

MEDIA KIT 2019



YOUR SOURCE FOR
HEALTHCARE NEWS
IN THE MIDDLE EAST



HOSPITALS Magazine is an English written healthcare magazine published by Arab Health Media Communication since 2010. HOSPITALS is a leading source for reliable news and updated analysis on healthcare. Understanding healthcare is our aim.

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READERSHIP

• **Healthcare Management:**

CEO'S, Finance Directors,
Department Heads, Administrators, Facility Owners,
Supply managers, Laboratory Director.

• **Healthcare Practitioners:**

Hospital Doctors, Pharmacists, Technicians, Surgeons,
GPS, Dentists....

• **Healthcare Suppliers:**

Agents, Distributors, Pharmaceutical Executives,
Recruitment Services, IT Suppliers, Architects,
Caterers.

• **The General Public:**

University Graduates, ABC+

Readership & Circulation

CIRCULATION

The Magazine is available Monthly throughout the Gulf Area, Levant and North Africa with a total circulation of 58,250 copies. "Hospitals" Magazine is available in most Hospitals, Clinics, Doctors' waiting rooms, Healthcare Institutions, relevant university departments and libraries. It's also distributed by mail to all HealthCare Professionals.

Saudi Arabia	9,000
United Arab Emirates	8,000
Oman	1,500
Lebanon	4,000
Jordan	3,500
Kuwait	2,500
Bahrain	2,000
Qatar	5,000
Egypt	2,750
TOTAL	38,250
SUBSCRIBERS / EXHIBITINS	20,000



Rates & Dimensions

ADVERTISEMENT RATES

4-COLOR

Full Page	\$4,700
Full Page / Lebanon	\$2,000
Half Page	\$3,000
Spread	\$7,500
Inside Back Cover	\$5,100
Inside Front Cover	\$5,500
Back Cover	\$7,500
Bookmark	\$6,000
Banner	\$1,500
Gate Fold	\$9,000

COVERS

Cover	\$50,000
Banner on Cover	\$12,000

ADVERTISEMENT DIMENSIONS

Magazine Trim Size: 22 cm x 28 cm

UNIT SIZE	BLEED	TYPE AREA	TRIM
Page	22.8 cm x 28.8 cm	20 cm x 26 cm	22 cm x 28 cm
Spread	44.8 cm x 28.8 cm	42 cm x 26 cm	44 cm x 28 cm
Half Page	22.9 cm x 14.8 cm	20 cm x 12 cm	22 cm x 14 cm
Banner	19 cm x 5 cm	18 cm x 4 cm	19 cm x 5 cm
Banner	6 cm x 24 cm	5 cm x 23 cm	6 cm x 24 cm
Bookmark	8.8 cm x 18.8 cm	6 cm x 16 cm	8 cm x 18 cm