

TEMAS #HOSPITALARIOS

HOSPITAL ISSUES

PROFILE

Full color magazine focused in the latest medical products, technologies and trends, together with hospital management & marketing. Insightful articles of medical specialities, healthcare technology and interviews to the main players.

TEMAS HOSPITALARIOS is the Argentine leader publication with high distribution in South America, and offers your company the opportunity to maximize your exposure in a market that imports annually USD2.300 million in medical equipment.

CIRCULATION

4.500

READER ACTIVITY

Private & Public Hospital, Clinic, Hospital/Clinic Laboratory, Distributors/Manufacturers/Importers/Wholesalers, Medical Associations, Government.

JOB TITLE

General Directors, Medical Directors, Purchase Managers, Administration, Department Chiefs, Medical Doctors & Specialists, Government Health Officials

SPECIALIZATIONS

General Medicine, Cardiology, Surgery, Radiology, Intensive Care, Internal Medicine, Diagnostic, Critical Care, Respiratory Medicine, Orthopaedics & Rehab, Laboratory, Pediatrics, Anesthesiology, Emergency and Rescue, Gynecology, Urology, Patient Care, Sterilization, Home Health Care, Health Administration & Purchasing.

CLOSING DATE AND MATERIALS DUE

N° 2 AUGUST ISSUE 2007

Closing Date: 6 de Julio de 2007
Materials Due: 12 de Julio de 2007

N° 3 NOVEMBER 2007

Closing Date: 15 de Octubre de 2007
Materials Due: 26 de Octubre de 2007

N° 4 MARCH 2008

Closing Date: 5 de Marzo de 2008
Materials Due: 14 de Marzo de 2008

N° 5 JUNE ISSUE 2008

Closing Date: 20 de Mayo de 2008
Materials Due: 30 de Mayo de 2008

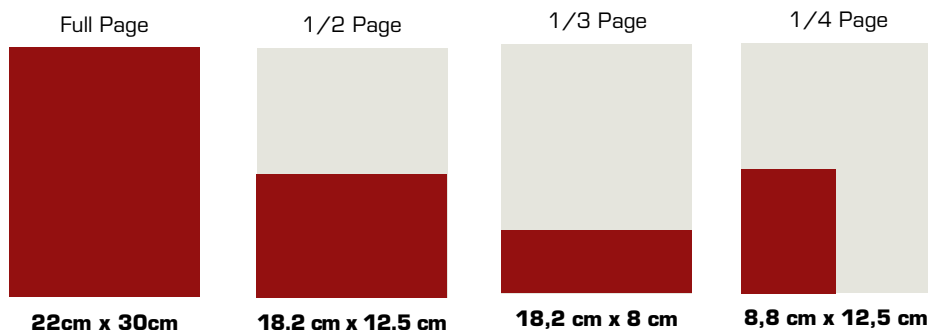
N° 6 AUGUST ISSUE 2008

Closing Date: 4 de Julio de 2008
Materials Due: 11 de Julio de 2008

N° 7 NOVEMBER ISSUE 2008

Closing Date: 17 de Octubre de 2008
Materials Due: 24 de Octubre de 2008

ADVERTISING RATES (AUGUST ISSUE 07)



All ads in 4 color expressed in USD and include local taxes

	3x	2x	1x
1 Full Page	1.250	1.400	1.500
1/2 Page	750	850	900
1/3 Page	550	600	-
1/4 Page	450	-	-

Special Position Rates

Inside Front Cover & Pg. 3	2.800	2.900	3.000
Inside Back Cover	2.100	2.200	2.300
Back Cover	2.600	2.700	2.800

TECHNICAL INFORMATION

Magazine:

74 pages in high quality Art Paper (120 gms for inside text and 200 gms for Covers);
Printing Process: Offset

Ads Material

Files in .jpg, .eps o .tiff in high resolution

Electronic Media: CD-ROMs

Images and Logos:
300 dpi or more and in CMYK color

Additional:

Production of the entire ad \$ 300

Production:

Adapt an existing ad to other size \$150

Charges:

Translation to Spanish \$75

Payment Terms:

Full payment by bank transference within 10 days of invoice
No cancellation is accepted after advertising closing date

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