

# DeviceMed

www.devicemed.fr

Le magazine des fabricants de dispositifs médicaux



## Media Data 2020



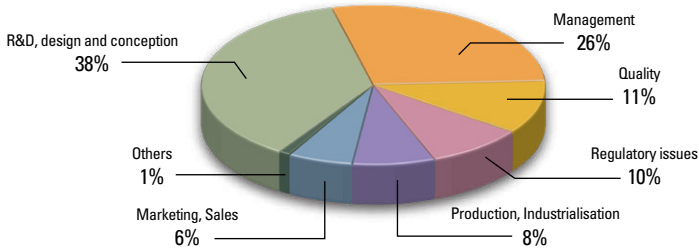
- The reference trade magazine for medical device technology
- 6,300 qualified readers
- 6 issues per year
- Distributed in the French-speaking part of Europe: France, Switzerland, Belgium, Luxemburg

### Main subjects presented

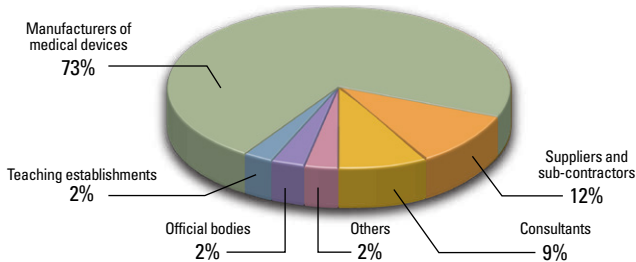
- Materials
- Production equipment
- Manufacturing techniques
- Components
- Sub-contracting
- Research
- Regulations
- Clinical trials

### Readership

#### Spread of readers per function



#### Spread of readers per activity



### One special edition: The annual buyer's guide

- A reference handbook for French-speaking manufacturers of medical devices looking for suppliers, sub-contractors or consultant services
- Distributed by mail to our 6,300 readers
- Distributed at all trade exhibitions which we attend throughout the year

### Subscription

Free for qualified readers

By e-mail: [info@devicemed.fr](mailto:info@devicemed.fr)

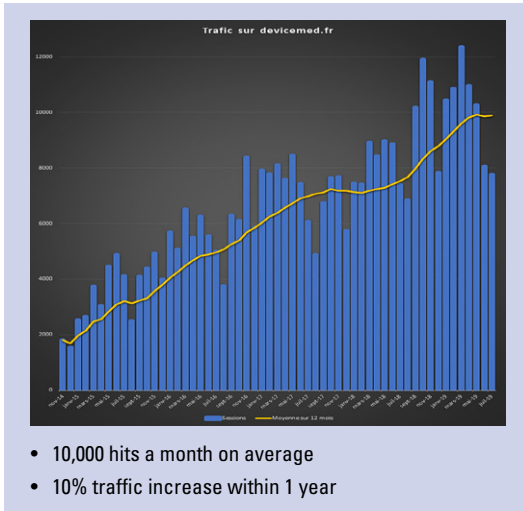
On our website: [www.devicemde.fr/magazine/abonnement](http://www.devicemde.fr/magazine/abonnement)

By fax: +33 (0)4 73 61 96 61



## Website: www.devicemed.fr

- Over 1,200 articles classified by theme
- An article search function by theme, company name or name of product
- Includes an on-line list of suppliers
- Includes a calendar of events relative to medical devices
- Access in PDF format to all our hardcopy editions



## Electronic newsletter

- Sent out every two weeks to more than 4,600 named subscribers
- An opening rate of 25% on average
- Subscription via our website: [www.devicemed.fr/newsletter/inscription](http://www.devicemed.fr/newsletter/inscription)
- Archived for later consultation on the website

## Social networks



Follow our news on Twitter and LinkedIn!

## Editorial schedule 2020

Issue		Main features	Focus	Trade shows
1	<b>January/February 2020</b> Deadline for ads: 7/1/2020 Date of issue: 4/2/2020	<b>Feature:</b> Metrology and quality control <b>Special report:</b> Surface treatment/coating <b>Pharmapack preview</b>	Cleaning and sterilisation Medical device miniaturisation (micromanufacturing, microelectronics, microactuators, microfluidics...)	<b>Pharmapack</b> , Paris, 5-6 February
2	<b>March/April 2020</b> Deadline for ads: 14/2/2020 Date of issue: 17/3/2020	<b>Feature:</b> Electronics <b>Special report:</b> Implants <b>Medi'Nov preview</b>	Packaging and labelling Focus on Germany Production equipment	<b>MedTech Meetup</b> , Brussels, 19 March <b>Medi'Nov</b> , Lyon, 25-26 March <b>Global Industrie</b> , Paris, 31 March-3 April <b>MedtecLIVE</b> , Nuremberg, 31 March-2 April <b>Orthomano</b> , Switzerland, end of April
3	<b>May/June 2020</b> Deadline for ads: 3/4/2020 Date of issue: 6/5/2020	<b>Feature:</b> Plastics processing <b>Special report:</b> Connected medical devices and e-health <b>Focus:</b> Metals – ceramics	Medical robotics (sensors, actuators, electronics, software, legislation...) Focus on Switzerland Technology transfer	<b>T4M</b> , Stuttgart, 5-7 May <b>FIP</b> , Lyon, 16-19 June <b>EPHJ/EPMT/SMT</b> , Geneva, 16-19 June <b>MedFIT</b> , Grenoble, 30 June-1 July
4	<b>July/August 2020</b> Deadline for ads: 6/6/2020 Date of issue: 7/7/2020	<b>Annual buyer's guide</b> <b>Feature:</b> Creating a start-up in the medical device sector (financing, intellectual property, support...)	<b>Supplier directory:</b> Suppliers and subcontractors to manufacturers of medical devices in 19 categories of products and services	Also distributed at all trade shows and congresses throughout the year

Issue		Main features	Focus	Trade show
5	<b>September/October 2020</b>	<b>Feature:</b> Laser equipment and processes	Silicones Focus on Belgium	<b>Rentrée du DM,</b> Besançon, September
	Deadline for ads: 24/7/2020 Date of issue: 8/9/2020	<b>Special report:</b> Additive manufacturing <b>Micronora preview</b>	Diagnostic medical devices	<b>Micronora,</b> 22-25 September
6	<b>November/December 2020</b>	<b>Feature:</b> Artificial intelligence	Medical device personalisation (additive manufacturing, production equipment, legislation, projects...)	<b>Compamed,</b> Düsseldorf, November
	Deadline for ads: 9/10/2020 Date of issue: 10/11/2020	<b>Special report:</b> Chemical and biological analyses <b>Compamed/Medica preview</b>	Medical devices for drug delivery Pumps and solenoid valves	<b>Medica,</b> Düsseldorf, November <b>Sofcot,</b> Paris, November

Editorial schedule as at 12/9/2019, subject to alteration

## Subjects dealt with in DeviceMed

### Materials

**Plastics:** Thermoplastics, polyamides, PUR, PEEK, PVC, silicones...

**Metals:** (Implantable) steel, aluminium, titanium...

**Other materials:** Ceramic, glass, composites, textiles...

**Adhesives:** Resins...

**Packaging materials:** Blisters, films, foils, sheets...

**Semi-finished products:** Metal sheets, tubes, profiles...

### OEM components

**Drive Technology:** Motors, controls, bushes, bearings...

**Electrical or electronic components:** Sensors, cables, connectors, switches...

**Construction elements:** Screws, dampers, filters, pumps, pipes, tubes...

**Infusion and transfusion**

### Production equipment

**Software:** CAD/CAM, PLM, quality assurance...

**Tooling machines:** Machining, forming, laser cutting...

**Plastics processing:** Injection moulding equipment, hot-channel systems, extrusion equipment, tool and mould making...

**Assembly:** Robotics, handling, welding, gluing...

**Quality control:** Measuring instruments, vision systems, material testing...

**Marking:** RFID, Printing, labelling...

**Packaging systems:** Blisters, transport containers, cartons...

**Others:** Additive manufacturing, rapid prototyping, surface treatment, sterilisation, cleanrooms...

### Sub-contracting

**Metal working:** Milling, turning, stamping, casting, forging...

**Plastics processing:** Injection moulding, extrusion, machining...

**Other manufacturing processes:** Rapid prototyping, production in cleanrooms, surface treatment, assembly, sterilisation, packaging...

### Other services

**Management:** Certification, audits, project management, financing, marketing...

**Research and development:** Design, research...

### Regulations

### Clinical trials

### Economics and markets

## Advertising rates 2020 in Euro plus VAT

Format	Base price	Discount 3%	Discount 5%	Discount 10%	Discount 15%	W x H (in mm)
<b>1/1 page</b>	<b>1x</b>		<b>2x</b>	<b>4x</b>	<b>6x</b>	
b/w	2,750.00		2,610.00	2,475.00	2,335.00	190 x 270
4C	3,730.00		3,545.00	3,360.00	3,170.00	210 x 297
<b>2/3 page</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>	<b>6x</b>	
b/w	2,190.00	2,125.00	2,080.00	1,970.00	1,860.00	126 x 270
4C	3,190.00	3,095.00	3,030.00	2,870.00	2,710.00	190 x 180
<b>Junior page</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>	<b>6x</b>	
b/w	2,060.00	1,990.00	1,955.00	1,850.00	1,750.00	
4C	2,660.00	2,580.00	2,530.00	2,390.00	2,260.00	136 x 190
<b>1/2 page</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>	<b>6x</b>	
b/w	1,660.00	1,610.00	1,575.00	1,490.00	1,410.00	94 x 270
4C	2,275.00	2,200.00	2,160.00	2,045.00	1,930.00	190 x 134
<b>1/3 page</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>	<b>6x</b>	
b/w	1,265.00	1,227.00	1,200.00	1,135.00	1,075.00	62 x 270
4-C	1,890.00	1,830.00	1,795.00	1,700.00	1,600.00	190 x 88
<b>1/4 page</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>	<b>6x</b>	
b/w	1,010.00	980.00	955.00	910.00	855.00	94 x 134
4C	1,345.00	1,300.00	1,275.00	1,210.00	1,140.00	190 x 66

- Circulation: 6,300 copies
- b/w: black and white
- 4C: 4-colour

### Preferential placements (4-colour)

Front page .....	4,590.00
Cover 2 .....	3,965.00
Cover 3 .....	3,965.00
Cover 4 .....	4,233.00
1/2 page next to editorial .....	2,397.00
1/3 page next to contents .....	1,989.00
Flap ad on Front cover: 105 x 228 mm .....	4,896.00
front page Back cover: 105 x 297 mm	
Plus 3 mm trimming margin on all sides	

### Footer ads

	Format (W x H)
4-column printing .....	190 mm x 40 mm..... 1,134.00
6-column printing* ..left	195 mm x 40 mm..... 1,525.00
right	133 mm x 40 mm
8-column printing* .....	195 mm x 40 mm..... 1,925.00
* Please keep any text and/or image at least 10 mm from gutter	

### Inserts (no discount possible)

up to 25g per unit.....	3,225.00
up to 50g per unit.....	3,375.00

**Bound Inserts** ..... upon request

**Company or product profile:** full-page description of your company or of one of your products (maximum 350 words and 3 images with company logo) or half-page description of your company or of one of your products (maximum 200 words and 2 images with company logo). DeviceMed takes care of the ad layout. Same rates as for other full-page or half-page ads.

- Invoices will be paid within 30 days
- No discount is granted for early payment.

## Advertising formats (width x height in mm)

**1/1 Page**  
**190 x 270**  
 bleed ad\*  
 210 x 297 (plus 3 mm trim)

**9/16 Page  
 (Junior Page)**  
**136 x 190**  
 bleed ad\*  
 148 x 210  
 (plus 3 mm trim)

**3/4 Page**  
 3 columns  
**142 x 270**  
 bleed ad\*  
 152 x 297  
 (plus 3 mm trim)

**1/4 Page**  
 1 column  
**46 x 270**  
 bleed ad\*  
 56 x 297  
 (plus 3 mm trim)

**3/4 Page**  
 4 columns  
**190 x 200**  
 bleed ad\*  
 210 x 214  
 (plus 3 mm trim)

**1/4 Page**  
 4 columns  
**190 x 66** bleed ad\*  
 210 x 80 (plus 3 mm trim)

**2/3 Page**  
 2 columns  
**126 x 270**  
 bleed ad\*  
 136 x 297  
 (plus 3 mm trim)

**1/3 Page**  
 1 column  
**62 x 270**  
 bleed ad\*  
 72 x 297  
 (plus 3 mm trim)

**2/3 Page**  
 4 columns  
**190 x 180**  
 bleed ad\*  
 210 x 194  
 (plus 3 mm trim)

**1/3 Page**  
 4 columns  
**190 x 88**  
 bleed ad\*  
 210 x 102 (plus 3 mm trim)

**1/2 Page**  
 2 columns  
**94 x 270**  
 bleed ad\*  
 104 x 297  
 (plus 3 mm trim)

**1/2 Page**  
 4 columns  
**190 x 134**  
 bleed ad\*  
 210 x 148  
 (plus 3 mm trim)

**1/4 Page**  
 2 columns  
**94 x 134**  
 bleed ad\*  
 104 x 148  
 (plus 3 mm trim)

\* **Delivery of bled ads:** Allow 3 mm trim per bleed edge and trim marks.



## Banners

### Banners on the site's home page

Our banners are displayed in random rotation with up to a maximum of 5 banners. They are displayed for a period of **3 months**.

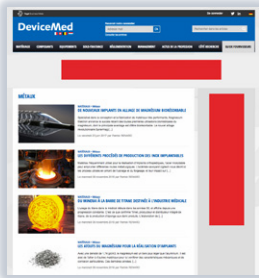


- Horizontal full-size banner.....940 Euro  
Dimensions: 468 x 60 pixels
- Horizontal "mega" banner.....1,250 Euro  
Dimensions: 728 x 90 pixels
- Vertical banner .....1,250 Euro  
Dimensions: 160 x 600 pixels
- Rectangle banner.....1,250 Euro  
Dimensions: 300 x 250 pixels

Other options are possible, like for example wallpaper ads. Please contact us for an offer.

### Randomly rotating banners over the whole of the site

These banners appear randomly on all the pages of the site for a period of **3 months**, except on the homepage and in the positions occupied by fixed banners.



- Horizontal full-size banner.....730 Euro  
Dimensions: 468 x 60 pixels
- Horizontal "mega" banner.....940 Euro  
Dimensions: 728 x 90 pixels
- Vertical banner .....940 Euro  
Dimensions: 160 x 600 pixels

**For all banners:** • Maximum file size: 100KB  
 • Format of file: gif, animated gif, jpg or png

### Fixed banners

These banners are the only advertisements to appear on the displayed page for a period of **6 months**.

This can be the page displaying all of the articles related to a given theme.

E.g.: You are a motor manufacturer and you would like your banner to appear each time that someone consults the page of articles relevant to motors.

It can also be the page displaying all the suppliers of a product or of a specific service.

E.g.: You are a plastic processor and you would like your banner to appear each time that someone consults the list of plastic processor suppliers.

- Horizontal full-size banner.....730 Euro  
Dimensions: 468 x 60 pixels
- Horizontal "mega" banner.....940 Euro  
Dimensions: 728 x 90 pixels
- Vertical banner .....940 Euro  
Dimensions: 160 x 600 pixels



## Videos

We offer you to put a video on line on our home page for a period of **2 months**. You just have to send us an "integrated link" (such as YouTube).

- Price for 2 months.....940 Euro



All prices in Euro plus VAT

**Our website registers 10,000 unique visitors per month.**



## Get an article highlighted on our home page

Do you want to draw the attention of users to an article previously published in our print magazine, newsletter, or on our website? We can highlight the article on our home page by showing its title, opening paragraph and a photo and inviting web users to read more.



Rate for 3 months .....1,250 Euro

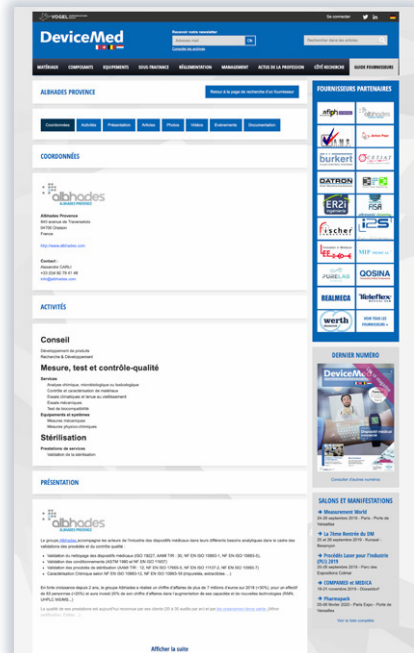
## Company profile

### It includes

- 1 detailed description of your activity
- 1 photos and videos gallery
- Downloading of PDF documents of your choice (brochures, technical data sheets...)
- All articles mentioning your company on our website
- Numerous links to your website

### It is visible

- On the page of our supplier partners
- On the supplier search form in the form of a logo (refer to photo)
- In each of our newsletters
- At the bottom of each page on our site



Price for 1 year .....1,250 Euro

All rates are indicated in Euro excluding VAT.

## Advertising in our newsletter in 2020

Our newsletters meet the individual information demand of the target group. It is sent to more than 4,600 subscribers every other week.

Your advertising message is placed, in the form of a banner, in a relevant and current topic-related environment.

The following formats are available:

### Skyscraper

- 160 x 600 pixels
- jpg, gif or png
- max. 100 KB

Rate .....695 Euro

### Fullsize

- 468 x 60 pixels
- jpg, gif or png
- max. 100 KB

Rate .....480 Euro

### Text Ad

- 300 characters + 40 characters headline plus picture as jpg, gif or png
- max. 100 KB

Rate .....895 Euro



### Sponsored newsletter

This is a newsletter covering a precise issue in addition to our scheduled newsletters. All the advertising positions are occupied by your company. The horizontal banner, the vertical banner and the text ad.

Rate .....2,400 Euro per newsletter

## They advertise in the French-speaking DeviceMed...

3D Medlab	ER2i	Microvision Instruments	starlim/sterner
3D Systems	Ercé Medical	Microweld	Static
Acnis International	Ermo	Mikron	Stäubli
Adequat Expertise	Euraxi	MIP Medical	Steriservices
ADN AxDaNe	Eurofins	Mitutoyo	Sterne
AER BFC	Evamed	MMC Metal France	Stratasys
AFIPH	Faveley Plasturgie	MPS Microsystems	STSI
Albhades	Filab	MS Techniques	Surgiquel Institute
Albis Plastic	First Sensor	MultiHealth Groupe	T4M
Alphanov	FISA	Multivac	Teleflex Medical OEM
Alprobotic	Fischer Connectors	Nexialist	Temis
Altimet	Fort Wayne Metals	Nextis	Thermi Lyon
AMF	Global Industrie	Neyret Group	Thermocompact
Antares Vision	Günther	NGL Cleaning Technology	Thieme
Anton Paar	Haydon Kerk	OGP	Top Clean Packaging
ARaymondlife	Hestika	Orthomannufecture	Tornos
Arburg	HKTDC	Pierre Fabre	Transluminal
Aspec	I2s	Plastibell	Transvalor
Axe	Icare	Pôle des Microtechniques	Trelleborg
Axonal	IDS Imaging	Portescap	Tronico
Blaser Swissslube	Igus	Powerbox	TSA
BSI Group	Implants	Precimade-Processus Group	Turck duotec
Bürkert	Intercarat	Productec	Ulma Packaging
Carolex	JBT	Progress Silicones	UND
CETIAT	Keybio	ProtoLabs	UseConcept
Cisteo Medical	KNF	Purelab Plastics	Usiplast Composites
Coherent/Rofin	Kraiburg TPE	Qosina	Vêpres
Comelec	LAS- Lean Assembly Systems	Qualnet	Vision Engineering
Createmps	Laser Cheval	Realmeca	Vuichard
Curtil	Lee Company	Rentrée du DM	Watson Marlow
CVA Technology	Louis Belet	RJG	Werth
CVO Europe	Maatel	Rose Plastic	White Tillet
Datron	Mafac	S.I.S.E.	Witekio
DFD	Matechplast	Schilling Engineering	Zodiac
Dukane	MDP - Maxon Motor	SEDI ATI	...
ebm-papst	MedFIT	Selenium Medical	
Eff'Innov Technologies	Mediluc	Solsteo	
Elpack Pharel	Medi'Nov	Souriau	
Emitech	MedtecLIVE	Spetec	
EPHJ	Micronora	Stainless	

**DeviceMed**



**VOGEL** COMMUNICATIONS GROUP

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