

Marketing Services

By Informa Markets - Healthcare

Sales Brochure



Together for a healthier world



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(eBook/white paper/report - written and designed by Omnia Health)

- Lead generation

(Your content, hosted and marketed by Omnia Health)

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- Display advertising
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- Building your integrated campaign



Where the world of healthcare meets 365 days of the year

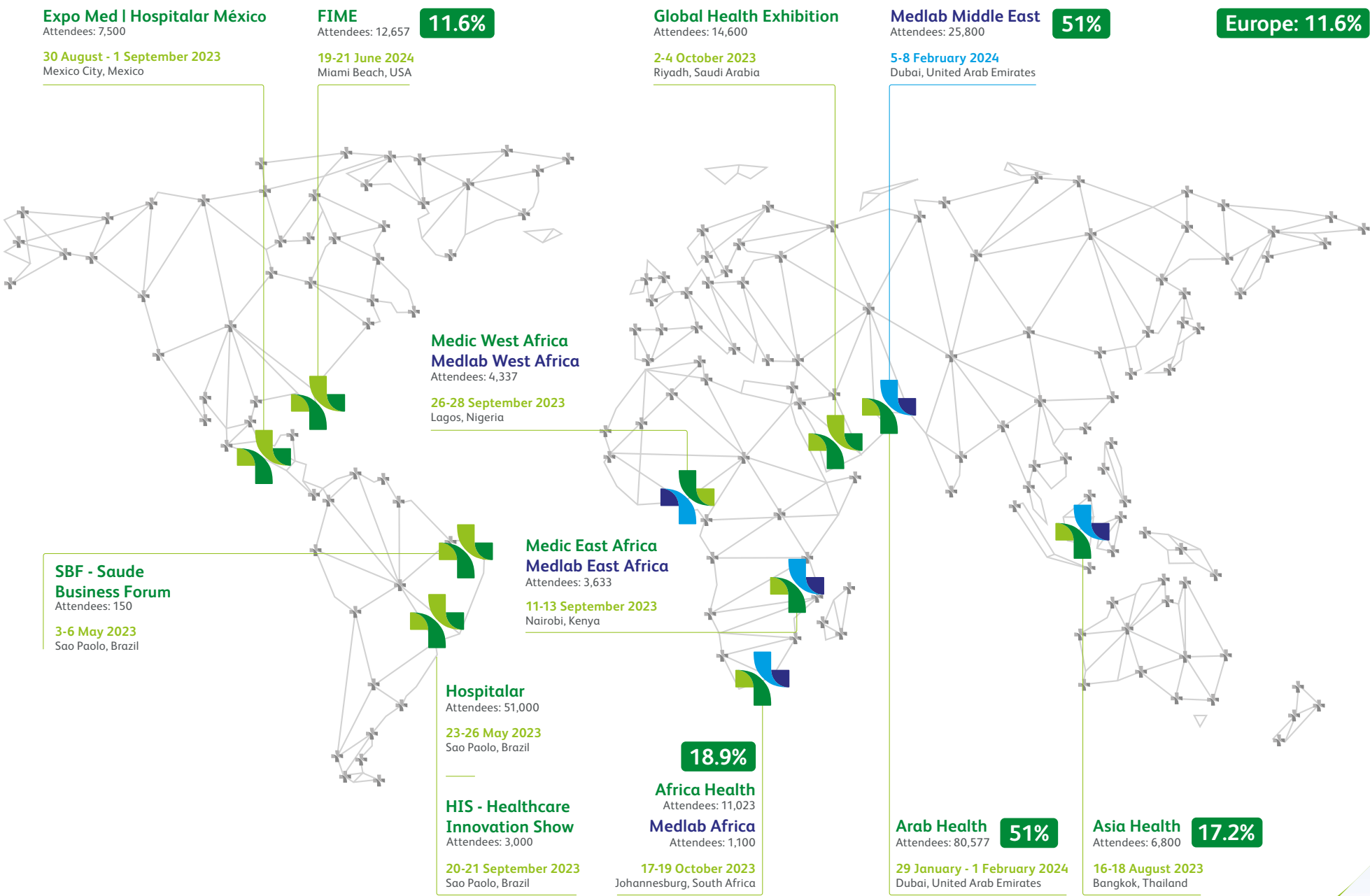
At Informa Markets – Healthcare, we're championing the healthcare specialist and enhancing the power of live experience through year-round, digital connections that bring the industry together.

With a 46 year legacy, 12 in-person exhibitions and 90 conferences running across the globe, we know the healthcare industry – and we know how connections are made, both in-person and online. Alongside our events, we're supporting the community with exclusive insights, opinion pieces, reports and updates, helping healthcare professionals keep their finger on the pulse of the healthcare industry.

Our in-depth data, wide-reaching content and industry expertise mean we're perfectly positioned to offer bespoke digital marketing activities. Whether you're looking to enhance your physical presence at an event, nurture new relationships or test the waters of a new territory, we'll work with you to achieve your goals.



Regions



Informa Markets - Healthcare

Audience overview

Industry

21%	Healthcare Agent/Dealer/Distributor	5%	Technology
16%	Clinics/Medical Practice	5%	Medical travel
12%	Hospitals - Private	5%	Consultancy
10%	Hospitals - Public	4%	Professional Association
9%	Manufacturer	3%	Finance/Banking/Investor
8%	Independent Laboratory	3%	Charity/Non-profit organisations/NGO
7%	Government	2%	Health Regulator
6%	Community Health Services	2%	Project Management
6%	Hospital Laboratory	2%	Media & Marketing
6%	Education	2%	Retailer/Pharmacy
5%	Other	2%	Insurance

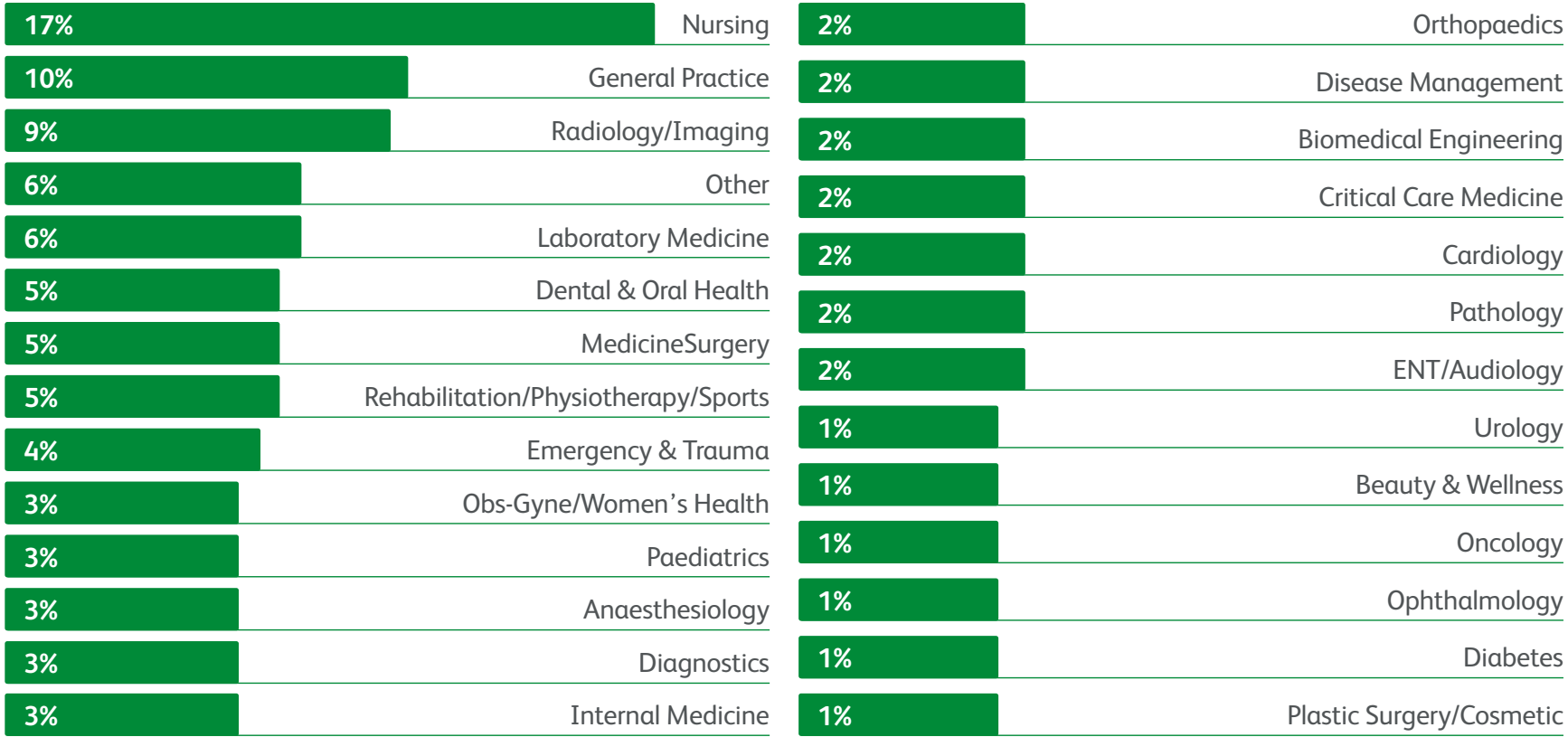
Seniority

31%	Owner/C-Level/Pres./Chairman	9%	Government Official
26%	Senior Manager/Manager	5%	Junior Manager/Executive
24%	Director/Head of Department/General Manager	5%	Managing Director/Vice President



Audience overview

Clinical specialism



A global reach

With an online editorial platform and digital magazine, which serves as the exclusive print publication of Arab Health and Medlab Middle East, Omnia Health Insights is your gateway to a highly engaged community of healthcare specialists who are looking to keep on top of the ever-changing industry.



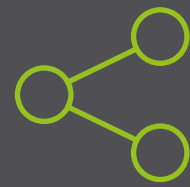
61,196

average page views per month



42,643

unique visitors per month



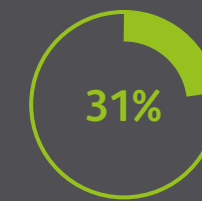
16,150

social media followers

[Browse Omnia Health Insights](#)

As well as coverage of Informa Markets – Healthcare’s global network of events, Omnia Health Insights sheds light on the latest industry innovation with articles, reports, interviews, videos and podcasts exploring everything from the impact of the pandemic on healthcare professionals to hospital management and clinical deep dives – all expertly crafted and curated by our experienced editorial team.

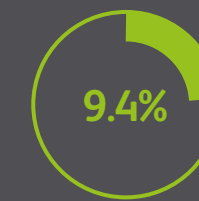
Top 5 countries visiting Omnia Health Insights



India



United States



United Arab Emirates



Algeria



Egypt

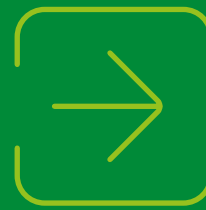
Meeting your objectives

Whatever the size, scale or scope of your company and goals, we'll work with you to tailor a solution that will address your specific needs through our Marketing Services. With a range of content creation, marketing and lead generation activities to choose from, you can build your own bespoke campaign.



Reach

Grow your audience and keep top of mind with year-round brand awareness, through a range of digital advertising, remarketing, audience extension and magazine advertorial opportunities, combined with editorial-driven outreach to enhance your industry expertise.



Access

Expand your presence into new regions and markets, or strengthen your reputation in your area of expertise. Define your target audience based on demographics, medical speciality or behaviour and, place your brand in front of a highly engaged audience.



Convert

Nurture contacts from prospect to new business through a variety of content-driven editorial activities, delivering you leads you know are interested in your areas of specialism, who you have pre-qualified for your team.

Your solutions

	Lead generation	Awareness & reach	Thought leadership	Targeted marketing
Sponsored editorial		✓	✓	
eBook/white paper/report	✓		✓	✓
Webinar	✓		✓	✓
Podcast		✓	✓	
Newsletter feature		✓	✓	
Newsletter banner		✓		
Email marketing				✓
Display advertising		✓		
Remarketing		✓		✓
Omnia Health Magazine - advertising & editorial		✓	✓	

Recent clients include



Sponsored editorial

Expertly written editorial content

Secure your position as a leader in the healthcare industry. Share your expertise and discuss your areas of specialism by working with the Omnia Health editorial team on a range of written, audio and video digital content opportunities to promote your leadership.

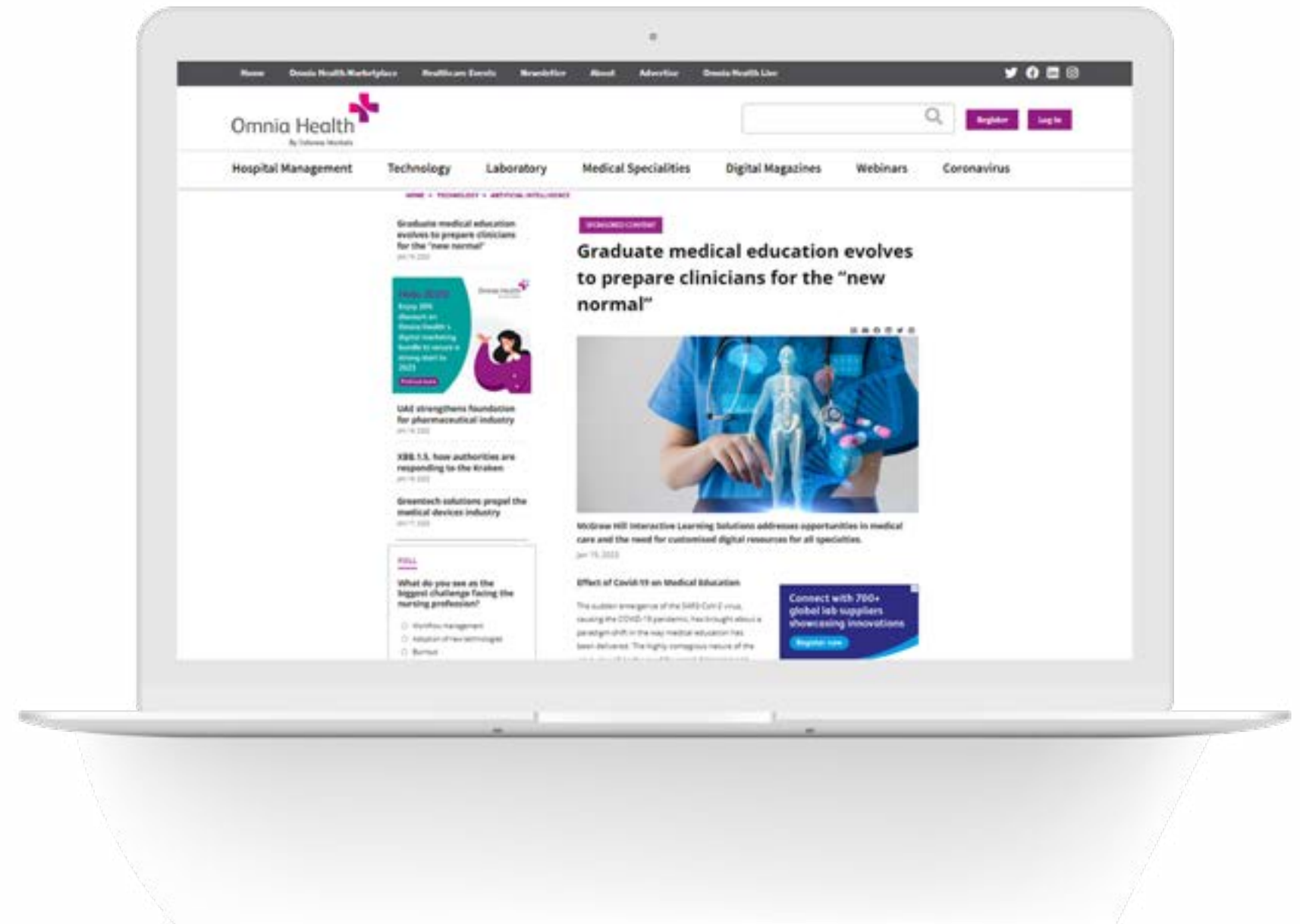
Sponsored editorial will be posted on the Omnia Health Insights website, as well as promoted through the Omnia Health Insights newsletter and social media posts.

Formats include:

- Industry insights
- Interviews

You can visit Omnia Health Insights for sponsored editorial reference.

US\$7,500



Published content

eBook/white paper/report

Provide readers with exclusive research and content to cement your brand's credentials as an industry leader and generate engaged leads.

By gating content in your area of expertise, you can generate leads by capturing contact information through a download form, and highlight your subject matter expertise at the same time. The report format offers high value content that will entice readers to enter their contact details to download, promoted by a multi-step marketing campaign

The package comes with a dedicated marketing campaign to drive a high level of engagement and generate leads this includes:

- Your white paper, eBook or case study published on Omnia Health Insights and featured on homepage
- Your content featured in Omnia Health newsletter
- Your content promoted across Omnia Health social media
- Monthly lead sharing over a two-month period – including all contact details

To enhance your lead generation campaign with additional supportive marketing activities, speak to your account manager for recommendations

You can visit our published content on Omnia Health Insights for reference.

US\$10,000

*Client will provide the report/
ebook/whitepaper.*

US\$15,000

*Omnia Health will develop the report/ebook/
whitepaper in collaboration with the client.*



Webinars

An online presentation or discussion on the topic of your choice. Typically 45 minutes of discussion followed by an interactive Q&A session, webinars can be live or pre-recorded according to your schedule and are a highly effective way to generate engaged leads.

Your webinar package includes:

- Dedicated marketing campaign – including email, social media, display ads and remarketing
- Technical rehearsal and live support
- Webinar available to view on-demand with recording sent to you
- Leads sent to you including registrations and views
- Post-campaign webinar report

Bespoke Webinar:

Collaborate with our content team for a deep dive into your specialist topic, align on webinar overview and agenda.

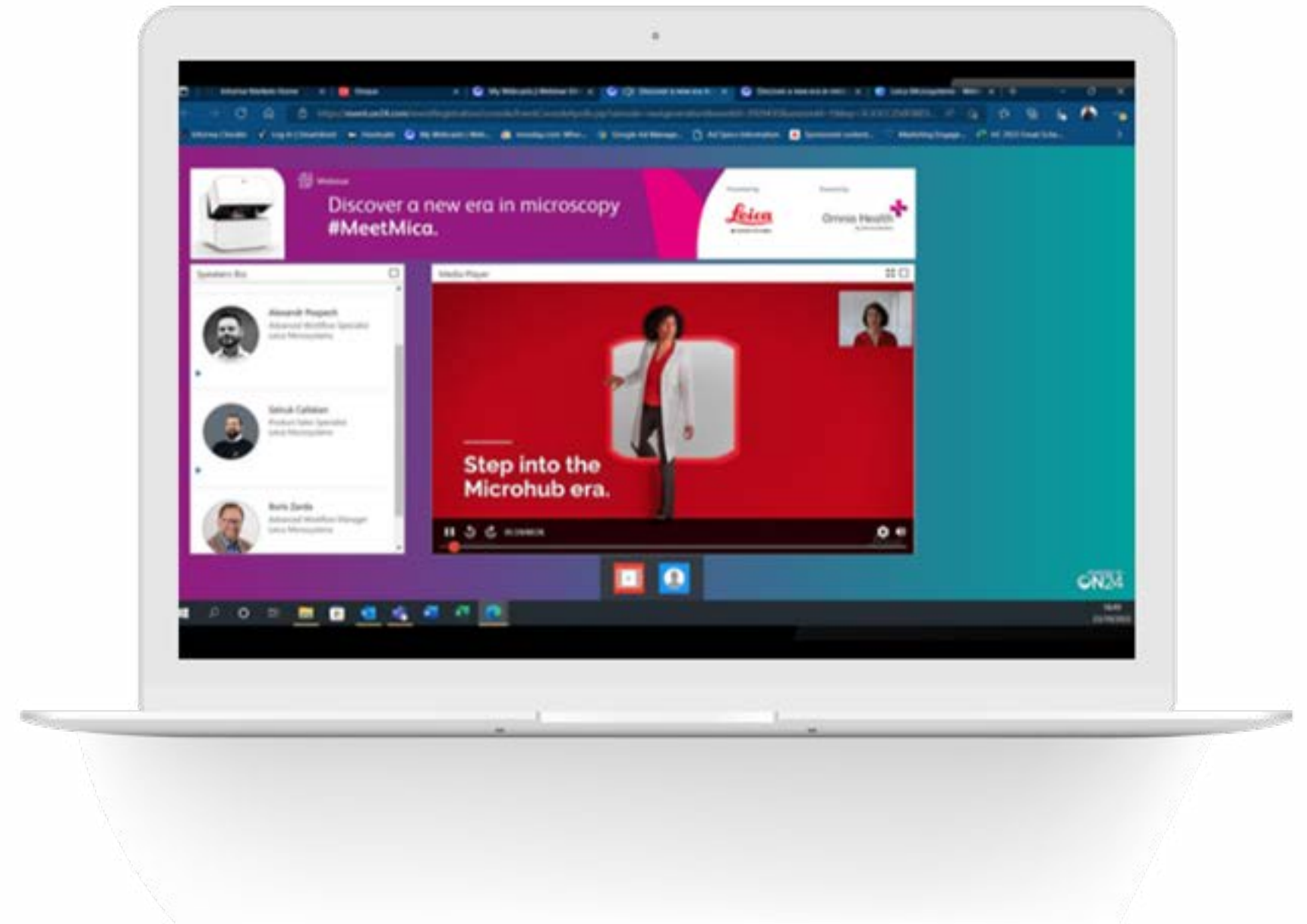
US\$15,000

Omnia Health Webinar:

Sponsor an Omnia Health Webinar session which sheds light on the current trending industry topics

US\$10,000

You can visit our [webinar page](#) for reference.



Podcast

Build trust and reach listeners through high impact advertising by being part of Omnia Health's Patient Talk podcast series. Podcasts will be posted on Omnia Health Insights. They are also available through Spotify, Apple Podcasts, Amazon Music, Google Podcasts, Overcast and more.

Sponsorship packages include:

- 10-15 second sponsor intro
- 45 second mid-episode advertising message of endorsement
- Logo placement on podcast episode landing page
- Editorial summary written by the Omnia Health editorial team
- Spotlight feature in Omnia Health Insight's content newsletter

Collaborate with our editorial team for a deep dive into your specialist topic, or a dedicated interview with a member of your team.

US\$7,500

Sponsor an episode of the monthly edition of the podcast, which sheds light on the current trending industry topics.

US\$3,500

You can visit our [podcast page](#) for reference.



Google Podcasts



amazon music

Newsletter

The Omnia Health Insights newsletter goes out twice a month, delivering a roundup of the latest healthcare articles and insights straight into the inboxes of our 80,000+ subscribers.

Content feature

Extend the reach of your content and demonstrate your leadership with a feature in Omnia Health Insights’ bi-weekly newsletter. Your feature will include:

- Content image – linked to content
- Content headline and blurb
- Read more button – linked to content

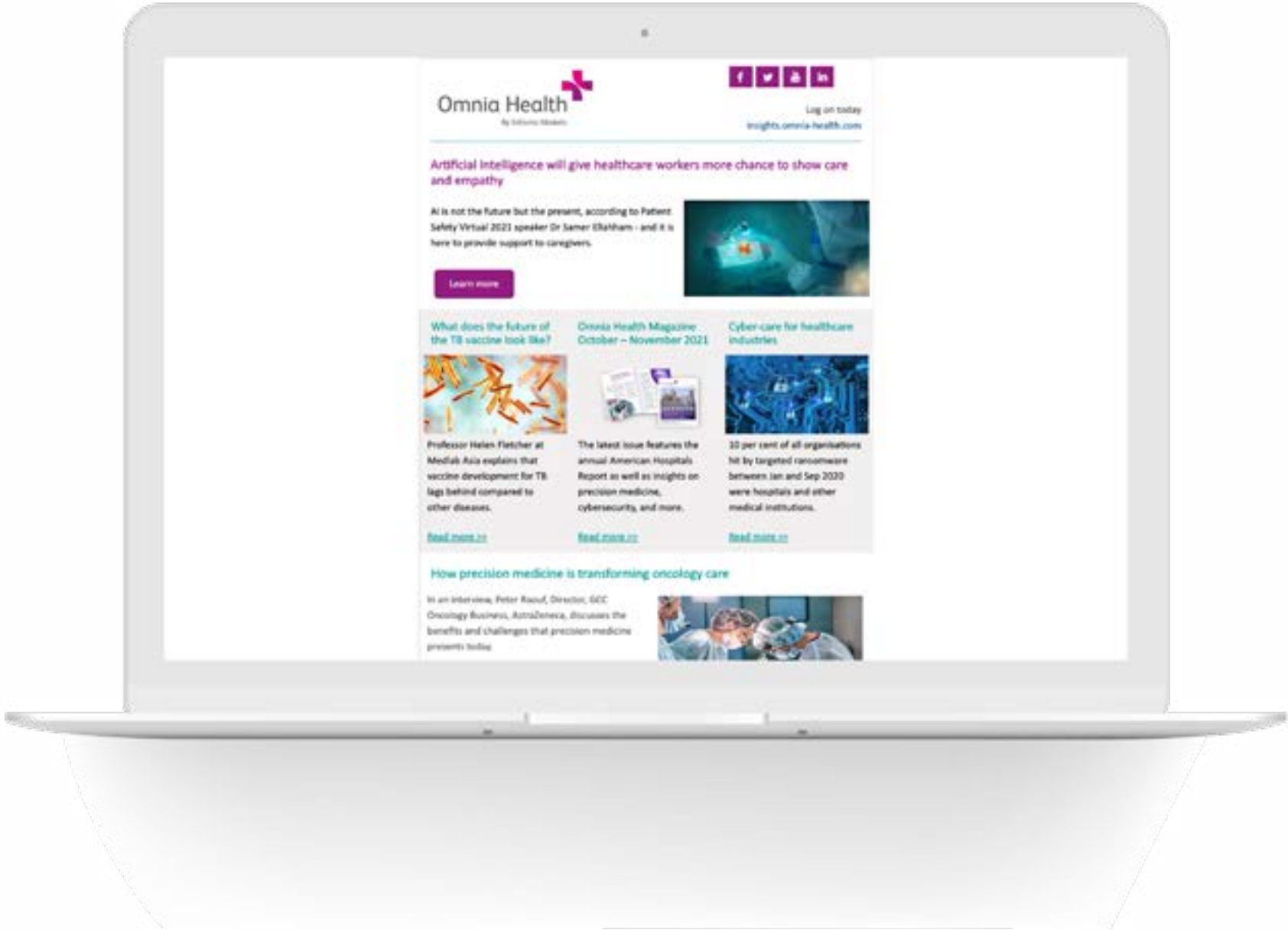
Newsletter banner

Direct Omnia Health Insights’ subscribers to your own website or landing page by placing a leaderboard banner in the newsletter, showcasing your own branding and linked to the URL of your choice.

US\$3,500

Newsletter audience

20.17%	Hospitals (Public/Private)
16.38%	Clinics/Medical Practice
10.10%	Dealer/Distributor (Healthcare/Lab)
7.63%	Laboratory (Independent/Hospital)
6.64%	Community Health Services
5.90%	Government
4.47%	Manufacturer
4.25%	Education
3.13%	Professional Association
3.11%	Healthcare/Medical Travel
3.01%	Technology
2.90%	Other
2.46%	Consultancy
1.77%	Health Regulator
1.48%	Insurance
1.41%	Charity/Non-profit organisations/NGO
1.31%	Retailer/Pharmacy
1.27%	Project Management
1.08%	Media & Marketing
1.01%	Investor



Email marketing and database targeting

Promote your company, products or services to highly targeted segments of our healthcare database.

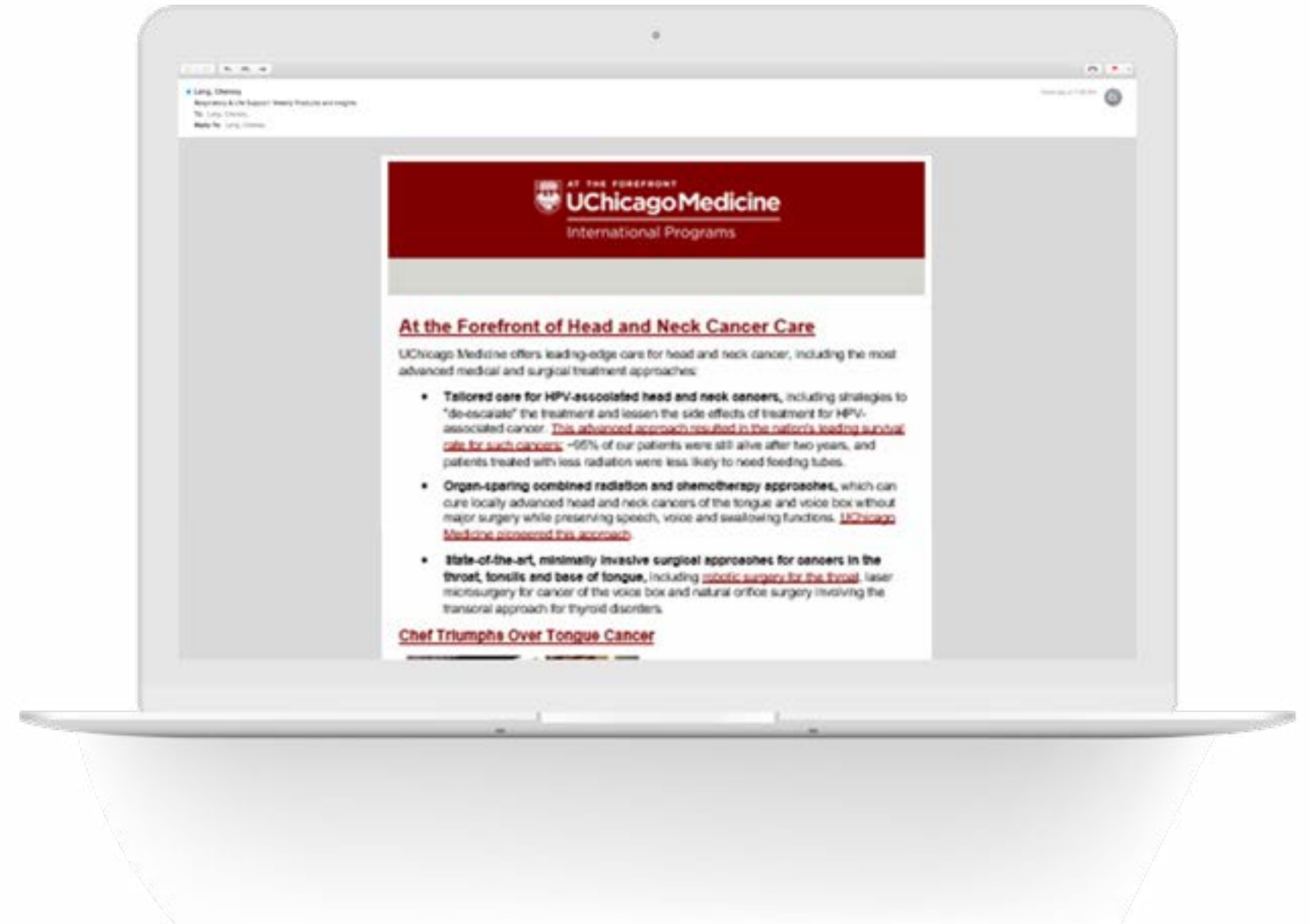
Whether you are announcing a new product, sharing recent research or raising awareness of your organisation's expertise and offerings, you can target your audience to match your message based on a range of demographics, so you know you're getting in front of the right people, at the right time:

- Geography
- Industry
- Job function
- Areas of interest/specialisms

As well as selecting your target audience, you will have full creative control over the email by providing the HTML. You can choose the subject line, "from" name, date and time of send, with our experienced marketing team on hand to provide advice and best practice.

US\$1/contact,
minimum 2,000 contacts

Starting at **US\$2,000**



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:

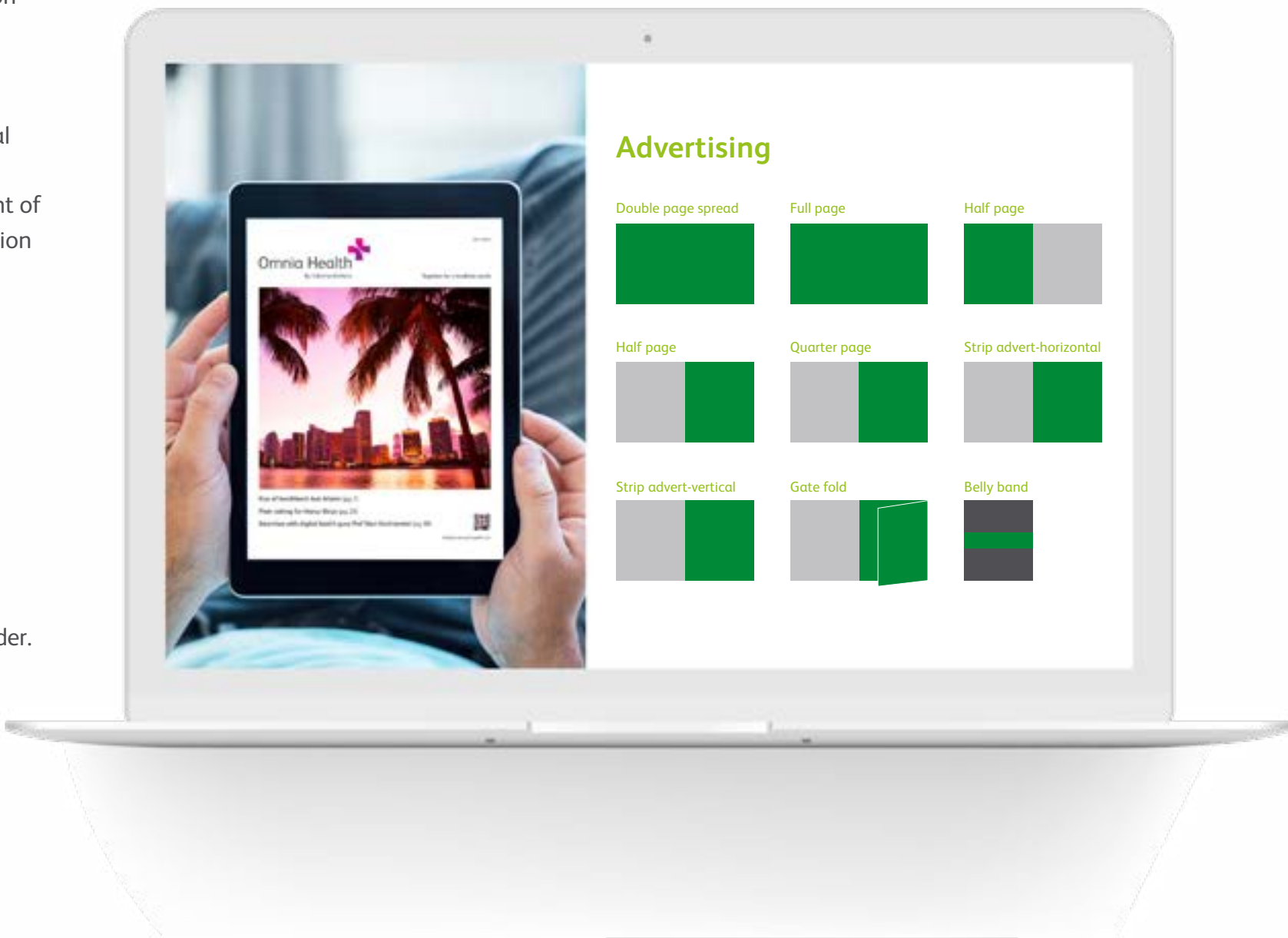
- Healthcare news from the Middle East and around the world
- Interviews with the people driving the future of healthcare
- Profiles of leading healthcare institutions and pioneering leaders
- Trends in hospital construction, building, design and architecture
- Clinical, industry and management case 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.

You can visit our [Omnia Health Magazine page](#) for reference.

Starting at **US\$4,608**

Ask your account manager about the Omnia Health Magazine media kit



Website display advertising

Place your ads on the Omnia Health Insights website to get in front of our readership of 38,000 unique healthcare professionals and decision-makers per month.

Build brand and product awareness to increase brand recognition, drive traffic to your website, nurture potential customers and upsell your products and services.

Format	Dimensions
Leaderboard	728x90
MPU	300x250
Welcome Ad	640x480
HPU	300x600
Billboard	970x250
Floor Ad	640x480

Leaderboard & Billboard

MPU



\$35 CPM,
minimum 100,000 impressions

Starting at **US\$3,500**

Remarketing and audience extension

Take brand awareness to the next level with Omnia Health's remarketing and audience extension opportunities.

Reconnect with your audience and re-engage them by having your ads appear across social media and other websites.

Go one step further with audience extension services.

Let us know your target demographic, and we'll use Omnia Health's extensive global database and behavioural data to create audience 'lookalike' lists to serve your ad to, increasing your reach and awareness more than ever.

\$45 CPM,
minimum 100,000 impressions

Starting at US\$4,500



Building your integrated campaign

Work closely with the Omnia Health team to build a bespoke, integrated campaign tailored to your objectives. We'll help you identify the right approach that will enable you to raise awareness, then engage and nurture your audience all the way through to the decision-making stage.



Building your integrated campaign

Our team will conduct a personalised workshop with you to understand your business objectives, define your target customer personas and outline custom content pillars, creating a firm foundation for your content marketing strategy. Below is an example of an integrated marketing calendar, designed to supercharge your exposure and audience engagement.

	May	Jun	July
Banner on website	Your banner on Omnia Health Insights		
Newsletter Feature	Report feature		Article feature
Newsletter Banner		Newsletter banner promoting trend report	
Article			5G in healthcare – promoting webinar
Gated content	Trends Report: Imaging / Radiology / 5G		
Social Media	Social media ads promoting the report	Social media ads promoting the report	Social media ads promoting the report
Retargeting		Retargeting ads to target report clicks	Retargeting ads to target report clicks
Webinar			5G in healthcare
Email campaign	Email supporting report		
Magazine Ad		Issue focus: Arab Health	
Magazine Editorial		Issue focus: Arab Health	

Your marketing services team

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