

Media Pack **2023**

# Vascular Specialist

**Vascular Specialist** is an official publication of the Society for Vascular Surgery (SVS)



## Audience reach

### PRINT

**4,800** VASCULAR SPECIALIST SUBSCRIBERS

**12** ISSUES PER YEAR

**SVS** Bonus distribution and VS@VAM dailies

### DIGITAL

**7,000+** VASCULAR SPECIALIST SUBSCRIBERS

**125,000** } Annual website page views

**13,000+** Impressions (LinkedIn)

**16,000+** Impressions (Twitter)

**E-news**

- 44%** open rate
- 12%** click rate

**E-blasts**

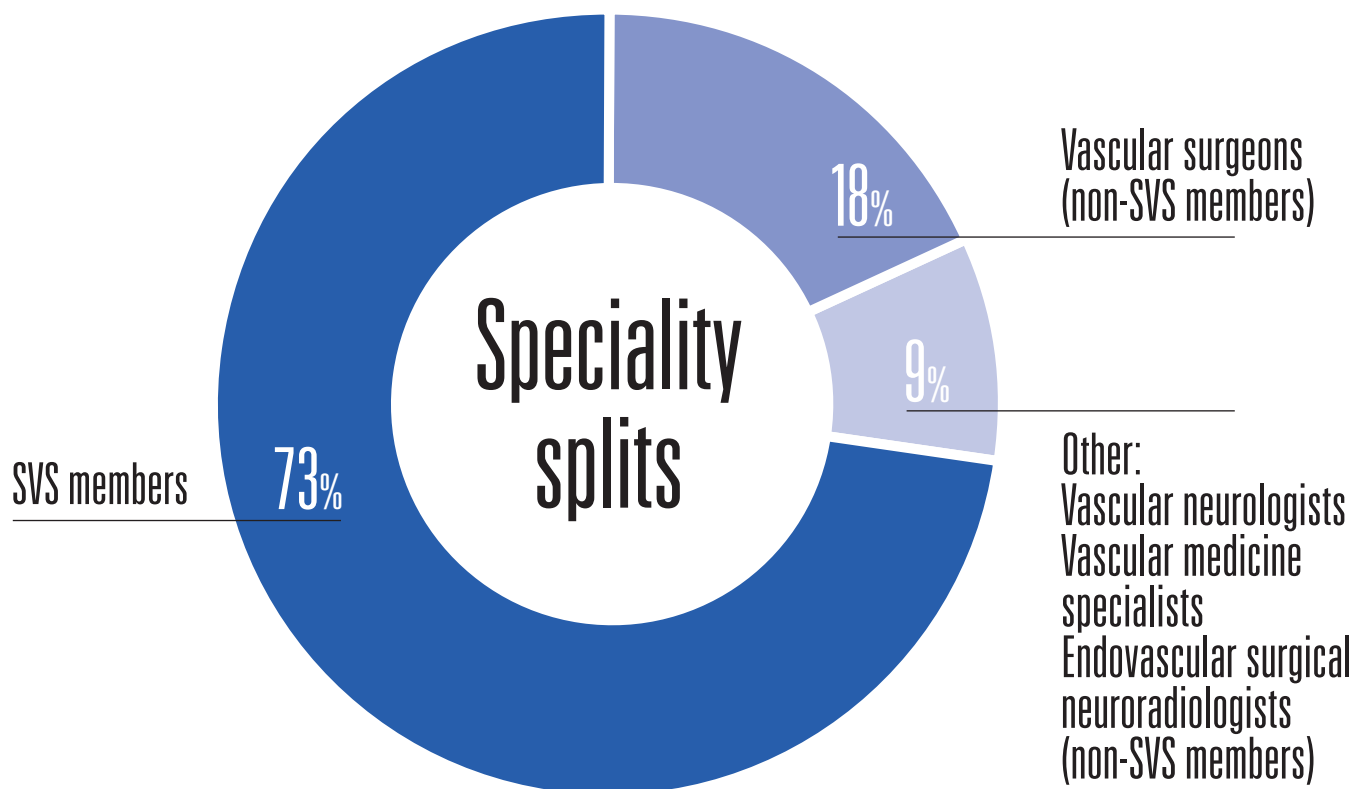
- 38%** open rate
- 6.5%** click rate

Dedicated website updated in real time

Bimonthly newsletter sent to all subscribers

Targeted e-blasts can be sent to subscribers at any time

*Vascular Specialist* is distributed at key events from the newspaper's booth, future meetings table and publishers' display areas. In some cases, it is also inserted in delegate bags.



Estimated bonus distribution pending COVID restrictions	
Issue (including number)	Bonus distribution (TBD)
January 2023	SAVS, VESS (winter meeting), ISET
February 2023	AVF
March 2023	SCVS, regional vascular meetings
April 2023	Charing Cross (CX) Symposium
May 2023	IVC, PNEC
June 2023	VAM, VESS (spring meeting)
July 2023	
August 2023	
September 2023	All applicable regional vascular meetings
October 2023	CX Aortic Vienna, ENDO, IAS
November 2023	VEITH, VIVA
December 2023	

Print advertising rates (DEADLINE: 15th of the month prior)			
Page size	1 month	6 months	12 months
King (full) page	\$5,560	\$5,325	\$5,160
Island page	\$4,935	\$4,700	\$4,585
1/2 page	\$4,535	\$4,345	\$4,225
1/4 page	\$3,515	\$3,460	\$3,445
Page 3 King	\$7,345		
Back Cover	\$9,040		
Center spread	\$8,475		
Front page banner	\$5,500		
Cover Tip/Tip On	\$8,475		

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DIGITAL

# Vascular Specialist

The *Vascular Specialist* website reaches vascular specialists all over the world with the latest news, opinion editorials, profiles, videos and events.

WEBSITE



**7,000+**  
Vascular Specialist subscribers

### Website rates

Advert	Rate (per month)
MPU 1 + Half banner A	\$2,000
Leaderboard + Half banner A	\$1,550
MPU2 + Half banner B	\$1,300
MPU3 + Half banner B	\$950
Adhesive Skyscraper (DESKTOP ONLY)	\$6,200 per quarter
Mobile adhesive banner (MOBILE DEVICES ONLY)	\$6,200 per quarter

## E-NEWSLETTER

The *Vascular Specialist* e-newsletter is sent every 2 weeks to a database of **7,000+** specialists. It contains the top stories published on the *Vascular Specialist* website.

### e-newsletter rates

Advert	Per e-newsletter
MPU 1	\$950
Top banner	\$875

## TARGETED E-BLAST

*Vascular Specialist* offers targeted e-blasts to companies and conference organizers.

- E-blasts can target a database of over **7,000+** specialists
- These communications can be sent to the whole database or be targeted by country

### Targeted e-blast rates

Global	\$2,300
US	\$1,950

# Vascular Specialist

SPONSORED CONTENT



August 2020  
Educational Supplement

## Vascular Specialist

**The emerging value and broad applicability of intravascular lithotripsy**

An in-depth look at the role of IVL across various anatomies, in a resource-constrained healthcare environment

vascularspecialist.com



**Study seeks to provide essential data for bridging stent use in BEVAR procedures**

These are several current topics in the market for both interventional cardiologists and vascular surgeons. Bridging stents, however, are a relatively new technology that is still in the early stages of adoption. This study seeks to provide essential data for bridging stent use in BEVAR procedures.

**These studies are the future we might have an ideal stent.**

vascularnews

## EDUCATIONAL SUPPLEMENT

**Vascular Specialist publishes educational supplements on topics of interest to vascular specialists.**

- Sponsoring a supplement offers a unique opportunity to deliver your company’s core message to your target audience with an educational focus
- The content can be based on the company’s profile, new product, drug or medical device
- Supplements are inserted in *Vascular Specialist*, and made available on the website

**8-page supplement - \$20,000**

## ADVERTORIAL

**Vascular Specialist creates sponsored editorial content.**

- Allowing full editorial control to the client, we create in-depth features with insights from physicians
- Content can be supplied by the company or written by our editorial team

**Double-page advertorial: \$12,000**

**Full-page advertorial: \$7,500**

**Digital advertorial: \$6,500 (with included e-blast \$7,900)**

## SALES CONTACT

Nicole Schmitz at [nicole@bibamedical.com](mailto:nicole@bibamedical.com) or (708) 829-5112

## SPONSORED VIDEOS

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Video is a powerful medium to engage with the physician community whilst conveying key messages. As an established specialist publishing company, we offer a video production service delivering powerful physician interviews to your relevant audience through multiple channels.

For bespoke filming campaigns tailored to your needs, we can provide a high-quality video service.

Filming can be conducted at your preferred location, on-site at conferences or remotely via the web.

### Package includes:

- Interviewing
- Filming with full post-production and editing service
- Distribution
  - Video to be made available on [vascularspecialistonline.com](http://vascularspecialistonline.com)
  - E-blast of the video to our digital subscribers

**NOTE: Rights for the video file can be purchased for a flat fee of \$2,750**

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## EXAMPLE PACKAGES

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### Option 1: Webinars/Roundtable (3-4 physicians): \$27,700

- Up to four speakers
- Three-camera filming
- Editing and post-production
- Embedding on [vascularspecialistonline.com](http://vascularspecialistonline.com) with e-blast

### Option 2: Video Interview (1 physician): \$11,750

- Interview with one physician/single message, single-camera filming, editing and post-production
- Embedding on [vascularspecialistonline.com](http://vascularspecialistonline.com) with e-newsletter

### Option 3: Interview with CEO or company representative: \$8,250

- Interview with a company representative i.e. CEO, CMO etc.
- Three questions, one speaker, one three-minute video
- The video is yours to use as you like

### Option 4: Supplied video hosted on our website: \$4,900

- Embedding supplied video on [vascularspecialistonline.com](http://vascularspecialistonline.com)
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## Media Pack 2023



# Vascular Specialist

*Vascular Connections* is now **Vascular Specialist@VAM**, the official newspaper of the SVS and daily newspaper of the Vascular Annual Meeting (VAM).



June 14-17, 2023  
National Harbor, Maryland



Daily on-site print newspapers at VAM

# 7,000

E-newsletters sent to 7,000 *Vascular Specialist* subscribers during the month of VAM

## PRINT ADVERTISING

Print Creative Deadline: May 19, 2023

### Print advertising rates

Print size	Rate per issue	Rate for all 3 issues (30% discount)
Front page banner	\$6,500	\$13,650
King	\$5,500	\$11,550
Double King	\$9,000	\$18,900
Half page	\$4,500	\$9,450
Quarter page	\$3,500	\$7,350
Back cover	\$8,500	\$17,850
Tip on	\$8,000	\$18,900

## E-NEWSLETTER

In addition to *Vascular Specialist* bimonthly e-newsletter schedule, there will be 4 VAM editions of e-newsletters that will be offered to cover VAM digitally in June/July. E-newsletters dates TBD.

### E-newsletter advertising rates

Advert	All 4 e-newsletters
Top banner	\$4,750
MPU 1/ MPU 2	\$4,000
Bottom banner	\$3,000

## TARGETED E-BLASTS

For targeted e-blasts sent to the *Vascular Specialist* email list from June 1 – July 15, 2023

### Targeted e-blast advertising rates

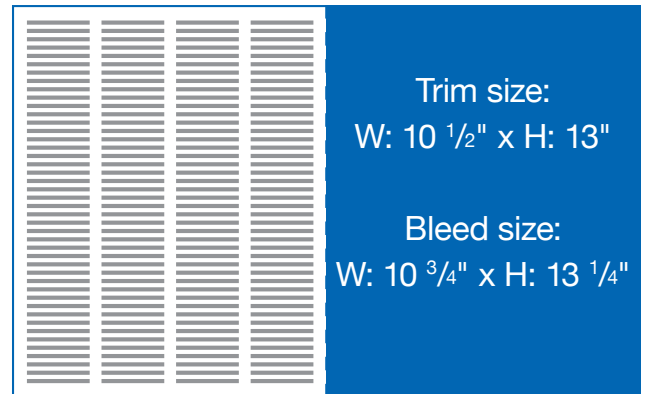
Advert	Rate
Targeted e-blast	\$2,500

## PRINT ADVERTISING SPECIFICATIONS

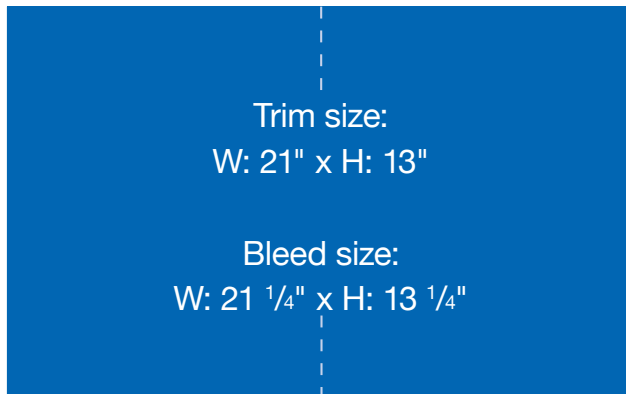
Front page banner



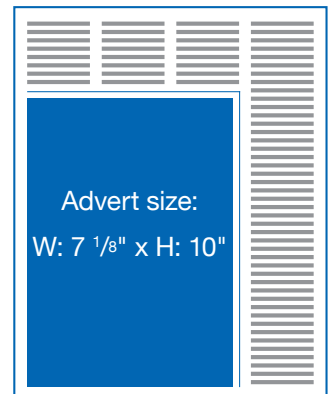
King page



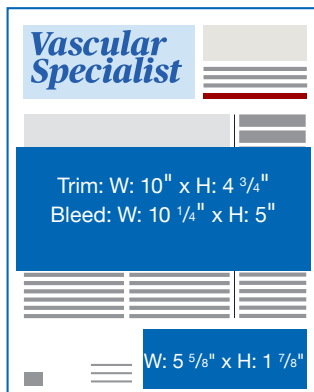
King page center spread



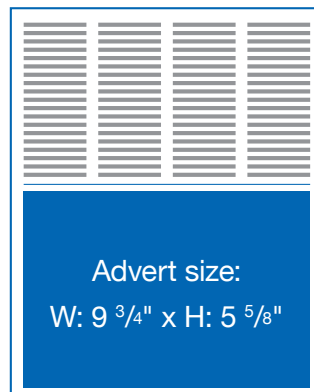
Island page



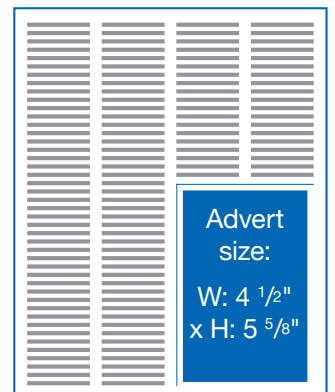
Bellyband



1/2 page



1/4 page



**Journal Trim Size:** W: 10½" x H: 13"

**Live matter:** Allow ¼" safety from all trim edges

## ADVERTISING SPECIFICATIONS — PRINT

- Live matter: Allow 1/4 inch safety from all trim edges
- Please send a high resolution PDF of artwork in CMYK and 300 dpi

Print	Specifications
King page	Trim size: W: 10 1/2 inches x H: 13 inches / Bleed size: W: 10 3/4 inches x H: 13 1/4 inches
King page center spread	Trim size: W: 21 inches x H: 13 inches Bleed size: W: 21 1/4 inches x H: 13 1/4 inches
Island page	Advert size: W: 7 1/8 inches x H: 10 inches
1/2 page	Advert size: W: 9 3/4 inches x H: 5 5/8 inches
1/4 page	Advert size: W: 4 1/2 inches x H: 5 5/8 inches
Front page banner	Advert size: W: 5 5/8 inches x H: 1 7/8 inches
Bellyband	Trim size: W: 10 1/2 inches x H: 4 inches / Bleed size: W: 10 3/4 inches x H: 4 1/4 inches
Educational supplement	Specifications
Front page cover	W: 8 1/10 inches x H: 10 3/4 inches
Back page cover	W: 8 1/10 inches x H: 10 3/4 inches – additional 1/8 inch bleed on all sides required

**Deadline:** All print creative files are required by the 15th of the month prior to going to press. (Ex: October file due by September 15th).

## ADVERTISING SPECIFICATIONS — DIGITAL

- Please send all artworks in RGB colour and 72 dpi
- Please also provide the link/url with the artwork
- Accepted file format: GIF, JPG (Animated GIFs are acceptable if the first frame conveys your message as it will NOT animate in some e-mail browsers)

E-newsletter	Specifications
MPU	300 wide x 250 high pixels
Leaderboard	590 wide x 72 high pixels
Targeted e-blast	
<a href="https://bibapublishing.com/online-specs/#email_specs">https://bibapublishing.com/online-specs/#email_specs</a>	
Website	Specifications
MPU	300 wide x 250 high pixels
Leaderboard	728 wide x 90 high pixels
Half banner	300 wide x 100 high pixels
Mobile adhesive banner	350 wide x 70 high pixels
Skyscraper	160 wide x 600 high pixels

**Deadline:** All digital artworks are required 2 weeks prior to going live or to send date

## SALES CONTACT

Nicole Schmitz at [nicole@bibamedical.com](mailto:nicole@bibamedical.com) or (708) 829-5112