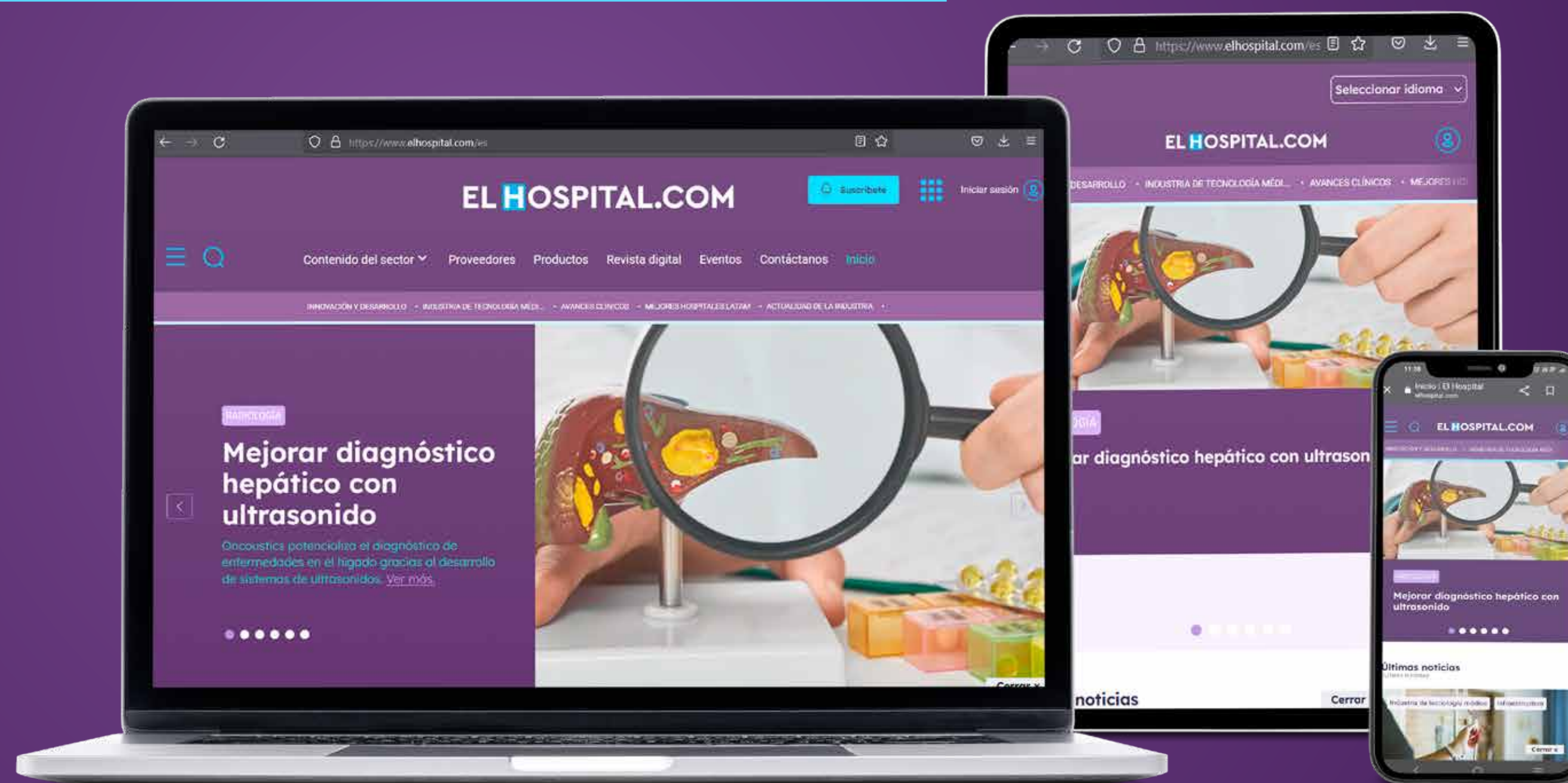


# 2023 MEDIA KIT

We promote your company in Mexico and Latin America



**EL HOSPITAL.COM**

 [WWW.ELHOSPITAL.COM](http://WWW.ELHOSPITAL.COM)

A PUBLICATION BY

**AXIOMA B2B**  
MARKETING

# ELHOSPITAL.COM IS PART OF AXIOMA B2B MARKETING

Axioma is the brand behind our ElHospital.com. As Axioma, we have 21+ years of experience impacting professional decision makers from 8 of the most important industries in Latin America.

Our complete content ecosystem is at the forefront of market trends to efficiently impact audiences of interest.



PRINT



WEBSITES



NEWSLETTER



EVENTS



MEDIA  
PARTNERS



EMAIL  
MARKETING



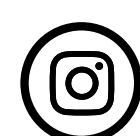
OWN  
MEDIA



LINKEDIN



FACEBOOK



INSTAGRAM

Health Industry

**EL HOSPITAL.COM**

Metalworking Industry

**METALMECANICA.COM**

Plastic Industry

T E C N O L O G Í A D E L  
**PLASTICO.COM**

Packaging Industry

**ELEMPAQUE.COM**  
+Conversión

Manufacturing Industry

**MANUFACTURA  
LATAM.COM**

Food Industry

R E V I S T A  
**IALIMENTOS.COM**

Hospitality and Gastronomy  
Industry

R E V I S T A  
**LABARRA.COM**

Hardware Store Industry

**FIERROS.COM.CO**



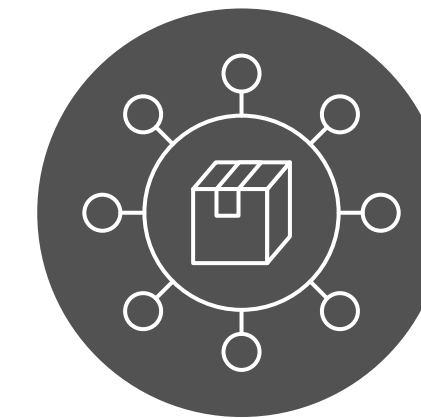
# STRATEGIC B2B MARKETING STAGES

We know the B2B Marketing stages that offer the greatest opportunity for your company to connect with the Latin American market.



## To Find

Reach the right audience to talk about your products and services



## To Differentiate

Highlight how your company can solve an industry-relevant problem better than anyone, inspiring your audience through your technologies and innovations.



## To Promote

Build a strong and solid relationship with your audience that converts into customers for your business.

Let's build the route your company needs to achieve its objectives and reach decision-makers in the Latin American market.

### Formats

- Print Ads
- Content Sponsorship
- Banners
- Social Ads
- Digital Infographics
- Special content
- Newsletter
- Showrooms
- Email bast
- Video
- Events Sponsorships

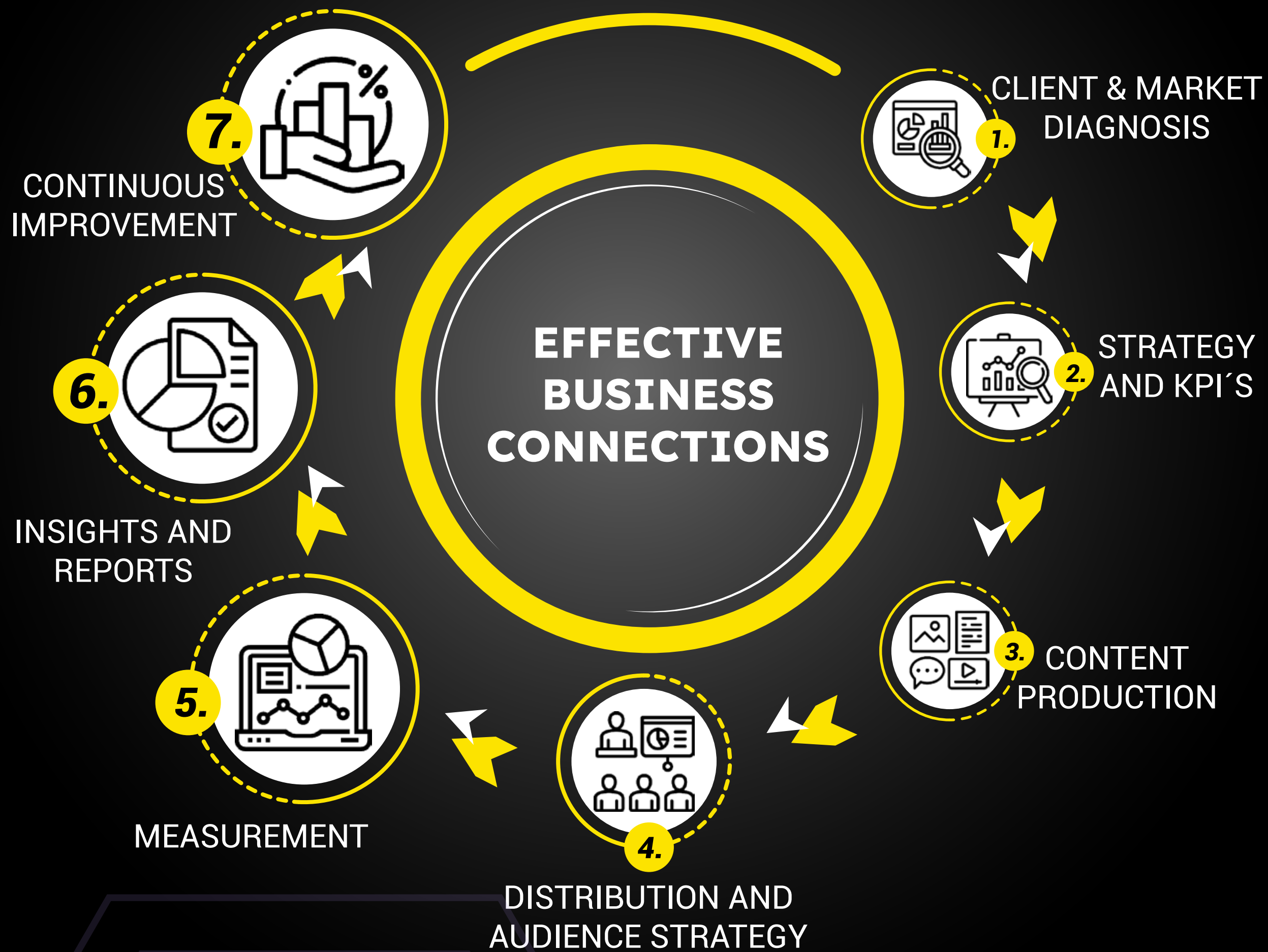
### Formats

- Advertorials
- Podcasts
- Whitepaper/ E-books
- Newsletter
- Video
- Participation in live and virtual events
- Webinars

### Formats

- Advertorials
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- Podcasts
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- Video
- Participation in live and virtual events
- Webinars

We not only offer you the best spaces for the visibility of your brand, we are also your ally to generate the best marketing strategies to achieve your goals. This is how we do it:



# AXIOMA'S

# METHODOLOGY

Our objective is to generate value through effective business connections that meet the marketing and communication objectives of the companies.

We have an experienced team working on your needs and goals, specialized according to your industry.

# ElHospital.com

## Effective Business Connections

ElHospital.com is a powerful marketing and communication tool that promotes your company among decision makers and purchasing influencers in the healthcare industry in Mexico and Latin America.

*79 years connecting the healthcare industry.*

Our platform of print, digital media and specialized events help national and multinational companies to generate effective business connections among industry professionals helping companies achieve their objectives through strategic routes designed to meet their needs.





# QUALIFIED AUDIENCE

Website visitors and subscribers



**8,955**  
DIGITAL DATA  
BASE



**70,366**  
WEBSITE  
VISITORS



**27.519**  
DIGITAL DATA  
BASE



**254.078**  
WEBSITE  
VISITORS

\*This number includes the total audience, including Mexico.

# QUALIFIED AUDIENCE

Subscribers segmentation

## Business and industry breakdown:

- 37%** Private Hospital/Clinic
- 22%** Public Hospital/Clinic
- 13%** Other activity
- 10%** Distributor
- 7%** Private Clinical Laboratory
- 6%** Diagnostic Imaging Center
- 2%** Installation / maintenance / repair service
- 1%** University / Institution
- 1%** medical association
- 1%** Governmental (Ministry / Secretary of Health / Accreditor / Control entity)

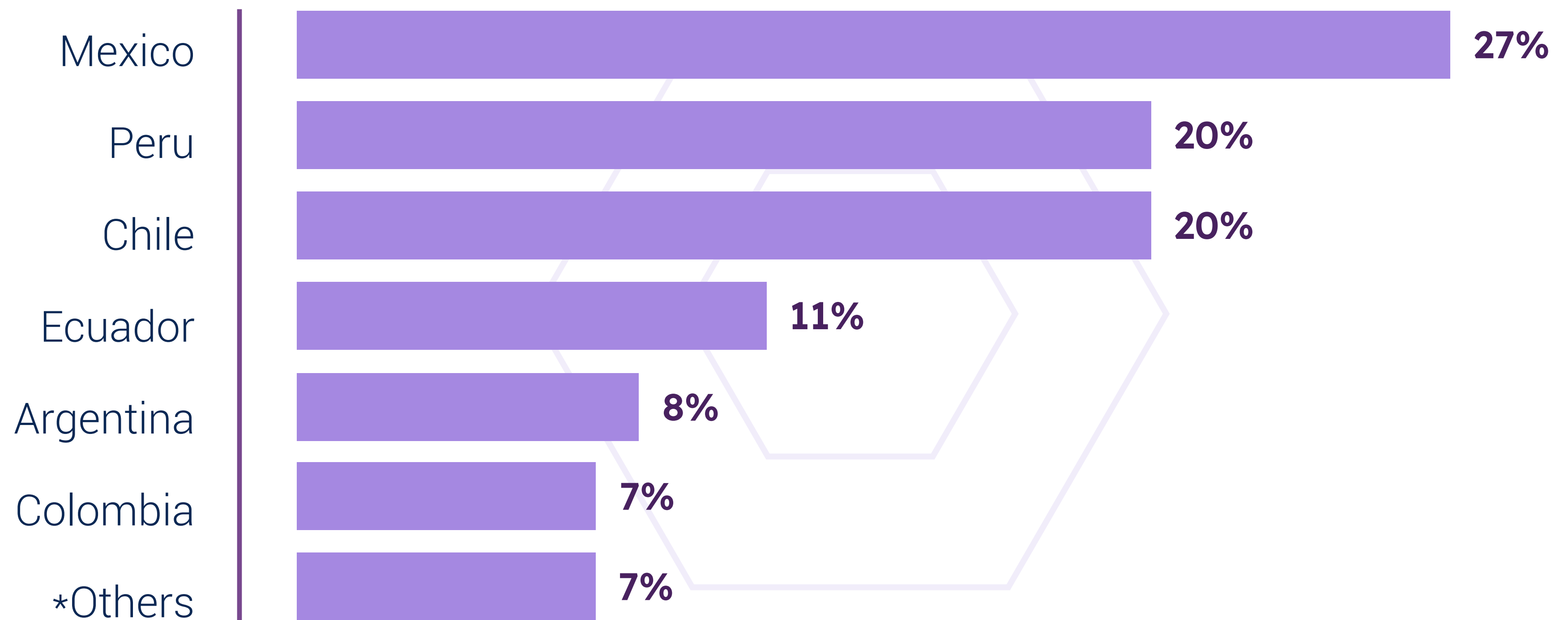
## Title breakdown:

- 52%** Director / Manager / Chief Medical Officer / Service Manager of the medical area
- 10%** Head/Director/Manager of the clinical laboratory service
- 7%** Director / Manager / Head of Research and Development
- 6%** Director / Manager / Technician
- 6%** Other industry professionals
- 5%** Director / Manager / Administrative Head
- 4%** Clinical / Biomedical Engineer
- 3%** Directors/managers/heads of maintenance areas
- 3%** Coordinator / Supervisor Medical area
- 3%** Professional nurse / Nursing assistant

# QUALIFIED AUDIENCE

Subscribers segmentation

## Country breakdown:



\*Others Countries: Venezuela, Bolivia, Costa Rica, Guatemala, Uruguay, Brazil, El Salvador, Paraguay, Panama, Puerto Rico, Honduras



# DIGITAL MEDIA

## ElHospital.com



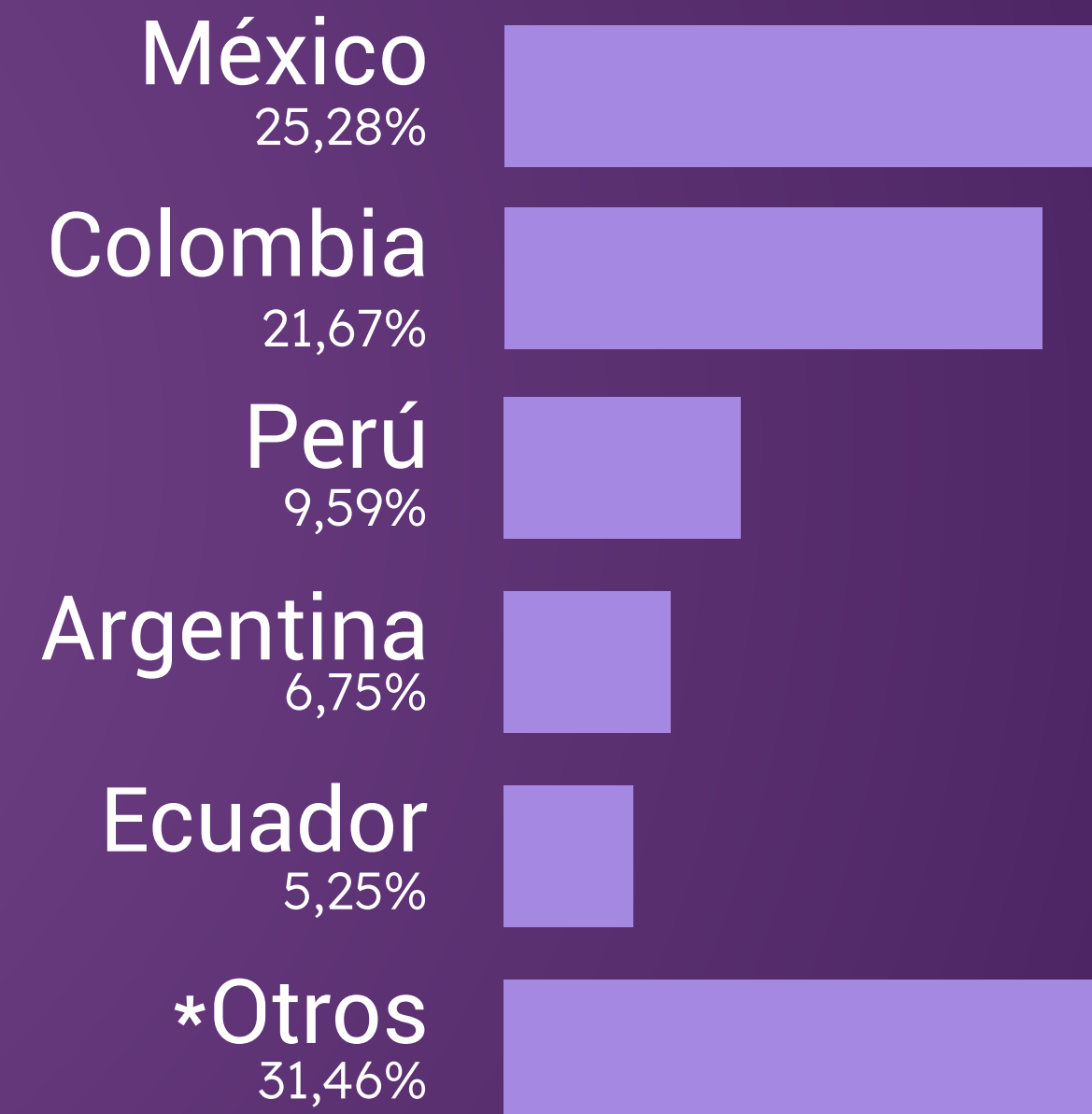
New website.  
New formats.  
New experience.  
**Visit us!**



VISITORS PER MONTH  
**+254,000**



PAGE VIEWS PER MONTH  
**+158,300**



We are the top ranking industry site for Latin America.

Data taken from [www.similarweb.com](http://www.similarweb.com) in June 2022.

\*Others Countries: Honduras, El Salvador, Nicaragua, Uruguay, Puerto Rico, Cuba, Brazil, Chile, Venezuela, Bolivia, United States, Guatemala, Dominican Republic, Panama, Costa Rica, Paraguay.



# SPECIALIZED CONTENT

## ELHOSPITAL.COM



Find a space specially designed for your brand. Optimize your investment by sponsoring the content that your audience needs:

### Sponsor the categories associated to products:

- ICT and Digital Health
- Emergency and critical care
- Surgery and anesthesia
- Gynecology and Obstetrics
- Clinical Laboratory and Blood Bank
- Endowment and medical supplies
- Infrastructure and medical furniture
- Services and advice
- Medical specialties
- Pharmacy

### Sponsor the categories associated to industry trends and news:

- Radiology
  - Surgery
  - Intensive and critical care
  - Emergency
  - Clinical laboratory
  - External consultation
  - Nursing
  - Gynecology
  - Cardiology
  - Pediatrics and neonatal
  - Oncology
  - Internal medicine and subspecialties
  - Pharmacy
  - Management
  - Waiting room
  - IT department
  - Specialized clinics
  - Quality and safety
  - Orthopedics and rehabilitation
  - Social work
  - Hospitalization
  - Inventory warehouse
  - Infrastructure
  - Medical associations
  - Universities
  - Medical devices manufacturers
  - Pharmaceutical companies
  - Patient organizations
  - Regulatory and accrediting institutions
  - Digital health
  - Telemedicine and Telehealth
  - Interoperability in health
  - Innovation and development
  - Clinical advances
  - Infrastructure
  - Postcovid hospitals
  - Clinical diagnosis
  - Access to treatments
  - Public health
  - Events and health training
  - Healthcare professionals
  - Personalized attention
  - Legislation and regulation
  - Best LATAM hospitals
  - Business alliances
  - Medical Technology Industry
  - Hospital infections and biosafety
  - Quality Medical Management
  - Pharmaceutical industry
  - Supply chain
  - COVID19 and Pandemic
  - Financial sustainability
  - Industry's actuality
- 
- 

# DIGITAL MEDIA DISPLAY PRODUCTS

Achieve your branding objectives and position your brand among healthcare industry professionals with our different banners and sponsorship formats.

## Pop up banner

## Home Sponsorship

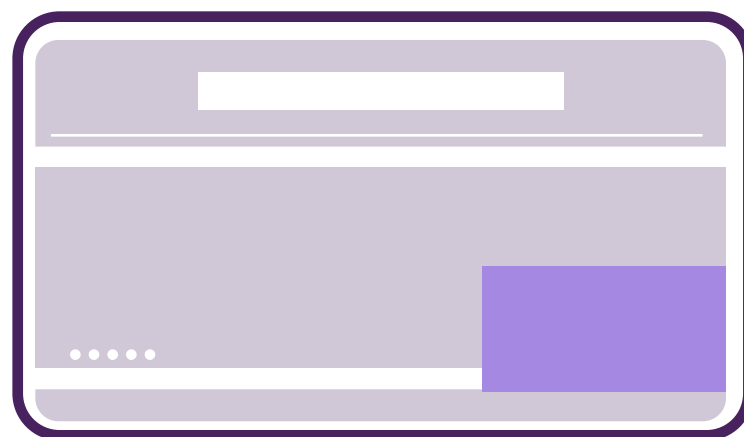
- HeadLine
- Banner Leaderboard

## News category sponsorship

- HeadLine
- Banner Leaderboard
- Banner full width

## Sponsorship category suppliers and products

- HeadLine
- Banner Leaderboard
- Banner medium rectangle



Pop up banner



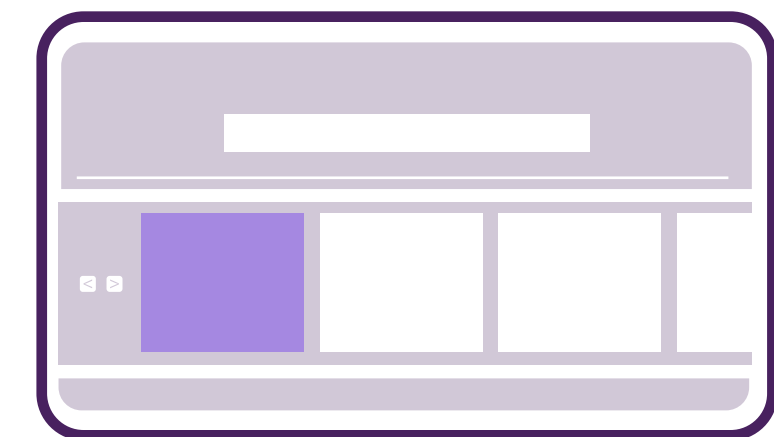
HeadLine



Banner Leaderboard



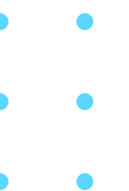
Banner full width



Banner medium rectangle

## BENEFITS

- Create brand awareness
- Generate clicks and sales
- Increase leads





# DIGITAL MEDIA

We have digital formats that will give your brand more relevance through valuable content around industry trends.



## Content Marketing

Build a relationship of trust and educate your target audience with valuable content made by experts:

- Content strategy based on the golden circle model
- Hosted in the news section
- Content sent in newsletter
- Posted on our LinkedIn profile



## Downloadable Content Campaigns

Give us your best piece of content and we'll take care of distributing it in our media ecosystem.

- Banner prominent newsletter



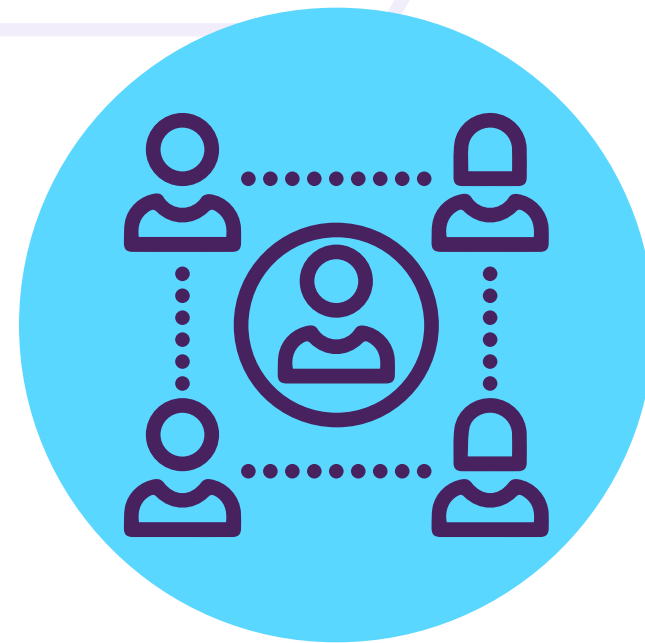
## Webinars

Host a digital and interactive event for your target audience members and customers. Educate on your benefits and advantages of your specific corporate offerings.

- Commercial webinar
- Editorial webinar
- Qualified databases

# DIGITAL MEDIA

We have digital formats that will give your brand more relevance through valuable content around industry trends.



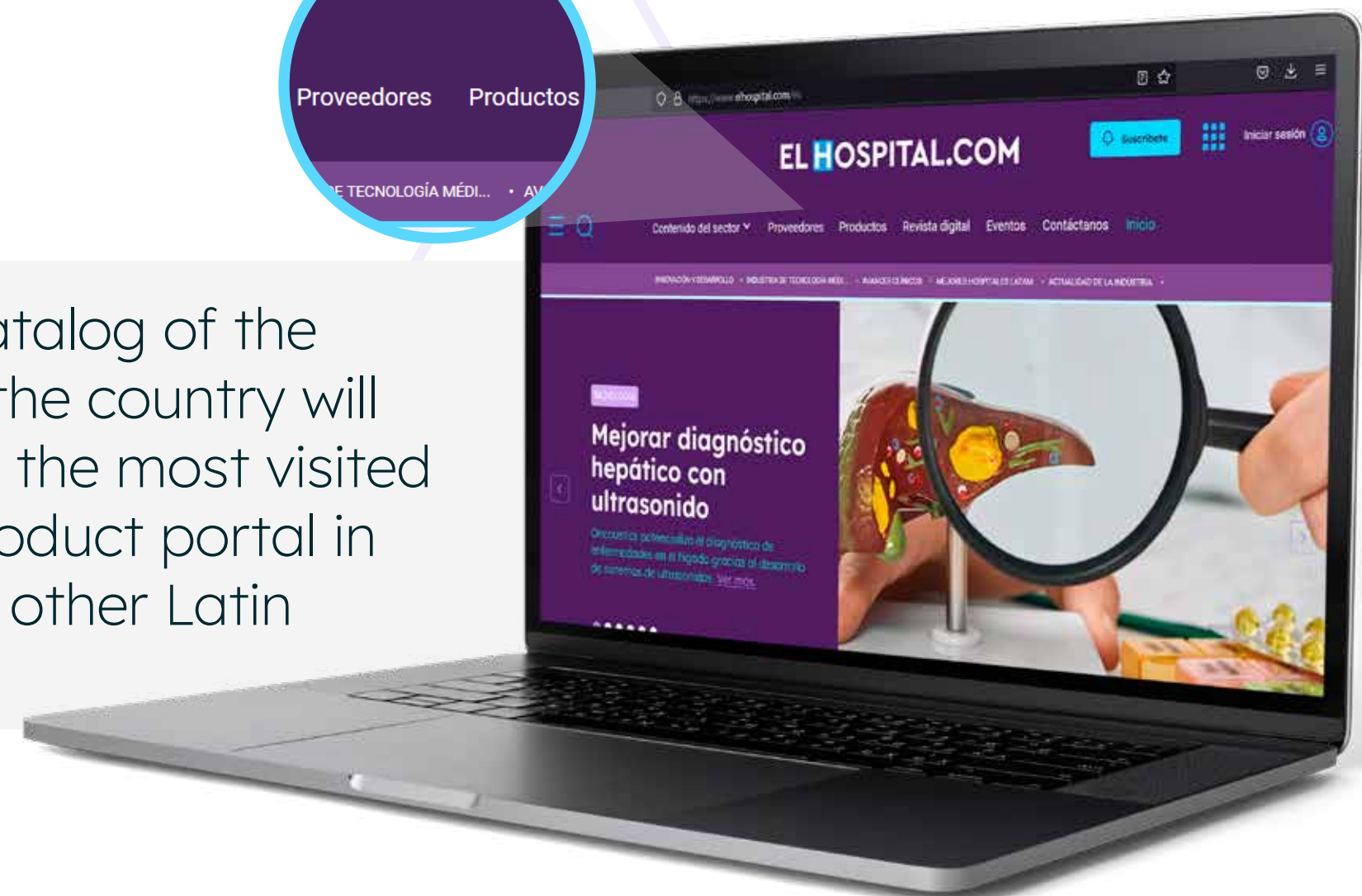
## Showroom

Your products may have a space on our web portal to be consulted.

- Commercial webinar
- Editorial webinar
- Qualified databases

NOW THE **CATÁLOGO DE PROVEEDORES PARA LA SALUD**  
WILL BE PART OF  
**EL HOSPITAL.COM**

The most important catalog of the healthcare industry in the country will now be integrated into the most visited content, trends and product portal in Colombia, Mexico and other Latin American countries.



# DIGITAL MEDIA

We generate segmented campaigns based on our audiences and social media potential audiences.



## Email Marketing

Increase brand visibility, attract leads, and promote your products and/or services by sending emails to our segmented healthcare industry database.



### B2B Industry Benchmark:

- Open rate: **20%**
- CTR: **3%**

Data taken from: [Plezi.co](https://www.plezi.co)



## Social Ads

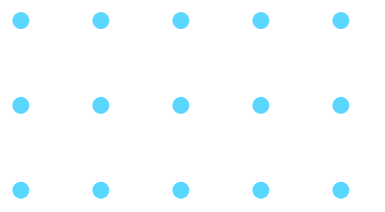
Create a community with your targeted segmented audience and drive traffic to your business.



### B2B Industry Benchmark:

- CTR: **0.4%**

Data taken from: [Koroberi.com](https://www.koroberi.com)





# DIGITAL MEDIA

We generate segmented campaigns based on our audiences.



## Newsletter and Commercial information

Get more professionals to recognize your brand by placing ads and sharing your company's news in our e-newsletters;



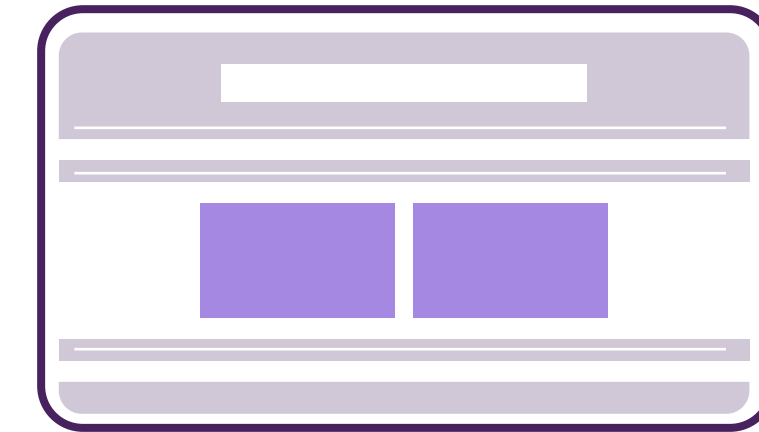
### B2B Industry Benchmark:

- Open rate: **20%**
- CTR: **3%**

Data taken from: [Plezi.co](https://www.plezi.co)



Banner premium



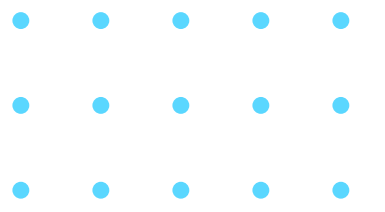
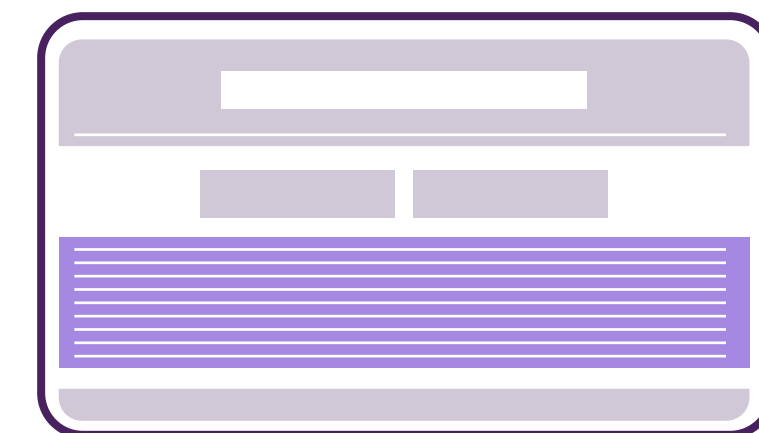
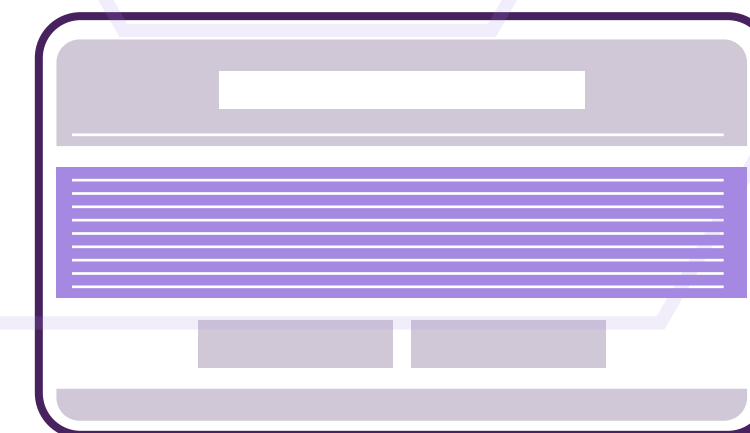
Banner prominent



Banner leaderboard



Sponsored editorial



# VIRTUAL INDUSTRY EVENT

Sponsor our annual virtual industry event.



Visit: <https://www.healthbizsummit.com.mx/>

**+ 2.290**  
REGISTRATIONS  
FROM DIFFERENT  
COUNTRIES OF LATAM

**+ 2,000**  
ATTENDEES

**+ 19**  
CONFERENCES WITH  
INTERNATIONAL  
EXPERTS.

International experts share all their knowledge and the main trends in management and technology with our qualified audience.

# EL **H**OSPITAL.COM

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