

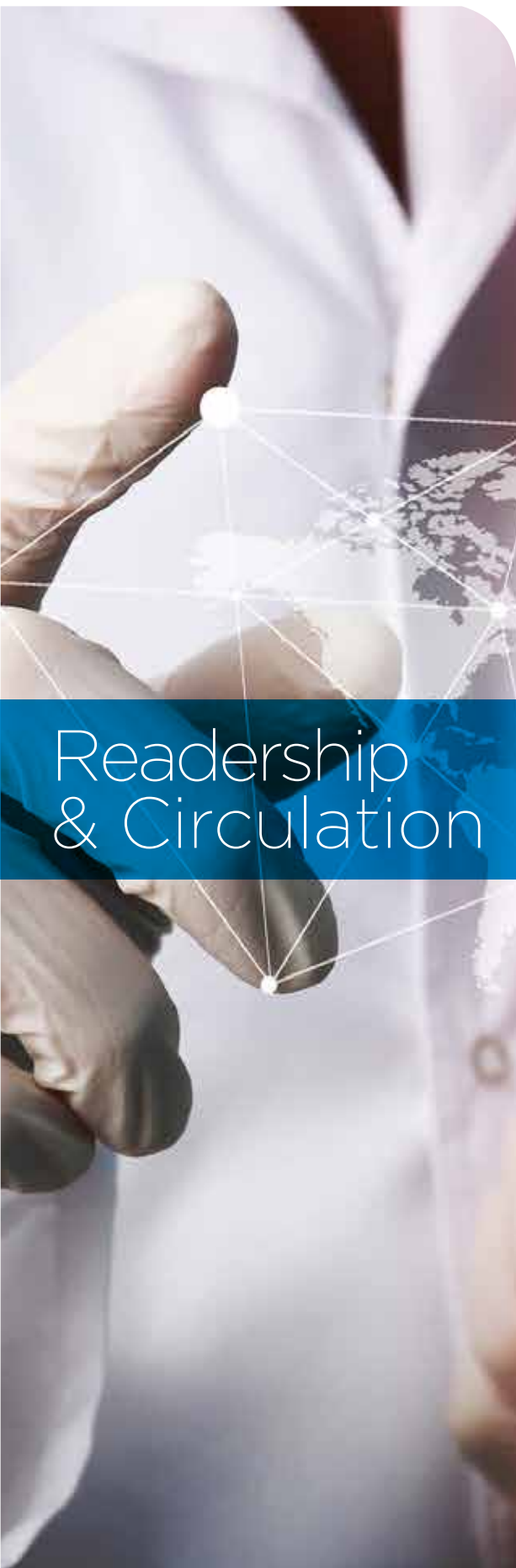
MEDIA KIT 2019

YOUR SOURCE FOR **HEALTHCARE NEWS** IN THE MIDDLE EAST



With the improvement of public sector Health Care, the proliferation of private sector hospitals throughout the Arab world and the ceaseless development of new medical technologies, it's important for both Health Care professionals and the general public to be knowledgeable about such a vital sector in order to make the right career choice and treatment decision. The Arab Hospital Magazine fulfills this clear and defined market need.

The Arab Hospital aims for excellence, reliability and most importantly professional journalism that is relevant for the region. Our message is to enlighten our societies on the importance of a well managed and developed Health Care field. The Arab Hospital Magazine has correspondents across the region and is a rich source of news on the Health Care sector presented in a fresh and modern format.



Readership & Circulation

READERSHIP

- **Healthcare Management:**
CEOs, Finance Directors, Department Heads, Administrators, Facility Owners, Supply Managers, Laboratory Director.
- **Healthcare Practitioners:**
Hospital Doctors, Pharmacists, Technicians, Surgeons, GPs, Dentists, Radiologists, Nurses, Physiotherapists, Ophthalmologists, Opticians, Laboratory Technicians, Medical Students, Professors and Researchers.
- **Healthcare Suppliers:**
Agents, Distributors, Pharmaceutical Executives, Recruitment Services, IT Suppliers, Architects, Caterers.
- **The General Public:**
University Graduates, ABC+

CIRCULATION

The magazine is available monthly throughout the Gulf area, the Levant and North Africa with a total circulation of 71,000 copies. Our subscribers are mostly ministries of health, hospitals, private clinics, universities, healthcare related industries (pharmaceutical, equipment suppliers, IT, insurance), doctors and health-conscious readers. The Arab Hospital is available in all relevant bookshops in the Arab world, in the hospitals and clinics of the region, doctor's waiting rooms, relevant university departments and libraries, and distributed by mail to all key Healthcare professionals.

Saudi Arabia	13,000
United Arab Emirates	9,000
Oman	1,500
Lebanon	4,000
Jordan	3,500
Kuwait	4,500
Bahrain	3,000
Qatar	5,200
Egypt	1,200
TOTAL	45,000
SUBSCRIBERS / EXHIBITINS	26,000



Rates & Dimensions

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4-COLOR	
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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	22.8 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