

# Omnia Health Magazine

## 2023 Media Kit & Specifications



# Omnia Health Magazine

Omnia Health Magazine is the official publication of Informa Markets – Healthcare events such as Arab Health, Medlab Middle East, FIME and Global Health Exhibition. The publication has been in circulation for over 20 years and was previously known as Arab Health Magazine.

Being a part of the bi-monthly Omnia Health Magazine allows you to be seen as one of the leading voices and trusted authorities in the healthcare industry. The six issues of the magazine feature several dedicated sections on healthcare management, innovation, and sustainability, among other trending topics transforming the industry. The publication offers a unique platform for you to be at the forefront of sharing knowledge and expertise with healthcare professionals globally and help you drive the discussion around the latest trends.

## Our Editorial content includes the following:

- Healthcare news from the Middle East and around the world
- Interviews with the people driving the future of healthcare
- Profiles of leading healthcare institutions and pioneering leaders
- Trends in hospital construction, building, design and architecture
- Clinical, industry and management case studies, insights and analysis
- Dedicated ‘Sponsored Content’ section for the latest updates around products and services

Our print and digital editions are widely read by healthcare professionals globally and offer a range of editorial and advertising opportunities to position you and your company as a true industry thought leader.



# Readership & circulation

Omnia Health Magazine's readership profile includes key decision makers across the industry, with the likes of hospital CEOs, medical directors, department heads, government officials, trade bodies, facilities managers, and educational institutions all picking up copies.

## Digital circulation

As well as a subscriber base of 80,000+, Omnia Health Magazine is featured on the homepage of the Omnia Health Insights editorial platform. It benefits from further promotion from across our healthcare events, alongside dedicated marketing campaigns made up of email marketing, newsletter features, social media and paid advertising, extending its reach far beyond its loyal subscribers.

## Print distribution

Print editions are available exclusively at Arab Health, Medlab Middle East and Global Health Exhibition, reaching an audience of highly engaged readers, including those from across the GCC and our international visitors.

## Facts & Figures

### Distribution

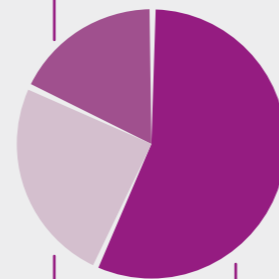


**80,000** subscribers

### Regional distribution

**18%** ROW

**25%** Africa



**57%** GCC



**15,000** print

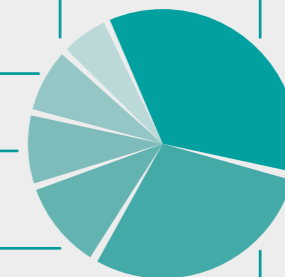
### Digital readership

**6%** Qatar

**8%** Bahrain

**9%** Oman

**11%** Kuwait



**36%** Saudi Arabia

**30%** UAE

# 2023 rate card

## Rate card

Double Page Spread	\$7,235	Belly Band	\$14,190
Full Page	\$4,608	Bookmark	\$11,261
Half Page	\$2,765	A4 Insert	\$8,321
Quarter Page	\$1,659	10 Page Bound Insert	\$35,112
Strip Advert	\$1,106	Cover Sheet Advert	\$14,190
Outside Back Cover	\$9,459	Front Cover Gatefold	\$16,554
Inside Front Cover	\$7,597	Back Cover Gatefold	\$13,294
Inside Back Cover	\$7,597	Outside Front Cover	\$9,459

## Editorial rate card

Full Page Editorial	\$6,912	Double Page Spread	\$13,854
Half Page Editorial	\$4,148		

**Note:** All above prices are subject to 5% UAE VAT



# Advert specifications

Please supply all artwork as print ready PDF at 300dpi CMYK or JPEG, TIFF picture format at 300dpi CMYK. Files can be supplied via email, file transfer, or FTP. Please ask your account manager for further details.

## Full page

Trim: 274mm(h) x 220mm(w)

Type: 259(h) x 205mm(w)

Bleed: 280mm(h) x 226mm(w)

## DPS

Trim: 274mm(h) x 440mm(w)

Type: 259mm(h) x 425mm(w)

Bleed: 280mm(h) x 446mm(w)

## Half page horizontal

112mm(h) x 176mm(w)

## Half page vertical

237mm(h) x 81mm(w)

## Quarter page

112mm(h) x 81mm(w)

## Strip advert horizontal

55mm(h) x 176mm(w)

## Strip advert vertical

237mm(h) x 55mm(w)

## Belly band

Trim: 70mm(h) x 446mm(w)

Bleed: 76mm(h) x 452mm(w)

## Bookmark

Various – Speak to your account manager for more details

## Gatefold

### Inside gatefold

Trim: 274mm(h) x 435mm(w)

Bleed: 280mm(h) x 441mm(w)

### Front cover gatefold

Trim: 274mm(h) x 430mm(w)

Bleed: 280mm(h) x 436mm(w)

# Editorial specifications

## One page

400 words (with image)

550 words (without image)

## Two pages

800 words (with image)

1300 words (without image)

## Three pages

1150 words (with image)

2000 words (without image)

## Four pages

1600 words (with image)

2800 words (without image)



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