



2019 MEDIA KIT

# el Hospital

DIGITAL

PRINT

EVENTS

**+99,000**

decision makers  
and influencer buyers

[www.elhospital.com](http://www.elhospital.com)

**AXIOMA B2B  
MARKETING**

B2B Marketing experts for niche industries

el Hospital

**LA BARRA**  
La comunidad de expertos para restaurantes, hoteles y clubes

LA COMUNITAT D'EXPERTS EN RESTAURANTS I HOTELS  
**ALIMENTOS**

LA COMUNITAT D'EXPERTS EN PLÀSTIC I PAQUETATGE  
**Plástico**

LA COMUNITAT D'EXPERTS EN EMPAQUE I CONVERSIÓ  
**el empaque  
Conversión**

LA COMUNITAT D'EXPERTS EN REPORTERIO INDUSTRIAL  
**REPORTERO INDUSTRIAL**

LA COMUNITAT D'EXPERTS EN METALMECÁNICA  
**METALMECÁNICA**

LA COMUNITAT D'EXPERTS EN FERRERÍA  
**FERRERÍA**

LA COMUNITAT D'EXPERTS EN OBRA  
**EN OBRA**

LA COMUNITAT D'EXPERTS EN CONTRATISTAS  
**CONTRATISTAS**

LA COMUNITAT D'EXPERTS EN CATÁLOGO DEL EMPAQUE  
**CATÁLOGO DEL  
EMPAQUE**

LA COMUNITAT D'EXPERTS EN CATÁLOGO DE LOGÍSTICA  
**CATÁLOGO DE  
LOGÍSTICA**

LA COMUNITAT D'EXPERTS EN CATÁLOGO DE PROVEEDORES PARA LA SALUD  
**CATÁLOGO DE  
PROVEEDORES PARA  
LA SALUD**

Salón

GreatIdea

Contact us:

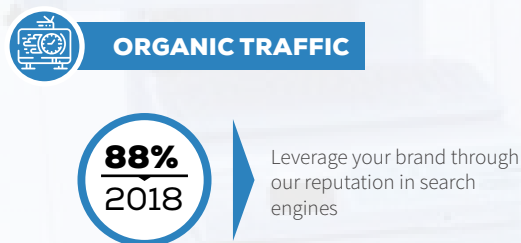
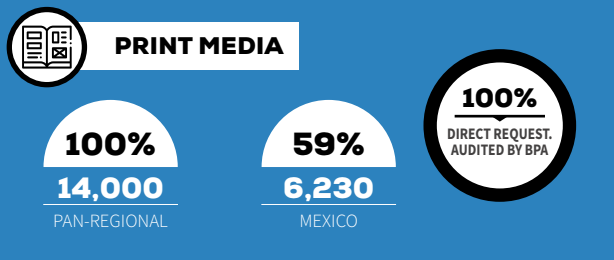
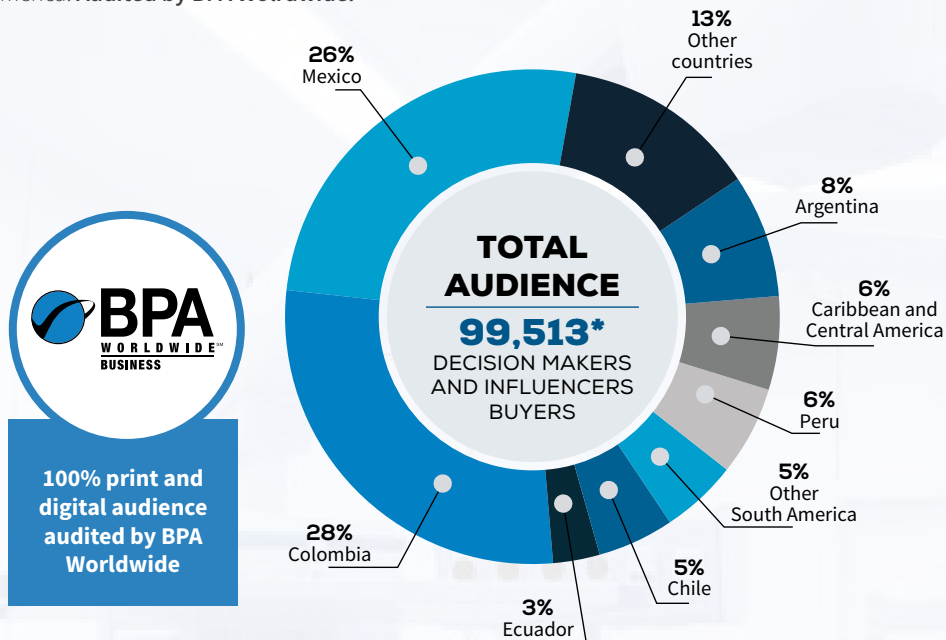
6355 NW 36th Street, Suite 302. Virginia Gardens, FL 33166  
[mercadeo@axiomab2b.com](mailto:mercadeo@axiomab2b.com) | +1 (305) 448 6875

@revistaelhospital  
@elhospital  
EL HOSPITAL

# TOTAL AUDIENCE

**EL HOSPITAL** magazine is an Axioma B2B Marketing publication that develops and manages vertical business communities in Latin America through integrated B2B marketing solutions (print and digital), in order of promoting the exchange of goods and services among global technology providers, professionals and companies in the Latin American Healthcare sector.

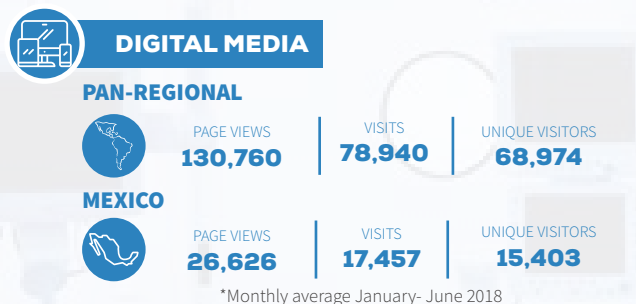
**EL HOSPITAL** Magazine reaches more than **78,000** certified decision makers and influencer buyers of the Healthcare sector in Latin America. **Audited by BPA Worldwide.**



## LEADS GENERATION THROUGH ORGANIC TRAFFIC AND SEO SUPPORT

More exposure and sales lead generation for your brand!

**151** **2018** **leads/month**



**OUR E-NEWSLETTERS**

A tool for getting traffic and leads!

	E-Mails delivered	Click Average
GENERAL	14,117	17,0%
MEXICO	3,071	19,5%

\*Data reported by Omniture Jan-Jul 2018.  
Monthly average, BPA audited

## OUR PUBLICATION COVERS

### 6 MAJOR ECONOMIES\*

They that represent over 90% of the value of the healthcare equipment imported by the Spanish-speaking Latin American countries.

\* Mexico, Argentina, Colombia, Chile, Peru and Ecuador.

# PAN-REGIONAL AUDIENCE

**EL HOSPITAL** magazine reaches **14,000** healthcare professionals in the top 6 importing countries in Latin America. The Print magazine places especial emphasis in Mexico through its **6,230** magazine circulation in this key and growing market. El Hospital is the only Latin American magazine which circulation is audited by BPA Worldwide, certifying the quality and reach of its audience.

**EL HOSPITAL** also provides our advertisers with an additional BPA Worldwide audited average audience of **68,974** Unique Visitors per month via [www.elhospital.com](http://www.elhospital.com).

BUSINESS AND INDUSTRY BREAKDOWN	% Print and Digital Magazine	Print Magazine	Digital Magazine	E-newsletters/ E-mails
Diagnostic centers (non hospital)	17,0%	2,606	87	1,727
Distributing/Service for Equipment	11,5%	1,305	511	2,357
Hospital/Clinic	66,4%	9,607	902	8,548
Institution/Ministry/Association	1,6%	75	171	208
Other Medical Services	0,4%		58	915
Outpatient services	3,2%	407	93	899
Private Practice				63
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>100%</b>	<b>14,000</b>	<b>1,822</b>	<b>14,717</b>

TITLE BREAKDOWN	% Print and Digital Magazine	Print Magazine	Digital Magazine	E-newsletters/ E-mails
Director/Chief medical department	29,0%	4,330	266	4,274
Top Healthcare Management	40,8%	6,192	262	4,675
Health professionals	20,4%	2,571	651	3,184
Purchasing Administrative Management	8,9%	907	494	2,015
Other Titled/ Institution/ Government/ Library Copies	0,9%		149	569
	<b>100%</b>	<b>14,000</b>	<b>1,822</b>	<b>14,717</b>

COUNTRY BREAKDOWN	% Print and Digital Magazine	Print Magazine Total Qualified	Digital Magazine Total Qualified	E-newsletters/ E-mails Total Qualified	Website** Total Qualified
<b>NORTH AMERICA</b>					
MEXICO	41,2%	6,230	295	3,859	15,403
<b>TOTAL NORTH AMERICA</b>	<b>41,2%</b>	<b>6,230</b>	<b>295</b>	<b>3,859</b>	<b>15,403</b>
<b>CARIBBEAN</b>					
CUBA	0,3%		53	185	
PUERTO RICO	0,1%		8	53	453
DOMINICAN REPUBLIC	0,1%		22	75	1,186
<b>TOTAL CARIBBEAN</b>	<b>0,5%</b>	<b>0</b>	<b>83</b>	<b>313</b>	<b>1,639</b>
<b>CENTRAL AMERICA</b>					
COSTA RICA	0,1%		22	57	777
EL SALVADOR	0,2%		24	77	528
GUATEMALA	0,1%		15	99	931
HONDURAS	0,1%		14	41	446
NICARAGUA	0,1%		13	55	356
PANAMA	0,1%		17	84	
<b>TOTAL CENTRAL AMERICA</b>	<b>0,7%</b>	<b>0</b>	<b>105</b>	<b>413</b>	<b>3,039</b>
<b>SOUTH AMERICA</b>					
ARGENTINA	9,8%	1,395	154	1,374	4,486
BOLIVIA	0,4%		56	125	1,444
BRAZIL	0,2%		31	271	404
CHILE	7,3%	1,079	80	1,039	3,037
COLOMBIA	29,7%	4,095	607	5,259	17,930
ECUADOR	3,3%	449	78	448	2,261
PARAGUAY	0,1%		20	59	418
PERU	6,0%	752	205	906	4,192
URUGUAY	0,2%		32	111	410
VENEZUELA	0,5%		76	240	1,541
<b>TOTAL SOUTH AMERICA</b>	<b>57,6%</b>	<b>7,770</b>	<b>1,339</b>	<b>9,832</b>	<b>36,122</b>
<b>OTHER COUNTRIES</b>				300	12,772
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>100%</b>	<b>14,000</b>	<b>1,822</b>	<b>14,717</b>	<b>68,974</b>

\* Data projected based on the total audience audited by BPA June 2018

\*\* Country calculation done by the Circulation Department



# MEXICO AUDIENCE

**EL HOSPITAL** magazine reaches **6,230** industrial healthcare professionals across Mexico. Its audience is audited by **BPA Worldwide**, enabling advertisers to evaluate in detail the demographic composition of the audience, while guaranteeing real and exact readership and distribution numbers.

BUSINESS AND INDUSTRY BREAKDOWN	Percentage	Print	Digital	E-newsletters
Hospital/Clinic	77.1%	4,845	184	2,138
Diagnostic centers (non hospital)	14.3%	914	16	356
Distributing/Service for Equipment	5.2%	291	49	276
Outpatient services	2.7%	161	14	152
Institution/Ministry/Association	0.5%	19	16	28
Other Medical Services	0.2%		16	98
Private Practice	0.0%			23
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>100%</b>	<b>6,230</b>	<b>295</b>	<b>3,071</b>

TITLE BREAKDOWN	Percentage	Print	Digital	E-newsletters
Top Healthcare Management	48.0%	3,085	46	1,130
Director/Chief medical department	31.6%	1,997	67	973
Health professionals	16.1%	928	122	0
Purchasing Administrative Management	4.1%	220	47	264
Other Titled/ Institution/ Government/ Library Copies	0.2%		13	704
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>100%</b>	<b>6,230</b>	<b>295</b>	<b>3,071</b>

CITY BREAKDOWN	Percentage	Print	Digital	E-newsletters
Distrito Federal	16.8%	1,016	81	624
Estado de B.C.N.	4.0%	258	5	105
Estado de Chihuahua	3.2%	204	7	109
Estado de Coahuila de Zaragoza	3.3%	200	14	93
Estado de Guanajuato	5.5%	343	19	158
Estado de Jalisco	10.6%	670	20	310
Estado de México	6.1%	374	25	207
Estado de Morelos	1.3%	79	7	39
Estado de Nuevo León	4.5%	282	10	140
Estado de Puebla	4.3%	277	6	98
Estado de Querétaro	1.6%	99	5	40
Estado de San Luis Potosí	2.2%	142	4	59
Estado de Sonora	2.8%	175	8	86
Estado de Tamaulipas	3.4%	209	10	120
Estado de Yucatán	1.8%	114	3	57
Others	28.5%	1,788	71	826
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>100%</b>	<b>6,230</b>	<b>295</b>	<b>3,071</b>

\* Data projected based on the total audited by BPA June 2018





# PRINT

## EL HOSPITAL MAGAZINE

We are a Pan-Regional printed media specialized in business for the healthcare industry, offering timely information which guides the decisions taken by Top Management.

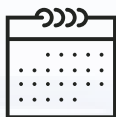
### How do we impact your positioning?



Our print and digital media reaches:

**99,513  
DECISION-MAKERS \***

\*And up



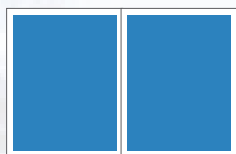
**CIRCULATION**

**6**

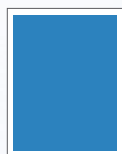
Issues  
per year



## PRINT AD FORMATS



2 Page spreads



1 Page



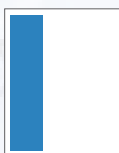
1/2 Page  
Vertical



1/2 Page  
Horizontal



1/2 Page  
Island



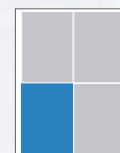
1/3 Page  
Vertical



1/3 Page  
Horizontal



1/3 Page  
Square



1/4 Stackable  
vertical

**WE ARE THE LEADERS OF THE SECTOR** ✓

**WE EXPAND OUR AUDIENCE** ✓

**GREATER CIRCULATION  
DUE TO THE DIGITAL REACH** ✓

## ONE-TO-ONE MARKETING (PRINT)\*

- Personalized Info-letters
- Personalized Covers
- Wrap-around tagged to your print advertisement page

Ask our sales reps for the rates\*

# 2019 EDITORIAL CALENDAR

Find opportunities to position your brand and stand out from your competition.  
Anticipate and schedule your ads.

PERMANENT CONTENT FEED ONLINE		Month / Issue	Closing Date	Hospital Management	Clinical Advances	Market	Trends	Editorial coverage and / or Distribution at Trade Shows
SPECIALTIES	<ul style="list-style-type: none"><li>• Diagnostic Imaging and Nuclear Medicine</li><li>• Surgery</li><li>• Obstetrics, Gynecology and Women's Health</li><li>• Pediatrics and Neonatology</li><li>• Orthopedics, Sports Medicine and Rehabilitation</li><li>• Anesthesiology</li><li>• Emergency and Trauma</li><li>• Critical Care Medicine and Intensive Care</li><li>• Oncology and Radiotherapy</li><li>• Clinical laboratory, pathology and blood bank</li><li>• Internal medicine and subspecialties (Cardiology, Gastroenterology, Hematology, Infectology, Neurology, etc.)</li><li>• Specialized Procedures</li></ul>	Feb/Mar Issue 75-01	10 Jan	• Surgery and /or ICU	• Diagnostic images in Oncology • Cardiology and Internal Medicine • Clinical Laboratory	Imports of medical technology in Latin America	• Infrastructure and sustainability	<b>European Congress of Radiology (ECR) 2019</b> Vienna, Austria. February 27 to March 3 <b>Future Healthcare 2019</b> London, UK. March 18 to 19
		Apr/May Issue 75-02	8 Mar	• Diagnostic Imaging	• Gynecology and Obstetrics • Anesthesiology, Emergency and / or ICU • Surgery in Orthopedics	Hospital equipment and devices in Latin America	• Telemedicine	<b>Jornada Paulista de Radiología (JPR) 2019</b> Sao Paulo, Brazil. May 2 to 5 <b>Hospitalar 2019</b> Sao Paulo, Brazil. May 21 to 24 <b>ExpoMed 2019</b> Mexico City, Mexico. June 5 al 7
		Jun/Jul Issue 75-03	3 May	• Clinical Laboratory	• Orthopedics and Rehabilitation • Diagnostic images in Neurology • Surgery in Cardiology	Software or Health IT in Latin America	• Accreditation and improvement of quality in patient care and safety	<b>Florida International Medical Exhibition (FIME) 2019</b> Miami, FL, USA. June 26 to 28
		Aug/Sep Issue 75-04	4 Jul	• Surgery and / or ICU	• Oncology and Radiotherapy • Diagnostic images in Orthopedics • Gynecology and Obstetrics	Imports of medical technology in Latin America	• Infrastructure and sustainability	<b>Colombian Congress of Radiology (CCR) 2019</b> Cartagena, Colombia. August <b>Expo Hospital 2019</b> Santiago, Chile. September <b>Expo Medical 2019</b> Buenos Aires, Argentina. September
		Oct/Nov Issue 75-05	6 Sep	• Diagnostic Imaging	• Anesthesiology, Emergency and / or ICU • Clinical laboratory • Cardiology and Internal Medicine	Clinical procedures in Latin America	• Metrology and maintenance of biomedical equipment	<b>Medical World Americas 2019</b> Houston, TX, USA. October <b>MEDICA 2019</b> Düsseldorf, Germany. Nov. 18 to 21 <b>RSNA 2019</b> Chicago, IL, USA Dec. 1 to 6
		Dec 2019 / Jan 2020 Issue 75-06	6 Nov	• Summary of the year	Special advances and trends of 2019 in: • Diagnostic Imaging • Surgery • Clinical Laboratory	Top 10 of innovative products of 2019	• Hospitals in Latin America in 2020	<b>2020 Event Guide</b>
MANAGEMENT AND HEALTHCARE IT	<ul style="list-style-type: none"><li>• Planning, construction, manning and operation of health institutions</li><li>• Medical equipment interoperability (Medical Informatics, Telemedicine and communications)</li><li>• Accreditation and quality improvement</li><li>• Financing hospital technology and projects</li><li>• Metrology and maintenance of biomedical equipment</li></ul>	SPECIAL SUPPLEMENT FOR CIRCULATION IN COLOMBIA						
MEDICAL TECHNOLOGY INDUSTRY	<ul style="list-style-type: none"><li>• Regulation, design, manufacture, marketing and use of medical devices</li><li>• Biomedical Engineering</li><li>• Trade shows, events and industry facts</li></ul>	Month / Issue		Editorial Focus		Content		Frequency
		Similar to the print edition of the journal (for thematic programming by month request the Editorial Calendar for Colombia)		Best practices and success stories		Experiences of institutions, agencies and authorities in quality, accreditation, healthcare and administrative processes.		Every two months Product news (6 per year)
				Clinical articles		Clinical issues include the use of new techniques and technologies in Colombian health centers.		
				Product news		News releases in new medical equipment and devices to the Colombian market.		
PUBLIC HEALTH	<ul style="list-style-type: none"><li>• Health systems and policies in healthcare</li><li>• Accreditation</li><li>• Hospital security and patient security</li><li>• Control of hospital infections</li><li>• Intermediate and home care</li><li>• Design and evaluation of health projects</li></ul>			Interviews and opinion articles		Interviews and opinion articles of personalities and authorities in the health and medical technology industry sector.		

For more information contact our  
**EDITORIAL DEPARTMENT:**

El Hospital Editor: Carlos Bonilla

E-mail: carlos.bonilla@axiomab2b.com



# DIGITAL

## E-BLAST / E-MAIL MARKETING



### Benefits

- 1 Personalized communication with target audience.
- 2 E-blast tool with certified domain.
- 3 Smart reports in real time.
- 4 Multiple functions (according to the communication goal).

### Our data



Open rate Average:

**31%**

Decision-maker subscribers:

**17,283**

Send bulk E-mails to the most complete database and reach the decision-makers of the sector directly.

### Characteristics

- Custom HTML design provided by the client
- Audience segmentation according to the client's objectives.
- Addition of spam lines for sending
- Image: Height: 1300 px., Width: 950 px., Weight: 300 Kb (size required to avoid spam)
- Call to Action
- Link to the Web page, showroom or product sheet of the client

## E-NEWSLETTERS



HEADLINE BANNER

EXCLUSIVE PREMIUM SPONSOR

CO-SPONSOR 3 CLIENTS

SUPPLIER NEWS MODULE

### We send 4 E-newsletters monthly



General 1, General 2, Mexico and Colombia

Communicate valuable content to our qualified audience through our website

### Benefits

- 1 Choice of content areas related to your product or brand
- 2 Interaction and monthly visibility for your brand
- 3 Your content hosted on the website with "Contact the supplier" button
- 4 SEO friendly

[www.elhospital.com](http://www.elhospital.com)

\* The client supplies the content of the article.

### Characteristics

Text (minimum 500 and up to 2000 characters).

Up to 5 photos of your product (900 x 700 px).

Video (Youtube).

"Share" and "Contact the Supplier" button

Company information (Logo and contact information)

## SHOWROOM

Increase your presence on the Internet through your own showroom in the most important product catalogue of sector hosted in [www.elhospital.com](http://www.elhospital.com)



[www.elhospital.com](http://www.elhospital.com)

## WEBINARS



**100**

Qualified attendees

\*2018 Average

### THE SPACE WHERE YOUR BRAND IS THE PROTAGONIST!

Direct contact with our captive audience.  
Share the latest advances of your brand through video conference.

You propose the subject,  
we the audience.



\* ClickMeeting Platform

## Potential customers attraction



Hard leads and Soft leads

### Benefits

- 1 Product exposure in [www.elhospital.com](http://www.elhospital.com)
- 2 Segmented and qualified audience
- 3 SEO intervention to your Showroom for greater visibility on the Internet
- 4 Drive your strategy through our digital reputation
- 5 Interactivity of the user through videos and product sheets
- 6 Online product portfolio
- 7 Hard and soft leads generation in real time

### Characteristics

- Banner with link to your website
- Company information (Logo, name, description, contact information, link to website)
- Social Media links
- Video
- Product sheets
- SEO friendly
- "Contact the supplier" Button

### LOCAL IP'S SHOWROOM:



Deploy your showroom exclusively to the audience in Mexico, Peru and/ or Colombia according to your sales goals and optimize your investment.

## BANNERS / DISPLAY

Get more professionals to recognize your brand with the qualified audience of [www.elhospital.com](http://www.elhospital.com)



[www.elhospital.com](http://www.elhospital.com)

### Benefits

- 1 Visibility of your brand in [www.elhospital.com](http://www.elhospital.com)



ORGANIC TRAFFIC

**88%**  
2018

PAN-REGIONAL



MONTHLY  
VISITS  
**78,940**

MONTHLY  
UNIQUE VISITORS  
**68,974**

- 2 Sponsor a Content Area or Product Taxonomy and impact decision-makers and influencer buyers for your brand
- 3 Impressions and clicks
- 4 Link building and greater qualified traffic directed to your website

### Characteristics

- Headline Banner: 1170 x 117 px
- Prominent Banner: 235 x 260 px
- Content Areas/Product Taxonomy Premium Sponsorship 740 x 200 px
- Content Areas/Product Taxonomy Co-Sponsorship 235 x 260 px

## Brand positioning

in the target market



## BANNER FORMATS



Headline  
Banner



Prominent  
Banner



Content Areas  
Premium  
Sponsorship



Content Areas  
Co-Sponsorship



Product Taxonomy  
Premium  
Sponsorship



Product Taxonomy  
Co-Sponsorship



Specs files:  
**.JPG / .GIF / .PNG**



# CONTACT INFORMATION

CONTACT US

elHospital

## HEADQUARTERS

### MIAMI

6355 NW 36th Street, Suite 302  
Virginia Gardens, FL 33166  
Tel: +1 (305) 448-6875  
Fax: +1 (305) 448-9942  
[gerencia@axiomab2b.com](mailto:gerencia@axiomab2b.com)

### COLOMBIA

#### MARCELINO ARANGO

General Manager  
Carrera 21 No. 39-81  
Cell: +57 3124166069  
[gerencia@axiomab2b.com](mailto:gerencia@axiomab2b.com)

## UNITED STATES AND CANADA

### ROXSY MANGIANTE

Account Manager  
Tel: +1 (305) 448-6875  
Cell: +1 214-694-8542  
[roxsy.mangiante@axiomab2b.com](mailto:roxsy.mangiante@axiomab2b.com)

## MEXICO

### CARMEN BONILLA

Cell: +52 1 (81) 1378-1703  
Tel: +52 1 (81) 1492-7353  
[cbonilla.estrada@gmail.com](mailto:cbonilla.estrada@gmail.com)

## EUROPE

### REST OF EUROPE

(Except Italy, France  
Spain and Portugal)

### CAREL LETSCHERT

Tel: +31 299 471 596  
[carel.letschert@gmail.com](mailto:carel.letschert@gmail.com)

### FRANCE, SPAIN AND PORTUGAL

### ERIC JUND

Tel: +33 (0) 493 - 587743  
[ericd.jund@gmail.com](mailto:ericd.jund@gmail.com)  
[eric.jund@axiomab2b.com](mailto:eric.jund@axiomab2b.com)

## ASIA

### EAST-CHINA

#### RINGIER TRADE MEDIA LTD. VIVIAN SHANG

Tel: +86-21 6289 5533  
[Vivian@ringiertrade.com](mailto:Vivian@ringiertrade.com)

### NORTH-CHINA

#### RINGIER TRADE MEDIA LTD. MAGGIE LIU

Tel: +86-20 8732 3316  
[maggieliu@ringiertrade.co](mailto:maggieliu@ringiertrade.co)

### HONG KONG

#### RINGIER TRADE PUBLISHING LTD MICHAEL HAY

Tel: +85 (2) 236 - 98788 Ext 11  
[mchhay@ringier.com.hk](mailto:mchhay@ringier.com.hk)

### TAIWAN

#### RINGIER TRADE PUBLISHING LTD AMBER CHANG

Tel: +886-4-23297318  
[amberchang@ringier.com.hk](mailto:amberchang@ringier.com.hk)

### ASIA

### SYDNEY LAI

Marketing Manager  
Tel: +886-4 2329 7318 x 16  
[sydneylai@ringier.com.hk](mailto:sydneylai@ringier.com.hk)

THE BUSINESS COMMUNITY FOR HEALTHCARE  
SECTOR IN LATIN AMERICA

2019 MEDIA KIT

elHospital

**LA BARRA**  
La comunidad de negocios para restaurantes, hoteles y clubes

LA COMUNIDAD DE NEGOCIOS PARA LA INDUSTRIA DE ALIMENTOS  
ALIMENTOS

TECNOLOGIA DEL  
**Plástico**

el**empaque**  
Conversión

REPORTERO INDUSTRIAL

METALMECANICA

**FIERROS** 10 AÑOS

La Comunidad de Comercio y Negocios para la Construcción  
**EN OBRA**

EN OBRA  
**CONTRATISTAS**  
La comunidad de contratistas profesionales para la construcción

CATÁLOGO DEL  
**EMPAQUE**

CATÁLOGO DE  
**LOGÍSTICA**

CATÁLOGO DE  
PROVEEDORES PARA  
**LA SALUD**

Salón

GreatIdea

We are leaders in B2B Marketing  
for niche industries in  
Latin America



We serve  
**1,600 SUPPLIERS**

IN 45 COUNTRIES FROM ALL OVER THE WORLD

Our audience  
**+ 800,000**

DECISION MAKERS IN LATIN AMERICA

Contact us:

6355 NW 36th Street, Suite 302. Virginia Gardens, FL 33166  
mercadeo@axiomab2b.com | +1 (305) 448 6875