

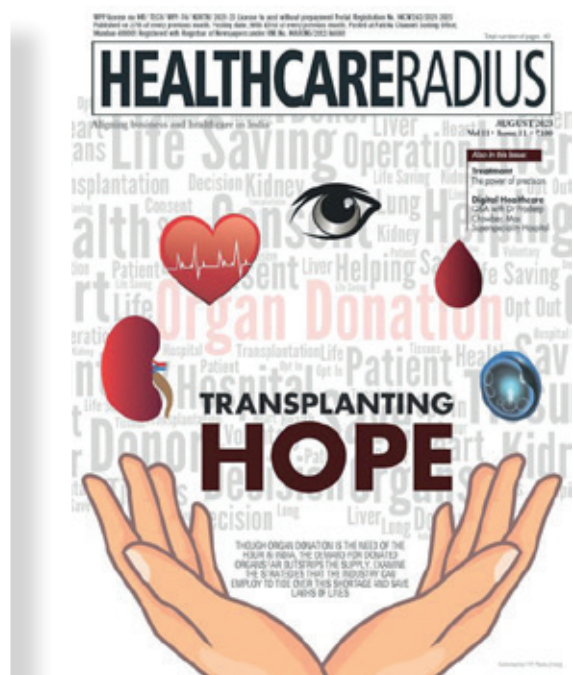
# MEDIA PACK 2024

**HEALTHCARE RADIUS**  
 Bridging Business and Healthcare in India  
 Nitesh Kalia  
 Founder, Healthcare RADIUS

**FOUNTAIN OF YOUTH**  
 THE DEMAND FOR ANTI-AGING PRODUCTS AND PROCEDURES IS GOING THROUGH THE ROOF. SCIENCE IS HELPING.

**What is this issue?**  
 Medical Imaging  
 Rise of Aesthetic, in medical imaging  
 Infrastructure  
 Designed to be patient centered

Published by Nitesh Kalia



*Dr HP Kumar, Director, Medical Health, Sahara Hospital, Lucknow*

*Sameer Mehta, Director, Dr Mehta's Hospitals, Chennai*









## EXTEND YOUR REACH

*I must add that Healthcare Radius is the best medium to get the latest updates and insights from the healthcare industry. Reading the content that HCR magazine delivers to its huge audience not only just helps the professionals from the field, but also anyone who wishes to know about the latest updates of the healthcare sector. From the newest innovations to improved and best industry practices, Healthcare Radius truly gives a comprehensive overview of the whole healthcare industry.*

*Dr. Wasim Ghori*  
*DiaBeaters Ambassador,*  
*India*

## OUR STRENGTH

### About Healthcare Radius

Healthcare Radius, a B2B monthly magazine from the ITP Publishing Group, is a powerful business intelligence tool that helps all stakeholders in the healthcare industry grow, achieve better results and improve their bottom line. The thrust areas of Healthcare Radius are:

#### Market

Our analysis of latest market developments and updates on new projects, products and technologies make it a must read for healthcare professionals.

#### Business & Strategy

Healthcare Radius analyses the business moves of various players and highlights new trends and best practices that would enable you to strengthen operations, augment care, ensure faster turnaround and reduce cost and wastages. We guide you towards establishing economies of scale, creating a sustainable business model and ramping up your profit margin.

#### Management

Healthcare Radius guides you right about best practices from conceptualisation to commissioning of projects. We take you through latest trends in hospital construction, building, design and architecture and furnishing

#### Technology

Healthcare Radius brings you the latest advancements that not only enhance diagnosis and treatment, but promise greater efficiency by ensuring quicker turnaround time, higher flow of patients and reduced cost of care. We inform you about technology that augment patient care, by reducing waiting time and improving patient convenience.

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## TOTAL REACH

**45,600+**  
magazine subscribers

**42,600+**  
unique website visitors per month

**48,800+**  
social media follows

**22,700+**  
Weekly Pulse newsletter subscribers

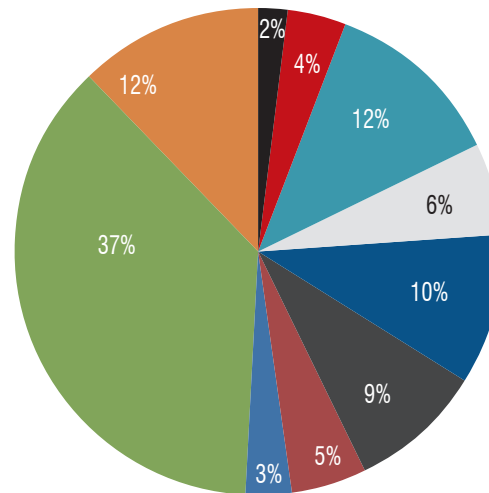
**27,000+**  
opt-in marketing e-mail subscribers

**... plus hundreds  
of thousands**

of pass-along readers and “look-alike” prospects on social media

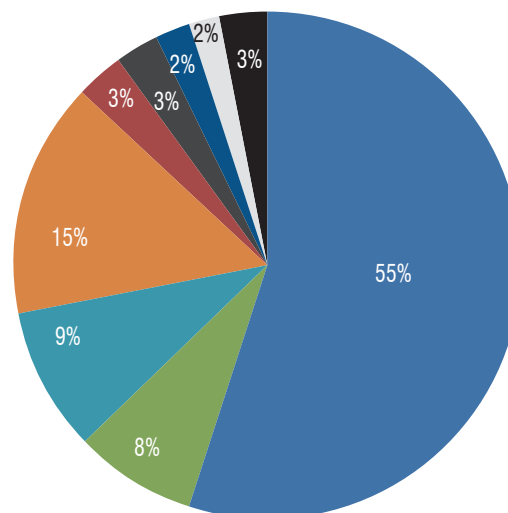
## OUR HEALTH READERS

### Readership Profile Breakup



- Academics
- Centre Heads
- Architects, Interior Designers, PMC's, Channel Partners / Med Dealers & Distributors
- Department Head
- General Managers /Marketing Managers
- Hospital Management Personnel
- Lab Diagnostic Professionals
- Medical Consultants
- Medical Directors / CEOs / Administrators
- Owners [Nursing Home / Sp.Clinics]

### Circulation Sectorwise



- Hospitals [Govt & Private Hospitals in metro, Tier 2 & Tier 3]
- Speciality Centers
- Nursing Homes / Clinics
- Pathology Labs / Diagnostic Centers
- Blood banks
- Medical Associations
- Medical / Surgical / Diagnostic Equipment Mfrs
- Medical Distributors / Dealers / Channel Partners
- Others

## Edit calendar

MONTH   2024	STORY TOPIC	CATEGORY*
<b>FEBRUARY (2024)</b>	Cancer prevention strategies for India	5, 8, 9
	Diabetes reversal - Fact or fiction?	5, 15
	Green hospitals = a healthier India?	10, 11
	Role of continued medical education (CME)	6
<b>MARCH (2024)</b>	TB and drug resistance: A dual challenge for India	5, 13, 15
	Rise of wearables	3, 4, 9
	Kidney transplantation good practices	9, 11, 15
	Healthtech startups	4, 7, 9, 14
<b>APRIL (2024)</b>	Malaria Vision 2030 – Achievable or distant dream?	5, 8, 9
	Mental health – diagnostic innovations	3, 4, 5
	Telemedicine's transformation	3, 4, 9
	Mergers and Acquisitions	7, 9
<b>MAY (2024)</b>	PLI scheme revisited	8, 9, 12
	Antimicrobial resistance	5, 12
	Diagnosing Lupus	3, 5
	Shortage of nurses	6, 8, 9
<b>JUNE (2024)</b>	Towards holistic education	6
	Addressing the healthcare accessibility challenges in rural India	7, 8, 9
	Sickle Cell Anemia	5, 8, 9, 15
	Alternative medicine	9, 11, 15
<b>JULY (2024)</b>	Monsoon healthcare readiness	5, 6, 9
	Smart Healthcare	7, 9, 11
	Health insurance	9
	Eyecare: Medication and treatment	5, 9, 12, 13

### Note:

- Editorial reserves the right to change, update or drop any stories; prior information will be given based on the decision.
- Topics are selected for their relevance to more sectors rather than catering to any single industry.
- There will be interviews with industry leaders as well as heads of relevant industry bodies
- Relevant authored articles will also be invited from industry experts.

MONTH   2024	STORY TOPIC	CATEGORY*
<b>AUGUST (2024)</b>	Digital dentistry	4, 5, 7, 13
	India's medical device landscape	10
	Sports medicine	5, 12
	Immunization Awareness	2, 6, 8
<b>SEPTEMBER (2024)</b>	International collaborations in healthcare	7, 9, 13
	Oral cancer diagnosis	3, 5
	Ethical challenges of doctors	9, 11
	Advancements in radiology	3, 4, 9, 13
<b>OCTOBER (2024)</b>	Geriatric care	5, 8, 11
	Bariatric surgery	5, 9, 11
	Rehabilitation centers	7, 9, 11
	Market expansion by private hospitals	7, 9, 15
<b>NOVEMBER (2024)</b>	Nosocomial infection control	9, 10, 11
	Lifestyle diseases in children	3, 5, 9, 11
	Healthcare logistics	9, 10, 11
	AI in surgeries	4, 10, 15
<b>DECEMBER (2024)</b>	Emergency care	3, 9, 10, 11
	Hall of fame - Best Hospital Designs	9, 10
	Yearend feature	9
	CSR initiatives by hospitals	2, 9
<b>JANUARY (2025)</b>	Wearables	3, 4, 7, 9
	Outlook 2025	9
	Cervical Health	3, 5, 9, 11
	Budget expectations - 2025	7, 8, 9

### Category number codes:\*

1: Compliance | 2: CSR | 3: Diagnostics | 4: Digitalization | 5: Diseases | 6: Education, Awareness building, etc | 7: Finance, Funding, M&As | 8: Government, Policy, PPP | 9: Industry, Collaboration, Market Trends | 10: Infrastructure, building, equipment | 11: Management / Best Practices | 12: Pharmaceuticals, Drug manufacturing, clinical trials, APIs, etc | 13: R&D – New research, innovations, etc | 14: Startup Ecosystem | 15: Treatment – new methods, case studies



# Advertising rate card

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Underwater adventures Charles Howard and Dan Decker demonstrate how the scuba diving can be a fun and exciting experience for the whole family.

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POSITION	INR
Inside Regular Full Page	1,20,000
Double Spread	1,75,000
Central Double Spread	1,85,000
Inside front Cover – Single (IFC)	1,70,000
Inside Back Cover (IBC)	1,60,000
Outside Back Cover (BC)	2,00,000
Half page	65,000

420 X 285

including 5mm bleed from all sides

Double spread - bleed (in mm)

215 X 285

including 5mm bleed from all sides

Full page - bleed

Half page horizontal

175 X 110

Half page vertical

84 X 250

400 X 265

including 5mm bleed from all sides

Double spread - non-bleed (in mm)

195 X 265

Non-bleed in mm

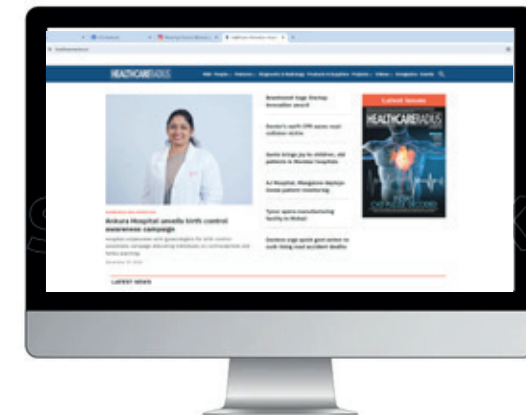
Full - non-bleed

## FORMAT REQUIRED:

- Artwork Format – PDF/ EPS • Colour Format - CMYK
- Creatives – High resolution (300 dpi)



www.healthcareradius.in



## Online rate card

TYPE	SPECIFICATIONS	INR (PER MONTH)
Leaderboard	728 pixels x 90 pixels	1,20,000
Skyscraper	600 pixels x 160 pixels	1,10,000
Banner (MPU1)	220 pixels x 550 pixels	99,000
Banner (MPU2)	250 pixels x 300 pixels	90,000
Video	MP4 (60-75 sec)	99,000
EDM	HTML	65,000

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