



A niche online magazine highly focused upon the Biomedical and Medical Engineering industry.

How much coverage will I get?

With over 75,000 hits every month, and at least 600 unique IPs each day, you will be placed in front of one of the best sources of qualified traffic in the industry. Since its inception three years ago, Medical Engineer Magazine has always been able to achieve great coverage within the sector.

Where does your traffic come from?

All of our traffic is natural. We do not use any paid advertisements, blind linking, or pop-ups from other sites. Our traffic is split between those who enter from bookmarks, type-in traffic, and search engine traffic.

Table 1 – Selected Search Results as checked 7th June 2005

Search Term	Position in Results		
	Google	Yahoo	MSN Search
Medical engineer	#1	#1	#1
Tissue engineer	#1	#1	#1

What is your demographic profile?

Analysis shows that the majority of users of the site are involved in research or study within the Medical Engineering sector. Our recent development of the Tissue Engineering sector now represents a large proportion of our traffic, reflecting the keen interest in this sector.

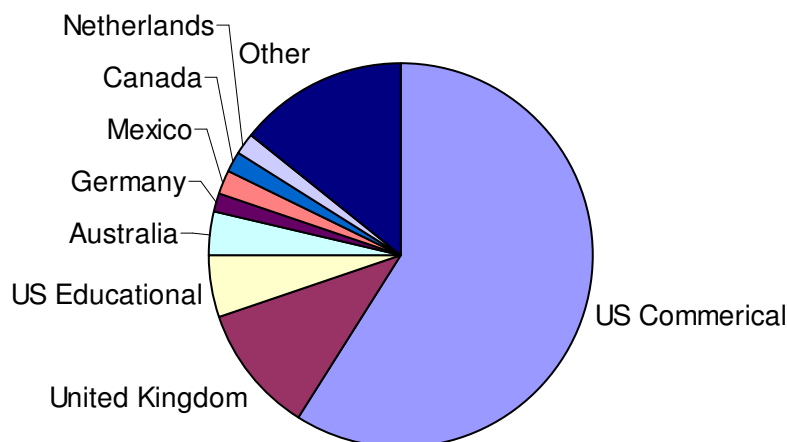


Figure 1 – Country of Origin of Identified Visitors

Advertising Sections

Tissue Engineering

Tissue Engineering, touted as the number one growth industry for the decade, finds its home at <http://tissue.medicalengineer.co.uk/> This highly visited section covers Tissue Culture, Stem Cells, Cell Biology, and more. Advertising opportunities in this section are ideal for products related to microbiology, tissue culture, and stem cell therapies.

Medical Imaging

The highly focused section at <http://imaging.medicalengineer.co.uk/> covers most aspects of Medical Imaging. Our recent feature on EEG has added a new dimension to our coverage of the more traditional techniques of MRI, X-Ray, and image reconstruction.

Rehabilitation Imaging

At <http://rehabilitation.medicalengineer.co.uk/> you find a new take on rehabilitation engineering, combining information from those suffering from disabilities with information on biomechanics, gait analysis, and related theory.

Laboratory Guide

Hot off the press, the lab guide at <http://laboratory.medicalengineer.co.uk/> has just been launched to allow for the highlighting of specific products and companies providing laboratory information within the biomedical sector. Inclusions are by paid arrangement only and are subject to approval.

Advertising Inventory

The screenshot shows the Medical Engineer website interface. At the top, there is a pink banner ad. Below it, the main content area features a yellow skyscraper ad on the right side. The main content area also includes a featured article titled "Biofeedback in Treating Physiological and Psychological Disorders" with a small image and a "Read More..." link. Below this, there is another article titled "All About Cell Membranes" with a small image and a "Read More..." link. The left sidebar contains navigation links such as "Home", "Site Map", "Medical Jobs", "Medical Forum NEW", "Specialisms", "Main Site", "Clinical Eng", "Tissue Eng", "Medical Imaging", "Rehabilitation E", "Lab Guide", "(Login)", and "(Register)".

• **Banner Ads** are placed within the head graphic and are 468x60.

• **Skyscraper Ads** may be placed on the right hand side of the site, and are 160x600px diameter.

• **Featured Article** about your product or company, with front page placement with image in your chosen category.

Rate Card

	Entire Site	Tissue Engineering	Medical Imaging	Rehabilitation Engineering
Banner Ads <i>(CPM)</i>	\$15	\$20	\$20	\$20
Skyscrapers <i>(CPM)</i>	\$25	\$25	\$30	\$30
Featured Article <i>(Per month)</i>	\$300	\$150	\$100	\$100

All prices quoted are US\$.

Featured Article

Featured articles are one of the very best ways of promoting a new product or service. The article may be up to 1500 words, and may include images (which may be thumbnailed and linked to full size images). There is a one off typesetting and preparation fee of \$50 for each article. MedicalEngineer magazine reserves the right to reject an article if it is not appropriate for the site and will refund any fees paid if this is the case. Articles may contain links to your own web site, or that of others, and the article will remain live indefinitely (although it will not be visible on the front page unless you continue your subscription).

Banner Ads and Skyscrapers

These advertisement units may be either GIF, PNG, JPEG, or SWF format, but must be smaller than 100k in size, in the interest of page loading time. You must supply the destination to which the click must go, except in the case of SWF files, in which case it is expected that you embed a link into the movie.

Contact

To order Ad Inventory or to make an enquiry please contact us as follows:

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