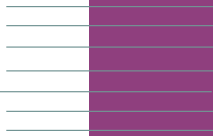




THE SOURCE FOR THE DESIGN AND MANUFACTURING OF MEDICAL DEVICES

Media Guide



REACH

20

12



ENGAGE



ACHIEVE

The source for the design and manufacture of medical devices

Medical Design

In addition to reaching more Design Engineering and Design Engineering Management readers than any other device magazine, Medical Design's mix of R&D, management, compliance, production, and manufacturing professionals spend, on average, an hour with each issue. Furthermore, our readers extend your message to over 200,000 people through pass-along reach. And, more importantly, they take action in response to your ad message.

REACH



ENGAGE

Medical Design magazine continues its 12th year of publishing leadership by providing the in-depth features and news our readers need most for staying abreast of the exponential changes occurring in today's medical-device and diagnostic industry. Our content in the magazine and online at www.medicaldesign.com provides valuable coverage of manufacturing advances and product-design breakthroughs – exactly the information for which our readers have come to rely on us. Regular departments include FDA & regulations, news from contract manufacturers, designing with advanced materials, R&D, tubing technology, packaging and other innovations.

The right audience, active and engaged.

Does information you read in Medical Design prompt you to go to the internet for more information?

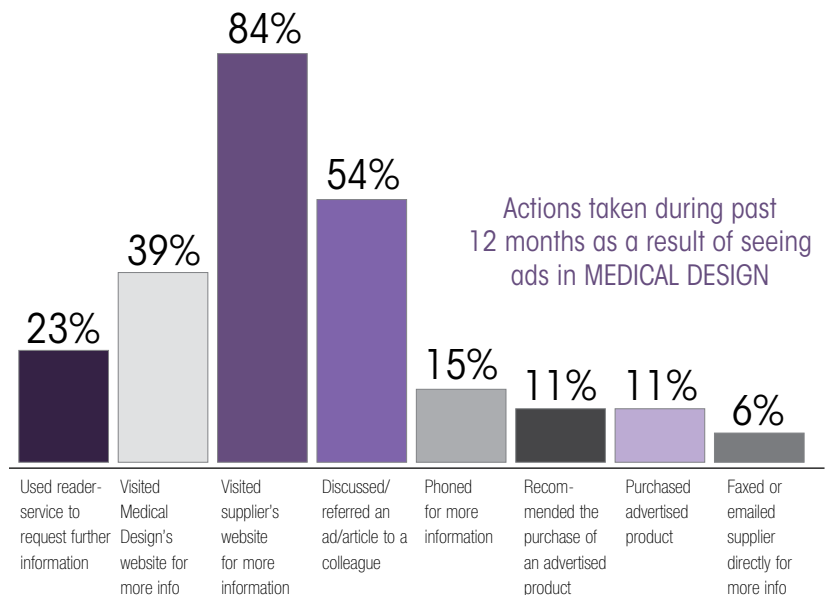
YES | 89% NO | 11%

Have you ever contacted a supplier as a result of seeing their advertisement in a trade magazine?

YES | 86% NO | 14%

ACHIEVE

Recent readership research shows readers spend an average of 50 minutes reading or looking through their issue and then pass their copy along to an average of 3 people. They tell us they like our up-to-date information and well written articles, industry and regulatory news, real-life applications and medical specific ads.



2012 Editorial Calendar



Month	Contract Mfg.	Design	Tech Spotlight	Mfg. Focus	Shows
Jan/ Feb		Buyer's Guide			MD&M West - Anaheim
March	Cutting-edge electronics	Power supplies Motors/Motion control	Sensors & controls	Molding	
April	Injection-molded parts	Coatings Surface treatments	Pumps & valves	Machining	Medical Silicone Conference
May	Material breakthroughs	Hearing/Visual Aids Displays	Tubing & IV components	Prototyping	Rapid 2012 - Atlanta MD&M East - Philadelphia
June	Cardio Care	Industrial Design/ Ergonomics Micromolded parts	Software	Assembly	
July/ Aug	Mobile Smart Technology	Simulating devices Control consoles	Gaskets/seals	Machining	
Sept	Quality in Manufacturing	Imaging Implantables	Connectors/cords	Prototyping	AdvaMed 2012 - Boston MD&M - Chicago
Oct	Orthopedics	Neurotechnology Nanotechnology	Advanced materials	Molding	Medical Prototyping Conference MD&M - Minneapolis CCF Innovation Summit - Cleveland
Nov	Surgical instruments/ Equipment	Grips, handles & knobs Metal parts	Adhesives/fasteners	Machining	
Dec	Sterilization/ packaging	Cleanrooms & equipment Designing for the future	Inspection/measurement	Testing & Quality	

AIM READERSHIP ISSUES: April & October

Regular Departments

FDA & Regulations | Designing with Advanced Materials | Today's Tubing Technology | News Watch | Packaging Wrap-up | Innovations | R&D Notebook | Industry Viewpoint

Editorial Expertise



Joe Jancsurak

Joe is a 32-year business journalism veteran. Prior to joining Medical Design as Senior Editor in 2008, he served as editor of Appliance Manufacturer and wrote for the Society of Manufacturing Engineers and The Cleveland Clinic. Joe became Editor of Medical Design

in 2009 and serves as a sessions moderator for the Medical Prototyping Conference and the Medical Silicone Conference. His Perspectives blogs can be found at www.medicaldesign.com and you can follow him on Twitter @JoeJancsurak.

Contact: joe.jancsurak@penton.com



Sherrie Conroy

Sherrie is currently the Director of Content for Medical Design. For more than 25 years, Sherrie has been an editor specializing in B2B technical publications. Before joining Penton this year, Sherrie was at Canon Communications, primarily covering the medical device industry for 15 years as editor-in-chief of MD&DI and Medical Electronics Design

(formerly Medical Electronics Manufacturing), along with other medical-related products. She has a B.A. in journalism from the University of Oregon. Her Perspectives blogs can be found at www.medicaldesign.com and you can follow Sherrie on Twitter @sherrieconroy.

Contact: sherrie.conroy@penton.com

MEDICAL DESIGN

Your Ideal Audience

Our reach at the top medical device OEMs

	# of copies	# of units
Medtronic	274 copies	35 units
Abbott Labs	187 copies	33 units
Boston Scientific	182 copies	24 units
GE Healthcare	120 copies	27 units
Siemens Medical	116 copies	23 units
Baxter Healthcare	115 copies	14 units
Philips Medical Systems	111 copies	19 units
St. Jude Medical	100 copies	13 units
Becton Dickinson	93 copies	18 units
Beckman Coulter	80 copies	14 units
Ethicon Inc.	79 copies	7 units
Alcon	78 copies	7 units
Respironics	54 copies	7 units
Tyco Healthcare	53 copies	12 units
Cardinal Health	52 copies	24 units
Biomet	37 copies	7 units
Welch Allyn	37 copies	7 units
Varian	34 copies	9 units
Medrad	31 copies	1 units
Guidant	22 copies	1 units

Medical Silicone Conference

The Medical Silicone Conference is a two-day event that features leading industry experts' presentations aimed at informing Medical Device OEMs about material and processing advancements; design considerations; emerging applications; material replacement opportunities driven by regulatory issues; functionality; DFM needs; anti-microbial properties, and more. Unlike other polymer or silicone conferences, the Medical Silicone Conference will focus exclusively on utilizing silicone in the medical device industry.

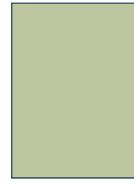


Medical Prototyping Conference

The Medical Prototyping Conference features presentations by leading industry experts on all areas of prototyping, including stereolithography, selective laser sintering, 3D printing, rapid injection molding, and other topics specific to medical device OEMs. Keynote sessions will address the significance of prototyping in the medical device industry, particularly in light of market forces. Unlike other prototyping conferences, the Medical Prototyping Conference will focus exclusively on using these methods in the medical device industry.



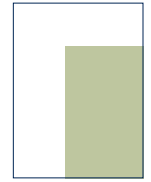
Mechanical Specifications



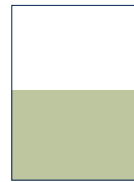
1 Page
Dimensions: 7.0 x 9.75
Bleed: 7.875 x 10.75



2/3 Page
Dimensions: 4.5 x 9.75
Bleed: 5.125 x 10.75



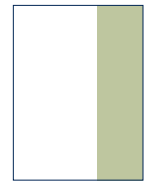
Island Half
Dimensions: 4.5 x 7.375
Bleed: 5.125 x 8.0



1/2 Page Horizontal
Dimensions: 6.875 x 4.625
Bleed: 7.875 x 5.375



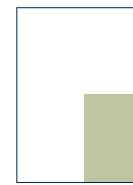
1/2 Page Vertical
Dimensions: 3.25 x 9.75
Bleed: 3.875 x 10.75



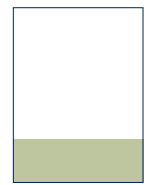
1/3 Page Vertical
Dimensions: 2.125 x 9.75
Bleed: 2.625 x 10.75



1/3 Page Square
Dimensions: 4.5 x 4.625



1/4 Page Vertical
Dimensions: 3.25 x 4.625



1/4 Page Horizontal
Dimensions: 6.875 x 2.25

Print Rates

Black & White	1x	3x	6x	12x
Full Page	\$5,950	\$5,615	\$5,250	\$4,955
2/3 Page	\$4,470	\$4,340	\$4,250	\$4,130
1/2 Page Island	\$3,650	\$3,545	\$3,475	\$3,220
1/2 Page	\$3,470	\$3,380	\$3,310	\$3,170
1/3 Page	\$2,870	\$2,795	\$2,740	\$2,570
1/4 Page	\$2,300	\$2,240	\$2,200	\$2,150
Data File - 1/8page	\$595			

Color

	Per Page
Standard or Process Color	\$830
Matched Color	\$885
3&4 Color Process	\$1,445
Bleed	No Charge

For mechanical and space information or to upload your ad, go to:

www.pentondigitalads.com

Online Advertising

Leaderboard Ad

This position appears in a high-profile location at the top of the page and directly within the user's view. These run-of-site banners are an excellent choice for both branding and direct-response campaigns.

Boombbox Ad

Located within high-interest editorial throughout the site, these run-of-site ads offer large real estate, drawing attention to your message and giving your creative center stage. Boombbox ads are ideal for rich media expandable or video ads.

Button Ads

Button ads are a powerful creative option for your campaign. Website navigation flows around the buttons, increasing your ad's visibility.

Run of Site Specs & Rates		
	RATES	SPECS
Leaderboard Ad	\$1,840 net/month	728 x 90 pixels
Boombbox Ad	\$1,595 net/month	300 x 250 pixels
Button Ad	\$1,282 net/month	125 x 125 pixels

Specifications:
GIF, Animated GIF,
JPG and Rich Media.
39k maximum
Run of site

Medical Edge eNewsletter

Delivered three times per month to a circulation of 27,000 opt-in subscribers, the Medical Edge eNewsletter offers a systematic way to communicate with professionals in the medical and biomedical industries. Each newsletter, prepared by the staff of Medical Design, includes news items, industry updates, trends, new products, events, and special advertising opportunities.

Sponsorships & Rates:



First position - \$1,940 net / issue
Second position - \$1,524 net / issue
Third position - \$1,248 net / issue
Fourth position - \$1,000 net / issue
Featured Links - \$190 net / issue

Specs: Choose from two different ad sizes for newsletter sponsorships:

- Banner (468 x 60 pixels)
- Text Box with image (headline, 80 words of text, image or logo no greater than 180 pixels wide)

For image files, JPG, GIF, or animated GIF accepted. Flash ads are not permitted. Maximum file size for all images is 30k. Include click-through URL with creative.

One-Stop Sponsorship Opportunity

Finding all the information on the latest topics in medical design has never been easier. Medicaldesign.com's one-stop landing page quickly connects our readers with critical and timely news, commentary, research, and products on the industry's hottest areas. Get the advantage by owning all of the advertising positions on a one-stop page, exclusively positioning your brand alongside specific relevant content.

Rates:

\$1,500 net / month \$1,250 net / 2 months \$1,000 net / 3 months

Specs: Sponsorship includes the following ad units: 728 x 90, 300 x 250, and 125 x 125 (no larger than 39k). Formats currently accepted: GIF, animated GIF, JPG, HTML, Flash, PointRoll, and Eyeblaster.

Webinars

Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers.

Our state-of-the-art webinars provide dynamic multimedia platforms to launch new products, educate about expanded product capabilities, or reinforce a company's industry expertise. From audience development and registration through production and archiving, Medical Design handles all of the webinar logistics and guides you through the process step by step.

Rate: \$10,000 net

Roadblocks

Roadblocks are pre-site, full-screen ads that intrigue the visitor and can't be ignored. Roadblocks tend to generate high response rates and are exclusive positions – only one advertiser per two-week period.

Rate: \$2,520 net / 2 weeks

Specs: 640 x 480 pixels - Max file size: 50k

eCards/eBlasts

Medical Design now offers its advertisers the perfect way to reach targeted prospects. ePostcards are a quick and direct vehicle to target today's medical design engineers. Create a personalized postcard and Medical Design will ensure it gets into the right hands.

Rate: \$2,000 net / per blast

Specs: 600 x 400 pixels GIF, JPG, HTML (Because this product is emailed, we are not accepting rich media at this time.) Max file size: 50k.

Product Spotlight eNewsletter

Each month, our subscribers receive instant product and service information in the Product Spotlight. Sold on a first-come, first-serve basis, the Product Spotlight offers a convenient and successful way to promote your products to this important audience.

Rate: \$1,500 net per issue (Up to 8 sponsors per issue)

Specs: Headline, 80 words or less, product image no larger than 125 pixels wide (30k max file size), and click-through URL



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