

HealthCareAsia

DAILY

Latest news, features & issues about healthcare

MEDIA KIT



WHO WE ARE

HealthCare Asia is the premier online resource for the latest healthcare technology, industry & product news.

We provide up-to-date news that is pertinent to the medical, nursing and healthcare sectors in Asia and in other parts of the globe. The online magazine covers a wide range of topics such as government initiatives, industry challenges, healthcare education, clinical studies and more.

Every month, we feature articles & issues that are relevant to the healthcare perspectives & deliver information that is helpful to the community.

CIRCULATION ANALYSIS



Readership by Sectors

Hospitals (Private & Government)	43%
Drug Manufacturers	16%
Medical Laboratories & Research Organisations	15%
Medical Appliance & Equipment Suppliers	9%
Education Institutions & Universities	5%
Home Healthcare Organisations	4%
Alternative Medicine and Health Organisations	4%
Government Agencies	4%

Readership by Professional Group

Health & Safety Professionals	33%
Medical Assistants & Nurses	20%
Hospital Administrators	18%
Medical Practitioners	8%
Government Health Officials	6%
Suppliers of Medical Equipment	6%
Academics	2%
Practitioners of Complimentary & Alternative Medicine	2%
Others	5%



Country Breakdown

China	15%
India	14%
Japan	9.8%
South Korea	9.3%
Thailand	7.8%
Malaysia	7.7%
Philippines	7.6%
Taiwan	5.2%
Singapore	4.9%
Indonesia	4.3%
Pakistan	4.3%
Bangladesh	2.9%
Sri Lanka	2.2%
Others	5%



Advertising

Promote your business on HealthCare Asia. We offer various advertising options from cost-efficient to elaborate placements that enable your company to introduce its business, products and services to our highly targeted audience.

Advertising Rates **

Leaderboard Ad

Size: 728x90
Positioning: Header
Rate: US\$500 per month

Ticker Ad

Size: 468x60
Positioning: Header area
Rate: US\$400 per month

Half Ticker Ad

Size: 220x90
Positioning: Header
Rate: US\$350 per month

Banner Ad

Size: 300x60
Positioning: Sidebar
Rate: US\$400 per month

Button Ad

Size: 125x125
Positioning: Sidebar
Rate: US\$250 per month

Box Ad

Size: 250x250
Positioning: Right side bar
Rate: US\$400 per month

Block Ad

Size: 200x200
Positioning: Right side bar, second fold
Rate: US\$250 per month

E-broadcast

Rate: US\$1,000 per e-broadcast.
All that is required is an html file
Advertorials are also available; please contact our advertising representative for further information

**All ad zones are visible on all pages

Creative Specifications

File Type: JPG or GIF
(transparent not recommended)
File Size: Less than 15KB
Colours: 256 colours maximum
GIF animation: Supported

For enquiries, contact our advertising office:

Tel: +603 4260 4575;
Fax: +603 4260 4576

About Tara Media & Communications

Incorporated in 2001, Tara Media & Communications is privately-owned online publisher and media representative based in Kuala Lumpur, Malaysia

Publishing

We operate as a one-stop shop for print and on-line magazines. We collate, write and edit the content; produce, manage and market the following print, digital and online domestic and international publications:

- * Plastics & Rubber Asia (print)
- * Plastics & Rubber Asia (digital)
- * Plastics & Rubber Asia (e-news)
- * Rubber Journal Asia (e-magazine)
- * Injection Moulding Asia (e-magazine)
- * MJN e-News (e-magazine)
- * Healthcare Asia (e-magazine)

Conferences

Working in smart partnership with exhibition and seminar organisers and audit firms, we also organise conferences.

Together with its team of dedicated staff, Tara Media & Communications leverages on its strengths and expertise to serve complex requirements, while not forgetting that simplicity is the best policy. We thrive on a rapidly changing and challenging industry environment and our aim is to empower sustainable success.

Contact Us:

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