

Medical Design Custom Media specializes in custom media solutions for the medical and biomedical market. Backed by more than 100 years of Penton Media Inc.'s communication expertise, Medical Design Custom Media provides a full range of services to help our clients build more profitable customer relationships. We partner with our clients to set goals and identify marketing strategies best suited to our client's situation. With access to a virtually unlimited array of internal and external resources for research, editorial, design, production, and in-depth business information experience, we offer solutions that create results for our partners.

Medical Design Custom Media will customize a marketing solution that perfectly fits your objectives. Some of our most popular communication vehicles include:

Magazines

A single-sponsored magazine is often the communication vehicle of choice when it comes to delivering on the brand message of your company. A magazine can also be the driver behind changing perceptions and behavioral patterns.

Medical Design Custom Media offers a turnkey solution to produce a magazine specifically tied to your marketing objectives. Medical Design Custom Media integrates high-quality editorial with award-winning graphic design to produce a communication vehicle that makes an impact with your readership.

Magazines range from anywhere from 24 pages on up, may include advertising, and are often the sales tool of choice for our partners.

Newsletters

Whether print or electronic, a newsletter is a proven and effective means of communicating with your customers, internal and external.

Medical Design Custom Media works with newsletter clients to ensure that the newsletter message stays consistent, as well as engaging and informative to the reader. We work with your communication team to identify the key marketing objectives of the newsletter, and create an ROI plan that works for your organization.

Print newsletters are generally 8 to 16 pages, while our electronic newsletters are usu-

ally accompanied by a content web portal that includes valuable content from a variety of sources.

eBooks

With our free eBooks, our objective is the same as with our publications: to deliver authoritative, technically correct, and valuable content that helps professionals perform their jobs more easily.

Through corporate sponsors, Medical Design Custom Media delivers a new model in book publishing by providing readers, at no cost, with high-quality eBooks about critical industry topics. These eBooks offer the same quality content readers come to expect from our magazines.

Corporate sponsors receive qualified leads (registrants who download each chapter) immediately. The majority of our eBooks range from 5 to 10 chapters, each chapter sent out on a monthly basis until the conclusion of the book.

Web Portals

Content web portals and microsites are now an important part of any integrated marketing mix. Most companies and associations have a vast inventory of key content, but are sometimes unsure of how to leverage it. Medical Design Custom Media will partner with your organization to analyze the content you have to establish key thought leadership topics. Once topics are established, we will create a program involving original expert editorial, as well as repurposed Penton content, to create a web community. That community is then primed to receive marketing messages that deliver sales.

Medical Design Custom Media's search optimization experts can also work with your team to create a Search Engine Optimization (SEO) strategy that score high on all the major search engines such as Google, Overture, and MSN. These high rankings can then be leveraged as part of your overall marketing strategy.

Webcasts

A webcast (web seminars, web conferencing) is a marketing tool that allows you to deliver a message utilizing streaming

For more information on any of these or our other custom products, please contact your sales representative, or go to www.pentoncustommedia.com/.

web technology. By combining the powerful visual content of a Web conference with streaming audio, global audiences can be easily and quickly reached with a communications medium that is both real-time and visually rich.

Third-party credibility is key to positioning your company as a thought leader. To do this, Medical Design Custom Media will link your company with our powerful industry brand. This strategy also greatly increases registration and attendance rates.

Webcasts are one of the best marketing methods for obtaining qualified leads. All registration and attendee information is captured and delivered to you in real-time, as well as all feedback and Q&A information, delivering immediate return on investment.

In-Person Roadshows

Our Custom Events Group collaborates with your organization on a presentation to the public and combines forces with third-party subject matter experts to deliver free conferences about current topic, product or innovative concept. These events deliver a branded, face-to-face marketing presentation for primary sponsors to deliver critical information to target and influence the buyers and users of the sponsors products and solutions.

Our Custom Events Group offers the following services in a custom event designed to be cost free to the public and deliver a full-service solution to your client that includes:

- Demand generation
- Content management
- Speaker coordination
- Registration
- Marketing and promotions
- Lead generation
- ROI tracking
- Post-event synopsis
- Data archiving
- Scalable event production

