



2023

Media Kit

health **HQ**

**Nurturing Healthier World!**

Serving the pharmaceuticals, medical devices, hospital, laboratory,  
and nutrition sectors | **Since 1986**

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[www.healthhq.world](http://www.healthhq.world)

## Global Industry Outlook

- The global healthcare market is expected to reach \$10414.36 billion in 2026 at a CAGR of 8.4%.
- The global pharmaceutical manufacturing market size was valued at USD 405.52 billion in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 11.34% from 2021 to 2028.
- The global medical devices market is projected to grow from \$495.46 billion in 2022 to \$718.92 billion by 2029 at a CAGR of 5.5% in forecast period, 2022-2029.

## Healthcare Industry

### Market Insight:

- The U.S. home healthcare market was valued at USD 132.7 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 7.49% from 2022 to 2030. The growing geriatric population and increasing prevalence of chronic diseases along with favorable reimbursement for home healthcare equipment are key drivers for the U.S. market.

- India's healthcare sector was worth about 280 billion U.S. dollars in 2020 and it was estimated to reach up to 372 billion dollars by 2022. The country's healthcare market had become one of the largest sectors in terms of revenue and employment and the industry was growing at a rapid pace.

- Japan revenue is expected to show an annual growth rate (CAGR 2022-2025) of 12.88%, resulting in a projected market volume of US\$4,282.00m by 2025.



### Market Leaders:

- **McKesson Corporation:** with sales and revenues of USD208.3 bn, McKesson Corporation is an American company distributing pharmaceuticals and providing health information technology, medical supplies and care management tools.

- **UnitedHealth Group:** with sales and revenues of USD201 bn, UnitedHealth Group incorporated is an American multinational managed healthcare and insurance company based in Minnetonka, Minnesota. UnitedHealth Group is the world's eighth largest company by revenue, and the largest insurance company by net premiums.

- **CVS Health:** with sales and revenues of USD184.7 bn, CVS Health Corporation is an American healthcare company that owns CVS Pharmacy, a retail pharmacy chain; CVS Caremark, a pharmacy benefits manager; and Aetna, a health insurance provider, among many other brands.

## Pharmaceuticals



### Market Insight:

- China's pharmaceutical market has been constantly growing in recent years, and is estimated to reach \$161.8 billion by 2023, taking a 30 percent share of the global market, said an industry expert.

- France Revenue in the OTC Pharmaceuticals market amounts to US\$2,094.00m in 2022. The market is expected to grow annually by 3.65% (CAGR 2022-2027). The market's largest segment is the segment Analgesics with a market volume of US\$651.30m in 2022.

## Market Leaders:

- **Pfizer:** Pfizer is an American multinational pharmaceutical and biotechnology corporation headquartered on 42nd street in Manhattan, New York City. The company was established in 1849 in New York by two German immigrants, Charles Pfizer and his cousin Charles F. Erhart. Pfizer's revenue could reach \$101.3 billion in 2022
- **F.Hoffmann-Laroche Ltd., F. Hoffmann-La Roche Ltd** is a biotechnology company that develops drugs and diagnostics to treat major diseases. It provides pharmaceuticals for the treatment of cancer, other auto-immune diseases, central nervous system disorders, ophthalmological disorders, infectious diseases, and respiratory diseases.
- **Sanofi: Sanofi S.A.** is a French multinational pharmaceutical and healthcare company headquartered in Paris, France. Originally, the corporation was established in 1973 and merged with Synthelabo in 1999 to form Sanofi-Synthelabo. We provide potentially life-changing treatments and the protection of life-saving vaccines to millions of people, and affordable access to our medicines in some of the world's poorest countries.

## Medical Devices



### Market Insight:

- China medical devices market to surpass \$42 billion in 2022, forecasts GlobalData. The medical devices market in China is expected to continue to expand due to the growing aging population, technological improvements, and the development of clinic and hospital services.

### Market Leaders:

- **Medtronic:** Revenue of USD 31.69 bn in 2022, Medtronic plc is an American Irish registered medical device company that primarily operates in the United States. Medtronic has an operational and executive headquarters in Fridley, Minnesota in the US.
- **Abbott:** Abbott laboratories is an American multinational medical devices and health care company with headquarters in Abbott Park, Illinois, United States.
- **Philips healthcare:** Philips is organized into three main divisions: Personal Health (formerly Philips Consumer Electronics and Philips Domestic Appliances and Personal Care), Connected Care, and Diagnosis & Treatment (formerly Philips Medical Systems).

## Diet & Nutrition:

Diet refers to the food and drink a person consumes daily and the mental and physical circumstances connected to eating. Nutrition involves more than simply eating a “good” diet—it is about nourishment on every level. It involves relationships with family, friends, nature (the environment), us bodies, our community, and the world.



### Market Leaders:

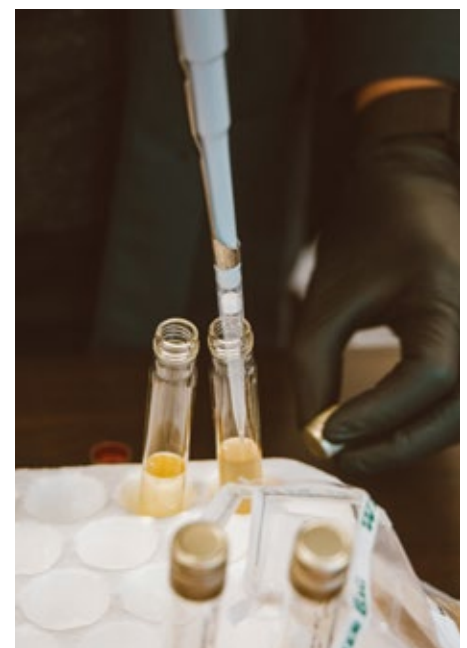
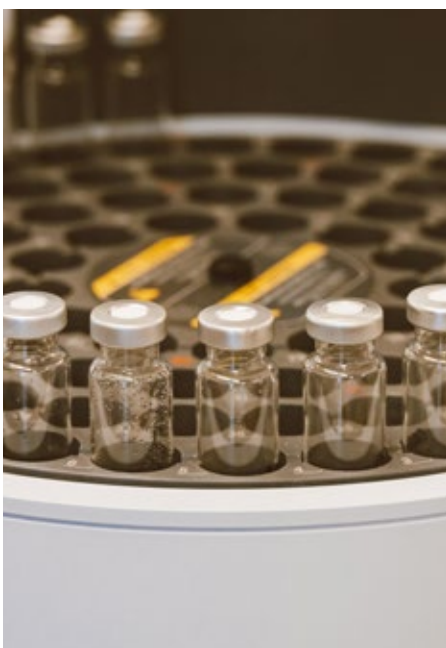
- **Bayer AG:** Bayer AG is a German multinational pharmaceutical and life sciences company and one of the largest pharmaceuticals companies in the world. Headquartered in Leverkusen, Bayer's areas of business include pharmaceuticals, consumer healthcare products, agricultural chemicals, seeds, and biotechnology products.



- **Glanbia Plc:** Glanbia plc is an Irish global nutrition group with operations in 32 countries. It has leading market positions in sports nutrition, cheese, dairy ingredients, specialty non-dairy ingredients and vitamin and mineral premixes. Glanbia products are sold or distributed in over 130 countries.

- **DSM:** Koninklijke DSM N.V., is a Dutch multinational corporation active in the fields of health, nutrition, and materials. Headquartered in Heerlen, Royal DSM is a global, purpose-led company in Health, Nutrition & Bioscience, applying science to improve the health of people, animals and the planet.

- **Abbott:** with sales and revenues of USD34.61 bn, Abbott Laboratories is an American multinational medical devices and health care company with headquarters in Abbott Park, united stated. The company was founded by Chicago physician Wallace Calvin Abbott in 1888 to formulate known drugs; today, it sells medical devices, diagnostics, branded generic medicines and nutritional products.



**Greetings,**

If in any way or form you are involved in the health industry, we are pleased to inform you that you came to the right place.

**Welcome to healthHQ!**

healthHQ was established initially in 1986 as a specialized B2B magazine called “Arab Health” before evolving to become a full-fledged 360° industry platform comprised of various media channels (available in print, digital and online formats) which are a magazine, a website, events, newsletter, email and social.

healthHQ always strives to be a central, leading & (most importantly) trusted platform by providing its audience (readers, subscribers & users) – which are composed primarily of business owners and decision makers – with cutting-edge high-quality latest trends, news, information, and data pertaining to the health industry ( pharmaceuticals, medical devices, hospital, laboratory and nutrition sectors) and its promotional partners (clients) with 360° & holistic high-impact exposure provided via its multi-media channels.

healthHQ enjoys a close and long-lasting partnerships with leading event organizers, worldwide, where it holds the status of official, regional, or supporting media platform in major health -industry events. Bonus copies of healthHQ magazine issues & material pertaining to its other media channels are distributed to exhibitors, visitors & conference attendees.

Our aim is that healthHQ audience (readers, subscribers & users) have a reliable new source and reference whereby its partners (clients) consider it as their trusted promotional platform of choice to have maximum exposure achieved to their products & services, thus increasing their market penetration and share!

For more info on healthHQ, its media channels and why you should consider it as your go-to platform, whether for latest content or for added exposure to your company, please continue reading the following pages and do not hesitate to contact us at any time you deem necessary.

Best wishes,  
**Rajaa Chatila Alayli**  
 Editor-in-Chief  
[r.alayli@1world.xyz](mailto:r.alayli@1world.xyz)

**Magazine**



**Website**



**Newsletter**



**Email**



**Social**



**Events**



Every issue of healthHQ features cutting edge information, articles and studies closely related to the health industry. The magazine is published monthly in print and digital formats and is available online on healthHQ's website. It includes reports, studies, news releases, latest trends and insights, product reviews, interviews with leading players in the market and upcoming relevant events.

Issue	January	February	March	April	May	June
Specialities	Diagnostic Radiology	Neurology	Pathology	Psychiatry	Oncology	Pediatrics
Medical Equipment	Anesthesia Machine	Wearable Fitness Technology	Defibrillators	Monitoring Equipment	Scalpels	Ultrasound Equipment
Product Focus	Electrocardiogram	Ventilators	Dental Equipment	Orthopedic Devices	phototherapy machine	X-Ray Machines & Equipment
Pharmaceutical	Anesthetics	Sleeping Drugs	Antiemetics	Vitamins	Anti-neoplastics	Hormones
Campaigns and Recent Studies	Asthma	Mental Health	Cancer	Autism	Retinopathy	Aids
Diet & Nutrition	Nutrition Supplements	Vitamins	Obesity	Iron Supplements	Malnutrition	Cut Microbiota
Country Report	UAE Germany Canada	Qatar U.K Australia	China France New Zealand	Kuwait Spain Brazil	Iran Russia North Korea	Saudi Arabia Italy Ghana
Events - Bonus Distribution	Hospital Infra Kuwait DUPHAT Arab Health	Building Healthcare Exhibition & Conference	-	-	-	APHM International Healthcare Conference & Exhibition
Editorial * Material Due	23-Dec-22	25-Jan-23	22-Feb-23	24-Mar-23	22-Apr-23	23-May-23
Promotional ** Material Due	28-Dec-22	28-Jan-23	25-Feb-23	27-Mar-23	25-Apr-23	26-May-23
Publishing Deadline	30-Dec-22	30-Jan-23	28-Feb-23	30-Mar-23	30-Apr-23	30-May-23

\* This list is tentative and maybe changed, contact us for an updated listing.

\*\* Indicates when the issue would be available from the printing press for circulation and distribution. Allow 2 to 3 weeks period for the issue to reach you by post

## NURTURING HEALTHIER WORLD

Issue	July	August	September	October	November	December
Specialities	Nephrology	Immunology	Surgery	Gynecology	Pulmonology	Gastroenterology
Medical Equipment	Sterilizers / Autoclave	Microscopes	Medical Furniture	ICU Equipment	Electrosurgical Units	Laboratory Equipment
Product Focus	Medical Pumps	Diathermy Machine	Surgical Camera	Orthopedic Devices	CT Scan	Lithotripter
Pharmaceutical	Anti-inflammatories	Antidepressants	Sedative	Analgesics	Beta-Blockers	Antineoplastics
Campaigns and Recent Studies	Hospital Medicine	Sports Medicine	Geriatrics	Epidemiology	Digital Medicine	Bioethics
Diet & Nutrition	Caffeine	Antioxidants	Ketosis	Glaucoma	Dietary Supplements	Eating Disorder
Country Report	Turkey South Africa Japan	South Korea Spain Cuba	Thailand Switzerland Iraq	Egypt Denmark Nigeria	Oman Algeria Singapore	Malaysia Belgium Mexico
Events - Bonus Distribution	Medical Device Development Expo	-	OMAN Health	ArabLab	Saudi International Medlab Expo Saudi Int PharmaExpo	-
Editorial * Material Due	22-Jun-23	23-Jul-23	24-Aug-23	23-Sep-23	23-Oct-23	24-Nov-23
Promotional Material Due **	25-Jun-23	26-Jul-23	27-Aug-23	26-Sep-23	26-Oct-23	27-Nov-23
Publishing Deadline	30-Jun-23	30-Jul-23	30-Aug-23	30-Sep-23	30-Oct-23	30-Nov-23

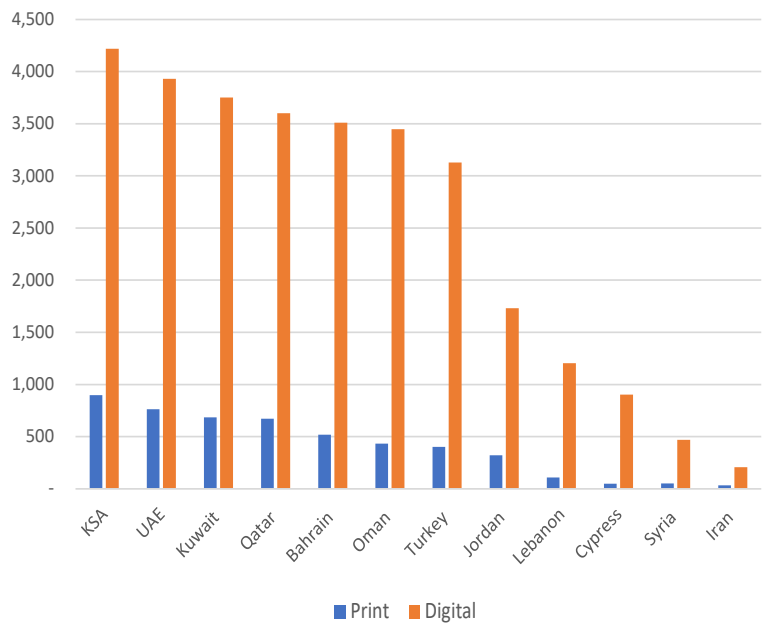
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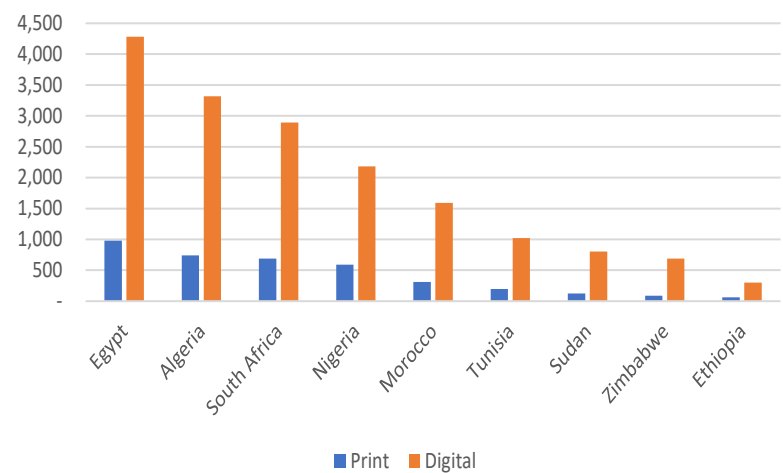
**Middle East**

Country	Print	Digital
KSA	897	4,219
UAE	762	3,931
Kuwait	684	3,751
Qatar	673	3,602
Bahrain	518	3,509
Oman	433	3,448
Turkey	401	3,128
Jordan	322	1,730
Lebanon	109	1,204
Cyprus	48	902
Syria	50	470
Iran	32	208
<b>Total</b>	<b>4,929</b>	<b>30,102</b>



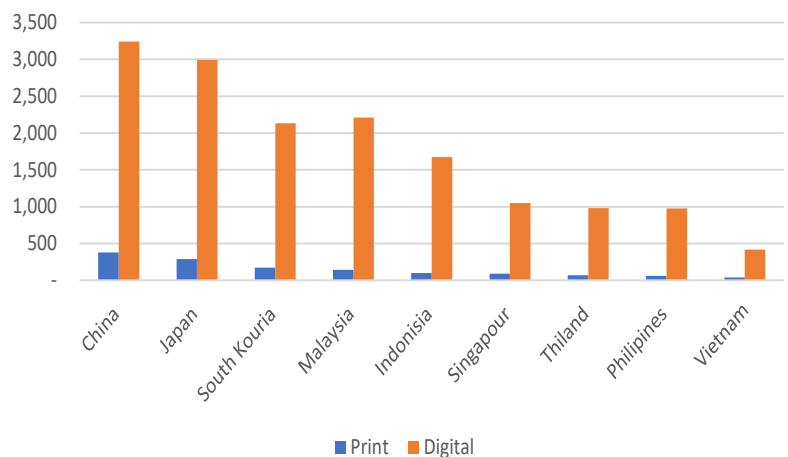
**Africa**

Country	Print	Digital
Egypt	980	4,280
Algeria	740	3,320
South Africa	689	2,890
Nigeria	590	2,183
Morocco	310	1,589
Tunisia	198	1,020
Sudan	123	801
Zimbabwe	90	690
Ethiopia	60	301
<b>Total</b>	<b>3,780</b>	<b>17,074</b>



**Asia**

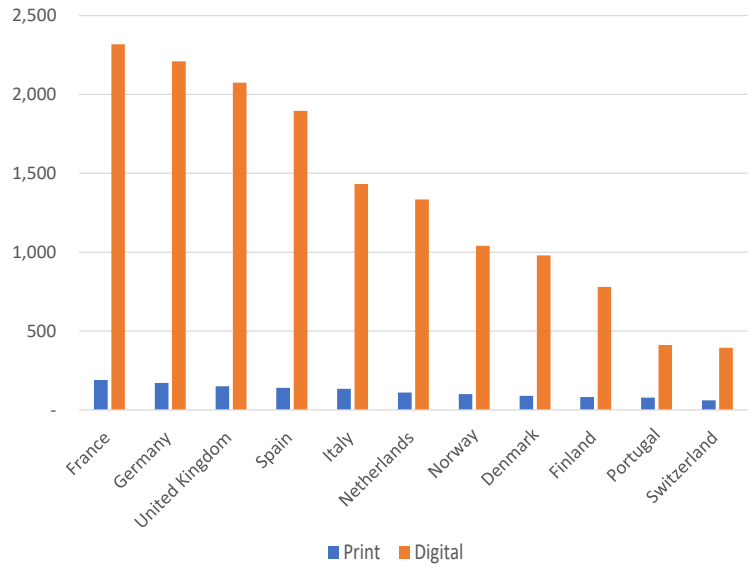
Country	Print	Digital
China	380	3,240
Japan	290	2,991
South Korea	174	2,132
Malaysia	143	2,210
Indonesia	102	1,673
Singapore	91	1,050
Thailand	70	980
Philippines	60	976
Vietnam	39	418
<b>Total</b>	<b>1,349</b>	<b>15,670</b>





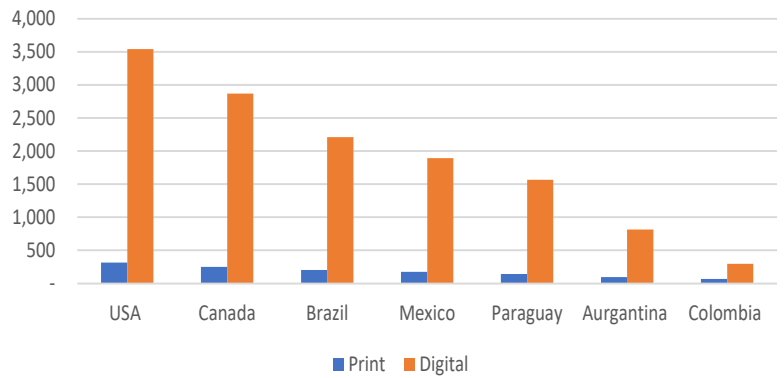
**Europe**

Country	Print	Digital
France	190	2,318
Germany	172	2,210
UK	150	2,075
Spain	140	1,896
Italy	134	1,432
Netherlands	111	1,334
Norway	101	1,040
Denmark	89	980
Finland	82	780
Portugal	79	412
Switzerland	61	394
<b>Total</b>	<b>1,119</b>	<b>12,553</b>



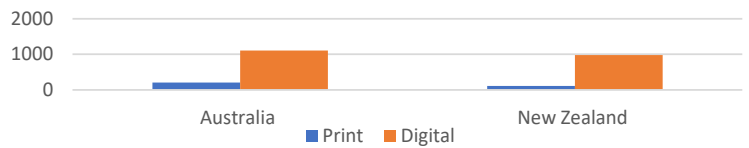
**Americas**

Country	Print	Digital
USA	314	3,542
Canada	250	2,867
Brazil	205	2,210
Mexico	175	1,894
Paraguay	141	1,567
Argentina	97	814
Colombia	67	297
<b>Total</b>	<b>1,249</b>	<b>13,191</b>



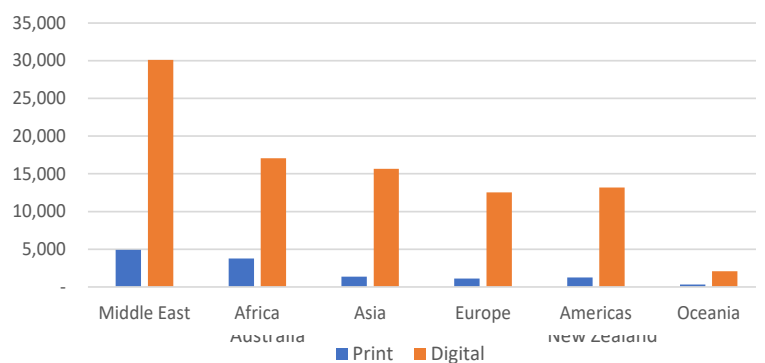
**Oceania**

Country	Print	Digital
Australia	210	1,105
New Zealand	110	980
<b>Total</b>	<b>320</b>	<b>2,085</b>



**All Regions / Worldwide**

Region	Print	Digital
Middle East	4,929	30,102
Africa	3,780	17,074
Asia	1,349	15,670
Europe	1,119	12,553
Americas	1,249	13,191
Oceania	320	2,085
<b>Total</b>	<b>12,746</b>	<b>90,675</b>

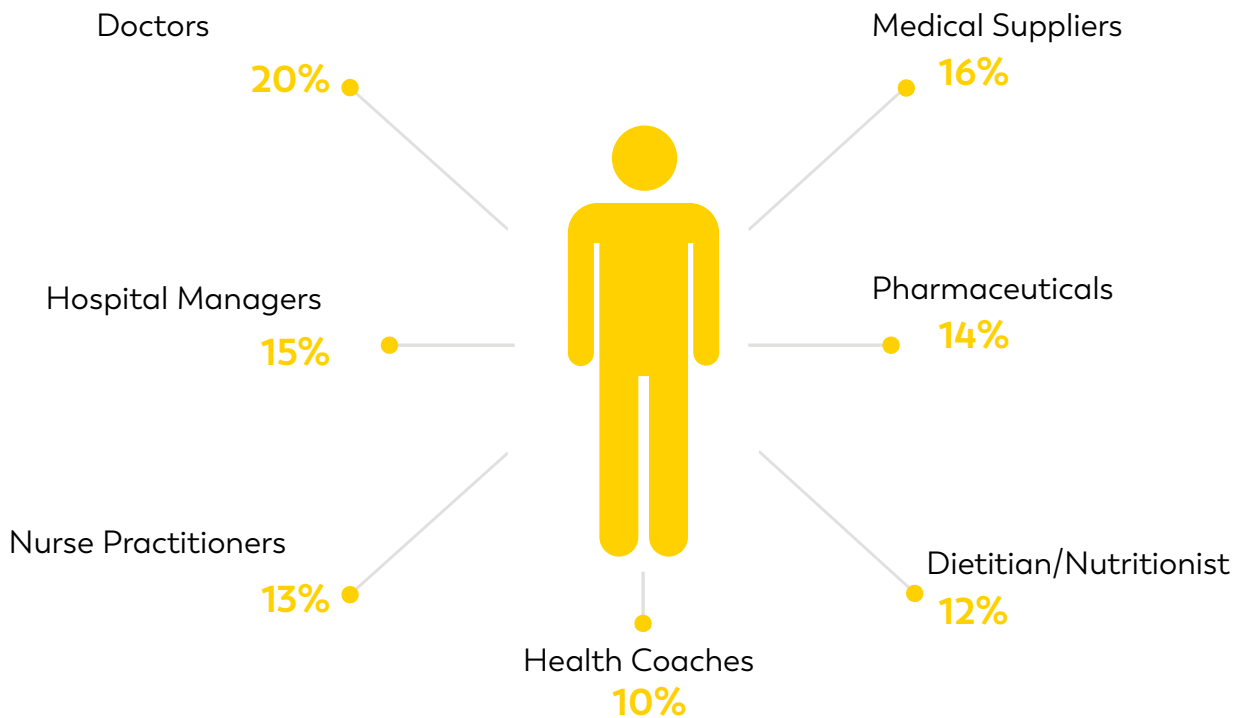


## Audience Numbers

<b>81%</b>	Estimated percentage of readers who are decision makers consisting of business owners & C-level executives.
<b>35,689*</b>	Print Audience (Multiplier of 2.8 applied).
<b>380,835*</b>	Digital Audience (Multiplier of 4.2 applied).
<b>416,524*</b>	Total Audience (Multipliers are applied).

\* A Multiplier designates average rate of pass-along circulation by audience (recipients) and as such is an estimate and does not constitute accurate / measured numbers.

## By Job Position



## Display Advertising (King of the Hill!)

High-Impact advertisements in an extended range of sizes and placements with full-color display spots. Nothing beats a display advertisement in terms of impact, exposure and raising awareness to your company's products and services!

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
M-DA-1	Gatefold	400 x 280	\$7,500	\$6,375	\$5,250	\$4,125
M-DA-2	Poster	420 x 594	\$5,000	\$4,250	\$3,500	\$2,750
M-DA-3	Full-Page Spread	400 x 280	\$4,500	\$3,825	\$3,150	\$2,475
M-DA-4	½ Page Spread	100 x 280	\$3,500	\$2,975	\$2,450	\$1,925
M-DA-5	2 <sup>nd</sup> cover (IFC)	200 x 280	\$3,250	\$2,763	\$2,275	\$1,788
M-DA-6	3 <sup>rd</sup> cover (IBC)	200 x 280	\$3,250	\$2,763	\$2,275	\$1,788
M-DA-7	4 <sup>th</sup> cover (OBC)	200 x 280	\$3,500	\$2,975	\$2,450	\$1,925
M-DA-8	Full-Page	200 x 280	\$2,750	\$2,338	\$1,925	\$1,513
M-DA-9	2/3 Page (Vertical)	108 x 242	\$2,250	\$1,913	\$1,575	\$1,238
M-DA-10	½ Page (Vertical)	80 x 242	\$2,000	\$1,700	\$1,400	\$1,100
M-DA-11	½ Page (Horizontal)	164 x 120	\$2,000	\$1,700	\$1,400	\$1,100
M-DA-12	½ Page (Island)	108 x 188	\$2,000	\$1,700	\$1,400	\$1,100
M-DA-13	1/3 Page (Vertical)	99 x 165	\$1,500	\$1,275	\$1,050	\$825
M-DA-14	1/3 Page (Horizontal)	165 x 99	\$1,500	\$1,275	\$1,050	\$825
M-DA-15	¼ Page (Vertical)	80 x 100	\$1,000	\$850	\$700	\$550
M-DA-16	¼ Page (Horizontal)	164 x 60	\$1,000	\$850	\$700	\$550

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Classified Advertising (Buyer's Guide)

The Buyers' Guide is dedicated to companies planning to test the market with a limited budget. It is a service that offers high exposure at a nominal cost. The classified ad includes company logo, product photo & brief description as well as contact details.

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
M-CA-1	Buyer's Guide	90 x 60	\$550	\$468	\$385	\$303

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Promoted Content (Advertorial)

This option has double use; to get story to waterHQ's readers and to maximize the company's exposure by placing its editorial content at a prime / chosen location with full contact details! A great option for those with a limited budget yet seek high awareness.

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
M-PC-1	Company Profile & Executive Interview (2 Full-Pages)	400 x 280	\$2,500	\$2,125	\$1,750	\$1,375
M-PC-2	Full-Page	200 x 280	\$2,000	\$1,700	\$1,400	\$1,100
M-PC-3	2/3 Page (Vertical)	108 x 242	\$1,750	\$1,488	\$1,225	\$963
M-PC-4	½ Page (Vertical)	80 x 242	\$1,500	\$1,275	\$1,050	\$825
M-PC-5	½ Page (Horizontal)	164 x 120	\$1,500	\$1,275	\$1,050	\$825
M-PC-6	1/3 Page (Vertical)	99 x 165	\$1,500	\$1,275	\$1,050	\$825
M-PC-7	1/3 Page (Horizontal)	165 x 99	\$1,500	\$1,275	\$1,050	\$825
M-PC-8	¼ Page (Vertical)	80 x 100	\$1,000	\$850	\$700	\$550
M-PC-9	¼ Page (Horizontal)	164 x 60	\$1,000	\$850	\$700	\$550

## Material Placement (Inserts)

- **Leaflets:** The act of distributing leaflets with healthHQ issues. Leaflets are usually folded and presented in a slightly more elaborate fashion.
- **Flyers:** The act of distributing leaflets with healthHQ issues. Flyers are usually single pieces of paper inserted in the magazine and distributed at events where we are participating.
- **Brochures:** Distribute informative paper document which can be folded into a template, pamphlet, or leaflet.
- **Fixed Inserts:** A popular and effective form of advertising as it makes your advert stand out from the rest!
- **Company Profile & Executive Interview:** This offers comprehensive coverage of your company's history and products, including an interview with a chosen executive.

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
M-MP-1	Brochure	200 x 280	\$4,500	\$3,825	\$3,150	\$2,475
M-MP-2	Bookmark	100 x 280	\$3,000	\$2,550	\$2,100	\$1,650
M-MP-3	Leaflet	100 x 280	\$2,500	\$2,125	\$1,750	\$1,375
M-MP-4	Flyer	75 x 200	\$2,000	\$1,700	\$1,400	\$1,100
M-MP-5	Fixed-Insert	75 x 150	\$1,500	\$1,275	\$1,050	\$825

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Website | Brief | Audience Synopsis

www.healthhq.world caters industry news, insights, special interviews, studies, reports, news releases, and product reviews with a competitive quality, aiming at keeping our audience up-to-date continuously. The portal is designed to keep you informed of all the sector news as they break. Visit healthhq.world and subscribe to our monthly magazine and newsletter to receive all the latest news and trends in the health industry market.

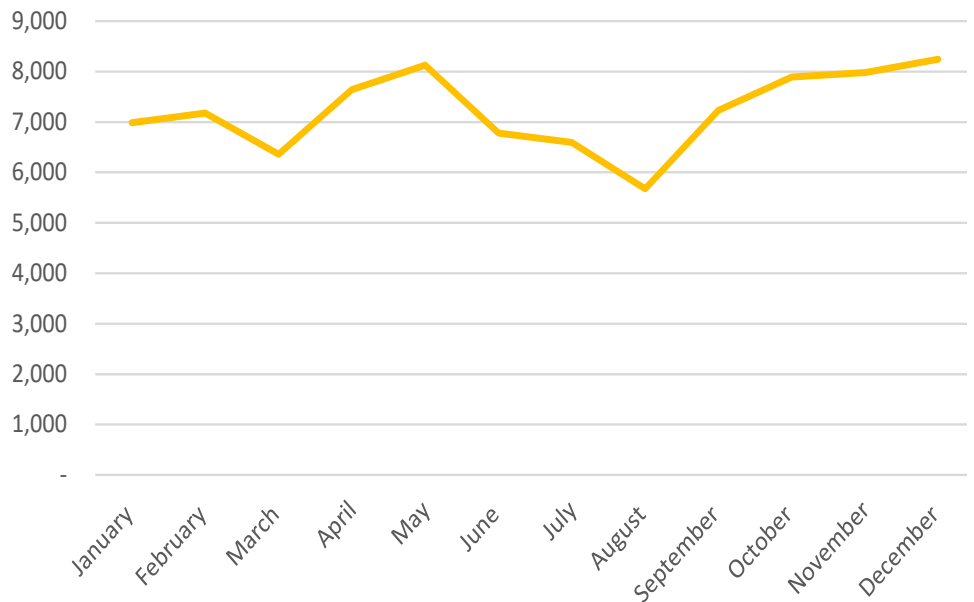
### Audience Synopsis

<b>34%</b>	Pharmaceutical factory Managers	<b>20%</b>	Health Coaches
<b>17%</b>	Personal Assistants	<b>16%</b>	Sales representatives
<b>13%</b>	Laboratory experts		



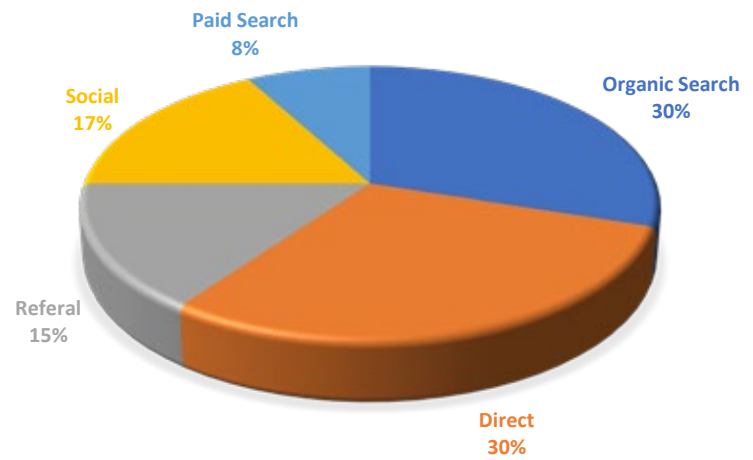
Page Views

Month	Views
January	6,985
February	7,181
March	6,358
April	7,642
May	8,129
June	6,782
July	6,598
August	5,679
September	7,230
October	7,890
November	7,982
December	8,244
<b>Total</b>	<b>86,700</b>



Traffic Synopsis

Users / Year	68,592
Number of Sessions / Year	1,642,904
Pages / Session	4
Page Views / Year	86,700
Avg Session Duration (Minutes)	4



Traffic Source

Organic Search	30%
Direct	30%
Referral	15%
Social	17%
Paid Search	8%



### Banners

For ultimate exposure, place your hyperlinked web banner to your company's website, landing page or e-mail address on healthHQ's website via a Leaderboard Banner, MPU Banner, Half Page, Rectangle Banner, Square Banner, Circle Banner, skyscraper Banner, convertible banner and/or a Billboard Banner.

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
W-BA-1	Skyscraper (½ Page)	300 x 600	\$2,000	\$1,700	\$1,400	\$1,100
W-BA-2	Skyscraper (Wide)	160 x 600	\$1,750	\$1,488	\$1,225	\$963
W-BA-3	Skyscraper (Regular)	120 x 600	\$1,500	\$1,275	\$1,050	\$825
W-BA-4	Billboard	970 x 250	\$1,750	\$1,488	\$1,225	\$963
W-BA-5	Leaderboard (Large)	970 x 90	\$1,250	\$1,063	\$875	\$688
W-BA-6	Leaderboard (Regular)	728 x 90	\$750	\$638	\$525	\$413
W-BA-7	Rectangle (Large)	336 x 280	\$850	\$723	\$595	\$468
W-BA-8	Rectangle (Regular)	300 x 250	\$600	\$510	\$420	\$330
W-BA-9	Square (Large)	250 x 250	\$750	\$638	\$525	\$413
W-BA-10	Square (Regular)	200 x 200	\$500	\$425	\$350	\$275
W-BA-11	Mid-Page Unit (MPU)	300 x 250	\$600	\$510	\$420	\$330
W-BA-12	Mobile Banner (Large)	320 x 100	\$400	\$340	\$280	\$220

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Events | Brief | Awards Event

healthHQ also enjoys a close, symbiotic & decades-old partnership with leading & major event organizers (worldwide) where it usually holds the status of official, regional or supporting media. This is clearly portrayed via active participation at their health-related events (exhibitions, conferences, seminars and presentations – be they physical or digital).

In select industry events bonus copies of healthHQ's magazine are distributed to exhibitors, visitors and conference attendees and a targeted newsletter is sent on a daily basis to them throughout the event's duration.

### Awards Event

healthHQ will keep an eye on the most influencing market leaders who contributed positively to the energy industry through exceptional projects, services and innovative products and shall organize a yearly digital event aiming at honoring them and offering them a high exposure in the market through an Awards Event. The awards shall have multiple categories and shall be announced on healthHQ's multimedia channels (magazine, website, newsletters, email and social).

Gain momentum via promoting your content in our email newsletters. Our useful & effective newsletters engage customers with your company and gets them to pay attention to your brand and advertisement, and helps build loyalty to your company.

## Promoted Content

Content included in our website along with image, with a read more link which would take recipient to the healthHQ's website for the remainder of the content. The content shall remain on our website and would be accessible not only during the e-Newsletter sending date.

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
N-PC-1	Promoted Content	NA	\$1,500	\$1,275	\$1,050	\$825

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Banners

Hyperlinked Banner size 180 x 138 Px (WxH) Text to go beside the banner is 40 words with read more option as the content will be on our website and accessible at all times. Background color code to be provided by client based on Hex Color Code.

Hyperlinked Banner size 728 x 90 PX(WxH)

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
N-BA-1	Banner + Text (40 words) & Background Color	180 x 138	\$1,500	\$1,275	\$1,050	\$825
N-BA-2	Banner	728 x 90	\$1,000	\$850	\$700	\$550

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Sponsorship

By considering this option, the entire newsletter is reserved for your company and thus no other promotional items (no Banners or Promoted Content) can be included in said newsletter since all its sections would contain promotional items / material related to your company. This is extremely high exposure since your company would benefit from all the possible exposure options and would have a solo newsletter dedicated to your products/services

Ref #	Option	Dimensions (W x H) mm	1-3 Insertions	4-6 Insertions (15% discount)	7-9 Insertions (30% discount)	10-12 Insertions (45% discount)
N-SP-1	Newsletter Sponsorship	NA	\$6,000	\$5,100	\$4,200	\$3,300

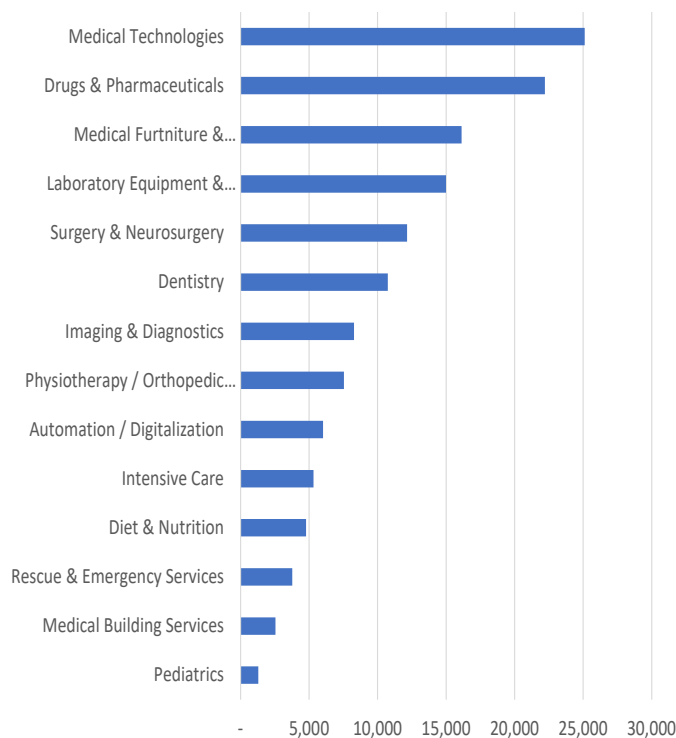
*N.B: Rates are in USD. Amounts quoted are per insertion.*



## Contacts Distribution / By Activity

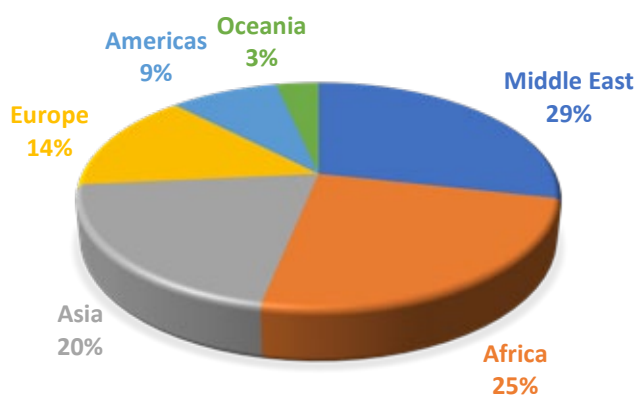
With a large, specialized and updated database comprised of leading companies, establishments, manufacturers, importers and agents / dealers involved in the health industry, using this promotional service is a highly effective tool which you can use to target your audience of choice at a relatively low budget. For more details check below.

Activity	Contacts
Medical Technologies	35,112
Drugs & Pharmaceuticals	24,001
Medical Furniture & Equipment	16,121
Laboratory Equipment & Tools	14,995
Surgery & Neurosurgery	12,146
Dentistry	10,743
Imaging & Diagnostics	8,281
Physiotherapy/Orthopedic Technology	6,413
Automation / Digitalization	6,018
Intensive Care	4,987
Diet & Nutrition	4,782
Rescue & Emergency Services	3,768
Medical Building Services	3,542
Pediatrics	3,285
<b>Total</b>	<b>154,194</b>



## Contacts Distribution / By Region

Region	Contacts
Middle East	43,920
Africa	38,105
Asia	31,239
Europe	22,131
Americas	13,509
Oceania	5,290
<b>Total</b>	<b>154,194</b>



## Massmail

Ref #	Option	Dimensions (W x H) mm	1-3 Shots	4-6 Shots (15% discount)	7-9 Shots (30% discount)	10-12 Shots (45% discount)
E-MM-1	Direct Email Marketing HTML Template / 100 KB	900 px Width	\$450	\$383	\$315	\$248

Rates are in USD - Amounts quoted are per CPM (cost per mille - for each 1000 contacts in email campaign)



## Social

healthHQ's active presence on LinkedIn, Facebook, Instagram, Twitter & YouTube translates to engaged communities who enjoy daily updated medium of informative industry channels,

This provides you with unique opportunity of keeping up to date on our latest industry features and news, as well as a space to make promotional posts related to your products and services and hence directly target our specialized & worldwide audience involved in the health industry.

### FaceBook

Ref #	Image	Dimensions (W x H) mm	Other Specs	File Format	Price
S-FB-1	The Deal	1200 X 675 pixels	1.91:1 to 1:1	PNG, JPG, GIF	200 USD
S-FB-2	Champ video	1080 x 1080 pixels	30 Sec	MP4 or .MOV	400 USD
S-FB-3	Stories Ads Image	1080 x 1080 pixels	9:16	PNG, JPG, GIF	350 USD
S-FB-4	Stories Ads videos	1080 x 1080 pixels	1.91 to 9:16	MP4, MOV or GIF	350 USD

Headline: 40 characters. Primary text: 125 characters. Description (images): 30 characters.

### Twitter

Ref #	Image	Dimensions (W x H) mm	Other Specs	File Format	Price
S-TW-1	Sales Card	1500 x 500 Pixels	3:01	PNG, JPG, GIF	200 USD
S-TW-2	Sales Card Large	1200 x 628 Pixels	1.91:1	PNG, JPG, GIF	200 USD
S-TW-3	Website Card	800 X 800 Pixels	1:01	PNG, JPEG, GIF	200 USD
S-TW-4	Fun Promotions	506 x 253 Pixels	1.91:1 to 1:1	PNG, JPG, GIF	200 USD

Title Text: 70 characters (May truncate depending on device and app settings) Note: Two lines of text will render on the card title. Text beyond this will truncate with an ellipsis.

### LinkedIn

Ref #	Image	Dimensions (W x H) mm	Other Specs	File Format	Price
S-LI-1	Hero Image	1536 x 768 Pixels	2Mb	PNG, JPG, GIF	200 USD
S-LI-2	Reach And Read	1584 x 396 Pixels	8Mb	PNG, JPG, GIF	200 USD
S-LI-3	Video Ad Specs	1920 x 1080 pixels	200 MB (max)	MP4	250 USD

Ad name 255 characters, Headline: 70 characters, Introductory text: 150 characters

### Instagram

Ref #	Image	Dimensions (W x H) mm	Other Specs	File Format	Price
S-IN-1	Sales in a box	1080 x 1080 Pixels	9:16	PNG, JPG, GIF	200 USD
S-IN-2	IGTV Feed	1079 x 1350 Pixels	9:16	AAC.	250 USD
S-IN-3	My Stories	1080 x 1920 Pixels	9:16	PNG, JPG, GIF	250 USD

14% (250 Pixels) of the top and bottom of the image free from text and logos

### YouTube

Ref #	Image	Dimensions (W x H) mm	Other Specs	File Format	Price
S-YT-1	Video Uploads (Sales)	1280 X 720	6 MB	HD minimum	200 USD
S-YT-2	Banner Image	2048 x 1152	6 MB	HD minimum	200 USD

All videos must be minimum HD standard

## & Congratulations!

You made it thus far - means you're definitely interested & you made the right decision!

We hope by now you consider **healthHQ** as the right industry platform which your company can partner with to achieve your promotional objectives as well as your sales targets, and that you wish to receive a Customized Promotional Offer (CPO) which meets your specific requirements and budget. *We pledge that you shall be in safe hands.*

Our ethos is listed below, we live & breath by these guiding principles as they define everything we do:

- Our work conduct & business interactions with our clients are always based on ethics, integrity and honesty –no matter what.
- We consider our clients as our business partners and their success as our own – we shall ensure that their promotional expectations & objectives are not just met but exceeded!
- If our services fail to meet our clients' expectations, we pledge to provide them (for free) with another promotional campaign – of equal or higher monetary value – no questions asked!

Please do not hesitate to contact an agent from below listing as per your location. If there are none currently available in your location, please contact Mr. Marwan Nammour (Marketing & Sales Officer) whose contact details are listed below. If I can provide any assistance, please do not hesitate to contact me.

Best wishes,  
**Mohamad Rabih Chatila**  
 CEO  
[rabih@1world.xyz](mailto:rabih@1world.xyz)

TERRITORY					
	GERMANY, SWITZERLAND & AUSTRIA	Italy	TAIWAN	JAPAN	UNITED KINGDOM & IRELAND
<b>Contact</b>	Ms. Barbara Geiling-Maul	Mr. Riccardo R.C. Laureri	Charlie Yu	Mr. Ted Asoshima	Mr. Stuart Smith
<b>Company</b>	Eisenacher Medien	Laureri Associates	Worldwide Services Co., Ltd.,	Echo Japan Corporation	Global Media Sales Ltd, (GMS)
<b>Tel</b>	+49-228-2499860	+39 335 6962477 / +39 02 2362500	+886-4-2325-1784	+8103-3263-5065	+44-2084-645577
<b>Email</b>	<a href="mailto:info@eisenacher-medien.de">info@eisenacher-medien.de</a>	<a href="mailto:media@laureriassociates.it">media@laureriassociates.it</a>	<a href="mailto:global@acw.com.tw">global@acw.com.tw</a>	<a href="mailto:aso@echo-japan.co.jp">aso@echo-japan.co.jp</a>	<a href="mailto:stuart.smith@globalmediasales.co.uk">stuart.smith@globalmediasales.co.uk</a>
<b>Website</b>	<a href="http://www.eisenacher-medien.de">www.eisenacher-medien.de</a>	<a href="http://www.laureriassociates.it">www.laureriassociates.it</a>	<a href="http://www.acw.com.tw">www.acw.com.tw</a>	<a href="http://www.echo-japan.co.jp">www.echo-japan.co.jp</a>	<a href="http://www.globalmediasales.co.uk">www.globalmediasales.co.uk</a>

## Contact Us Now!

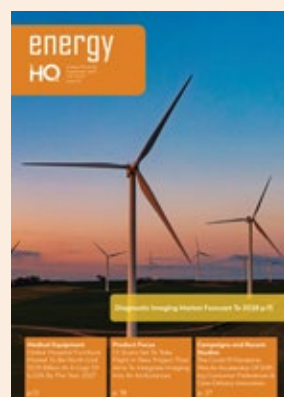
<p><b>Abdulrahman Hallak</b>                      Chief Administration &amp; Audience Officer  <a href="mailto:ar.hallak@1world.xyz">ar.hallak@1world.xyz</a></p>	<p><b>Hassan Mourtada</b>                      Content &amp; Research Officer/                      Community Officer  <a href="mailto:h.mourtada@1world.xyz">h.mourtada@1world.xyz</a></p>	<p><b>Marwan Nammour</b>                      Marketing &amp; Sales Officer/                      Community Officer  <a href="mailto:m.nammour@1world.xyz">m.nammour@1world.xyz</a></p>
<p><b>Courier Address</b>                      One World - healthHQ                      Hamra, Commodore, Barouk St.                      Chatila &amp; Chehab Bldg, 2<sup>nd</sup> Floor                      Beirut - Lebanon</p>	<p><b>Postal Address</b>                      healthHQ                      P.O. Box: 13-5121 Chouran                      Postal Code                      Beirut - Lebanon</p>	<p><b>Contact Info</b>  <b>Tel:</b> +961 (01) 748333  <b>Mobile:</b> +961 (70) 100094  <b>E-mail:</b> <a href="mailto:info@1world.xyz">info@1world.xyz</a></p>

With more than four decades of experience in providing innovative media products and serving its sustainable vision “Helping Advance MENA & Beyond!”, CPH World Media is constantly evolving to keep its rank as an industry icon in media at the regional and international levels alike.

**constructionHQ** serves the Building, Machinery, Road & Power Generation sectors in the MENA region & Beyond. constructionHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the construction industry bringing its readers in-depth insights and information. The total brand readership is 41,670 of decision makers or decision influencers for their companies. For more details log on to [www.constructionhq.world](http://www.constructionhq.world)



**energyHQ** shall be launched at the beginning of 2023 with the objective to become a central and globally recognized industry platform. energyHQ shall provide its audience with cutting-edge high-quality news, information, and data pertaining to the energy industry (natural gas, petroleum, coal, nuclear as well as renewable sectors) and its promotional partners (clients) with 360 high-impact exposure provided via its multi-media channels (magazine, website, events, newsletters, email & social) available in print, digital & online formats. For more info on the platform please visit [www.energyHQ.world](http://www.energyHQ.world)



**foodHQ** serves the Food Processing, Ingredients, Packaging, and Catering sectors. foodHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the health industry bringing its readers in-depth insights and information. The total brand readership is 39,740 of decision makers or decision influencers for their companies.



**waterHQ** serves the Water, Wastewater, Desalination & Energy sectors. waterHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the health industry bringing its readers in-depth insights and information. The total brand readership is 40,069 of decision makers or decision influencers for their companies. For more details log on to [www.waterhq.world](http://www.waterhq.world)



All the above-mentioned industry platforms shall be members of **industryHQ** and shall be available online under [www.industryHQ.com](http://www.industryHQ.com).

## Data Entry or Update / Subscription Form

Kindly Complete the Entry Form Below - It's as easy as ABC!

**I wish to:**  Subscribe (fill A>C)  Renew my subscription (fill A>C)  Update my information (fill A)

**Receive sample copy to:**

- constructionHQ magazine
- energyHQ magazine
- foodHQ magazine
- healthHQ magazine
- waterHQ magazine
- Get contacted by my nearest agent to discuss my advertising needs (fill A)
- Submit my Article / Press Release / Product / news to be published in the next issue (fill A)
- Receive a specially promotional offer for advertising (fill A)

Publication of Editorial material is subject to the editor's discretion and space availability

**A Entity Details** - (Fields marked with a (\*) should be filled. Kindly specify if not available by typing/printing N/A)

Personal Details	Name*: *	Position :
	Direct Tel: (+ )-( ) ( ) Ext:	Mobile: (+ )-( ) ( )
	Direct Fax: (+ )-( ) ( ) Ext:	Email:
Company Details	Name*:	Year Established*:
	Tel (s): (+ )-( ) ( )	Fax (es): (+ )-( ) ( )
	Business Activity / Description*:	
	Email*:	http*://
	Export Markets:	Import Markets:
	# of Employees*:	Annual Turnover:
Address	Brands / Trademarks:	
	P.O. Box:	Zip Postal Code:
	Street / Postal Address*:	
	City*:	State / Province*:
	Country*:	Date*:

**B Subscription Rates** - (choose your preferred subscription)

	Lebanon	Arab Countries	MENA (Excluding Arab Countries)	Europe	Other Countries
One Year	<input type="checkbox"/> 100\$	<input type="checkbox"/> 150\$	<input type="checkbox"/> 200\$	<input type="checkbox"/> 300\$	<input type="checkbox"/> 400\$
Two Years	<input type="checkbox"/> 180\$	<input type="checkbox"/> 285\$	<input type="checkbox"/> 360\$	<input type="checkbox"/> 540\$	<input type="checkbox"/> 720\$
Three Years	<input type="checkbox"/> 240\$	<input type="checkbox"/> 360\$	<input type="checkbox"/> 480\$	<input type="checkbox"/> 720\$	<input type="checkbox"/> 960\$

**C Payment Methods**

Cheque made payable to CPH World Media - Cheque must be drawn on any U.S. Bank

Please charge my credit card: MasterCard / Visa / AMEX

Your Credit Card Details: Type:  AMEX  MasterCard  Visa

Number:

Card Holder Name : ..... Card Expiry Date: ..... / ..... / ..... (dd/mm/yyyy)

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