

2012Media Kit

jmd&mt

Japan Medical Design & Manufacturing Technology



Targeted Media Resources Dedicated to Japan's Growing Medical Device Market

Japan Medical Design and Manufacturing Technology (JMD&MT) provides Japan's medical device OEMs with industry updates, emerging technology reports, authoritative technical articles, targeted sourcing of products and services and other resources that they need to design, develop and manufacture next-generation medical devices. Drawing on associated editorial resources in the United States, Europe and China, **JMD&MT** also offers comprehensive coverage of regulatory and industry matters in those markets as they affect Japan's medical device manufacturing community. With a complete multimedia portfolio dedicated to Japan's medical manufacturing industry, **JMD&MT** can put your message in front of Japanese OEMs seeking local and global suppliers and service providers.

>> **JMDMT's** print issue reaches **7,000** medtech professionals

>> **Geographic Reach: 95%** Print Distribution to Japan

Industry Type

Original Equipment Manufacturer (OEM) of medical devices.....	74%
Subcontractor/contract manufacturer of medical devices.....	12%
Distributor of medical devices.....	4%
Designer/manufacturer of drug delivery systems.....	3%
Manufacturer of pharmaceuticals.....	2%
Others.....	5%

Job Function

Product Design & Engineering.....	44%	Production, Manufacturing.....	5%
Research & Development.....	12%	Quality Assurance, Quality Control.....	3%
Project, Process, Packaging Engineering.....	12%	Procurement, Specifying,	
Sales/Marketing.....	12%	Materials management.....	1%
General/Corporate Management.....	8%	Other.....	4%

Top Subscribing Companies:

- Panasonic
- Toshiba
- Mitsubishi Ryoden
- Mitsubishi Electric Engineering
- Olympus
- Canon
- Omron
- Yokogawa
- Terumo
- Nikon

JMDMT.com

New Website



The Official Sponsor of

MEDTEC
Japan
April 18-19, 2012

MEDTEC Japan is Asia's largest tradeshow and conference dedicated to the design and manufacturing of medical devices. As the official sponsor of **MEDTEC Japan, JMD&MT** will distribute both the annual Show Issue as well as the Suppliers Directory to attendees.

Digital Media Opportunities



Monthly e-Newsletter

Written by our Japan based editorial staff, specifically for the Japanese market, our monthly e-newsletter gives Japan's OEMs insight into global medical manufacturing news, trends and analysis.

Distribution: 10,000 subscribers and **MEDTEC Japan** attendees

Ad Position Rate	US Dollars	Japanese Yen
Top Banner (728x90)	\$3,250	¥264,000
Rectangle One (300x250)	\$3,000	¥248,000
Rectangle Two (300x250)	\$2,800	¥228,000
Bottom Banner (728x90)	\$2,500	¥202,000



New Website! JMDMT.com

JMDMT.com is a new website dedicated to Japan's medical device manufacturing market. Readers get access to the latest breaking headlines without having to comb through mainstream medical news feeds. **JMDMT.com** is constantly updated with industry news, technology developments and product and service information.



Custom

Combine your company message with **JMDMT'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.

JMD&MT and UBM Canon offer the following Custom opportunities:

Admail Blast Deployed to 8,000 titles ¥364,000 gross
Your message & creative delivered to preselected target audience from brand and/or UBM Canon's Medical database.

Custom eNewsletter Deployed to 8,000 titles ¥957,000 gross

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 ¥364,000 gross
(also includes a one time promotion in the monthly White Paper eNewsletter)

Webcast ¥1,914,000 gross
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 ¥366,000 net + minimum

>> more info at jmdmt.com

2012 Editorial Preview

MEDTEC Japan Show Issue

Issue Close Date: February 17, 2012

Editorial Focus:

Extensive show preview with select exhibitor profiles, updates on product launches, and a conference matrix.

Featured Topics:

- Biomaterials
- Advanced Manufacturing Technologies
- Medical Device Design Trends

This issue will also include articles on emerging technologies that will have an impact on medical device design and manufacturing, and a round-up of new products and services of particular relevance to designers, engineers and manufacturers of medical products.



» **JMDMT** reaches 7,000 Japanese medtech professionals and MEDTEC attendees. Half of the subscribers receive print issues and the other half receive a digital version.

Suppliers Directory and Industry Resources

Issue Close Date: October 18, 2012

This directory profiles suppliers of products, services and equipment to medical device manufacturers in Japan.

This annual issue is an invaluable resource as it provides supplier solutions to Japanese medtech professionals.

Plus:

- Insights on bringing compliant products to market in the European Union and United States
- Developments in the domestic market
- Effective product and service sourcing strategies

Bonus Distribution: **JMD&MT's** print issues receive international bonus distribution at **MEDTEC Japan** and across UBM Canon MD&M and MEDTEC events throughout North America and Europe.

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.

Print Advertising Rates

	USD	Japanese Yen
Full Page	\$5000	¥408,000
1/2 Page	\$3000	¥245,000
1/4 page	\$2000	¥163,000

All full-page advertisers will receive a FREE Corporate Profile.

Website Advertising Rates—JMDMT.com

Ad Unit	Specs	Position	Quantity	Gross Rate	USD
Home Page Banner					
Top Leaderboard (Horizontal/Header)	728 x 90 pixels	Fixed	30 days	¥250,000	\$3,100
Top Rectangle (Square/Column)	300 x 250 pixels	Fixed	30 days	¥140,000	\$1,750
2nd Rectangle (Square/Column)	300 x 250 pixels	ROS	30 days	¥140,000	\$1,750
Anchor Leaderboard (Horizontal/Footer)	728 x 90 pixels	Fixed	30 days	¥180,000	\$2,250
3 Contextual Link sponsorship	125 x 125 pixels plus 50 words of text and 3 url links	ROS	30 days	¥40,000	\$500
Road Block on Home Page (Interstitial Ad)	640 x 480 pixels	Exclusive	Weekly, 7 days	¥200,000	\$2,500
Sponsored Whitepaper download (with up to 5 embedded links)		Fixed	3 months	¥200,000	\$2,500
One-page "Minisite"			3 months	¥360,000	\$4,500

Establish yourself as an industry player throughout Japan and the global medical market. Contact us for more details:

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North America & Europe:
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