



Today's children - tomorrow's adults

Paediatrics.me

We give them something to talk about

It has been long established that in general terms selective perception comes into operation, when people screen the contents of professional or business-2-business journals.

Giving readers something to ponder and talk about is a powerful motivator that drives readership, across all demographics and disciplines. Media researchers in the USA have found that people want a source of information that gives them something to discuss with others.

Good editorial pages provoke thought and conversation, and in the right hands, good advertising will induce a buying response.

The stronger the reader's affiliation is with a journal, the higher the level of endorsement the advertised products are likely to receive.

Paediatrics.me delivers a business advantage to all our advertisers in every edition, by creating the most effective marketing environment for their brands – join us, and ensure the wellbeing of your promotional budget in 2010.



Our mission – your brands

Paediatrics.me is in constant touch with its readership to ensure that every editorial page is discernibly valuable in real terms. When asked recently; ‘Which child health care issues in the region cause you the most concern?’ Our readers referred to following issues, in order of importance:

Respiratory problems, Infectious diseases, the continuous need for professional updating, Anaemia, Immunisation, Diabetes, Nutrition, the incidence of congenital abnormalities, the psychiatric disorders amongst children in adolescence, Epidemiological problems of the Middle East. The list of potential editorial topics is virtually endless.

The pro-active appeal of *Paediatrics.me* and the importance and efficacy of the editorial pages themselves offer the ideal environment for appropriate pharmaceutical and nutritional product advertisements.



Advertising rates GBP

Cost per insertion	1	2	4
Full Page	2500	2125	1750
Half Page	1375	1168	962
<i>Special Positions</i>			
Back Cover	3000	2550	2100
Inside Covers	2875	2443	2012
DPS	4375	3718	3062

Advertising agency commission = 15%

Inserts accepted by size and weight

Other presentations are available upon request

Readership profile and circulation

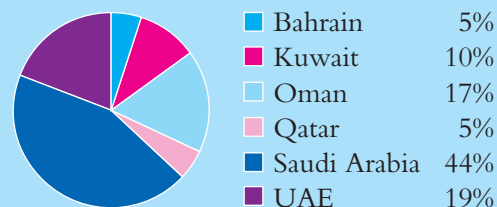
Paediatrics.me is mailed free of charge to members of child health care teams in both government and private practice in the countries indicated.

Government Sector

Hospitals
Public Health Centres (PHCs)
Mother & Child Health Departments
Paediatric Consultants
Paediatricians
GPs

Private Sector

Hospitals & Clinics
Private Paediatricians
Private General Practitioners



Mechanical data

Full page

Trim 297 x 210 mm

Bleed 303 x 216 mm

Half page horizontal

Trim 145 x 210 mm

Bleed 148 x 216 mm

Half page vertical

Trim 297 x 102 mm

Bleed 303 x 105 mm

All journals printed A4 size, CMYK litho. Digital artwork can be accepted in the following formats: Indesign; Photoshop; Illustrator; and high resolution PDF. Please supply a colour proof with the artwork to ensure that reproduction is accurate.

Creative covers and inserts:

All types of cover design and insertions are possible and will be assessed individually in terms of cost, production and feasibility.

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Copy date: Six weeks before preceding month of issue



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INTERNATIONAL

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