

MEDIA KIT 2025

EL HOSPITAL

THE MANAGEMENT AND BUSINESS COMMUNITY IN THE HEALTHCARE SECTOR

We connect you with decision-makers and boost your sales with artificial intelligence

Digital | Magazine | Event

+80 years
as leaders in content for
the healthcare industry
in Latin America

Contact us:

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www.elhospital.com

AXIOMA B2B
MARKETING
& SALES

Leaders in B2B marketing for industries in LATAM

PLÁSTICO EL HOSPITAL METALMECÁNICA ELEMPAQUE MANUFACTURA LATAM ALIMENTOS LABARRA FERROS ENOBRA

www.axiomab2b.com

INDUSTRY FIGURES

El Hospital



1,800

Public and private hospitals



US \$1,250 million

Is the market value of medical devices



6,8%

Is the annual growth rate in the country



80%

Of the market relies on imports

The main subsectors of THE HOSPITAL industry in Mexico



5,000

Public and private hospitals



US \$8,205 million

Is the market value of medical devices



6,2%

Is the annual growth rate in the country

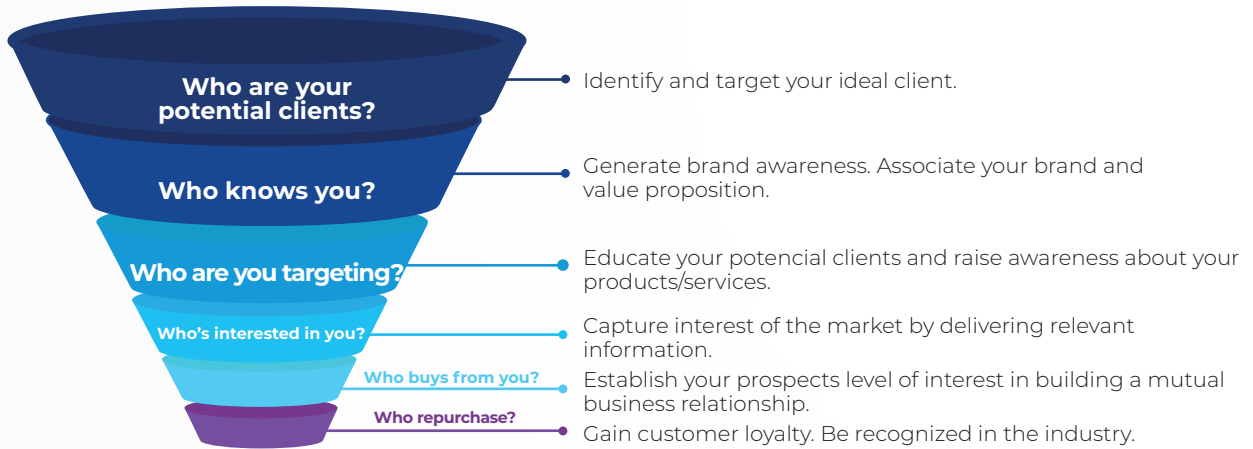


24,000

Companies currently specialize in medical devices

Source: INEGI - SPRI - Statista

WE DESIGN YOUR MARKETING STRATEGY



Interdisciplinary team as the pillar of our Model B strategies.



Project Management

Specialist in strategic planning and value generation, integrating the different departments.



Business Consultant

Primary client's point of contact ensuring effective execution.



Content

Industry experts with PhD degree who generate valuable content to bring brands closer to their intended target audience.



Performance

Experts who set up, track, optimize and deliver effective results based on client's needs.



Growth

Responsible for growth and reaching the right quality profiles to increase the effectiveness of the campaigns.

SPECIAL PACKAGES

Brand awareness only

	BRONZE	SILVER	GOLD
ALL INCLUSIVE PLANS for 12 months			
PRODUCT	PACKAGE 1	PACKAGE 2	PACKAGE 3
CONTENT			
Content Marketing + published in newsletter <small>*Annual expiration date. Not cumulative</small>	1 content	2 contents	3 contents
Free press in newsletters <small>(simple notes published on the industry news blog)</small>	1 publication	2 publications	3 publications
DATA			
Email marketing (AB Testing)	1.500 <small>(2 shipments)</small>	2.000 <small>(3 shipments)</small>	3.000 <small>(6 shipments)</small>
RRSS			
Meta ADS Campaign x 15 days	1 Campaign	2 Campaign	3 Campaign
MAGAZINE			
Digital + print magazine <small>All physical and digital editions</small>	1/3 Pag	1/2 Pag	1 Pag
Video insertado en revista digital con vínculo a convenir	x	1	2
BANNERS			
Home sponsorship o Category Sponsorship <small>(shared)</small>	4 months	6 months	8 months
Issuu Marketing <small>(putting downloadable products) (client catalog, on the platform)</small>	1	2	3
Showroom Plus <small>20 products intervened + other CSVs for one year</small>	✓	✓	✓
CONSULTING AND TRAINING			
Strategic diagnosis <small>(Brief)</small>	✓	✓	✓
Frequent training on the sector and marketing	1	2	3

DIGITAL REACH SOLUTIONS

Tailor-made digital solutions to enhance your marketing strategy.



E-Mail marketing | Eblast



Provides customized communication to reach your audience effectively. By integrating it into your digital marketing strategy, you can target and tailor your messages with precision.

Open rate: 16%
CTOR: 3%

Supplier Guide | Showroom



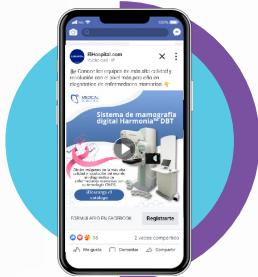
The essential guide for B2B buyers, to increase visibility, lead generation, and brand reputation.

Display | Banners



Enhance and highlight your brand visibility.

Social Ads



 Meta LinkedIn

Cut through the digital noise!

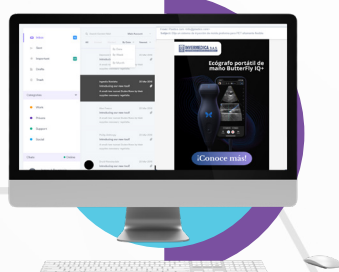
Reach decision-makers directly and generate meaningful interactions.

Content Marketing



Informative content aligned with the buyer's journey to effectively position and convey your message and value proposition.

Downloadable Content



Build a database of decision-makers and buying influencers who have an interest in your product or service.

● Distribute your digital catalogs with segmented campaigns

Distribute your catalogs across the entire digital ecosystem of you are targeting.

● Improve your search engine ranking with the best content *Recommended in Packages

We've cracked Google's!

Sponsor content ranking in the top 10 positions within the category relevant to your business core.

● Generate strategic marketing on LinkedIn

Learn how to use LinkedIn as your most effective sales tool.

● Enrich your database with our segmented audience

Strengthen and grow your database using Axioma.AI tools

● WhatsApp Marketing

Establish authentic and personalized connections with your audience, ensuring your message resonates effectively, benefiting from direct interactions and real-time responses.

MAGAZINE

Print and digital circulation

+295,000

Decision-makers

Benefits

- Communicate with your target audience
- Establish yourself as a Leading Industry Expert

Formats

● Special Features



Section Sponsorship



Standard Advertorial



Infographic Advertorial



Cover



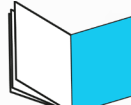
Inside Front Cover



False Cover



Back Cover



Inside Back Cover

● Standard Ad Sizes:



Half-page horizontal



One-third Vertical



Double-Page spread



Full page



Market place



4

ISSUE
(Digital)

*Print circulation for events only.

Distribution by activity



63%

Hospital / Clinic and Hospital Services



13%

Supplier of medical equipment, services, and supplies



9,9%

Diagnostic support centers



9,7%

Outpatient and medical office services



4,2%

Other (Business)

OUR AUDIENCE

Audience

+446,000

Decision-Makers and influencers



Mexico

+127,000



LATAM

+319,000

Titles:

- Director, Manager, Technician
- Director, Manager, Head of Research
- Director, Manager, Head of Laboratory
- Director, Manager, Head of Medical
- Other Professionals

Activity:

- Private Clinical Laboratory
- Diagnostic Imaging Center
- Installation / Maintenance - Repair Service
- University / Institution
- Medical Association
- Government (Ministry / Health Department / Accreditor / Regulatory Body)

Countries:



29,6%

Mexico



28,5%

Colombia



9,2%

Argentina



7,3%

Peru



6%

Chile



9,9%

Others

**Guatemala, Bolivia, Brasil, Costa Rica, Uruguay, El Salvador, República Dominicana, Paraguay, Honduras, Puerto Rico, Panamá Y Nicaragua.

Our portal is ranked at the top for the industry in Latin America.



Audience in digital media



Users per month

+50,000



Page views per month

+143,000

Sponsor the categories associated with products:

- IT and Digital Health
- Emergency and Critical Care
- Surgery and Anesthesia
- Gynecology and Obstetrics
- Clinical Laboratory and Blood Bank
- Medical Supplies and Equipment
- Medical Infrastructure and Furniture
- Services and Consultations
- Diagnostic Imaging
- Medical Specialties
- Pharmacy

Sponsor the categories associated with industry trends and news:

- Radiology
- Business Partnerships
- Surgery and Anesthesia
- Medical Technology Industry
- Intensive and Critical Care
- Quality and Safety
- Emergency Care
- Orthopedics and Rehabilitation
- Clinical Laboratory
- Social Work
- Outpatient Care
- Hospitalization
- Nursing
- Inventory Warehouse
- Gynecology
- Infrastructure
- Pediatrics and Neonatology
- Medical Associations
- Oncology
- Universities
- Internal Medicine and Subspecialties
- Medical Device Manufacturers
- Pharmacy
- Pharmaceutical Companies
- Administration
- Patient Organizations
- Waiting Rooms
- Regulatory and Accrediting Institutions
- IT Department
- Digital Health
- Specialized Clinics
- Telemedicine and Telehealth
- Post-Covid Hospitals
- Interoperability in Health
- Clinical Diagnosis
- Innovation and Development
- Access to Treatment
- Clinical Advances
- Public Health
- Infrastructure
- Health Events and Training
- Hospital Infections and Biosafety
- Healthcare Professionals
- Quality Medical Management
- Personalized Care
- Pharmaceutical Industry
- Standards and Regulations
- Supply Chain
- Best Hospitals LATAM
- Covid-19 and the Pandemic
- Financial Sustainability

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

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



Sales Representatives

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Companies that grow with us in Latin America:

