



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

**healthHQ | Industry Platform**

**Brief**

healthHQ has evolved since 1986 from a B2B magazine (previously known as Arab Health / Arab Health World / MENA Health World) to a full-fledged health-industry platform composed of multi-media channels (magazine, website, events, newsletters, services, email & social) available to a large, specialized & worldwide audience.

The platform actively participates at leading health-industry events (exhibitions, tradeshows & conferences), worldwide, and distributes / circulates its media (physically &/or digitally) to event's visitors, speakers, and exhibitors - which provides additional high-level exposure to promotional partners.

**Media Kit 2024**  
Everything about healthHQ ~ You Will Find It Here!

**Holistic Promotional Packages**  
From Bronze to Platinum Package ~ One GPO To Rule Them All!

**Promotional Services & Options / Media Rates**  
Whatever You Need ~ Volume Discounts Included!

**Media Channels Index \*MCI**

Reference	Channel	Description	Hyperlink(s) / Sample(s)
<b>MA</b>	<b>Magazine*</b> <small>*Print &amp; Dgital / Online</small>	Issues are published monthly and are distributed to a global professional audience involved in the health industry. Available in both Print & Digital (online) formats to ensure maximum exposure is achieved.  Traditional yet solid and reliable 'in-your-hands' exposure via magazine advertising providing highly impactful and rewarding results to promotional partners!	<a href="http://www.healthhq.world/issues/">http://www.healthhq.world/issues/</a>
<b>WE</b>	<b>Website</b>	An online channel that is frequently updated and is a reference & trusted website for all things health! Visited & used daily by a large audience of industry professionals and decision-makers.  An excellent medium which can be used by partners to promote their products & services through a wide variety of banners meeting all business needs and budgets, whether big or small!	<a href="http://www.healthhq.world/">http://www.healthhq.world/</a>
<b>EV</b>	<b>Events*</b> <small>*Co-Organizer / Official or Supporting Media Status</small>	healthHQ - since decades - has enjoyed a symbiotic relationship with major and leading event organizers, worldwide, regarding health-related events. The platform acts as co-organizer or as official media partner and enjoys unprecedented access to all event attendees (exhibitors, visitors, speakers and other participants). We also organize and hold our own events (Webinars / Podcasts) with participants of significant renown.  Partners who place their promotional material in event-related media are provided with additional high-level exposure.	Listing of Events available in Media Kit / Editorial Calendar - also can be submitted upon request.
<b>SE</b>	<b>Services</b>	A myriad of professional business services offered to a large array of health industry professionals starting from individual to material supplier to manufacturer to importer and agent and not ending with event organizer - to help them achieve their business goals and objectives!  Partners can highlight their services assuring they are exposed to a large audience who will definitely seek them out!	Business Links Career Center Coming Events Financial Hub Project Monitor
<b>NL</b>	<b>Newsletters</b>	General health-industry newsletter sent monthly to our audience which consists of leading and recognized decision-makers, worldwide. Specialized (by industry sector) newsletters whereby subscribers can select frequency of receiving (weekly, bi-weekly or monthly) shall be available soon!  This is a highly targeted / segmented medium which provides promotional partners with right exposure they seek at minimal budget.	Sample(s) submitted upon request.
<b>EM</b>	<b>Email</b>	Targeted mass-email campaigns to a specialized and accredited audience involved in the health industry, of direct relevance & importance to your company and its products/services. Special customized filtering can be applied to target the exact target audience which you seek!  Another highly targeted / segmented medium which provides promotional partners with specific exposure they seek at low budget to deliver their exact message to their "selected audience"!	Sample(s) submitted upon request.
<b>SO</b>	<b>Social</b>	Our front-row offering to our audience showcasing important & curated (health-industry related) content of benefit and value to them. Posting is made several times a day and is subject to increase, based on content validity & availability.  Promotional partners can post their company news and products / services on these channels for more value-added exposure.	    