helps get your message across to the right people in the right sectors.

Here are the options we have available to you:

- **INSIDE FRONT COVER**
  - £7,800 (double page layout)

- **INSIDE BACK COVER**
  - £5,700 (double page layout)

- **BACK COVER**
  - £6,400 (single page layout)

Global Medical Industry Sectors

**We specialize in working with the following:**

- Health Tourism
- Wellness Tourism – Spa and Detox retreats for wellness tourists to visit.
- Medical Tourism – Promoting leading Medical Centers/Physicians/treatments to medical tourists globally, which are in search of more affordable, advanced or time efficient treatments abroad.
- Sports Tourism
- Health and Beauty Tourism – Promotion of plastic and cosmetic surgery centres and treatments.
- Cannabis Wellness/Pot Tourism – Legal zones and retreats for cannabis wellness tourists to visit.
- Medical Equipment testers – Promotion of new Medical tests or new medical equipment’s to international patient volunteers.
- Advanced Medical Equipment - Promoting the most advanced and innovative medical and pharmaceutical equipment available on the Market, to buyers and medical/pharmaceutical companies.
- Clinical Trials – Promoting paid and non-paid clinical trials to the international patient volunteer market.

**We also cover the following sectors:**

- International Funeral Directors/planners
- IVF Treatments
- Dental Tourism
- Detox Retreats
- Rehabilitation Retreats
- Breast Implants
- Breast Reduction
- Hair Transplants
- Liposuction
- Laser eye treatment
- Laser Hair Removal
- Laser Fat Reduction
- Botox Treatment
- Gastric Band
- Medical Tourist Translators
- Spa Retreats
- Translators
- Facilitators
- Agency’s
- Airlines
- Tourism Boards – Promoting the top medical /dental/wellness destinations as hotspots

Send all enquiries to: info@global-mtm
Inserts and Onserts

Flexible loose items and brochures may be onserted with Global MTM. Partial circulation to circulation segments are possible.

Segmentation: distribution by state or specialty is available.
Approval: Before printing inserts, a draft pdf must be sent to info@global-mtm.com for approval according to advertising guidelines.
Global Post: Please note that inserts and onserts must all be identical, non-personalised, and must not be or contain a letter.
Spoilage allowance: Please contact us for spoilage details.

Loose onsert specifications: Maximum external dimensions must not exceed 297 x 210mm (A4). 275 x 210mm is preferred. 150-200gsm stock reference and supplied trimmed.

Bound Insert placement: Must be stitched-in between sections of the MJA as a single leaf (2 pages with flap) or Double leaf (4 pages). Singles are inserted before the 9th or 17th page of the Journal. Doubles are inserted close to the centre of the Journal. Fixed inserts may not appear in or opposite articles on related topics.

Bound insert specifications: Full page image area = 275mm high x 210mm wide plus a binding flap 100mm wide. In addition to the above, an allowance of 10mm head trim, 10mm foot trim and 4mm foredge trim are required. Total overall untrimmed size for a single should be 314mm wide x 295mm high. If pre-printed inserts are to be supplied they should be printed on 150-200gsm A2 Art and supplied untrimmed and folded along the spine.

Branding Opportunities

MEET YOUR MARKETING AMBITION

2018 advertising in Medical Tourism Magazine® encompasses an entire spectrum of branding and visibility to take your marketing and advertising to new standards. Fresh digital advertising is the catalyst in an industry which relies heavily on social media and instant news access for their tablets and smartphones. The branding opportunities are unique and accessible to attract your target audience.

DESTINATION OR TOPIC SPOTLIGHT >> $12,000.00
• 4 Articles
• 8 Full Page Ads

DESTINATION OR TOPIC FEATURE >> $18,000.00
• 4 Articles
• 8 Full Page Ads
Social Media Branding Campaign

STRATEGY
The rise of social media has created an unprecedented platform for engagement and connection. Now, as one of the most prominent advertising tools to promote brand identity, you must create a strategic social media campaign.

With one of the largest social media presences in the medical tourism industry, we are uniquely situated to help you meet your social media branding goals. Medical Tourism Magazine®’s reach more than 900,000 in our various social media platforms. MTM will design and distribute posts through our LinkedIn groups and Facebook and Twitter accounts.

With exposure of an open group on LinkedIn, members can now search specific content and all relatable searches from group postings and topics. The design of a social media branding strategy will reach millions through primary, secondary and group connections.

MTM team will create a customized, year-long social media calendar for your company:
• 100+ posts and strategic messages in managed & co-managed LinkedIn and Facebook groups
• Tweet current articles, press releases and additional news & insight to 3,000+ followers
• Promote webcasts, white papers and educational content
• Incorporate quarterly industry update eBlasts through our e-mail distribution and include in your custom social media calendar

Testimonials
See what ACHE members and healthcare leaders have to say about Global Medical Tourism magazine:

“Global Medical Tourism magazine continues to be a required part of my reading/learning through ACHE. Informative, useful and readable— Global MTM is my most recommended journal.”

Kenneth D. Graham, FACHE System Integration Advisor, The Queen’s Health Systems Honolulu, Hawaii

“I am a paperless leader. Everything I need is accessed through my tablet device, an internet portal, or an application on my handheld or tablet device. That way, my office and my professional learning follows me everywhere I go. I was so excited to see Global Medical Tourism go online. With a touch on the screen, I have the latest edition at my fingertips. This is my instant connection to the most relevant topics in healthcare leadership today—no matter where I am.”

James A. Diegel, FACHE President/CEO, St. Charles Health System Bend, Oregon

“I absolutely love Global Medical Tourism magazine and look forward to seeing it in my mailbox! The articles are current, informative and applicable in today’s dynamic healthcare market. I find this resource invaluable. Lifelong learning is an ever-present goal of mine and reading the magazine is fundamental in staying current with best practices. I recommend Global MTM magazines to anyone who has a passion for leading a successful healthcare delivery system.”

Philip Santillanes, FACHE Executive Director, Specialty Surgery Center San Antonio, Texas

Send all enquiries to: info@global-mtm.com

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Contact Information

Office Contact telephone number: 0800 689 4365

For Public Relations and Marketing purposes, contact us at marketing@global-mtm.com

For Advertising submissions, send email to sales@global-mtm.com

For Artwork submissions, send material to art@global-mtm.com

For all other general enquiries, please send your emails to info@global-mtm.com