



INTERNATIONAL MEDICAL TRAVEL JOURNAL
THE WORLD LEADING JOURNAL FOR THE MEDICAL TRAVEL SECTOR



The number one source of news, views and insight into medical travel

www.imtj.com

Media Pack 2020

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1. Background

History of IMTJ

The International Medical Travel Journal (www.imtj.com) was created in 2007 in response to the worldwide development of the medical tourism and medical travel sector. In the seven years since IMTJ was launched, we have seen the development of a medical travel sector which has attracted the attention of over 100 countries around the world. But the industry has a long way to go to reach maturity. It's not easy for those involved to make decisions based on trustworthy data and information and to keep up to date with a changing marketplace.

IMTJ has established a reputation as a "voice of reason" and the place to go, when you really need to understand the industry. We have avoided the hype. We've questioned the claims and practices of industry proponents. We've given you facts. We've given you analysis. IMTJ will remain the independent and trustworthy voice of medical travel.

IMTJ comprises the website at www.imtj.com and a two-weekly e-newsletter, distributed to around 18,000 senior people around the medical travel industry.

2015 re-launch

2015 saw the launch of a new, improved IMTJ site. We talked to people about what they need to guide their activities in the medical travel sector. We've extended our content, making it more accessible and easier to locate the information that's relevant to your healthcare business.

Our news service has been expanded. We publish upwards of 60 news stories per month.

Articles focus on the key issues that face the industry. Content is tagged by topic and sector to make it simple to find content that is relevant to you.

Our reports gather and analyse the data that's available on this industry. We provide new in depth country profiles that enable you to get "all you need to know" about a medical tourism destination or source country at a glance.

IMTJ provides the ultimate "Who's Who" of medical travel... our enhanced medical travel directory embraces over 5,000 hospitals, clinics and businesses worldwide that provide services to international patients.

The International Medical Travel Journal is run by [LaingBuisson](#) who also operate market leading business to consumer sites for medical tourism such as; [Treatment Abroad](#), [DoctorInternet](#), [Medical Tourism Ratings and Reviews](#), and in the UK healthcare sector, [Private Healthcare UK](#) and [HarleyStreet.com](#).

2. A new business model – subscriber-only content

Many users benefit from the free content that we deliver through IMTJ. But the new IMTJ offers premium content on a subscription basis. Access to valuable resources such as the Country Profiles is on a subscriber-only basis. Profiling your business in the IMTJ Directory requires a subscription. There are different levels of subscription to fit your information needs and your budget.

Prices are per year and exclude VAT	FREE	Subscriber	Subscriber+	Country Subscriber
Single User	Free	£100	£200	£500
Up to 3 users	Free	£200	£300	£750
Up to 4 users	Free	£300	£400	£1000
Discount on Selected Reports	0%	10%	15%	20%

Full details of what is included within each package can be found on the [Subscription page at IMTJ](#), where you can purchase a subscription.

3. Promotional opportunities on the IMTJ site

An Enhanced Profile in the medical travel directory

The medical travel landscape changes rapidly, and is attracting new entrants each day. The IMTJ Medical Travel Directory profiles hospitals, clinics, agencies and facilitators, associations and government bodies, and suppliers of medical travel services across the globe.

Organisations can benefit from an Enhanced Profile in the Medical Travel Directory which profiles the organisation and its services in depth. This acts as a shop window to the industry.

An Enhanced Profile ensures that site visitors can locate companies providing services within a given industry and country.

For an example, see this [Enhanced Profile for Euromedical Tours](#).

Your organisation can be featured in one of the following dedicated sections:

- Agencies and facilitators
- Healthcare providers
 - Hospitals and clinics
 - Hospital groups
- Organisations:
- Government bodies:
 - Medical Tourism Associations
 - Medical Tourism Clusters
 - Tourism Boards
- Services:
 - Accreditation and certification
 - Air ambulance services
 - Assistance services
 - Concierge services
 - Conference organisers
 - Consultants and advisors
 - Holiday dialysis
 - International health insurance
 - Interpreters and translators
 - Medical tourism portals
 - Medical travel insurance
 - Training services

An Enhanced Profile can be purchased via a [Subscriber Plus package](#) and costs only **£200 per annum**. Additional benefits include access to all content on IMTJ except Country Profiles, 15% discount on selected report purchases and a Silver Profile on [Treatment Abroad](#), our consumer site for medical tourists seeking treatment abroad.

Banner advertising

Banner advertising is a highly effective branding tool and can deliver high value business through visitor click-throughs. If you are looking to establish the name of your business or service in the minds of our targeted readership, this tool provides a cost effective method of reaching your target audience.

There are two banner positions on the website:

- Square banner: 250 x 250 pixels (appears top right)
- Leaderboard banners: 728 x 90 pixels (appears foot of page)

Advertisers need to provide banners in both sizes and delivery of these will be randomized across the site. Banners can be static or animated and must not exceed 60kb file size. All banner advertising is booked on the site on a **monthly basis at a fixed rate of £500**.

Banner positions



The screenshot displays the homepage of the International Medical Travel Journal (IMTJ). The main article is titled "GREECE CRISIS... THE IMPLICATIONS FOR GREEK MEDICAL TOURISM" by Ian Youngman, dated 31 July 2015. A 250 x 250 pixel square banner advertisement for "Moscow MEDSHOW" is positioned on the right side of the page. The banner features a colorful logo, a photograph of people at a medical conference, and text indicating the event dates (18-19 September 2015) and a call to action to meet Russian clients. A green arrow points to the banner with the text "250 x 250 pixels". Below the banner is an "ADD AN ARTICLE" section with a blue button.

728 x 90
pixels

The screenshot displays a website interface with several key elements:

- Article Listings:** Two articles are listed on the left side. The first is "Infrastructure and Indicators of Healthcare in the Caribbean Report" dated 01 October, 2013, with 300 pages published in Oct 2013. The second is "Treatment Abroad Medical Tourism Survey 2012" dated 01 July, 2012, with a survey from 2012.
- Medical Tourism Section:** On the right, there is a section titled "medical tourism" containing two articles: "Russian Patients" (15 June, 2015) and "A fortune in pyramids" (12 June, 2015).
- Banner Advertisement:** A blue banner for Saudi German Hospital is positioned below the articles. It includes contact information: +971 4 3890000, +971 55 9514755, and info@sghdubai.com. The slogan "YOUR DESTINATION FOR BETTER HEALTH..." is prominently displayed alongside the hospital's logo and name in Arabic and English.
- Footer:** The bottom of the page features the IMTJ logo, a navigation menu with links for "TOPICS & SECTORS", "INSIGHT", "NEWS", "EVENTS", "REGIONS", "HEALTHCARE PROVIDERS", "AGENTS & FACILITATORS", "ORGANISATIONS", "SERVICES", and "RESOURCES". It also contains copyright information for 2015 IMTJ, links to "Privacy Policy" and "Terms of Use", and social media icons for Facebook, Twitter, Google+, and LinkedIn.

Banner advertising design

We also provide a banner advertising design service, if required. This is sourced through a third party supplier and there is a minimal charge for the creation of the banner designs. Cost varies according to the complexity of the design. Around £250 - £350 is a typical design cost.

4. E-newsletter marketing opportunities

The International Medical Travel e-newsletter is distributed on a weekly basis to around 20,000 contacts, embracing senior management, marketing and operational staff worldwide in a broad spectrum of businesses involved in the medical travel sector.

Insight into the medical travel industry from IMTJ | Can't see this? [Click here to view online](#)

IMTJ™ INTERNATIONAL MEDICAL TRAVEL JOURNAL
THE WORLD LEADING JOURNAL FOR THE MEDICAL TRAVEL SECTOR

News, views and insight into the medical travel industry
Welcome to the IMTJ Newsletter.
Stay up to date with the latest news and updates on medical tourism from the International Medical Travel Journal.

SUBSCRIBE
TO READ MORE

[in](#) [t](#) [f](#) [y](#)

31st July 2015

EDITORS CHOICE

Slowly, slowly.... The EU Directive on Cross Border Healthcare
Take-up slow despite big effort and investment.

LATEST INSIGHT

When will medical tourism reach the tipping point? (Part 1)
Is medical tourism getting there....?

FREE ACCESS

Moscow MEDSHOW
Medical Tourism Summit Russia
18-19 September 2015
Meet Russian clients interested in Medical Treatment abroad
www.medshow.ru

LATEST NEWS

Middle East health insurance
Employers ignorant of new health insurance laws

International accreditation update
2015 edition of ISO 9001 to be published

Global tourism statistics
International tourist arrivals up 4% in the first four months of 2015

GROXIT
Greece crisis: Greek medical tourism implications
Tan Youngman weighs in on the

The e-newsletter is distributed to hospitals, clinics, health insurers, accreditation services, technology providers, medical tourism agencies, assistance companies, and tourism organizations in over one hundred countries.

The e-newsletter carries latest news updates on the medical travel industry.

Anyone can sign up to receive the e-newsletter, it's free! [Register for the newsletter](#)

Advertisers can take advantage of banner advertising in the e-newsletter, or can purchase advertorial content to promote specific services. These marketing tools allow companies to directly target key players within the market place.

Banner advertising costs

Your advertisement (180 x 150 pixels) will appear in one of two positions; either at the top right of the newsletter or at around the midpoint of the newsletter on the right. The cost is:

- Top right - £500 per month (2 issues)
- Midpoint right - £400 per month (2 issues)



180 x 150
pixels

We also provide a banner advertising design service, if required. Cost varies according to the complexity of the design. Around £250 is a typical design cost.

Featured content costs

There is an opportunity to provide editorial content within the newsletter. The cost for including your content in the IMTJ newsletter is:

£1,200 for a three month period (6 issues)

£2,100 for a six month period (12 issues)

5. The rate card in detail

Below is a breakdown of costs for the marketing tools available on the website and e-newsletter.

We can work out a package of featured profiles, banner advertising and featured content tailored to your specific marketing needs.

Enhanced profile on the IMTJ website

Section	Annual Fee
IMTJ Medical Travel Directory <ul style="list-style-type: none">• Includes Subscriber+ Package• Silver profile on Treatment Abroad	£200

Banner advertising: Web site and newsletter

Description	Cost
Web site: : 1 month	£500
Newsletter. Appears in 2 consecutive issues	
Top right	£500
Midpoint right	£400

E-newsletter: Featured Content

Description	Cost
Featured content for three month period (6 issues)	£1,200
Featured content in six month period (12 issues)	£2,100

6. Who to contact

For further information about International Medical Travel Journal:

Call Sarah Ward – Commercial Director
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