

2012 Media Kit

CMDM™

China Medical Device Manufacturer



- » The only dedicated resource of information specific to China's medical device industry
- » China has the second largest economy in the world and a medical device market that consistently achieves double-digit growth

For more than 6 years, **China Medical Device Manufacturer (CMDM)** has provided the China-based medical technology industry with the resources it needs to develop, manufacture, and bring to market next-generation medical products. Through its various channels, **CMDM** reaches subscribers and MEDTEC attendees on a daily basis via its multimedia portfolio of products. Drawing on local editorial leadership in Beijing associated editorial resources in the United States, Europe and Japan, **CMDM** offers comprehensive coverage of regulatory and industry matters in those markets as they affect China's medical device manufacturing community. Decision makers in the growing Chinese medical technology market depend on the **CMDM** brand for global industry updates and access to the suppliers they need to bring their products to market in China and beyond.

Circulation at a Glance

- » **CMDM**: 5,000* Print and 10,000* Digital
- » 8,000 Average unique monthly online visitors
- » **CMDM** is 100% direct request

Geographic Breakdown (Print)			Business Type (Print)		
China	5,000	100%	OEM of medical devices	3,545	71%
Total	5,000	100%	Contract Manufacturer of medical devices	244	5%
			Distributor of medical devices	209	4%
			Other	1,002	19%
			Total	5,000	100%

*Publisher's own data.

New CMDM Website!



CMDM Website

cmdm.com offers a full range of ad options from banners and buttons to embedded video. Content presented in Chinese, cmdm.com is the ideal online location for reaching leading Chinese OEMs.

Rates:

Leaderboard	728 x 90 pixels	\$2,750
First Tower	300x250 pixels	\$2,220
Second Banner	120x240 pixels	\$1,650
Third Banner	300x250 pixels	\$1,100
Second Tower	120x240 pixels	\$1,650
Third Tower	120x240 pixels	\$1,100



Digital Media Opportunities



e-newsletters CMDM Newsletter

CMDM's monthly e-newsletter provides 10,000 subscribers and MEDTEC China attendees with a mixture of peer-reviewed technical articles, product news, and industry updates. For advertisers it is an ideal way to brand your company while driving traffic to your website.

Rates:

Banner 1	468 x 90 pixels	\$2,680
Banner 2	468 x 90 pixels	\$2,470
Banner 3	468 x 90 pixels	\$2,260
Tile Ad 1	120 x 240 pixels	\$2,470
Tile Ad 2	120 x 240 pixels	\$2,260
Tile Ad 3	120 x 240 pixels	\$2,050

MEDTEC China Trade Show Advisor

The MEDTEC China Trade Show Advisor gives 10,000 subscribers and preregistered attendees show-related content including helpful travel and event tips. Announce your show participation with this valuable and far-reaching product.

Rate: \$1,070 (Advertisers receive all three ad positions, banner, tile, corporate profile)



Digital Edition

The **CMDM** Digital Edition combines the branding impact of print with the easy follow-up of digital advertising. Readers can click directly from your ad to your website, watch your embedded video clip, or listen to your audio file.



Custom

Combine your company message with **CMDM's** highly regarded editorial content to create a customized digital product that connects you to an active target audience. With over 360,000 professionals in UBM Canon's medical device database, the opportunities are endless.

CMDM and UBM Canon offer the following Custom opportunities:

Admail Blast	Deployed to 8,000 titles	\$3,800 net
Your message & creative delivered to preselected target audience from brand and/or UBM Canon's Medical database.		
Custom eNewsletter	Deployed to 8,000 titles	\$10,000 net
Our editorial team creates original content & template, you provide up to 5 links—delivered to preselected target audience brand and/or UBM Canon's Medical database. Also includes performance marketing metrics; demand & performance data report.		
White Paper	Deployed to 8,000 titles	\$3,800 net
(also includes a one time promotion in the monthly White Paper eNewsletter)		
Webcast		\$20,000 net
Promoted to preselected target audience from brand and/or UBM Canon's medical database. Editorial team creates original content, speaker opportunity & up to 5 prequalifying questions on registration page.		
Custom Research		\$4,500+ minimum

» more info at CMDM.com

- »» **CMDM** is the official sponsor of MEDTEC China
- »» **CMDM** is published in Chinese

2012 Editorial Preview

Spring: Annual Buyers Guide

Issue Close Date: March 16, 2012

CMDM's Annual Buyers Guide is the essential reference tool for design engineers, manufacturing engineers, and decision makers at China's leading OEMs. For the cost of a single ad, your message will be branded for an entire year.

Industry Resources Section

Expert advice on bringing compliant products to market in the European Union and United States.

Plus: A directory of the major industry associations and the most comprehensive buyers guide of suppliers of products, services and equipment to China's medical device manufacturers.

All CMDM Advertisers Receive:

- FREE Ad Translation
- FREE Corporate Profiles for every full page ad

Bonus Distribution: MEDTEC China and other UBM Canon events worldwide

2012 Rates

Advertising Rates - Black & White Unit Rates (Payable in US Dollars)

	1x	4x	9x
Full Page, Full Color	\$5985	\$5555	\$4810
1/2 page, Full Color	\$3586	\$3345	\$2890
1/3 page, Full Color	\$2550	\$2370	\$1365
1/4 page, Full Color	\$1945	\$1815	\$1570

»» For more inquiries, contact your Sales Director or medicalsales@ubm.com

Material Submission

We prefer digital files. Acceptable formats are: PDF, EPS, TIFF, or a Postscript file. Files should be 300 dpi, CMYK, with fonts and images embedded. Any placed images should be at 100%, 300 dpi, and CMYK. Please do not submit native application files such as Quark, Illustrator, etc. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi. Color proofs are required. **For more information on electronic ad submission and color proofs, visit our Web site at www.canonespecs.com or call Ad Management Services at 310/445-4217 for details.**



Fall: MEDTEC China Show Issue

Issue Close Date: July 16, 2012

The MEDTEC China Show issue is an expected and welcomed part of the MEDTEC China experience. With this issue we offer a multi-media package. This issue combined with digital media opportunities helps advertisers capitalize on messaging their company's value propositions and better engage show attendees.

Ad Package includes:

- An ad in the show issue
- A show profile of equal size in the show preview section of the issue
- An ad of equal size in the MEDTEC China show catalogue, which will be distributed to EVERY show attendee
- Your ad included in the Trade Show Advisor, which is e-mailed to subscribers and preregistered attendees

Featured Editorial:

- Advanced Manufacturing Technologies
- Biomaterials
- Packaging and Sterilization
- Medical Electronics
- Emerging Technologies
- Precision Motion Control

Bonus Distribution: MEDTEC China and other UBM Canon events worldwide

MEDTEC China

»» more info at CMDM.com