

Media Pack 2022

Vascular Specialist

SVS | Society for Vascular Surgery | Official Publication

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



Bonus distribution at the SVS annual meeting and other key meetings

DIGITAL

8,000

VASCULAR SPECIALIST SUBSCRIBERS

35%  news letter and eblast open rates

8%

Click through rates

D

Dedicated website updated in real time

B

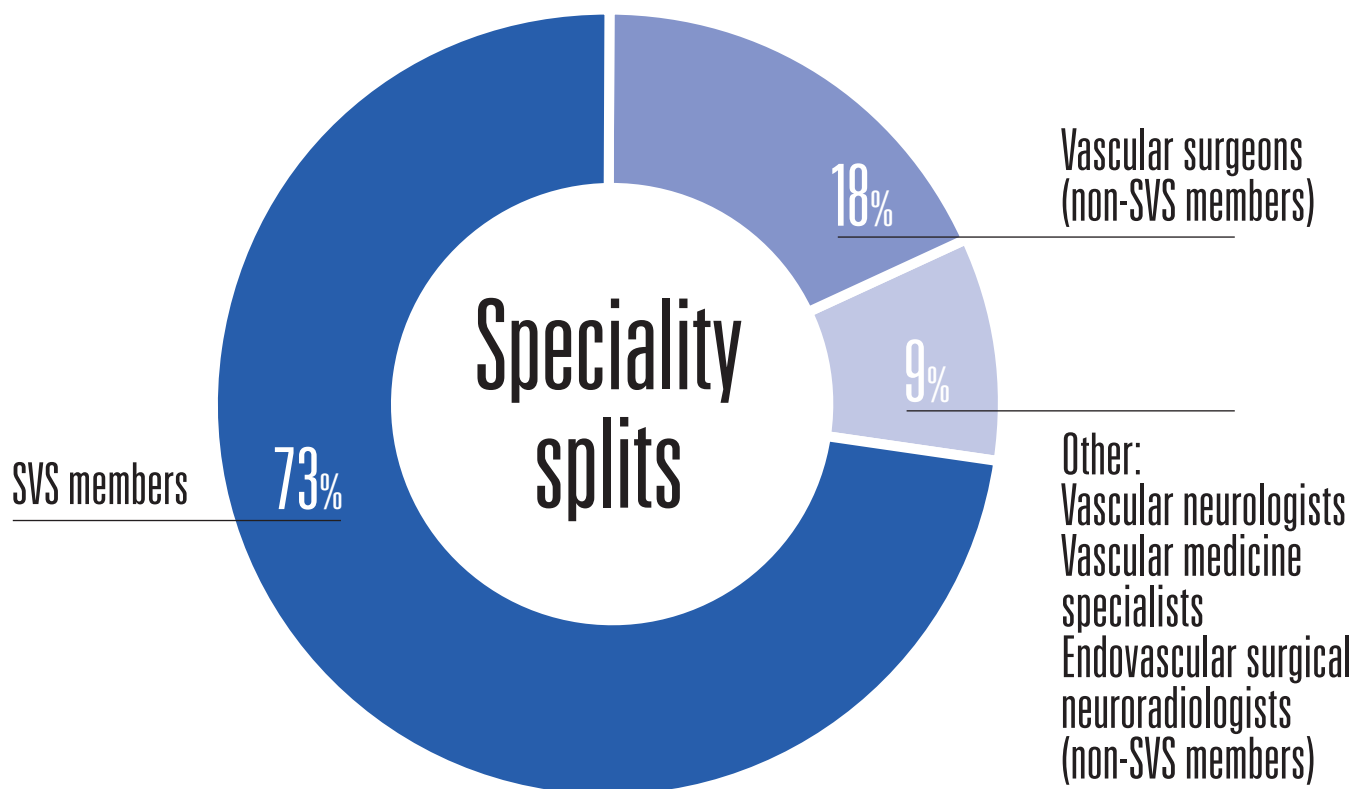
Bimonthly newsletter sent to all subscribers

T

Targeted eblasts 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.

NEWSPAPER



Estimated bonus distribution pending COVID restrictions	
Issue (including number)	Bonus distribution (TBD)
January 2022	SAVS, VESS (winter meeting)
February 2022	AVF
March 2022	SCVS
April 2022	Charing Cross (CX) Symposium
May 2022	IVC
June 2022	VAM, VESS (spring meeting)
July 2022	
August 2022	
September 2022	All applicable regional vascular meetings
October 2022	CX Aortic Vienna
November 2022	VEITH, VIVA
December 2022	

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		

Media Pack 2022

DIGITAL

Vascular Specialist

500 | Society for Vascular Surgery | Official Publication

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

WEBSITE



8,000
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 **8,000** 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 **8,000** specialists
- These communications can be sent to the whole database or be targeted by country

Targeted eblast rates

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

PRINT **Vascular Specialist**
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SPONSORED CONTENT



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

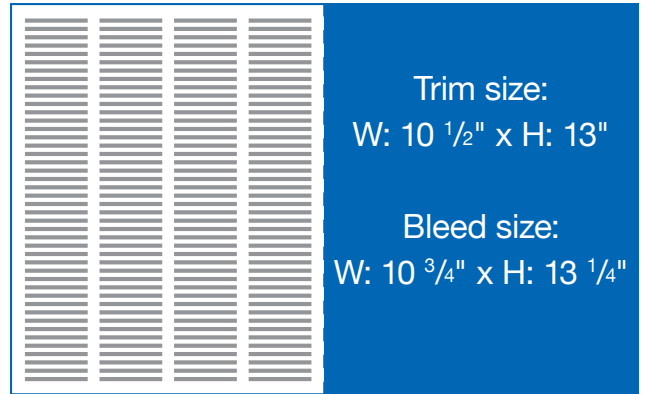
Nicole Schmitz at nicole@bibamedical.com or (708) 829-5112

PRINT ADVERTISING SPECIFICATIONS

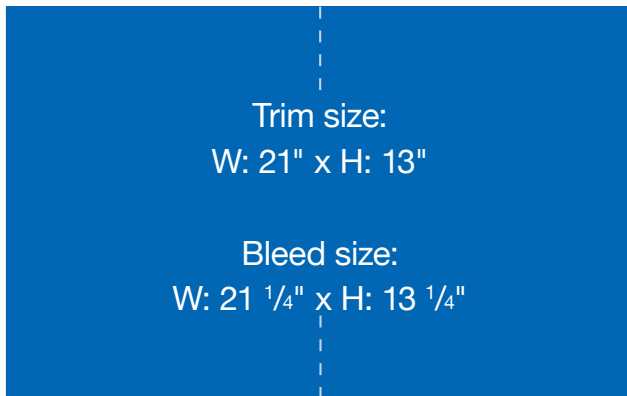
Front page banner



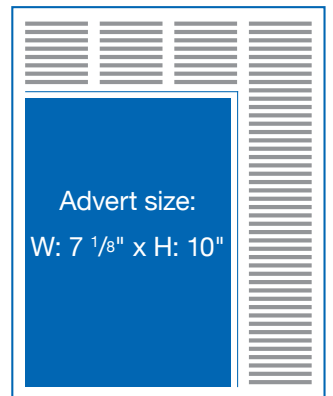
King page



King page center spread



Island page



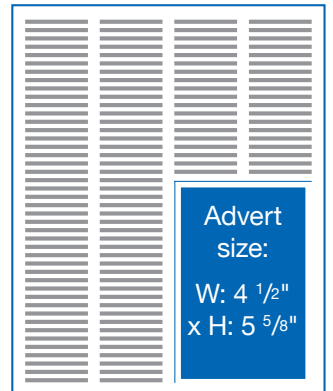
Bellyband



1/2 page



1/4 page



Journal Trim Size: W: 10 1/2" x H: 13"

Live matter: Allow 1/4" 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

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

https://bibapublishing.com/online-specs/#email_specs

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