

el **H**ospital

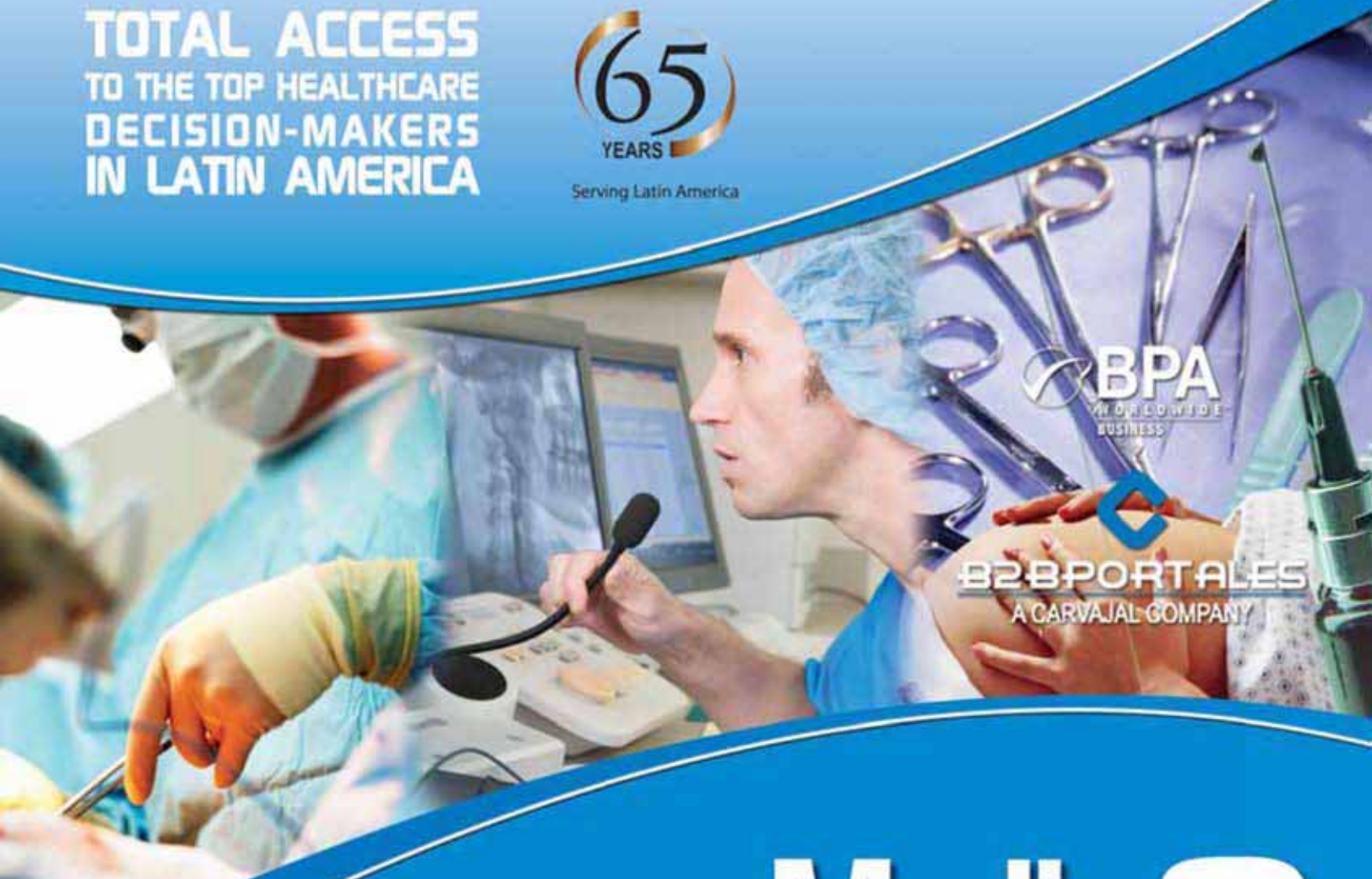
internet & magazine

A B2Bportales Publication

**TOTAL ACCESS
TO THE TOP HEALTHCARE
DECISION-MAKERS
IN LATIN AMERICA**

65
YEARS

Serving Latin America



BPA
A WORLDWIDE
BUSINESS

B2BPORTALES
A CARVAJAL COMPANY

Media Planner 2009

www.elhospital.com/mediakit

4 Ways to Deliver Top Quality Content...



- 6 Issues per year
- 13,100+ BPA Worldwide Audited subscribers
- Pan regional coverage in Latin America: Mexico, Central & South America and the Spanish Caribbean
- 65-years serving the Latin American healthcare sector



- 6 Issues per year
- 1,440+ average unique visitors per issue
- 35,300+ average page-views per issue
- 490+ average click-throughs per issue



- 24 biweekly issues per year
- 3,030+ average unique visitors per issue
- 4,600+ average page-views per issue
- 1,370+ average click-throughs per issue
- Click-through rate (CTR): 30%



- 11,216+ subscribers
- 9,500+ average unique visitors per month
- 12,700+ average total visits per month
- 35,600+ average page-views per month

Note: Digital magazine stats based on activity from Oct '07 through Sep '08 (6 issues). E-newsletter and Portal stats based on activity from June '07 through July '08

...ONE TRUSTED SOURCE OF INFORMATION!

"Congratulations. Excellent format and very good quality."

Dr. Ascencion Martiñon Sánchez
Surgeon
Unidad Medica Canales, Tamaulipas, Mexico

"Excellent magazine. We don't have a similar magazine in Venezuela."

Miguel Castillo-Blanco
Board Economic Advisor
Centro Médico Loira C. A, Caracas, Venezuela

"I would like to keep receiving the magazine, since it helps me and my institution a lot."

Dr. Maldonado B. Isai
Sanatorio Adventista del Plata, Argentina

"I consider the information published in El Hospital to be very useful"

Gualberto Julio Oña Alandia
Hospital General Services, La Paz, Bolivia

ISSUE	CLOSING DATE	MATERIALS DUE	EDITORIAL FOCUS	PRODUCT FOCUS-EVALUATION	EVENT COVERAGE AND/OR BONUS DISTRIBUTION
Feb/Mar '09	Jan 13	Jan 20	<ul style="list-style-type: none"> * Diagnostic Imaging * Cardiovascular, Pulmonary Medicine & Respiratory Therapy * Oncology & Radiotherapy * Urology & Nephrology * Obesity & Diabetes * Hospital and Patient Safety * New, Reconditioned or Used Equipment 	<ul style="list-style-type: none"> * Urology & Nephrology & Dialysis * Monitoring Systems * Hospital Equipment Solutions * Respiratory Therapy Products 	<p>65 Year Anniversary of El Hospital Advertisers are welcome to provide technology updates (1944 - 2009) for publication consideration</p>
Apr/May '09	Feb 20	Feb 27	<ul style="list-style-type: none"> * Surgery * Laparoscopic Surgery * Hospital Infection Control * Critical & Intensive Care * Neurology & Neurosurgery * Clinical Laboratory * Diagnostic Imaging * Hospital & Home Health Care 	<ul style="list-style-type: none"> * Video & Endoscopic Systems * Laboratory & Blood Bank * Neurology * Surgery 	<p>AHMC '09 Cancun, Mexico April 22-25, 2009 Jornada Paulista de Radiologia (JPR) '09 São Paulo, Brazil April 30-May 3, 2009</p>
Special Supplement (insert in Apr/May '09)			<p>"Leaders & Top Suppliers in Latin America" Showcase of leading medical exporters and what makes them stand out in Latin America. One page ad matched with one page "advertorial" - offered in Spanish and Portuguese.</p>		
Jun/Jul '09	Apr 24	May 1	<p>ANNUAL BUYER'S GUIDE 2009-2010: The key purchasing reference edition for Latin American hospitals and healthcare professionals. Listings in the print edition are free to print advertisers. Online listings are free to qualified companies at www.elhospital.com. For companies seriously interested in exporting to Latin America, it is essential to advertise in this issue.</p>		<p>Hospitalar Brazil '09 São Paulo, Brazil June 2-5, 2009 FELAC '09 Caracas, Venezuela July (TBA), 2009</p>
Aug/Sept '09	Jun 19	Jun 26	<ul style="list-style-type: none"> * Obstetrics, Gynecology & Women's Health * Pediatrics & Neonatology * Interventional Cardiology * Diagnostic Imaging * Financing Hospital Technologies and Projects * Clinical Engineering 	<ul style="list-style-type: none"> * Gynecology & Obstetrics * Pediatrics & Neonatal * Prehospital Care 	<p>Florida International Medical Expo (FIME) '09 Miami Beach, FL USA August 12-14, 2009 Tecnosalud '09 Lima, Peru September 7-9, 2009 ExpoMedical '09 Buenos Aires, Argentina September 10-12, 2009</p>
Oct/Nov '09	Aug 28	Sep 4	<ul style="list-style-type: none"> * Cardiovascular & Pulmonary Medicine * Anesthesia & Critical Care * Microsurgery * Gastroenterology * Endoscopic Surgery * Informatic Technology (IT) Systems * Interventional Radiology * Hospital Management 	<ul style="list-style-type: none"> * Cardiovascular and Pulmonary * Anesthesia * Telemedicine 	<p>XXXVI World Hospital Congress Rio de Janeiro, Brazil November 10 -12, 2009 Medica '09 Düsseldorf, Germany November 18-21, 2009 CLASA '09 Managua, Nicaragua November 24 - 28 , 2009 RSNA '09 Chicago, IL, USA November 29-December 4, 2009</p>
Special Supplement (insert in Oct/Nov '09)			<p>"Diagnostic Imaging Trends in Latin America": SPECT, PET, MRI, CT, Ultrasound, X-Ray, Tubes, PACS and more.</p>		
Dec '09 /Jan '10	Oct 26	Nov 02	<ul style="list-style-type: none"> * Orthopedics, Sports Medicine & Physical Therapy * Otorhinolaryngology (ENT) * Ophthalmology * Diagnostic Imaging & Nuclear Medicine * Emergency & Traumatology * Hospital Architecture * New Technologies (Molecular Biology, Proteomics & Genomics) 	<ul style="list-style-type: none"> * Endoscopic Systems * Osteoporosis & Bone Densitometry * Prostheses * Hospital Furniture 	

A. PRINT AD SPECS

Resolution: 300 ppi (pixels per inch)
Color: CMYK
Fonts: Subset Embedded 100%. Natives Files should be sent with the fonts used or the fonts converted into curves.
OPI: Do not use OPI (Open Prepress Interface)
Acceptable software and file media: Photoshop, InDesign, QuarkXpress, Page Maker, Illustrator, Acrobat Professional. You can upload your files into our FTP site, please compress the fonts, or send them in CD/DVD.
For FTP instructions please contact:
production@b2bportales.com

AD SIZES	cm	Inches
Double page spread (Trim size)	41 x 27.5 cm	16 5/16" x 10 27/32"
1 Page (Trim size)	20.5 x 27.5 cm	8 1/16" x 10 27/32"
2/3 Page	12 x 25.5 cm	4 5/8" x 9 3/4"
1/2 Vertical	8.6 x 25.5 cm	3 3/8" x 10 1/32"
1/2 Horizontal	18.5 x 12.7 cm	7 1/16" x 5"
1/2 Island	11.8 x 19.1 cm	4 5/8" x 7 1/2"
1/3 Vertical (1 column)	5.7 x 25.5 cm	2 1/4" x 10 1/32"

AD SIZES	cm	Inches
1/3 Horizontal (3 column)	18.5 x 8.6 cm	7 1/16" x 3 3/8"
1/3 Square (2 column)	11.8 x 12.7 cm	4 5/8" x 5"
1/4 Vertical (1,5 column)	8.6 x 12.7 cm	3 3/8" x 5"
1/4 Horizontal (3 column)	18.5 x 6.5 cm	7 1/16" x 2 3/8"
1/4 Square (2 column)	11.8 x 9 cm	4 5/8" x 3 9/16"
1/6 Vertical (1 column)	5.7 x 12.7 cm	2 1/4" x 5"
1/6 Horizontal (2 column)	11.8 x 6.5 cm	4 5/8" x 2 3/8"

Safety Margins for Full Page bleed ads: Must be increased at least +1/4" (or +0.5 cm) from trim size on all sides. Text must also be at least -1/4 (or -0.5 cm) from the trim size for a safety margins.

B. INTERNET AD SPECS

Portal Headline Banner: 468x60 pixels, max. weight 20K
Newsletters Headline Banner: 468x60 pixels, max. weight 20K
Regular or Newsletter Banner: 150x60 pixels, max. weight 10K
Please include "clicktag" and "getURL" code

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Latin America's Healthcare
Publication for 65 years!

YOUR TOTAL COMMUNICATIONS PARTNER IN LATIN AMERICA!

Print Magazine

Top-quality technical and business content delivered 6X per year to 13,140 BPA audited healthcare professionals across 20 countries in Latin America!

E-Magazine

Reach an increasing number of internet savvy subscribers who find in our digital magazine a more dynamic and interactive reading experience. Deploy powerful messages that include Flash animated ads with optional voice messages, add video messages to your ads and/or enhance your lead capture via live URL and email links in your print ads.

E-Mail Advertising

Reach all, or a targeted segment, of our subscriber list via **"personalized"** email messages. Capture qualified online sales leads via the inclusion of live links or reply options that generate call-to-action.

E-Showrooms

VIDEO OPTIONS!

Create a fully customized mini-site to cater specifically to Latin America by featuring the product portfolio chosen for the region and by communicating to this market in the local language spoken: Spanish and/or Portuguese. The Showroom features up to 30 products including photos or **videos**, brief descriptions and downloadable spec-sheets per product; a trade show calendar page; a newsroom page to feature up to 5 press releases; a company profile page including a history of your company, a photo or optional **video** and contact information that includes your entire Latin American sales network; and an RFI/RFQ module that captures all the needed information for proper lead follow-up.

"Personalized" Magazine Covers

Reach all, or a targeted segment, of our subscriber list with a **"personalized"** message in the cover of the magazine. This product includes a **"personalized"** inside-front cover ad, both featured on a twin-cover overlaid on top of the magazine covers to reach your selected audience.

"Personalized" Info-Letters

Produce 4-color one-to-one marketing pieces using the power of **"personalization"**, and deliver them inserted in the magazine to a selected audience. Personalize your message using the subscriber's name and/or title; the company name, activity and/or size (based on number of employees); and/or the name of the country where the company is located.

Product Catalog Inserts in Spanish

A turn-key solution to create powerful and fully customized product catalogs to cater specifically to the Latin American markets. The service includes translation, production, layout, printing and distribution of your product catalog. Distribute your NEW catalog in Spanish to the full circulation, or to a targeted audience, based on your company needs. Overruns are available for collateral marketing activities.

Market Research Services

Instant Research allows you to uncover unique market opportunities in the region by launching E-market surveys among our entire subscriber list, or to a targeted segment based on your needs. **Instant Research** will help you better understand your company's position in Latin America by implementing Branding, Market Share and/or Buying Intention surveys, customized to the specific needs of your company.

For detailed information on our product portfolio contact your Sales Representative or visit:

www.elhospital.com/productcatalog

A. PRINT AD RATES (GROSS)

4-COLOR DISPLAY RATES	6X	3X	1X
1 Full page	\$5,030	\$5,250	\$5,560
2/3 Page	\$3,750	\$3,930	\$4,250
1/2 Page Island	\$3,290	\$3,460	\$3,700
1/2 Page	\$3,050	\$3,280	\$3,520
1/3 Page	\$2,330	\$2,500	\$2,700
1/4 Page	\$1,940	\$2,100	\$2,310
2 Page Spreads	\$8,590	\$9,020	\$9,630

OTHER COLOR COMBINATIONS	PMS	3C or less
Applicable markup/discount	+10%	-10%

SPECIAL POSITION RATES (Including 4-Color Charges)	6X	3X	1X
Inside Front Cover	\$5,570	\$5,770	\$6,080
Inside Back Cover	\$5,320	\$5,540	\$5,830
Back Cover	\$5,690	\$5,890	\$6,190
Other positions (Earned rate plus)	\$260	\$280	\$300

EXPORT SHOWCASE	6X	3X	1X
50 word description of your catalog or website & 4-c photo	\$560	\$590	\$630

DISTRIBUTOR WANTED SECTION	1X
4C logo+full contact info+10-word description within our classified ad section	\$500

CLASSIFIED RATES B&W	6X	3X	1X
1col x 1"	\$140	\$170	\$190
1col x 2"/ 2col x 1"	\$300	\$320	\$350
1col x 3"/ 3col x 1"	\$430	\$480	\$540
1col x 4"/ 2col x 2"	\$580	\$620	\$700

CLASSIFIED RATES - COLOR	1 COLOR	2 COLORS	3 COLORS	4 COLORS
Applicable markup	10%	15%	20%	25%

B. INTERNET AD RATES (GROSS)

DIGITAL MAGAZINE (Rates per Issue per Unit)	6X*	3X*	1X
Theme Tab	\$90	\$110	\$130
Flash animated ads	\$360	\$380	\$400
Digital Magazine sponsorship	\$500	\$530	\$560
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100	\$120

SHOWROOM* (Banner: max size 770x80 pixels / 50k animated gif file)*	12Mo.	6Mo.
Basic Showroom	\$500	\$600
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100
Set up Fee (one time charge)	\$300	

HEADLINE ANIMATED BANNERS* (468 x 60 Pixels / 12K)	12Mo.	6Mo.	3Mo.
Headline banner	\$270	\$355	\$450

SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS

CATEGORY TABS	1X		
Side "A" (1-Page 4C on heavy stock with tab)	\$6,150		
Side "B" (1-Page 4C on heavy stock with tab)	\$5,200		
Both Sides (2-Pages 4C on heavy stock with tab)	\$10,500		
ALPHABETICAL LISTINGS	1X		
Yellow Highlighting	\$170		
4-Color Logo	\$290		
Both (highlighting & 4-Color logo)	\$390		
PRODUCT CATEGORY LISTING (PRICE PER UNIT)	6+ Ads	3-5 Ads	2-1 Ads
Platinum Listing Package	\$1,680	\$1,870	\$2,080
Gold Listing Package	\$1,310	\$1,460	\$1,620
Silver Listing Package	\$370	\$420	\$490

SPECIAL SUPPLEMENTS	1XBody	Cover 2	Cover 3	Cover 4
Full-page ads	\$5,560	\$6,080	\$5,830	\$6,190

DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL	Price/Unit
"Personalized" Info-Letter (2-sided): Standard / 4C / 115 gram / 100% variable digital print & postage	\$1.80
"Personalized" Info-Letter (1-sided): Standard / 4C / 115 gram / 100% variable digital print & postage	\$1.10
Inserts (turn-key): 4-Page / 4C / 90-gram / standard / translation / layout / printing / postage & handling	\$1.00
Inserts (mailing only): 4-Page / 4C / 90 gram / standard / postage & handling	\$0.60
1/2 Wrap-around over cover glued to advertisers' ad	\$0.65

CD/DVD INSERTS WITH OPTIONAL "PERSONALIZATION" OF PAPER JACKET	Price/Unit
CD - Includes CD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$3.05
CD - Includes CD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$8.25
DVD - Includes DVD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$6.64
DVD - Includes DVD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$11.84

SIDE BANNERS* (150 x 60 Pixels / Animated = 6K / Static = 3K)	12Mo.	6Mo.	3Mo.
Side banner	\$135	\$190	\$250

NEWSLETTER ADVERTISING* (Banner Sponsorship)	24X	12X	6X	3X
Headline & Subject (468x60 pixels/12K Animated)	\$315	\$380	\$450	\$530
Message Body (150x60 pixels / 6K Animated or 3K Static)	\$245	\$270	\$325	\$380
Supplier News Modules (Include logo, title, text, photo and contact info)	\$245	\$270	\$325	\$380

E-MAIL ADVERTISING	
E-mail Advertising	\$0.45 Per e-mail delivered
Setup Fee (one-time):	\$100
Distributor e-mail blast	\$750 Includes setup

* FULL PAYMENT MUST BE RECEIVED BEFORE LAUNCH OF INTERNET ADVERTISING PROGRAM
A 20% SURCHARGE WILL BE APPLIED FOR NON-PRINT ADVERTISERS

BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

NEW OFFICE

Geographical Breakdown

North America	BPA	ACT%
United States of America	58	0.4%
Mexico	3,703	28.2%
Subtotal	3,761	28.6%
Caribbean		
Cuba	517	3.9%
Dominican Republic	111	0.8%
Puerto Rico	65	0.5%
Subtotal	693	5.3%
Central America		
Costa Rica	97	0.7%
El Salvador	131	1.0%
Guatemala	91	0.7%
Honduras	87	0.7%
Nicaragua	97	0.7%
Panama	172	1.3%
Subtotal	675	5.1%
South America		
Argentina	1,740	13.2%
Bolivia	217	1.7%
Brazil	1,090	8.3%
Chile	515	3.9%
Colombia	1,764	13.4%
Ecuador	477	3.6%
Paraguay	88	0.7%
Peru	1,456	11.1%
Uruguay	185	1.4%
Venezuela	479	3.6%
Subtotal	8,011	61.0%
Grand Total	13,140	100.0%



Source:
BPA Worldwide
June 2008 Statement

Number of registered
e-mail addresses:
12,760+

Business/Industry

	Total Qualified	Percent of Total
Private Hospital	2,032	15.5%
Public Hospital	2,441	18.6%
Military Hospital	177	1.3%
University Hospital	746	5.7%
Clinic	1,808	13.8%
Private Practice	449	3.4%
Private Medical Center	984	7.5%
Public Medical Center	363	2.8%
Hospital/Clinic Laboratory	134	1.0%
Other medical Services	448	3.4%
Institution/Ministry/Library/Association	1,014	7.7%
Distributing/Service Company	2,544	19.4%
Non-specified, affiliated with the field	0	0.0%
Total Qualified Circulation	13,140	100.0%

EL HOSPITAL is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 13 magazines and web portals covering several sectors. B2Bportales' Latin American BPA-audited databases reach over 190,000 key professionals from Mexico down to Argentina. Its parent company, Carvajal S.A., is a 105 year-old Latin American multinational leader in publishing, printing and packaging, with over 20,000 employees in 17 countries. For more information, visit www.b2bportales.com.

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