

The Journal of mHealth

The Global Voice of Digital Health

Publishing Calendar & Media Kit 2018

Format: Print – Digital – Online

Frequency: 6 issues per year

Circulation: 13,000 – 15,000

Subscribers: 8,500+

Geographical Coverage: Global (United Kingdom, North America, Europe)

In Brief:

The Journal of mHealth is an international publication that brings the latest developments in healthcare technology and digital innovations to medical and industry professionals around the world.

Featuring, the latest Industry News, Articles, Editorial Features, Interviews, Research, Industry Whitepapers, Market Reports, and Product Reviews.

Focus areas:

- Healthcare Technology
- Mobile, Digital and Connected Health Technologies
- Health IT
- Medical Devices
- ePharma
- eHealth
- Artificial Intelligence
- Automation & Robotics



Publishing Calendar & Media Kit 2018

Contents

Section 1 - Publication Description

Section 2 - Audience & Circulation

Section 3 - Publishing Calendar 2018

Section 4 - Reports, Special Features & Supplements 2018

Section 5 – Content Packages

Section 6 - Advertising Rates & Formats

Section 7 – Digital Campaigns

Section 8 – Special Offer Rates

Section 9 – White Paper Development & Publication

Section 10 – More information

1: Publication Description

The Journal of mHealth is an international publication that brings the latest developments in health technology and digital innovations to healthcare and industry professionals around the world. Featuring, the latest Industry News, Articles, Editorial Features, Interviews, Research, Industry Whitepapers, Market Reports, and Product Reviews.

The Journal of mHealth is the “Voice of the Digital Health Industry”

A leading resource for anyone with an interest in connected health technologies, healthcare applications, connected medical devices, and digital health services, the Journal is widely read by audiences in both North America and Europe.

Available in print, digital and online formats we offer cross channel reading options to ensure that our content connects with leading professionals in the digital health world.

The Global Digital Health 100

The Journal of mHealth also organises the acclaimed annual Global Digital Health 100 Awards. Recognising the most innovative companies working in the Digital Health industry, we shine a light on the solutions and technologies having the most impact on healthcare, from around the world.

2: Audience & Circulation

15,000 Unique readers per issue

Global Audience. 44% Europe,
40% North America, 16% Other

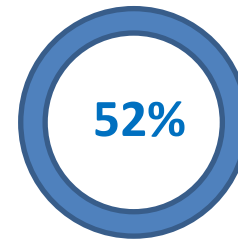
8,500+ Individual subscribers
receiving each digital edition of
the Journal

25-30,000 Unique monthly users
(across web & publication)

2,500+ Digital Health Companies

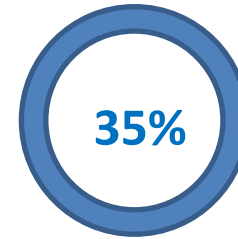
2,000+ Healthcare Organisations

400+ Universities and Research
Organisations



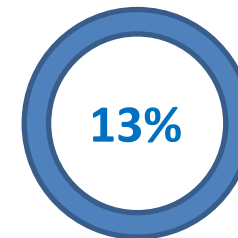
Healthcare Professionals

Doctors, Consultants, CEOs, CIMOs, CIOs,
Health IT Managers, Healthcare Managers



HealthTech Developers

Industry professionals, Manufacturers,
Developers, Researchers, CROs



Other

Pharma Execs, Researchers, Academics,
Students

3. Publishing Calendar 2018

(January/February): Fuelling Digital Adoption in Healthcare

Publication date 15th January 2018. Deadline for content submissions and advertising copy – 30th November 2017

Description: Adoption of digital solutions in healthcare is rapidly gaining traction across the health continuum. In this issue we look at those changes and consider the factors that are helping to deliver this momentum.

Key Themes: eHealth – Digital health – eICU – Patient-centred care – ePrescribing – Health IT project planning – Health technology deployment

(March/April): Automation in Healthcare

Publication date 14th March 2018. Deadline for content submissions and advertising copy – 14th February 2018

Description: Increasingly healthcare organisations are looking at ways to automate processes and operations in order to make better use of existing resources. This issue will assess how the implementation of automation is changing conventional healthcare activities.

Key Themes: Artificial intelligence – Voice applications – Automated IT – Digital supply chains – Robotics – Clinical decision support – Automated care – Real-time analytics - AI-driven informatics and advanced imaging technologies

(May/June): Cyber Risk & Data Security in Healthcare

Publication date 9th May 2018. Deadline for content submissions and advertising copy – 18th April 2018

Description: As data becomes ever more integrated within healthcare systems the need to implement effective strategies to manage and protect that data is a rising concern across the healthcare industry.

Key Themes: Impact of cyber insecurity on health – Data stewardship – Secure IoT – Data protection – Encryption – People/patients & data

(July/August): Connecting People, Data and Technology

Publication date 11th July 2018. *Deadline for content submissions and advertising copy – 22nd June 2018*

Description: As health organisations continue to move toward value-based care, there is a pressing need for intelligent solutions to meet the challenges care providers face in improving diagnosis and treatment, enhancing patient and staff experiences and reducing costs.

Key Themes: Blockchain in healthcare – Personalised treatment & medication – Digital engagement – Digital-driven self-care – Multi-faceted digital/drug treatment opportunities – Medication adherence – Data-driven drug development

(September/October): Embracing Disruptive Innovation

Publication date 12th September. *Deadline for content submissions and advertising copy – 22nd August 2018*

Description: How can healthcare organisations and providers effectively embrace technologies that change conventional methods of healthcare delivery?

Key Themes: New models of care – Transforming healthcare organisations – Technology-supported care pathways – Improving the hospital experience using digital – Driving efficiency and improving care provision

(November/December): The Technology of Chronic Conditions

Publication date 12th November. *Deadline for content submissions and advertising copy – 19th October 2018*

Description: Timed to coincide with World Diabetes Day (14th November 2018) this issue will assess the growing role that technology is having in the management of chronic conditions like diabetes.

Key Themes: Technology for managing chronic conditions – Diabetes tech – Technology-led self-care – Point-of-care diagnostics – Asthma tech – COPD solutions – Digital heart health

4. Reports, Special Features & Supplements 2018

Annual Event Publication – **The Journal of mHealth (Europe)** Reach over 50,000 Healthcare Professionals

Publication date Q4 2018 - Full details and Media Pack available upon request

Position your brand as a thought-leader by having an article, case study or product review featured in our annual event publication. Distributed to delegates at over 40 different Healthcare and Health Technology events around Europe, this is a unique opportunity to gain significant exposure across the European healthcare sector. **Packages are available to suit all budgets, contact** enquires@thejournalofmhealth.com

Annual Event Publication – **The Journal of mHealth (North America)** Reach over 40,000 Healthcare Professionals

Publication date Q2 2018 - Full details and Media Pack available upon request

Position your brand as a thought leader by having an article, case study or product review featured in the North American edition of our annual event publication. Distributed to delegates at over 25 different Healthcare and Health Technology events around the USA & Canada, this is a unique opportunity to gain significant exposure across the North American healthcare sector. **Packages are available to suit all budgets, contact** enquires@thejournalofmhealth.com

Annual Event Publication - **Cyber Security in Healthcare Briefing** Reach over 20,000 Health IT Professionals

Publication date Q2 2018 - Full details and Media Pack available upon request

Position your company, or brand, as a thought-leader in the field of healthcare cyber security and data management. Distributed to delegates at over 40 different Healthcare and Health Technology events around the World, this is a unique opportunity to gain significant exposure across the healthcare sector. **Packages are available to suit all budgets, contact** enquires@thejournalofmhealth.com

Annual Power List - Global Digital Health 100

Publication date December 2018 - Full details and Media Pack available upon request

The Global Digital Health 100 has become established as an international benchmark of industry activity for mobile, digital and connected technologies in healthcare. Compiled from a combination of nominations and industry research by the international team at The Journal of mHealth – the Global Digital Health 100 sets out to identify the most innovative and disruptive health technology companies, from around the world.

Sponsorship and partnership opportunities available contact enquiries@thejournalofmhealth.com

Report Series – Achieving Digital Excellence in the NHS 3rd Ed

Publication date December 2018 - Full details and Media Pack available upon request

Contribute to this influential, strategic-level, policy report series recognising excellence from digital transformation projects and strategies from across the NHS, designed to encouraging rapid adoption and replication of technology-enabled projects by other NHS organisations.

Supplements 2018

Publication dates to be announced during 2018 - Full details available upon request

Emerging HealthTech – Opportunities for AI & Blockchain in Healthcare & Pharma

Advanced Imaging Technologies in Healthcare

HealthTech 30 under 30

5. Content Packages

The Journal of mHealth specialises in tailored content packages specifically suited to fit your needs. Content submissions can be supported by targeted campaigns to help you develop long-term relationships with our readers.

Leverage your content and improve your return on investment using our content promotion packages, which position you as a thought-leader in your area of expertise. We can accommodate a variety of different content formats including:

- Editorial article
- Feature spreads
- Thought-leadership articles
- Expert commentaries
- Interviews
- Product reviews
- Infographics

Depending on your goals and budget, we can offer a tailored mix of the products we have in our portfolio (highlighted below) to help connect your content with our extensive global audience:

- High impact article design to create a visually compelling feature
- Prominent positioning of the article within digital and print editions of the Journal (first few pages of the publication)
- Title feature on the cover
- Featured position in the table of contents
- Recommended as 'Essential Reading' by the editor in the subscribers email
- Solus email to full +8,000 subscriber list promoting the content
- Published online as featured content
- Social media promotion

For more information contact enquiries@thejournalofmhealth.com

6: Advertising Rates & Formats

Print/Digital Edition Advertising Rates

Cover	Outside back cover	£599/\$800usd
	Inside front/cover	£599/\$800usd
Internal Display	Full-page	£499/\$670usd
	Half-page (Horizontal)	£299/\$400usd
	Half-page (Vertical)	£299/\$400usd
	Top-page Banner	£299/\$400usd
	Bottom-page Banner	£299/\$400usd
	Quarter-Page (Vertical)	£199/\$250usd
	1/8 Horizontal	£99/\$130usd

- All advertising formats are full colour
- Discounts available for advertising in multiple issues
- We also offer a full range of bespoke content creation and content marketing packages. Please contact us for more details
- For more information or to book contact us at enquiries@thejournalofmhealth.com

7. Digital Campaigns

Place your content directly in front of our audience of over 8,000 motivated Health Technology professionals. Our digital channels can help you to build a campaign that connects your brand with our extensive global network.

Our digital products – designed for all budgets and tailored to your needs

- **Full digital campaigns.** A combination of published online content, email marketing, web banners, newsletter inclusion, and social media promotion. Contact us directly for more information and to book your campaign.
- **Solus eBlasts to 8,000 subscribers.** Have your content delivered directly to the inbox of 8,000+ healthcare and industry professionals. Prices starting from just £399/\$500usd.
- **Web banner advertising.** Web banners on thejournalofmhealth.com. Full range of options available. Prices starting from just £99/\$135usd. Contact us for more information.
- **Sponsor our Digital Edition eBlast.** Prominent sponsorship opportunity, your brand on every email sent to our full subscriber list when they receive their digital copy of The Journal of mHealth. Price £399/\$500usd per issue.
 - 6 issues sent per year to over 8,000 mobile and digital health professionals. Readers are representative of all aspects of the industry including: healthcare professionals, clinicians, commissioners, provider organisations, payers, developers, solution providers, and manufacturers.
 - Open rates of over 50%
 - High visibility exposure
 - **Exclusive sponsor opportunity – only one sponsor per issue (ensures maximum exposure for our corporate partners)**

8: Special Offer Rates

The Journal of mHealth is pleased to offer all new and existing advertisers the following special offers (We also have additional discounts for start-ups and non-profits – please contact us for more details)

Online e-Newsletter Sponsorship Opportunity

£199/\$250usd

Offer includes:

- e-newsletter header banner advertisement with link to company website
- Editorial content in the e-newsletter
- Current number of subscribers is 8,000+

Special Offer – Half Page Ad

£199/\$250usd (Normally £299/\$400usd)

Offer includes:

- 1/2 page colour advert.
- Option to include product and company updates in the journal's news section.

9: White Paper Development & Publication

We are increasingly working with digital health companies to develop and publish industry-leading white papers that cover topics relevant to digital health practitioners.

From the Internet of Medical Things to Patient Engagement, Artificial Intelligence to Data Security you can gain significant market exposure and establish your organisation as a thought-leader in the digital health space by collaborating with us to produce similar content.

White Papers are an extremely effective and proven way to engage potential clients and generate valuable content that can be incorporated directly into all other areas of business promotion. By partnering with The Journal of mHealth we add value and credibility to the project and ensure that we showcase your final white paper to a targeted international healthcare audience.

We have publishing options available to suit all budgets and all our packages are designed to capture potential sales leads from downloaders. Please contact us at enquiries@thejournalofmhealth.com

10: More Information

For more information on our publishing schedule or to advertise please contact Matthew Driver (Managing Editor) at matthew@simedics.org or on +44 (0)1756 709605.



See the latest issue of The Journal of mHealth at www.thejournalofmhealth.com.

The Journal of mHealth is published by Simedics Limited, UK.

