

Tap into the world of the medical technology !

The 'THAI**MED**ASIA' is your business resource targeted at readers seeking medical technology community that answers the need for reliable news and informative content with immediate appeal.

Together with THAI**MED**ASIA print magazine, and its other resources like newsletter, web banners, it offers a platform for professionals in the industry to reach out to prospective partners, suppliers and customers across the globe.

The THAI**MED**ASIA MAGAZINE reaches exactly the targeted audience of those really interested in medical and allied industry, across all over Asia.

The platform offers advertisers the power to create integrated campaigns, built on interaction between the different media channels and taking advantage of the different strengths of each. For advertisers, a perfect means to add value to opportunity.

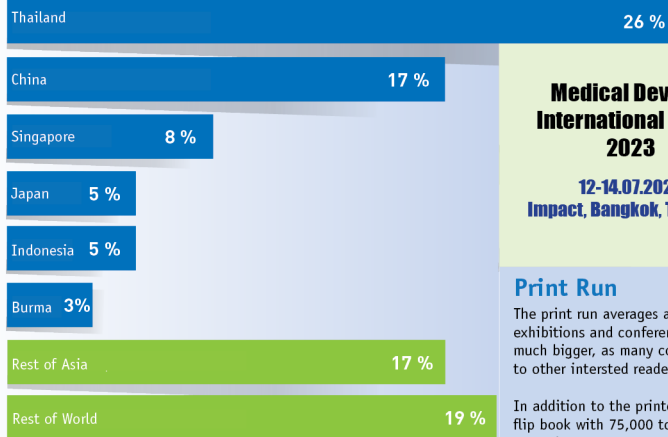
PRINT & ONLINE MEDIA INFORMATION 2023

THAI**MED**ASIA  
.com



## EDITORIAL PLANNER 2023

Issue	Month	Publ. - Date	edit/ad/ Deadline	Editorial Focus (1)	Editorial Focus (2)	Event Focus
1/23	Jan / Feb	6 Feb	23 Dec 22	Medical Devices/	Components Equipment	
2/23	Mar / Apr	10 Apr	10 Mar	Raw Materials/ adhesives	Software/IT	ChinaPlas
3/23	May / Jun	5 Jun	5 May	Disposable/Consumables	Component Modules/OEM Equipment	
4/23	Jul / Aug	7 Aug	7 Jul	Medical Equipment/ Devices	Finished Products/Lab Equipments Medlab Asia, Thailand	Medical Fair, Thailand
5/23	Sept / Oct	2 Oct	1 Sept	Imaging/diagnostics/ medical devices	Manufacturing Components	Medica, Germany
6/23	Nov / Dec	4 Dec	3 Nov	Physiotherapy/Orthopaedic Technology	Services	Arab Health, Dubai



## CONFERENCES

**Medical Devices  
International Trade  
2023**  
**12-14.07.2023**  
**Impact, Bangkok, Thailand**

**International  
Conference on  
Medical & Health  
Sciences**  
December 16-17, 2023  
Bangkok, Thailand

### Print Run

The print run averages around 14000 (depending on large events like exhibitions and conferences). The real number of readers however, is much bigger, as many copies of the magazine are circulated or passed on to other interested readers. (see graph on the left).

In addition to the printed magazine each issue is published as digital flip book with 75,000 to 100,000 views each issue, which is read in 44 countries.

## PRICE STRUCTURE

### Advertising

Other formats upon request.  
Additional fee for special placement 10 %.

\*edge trim all round + 3 mm

**1/1**  
full page  
**3,980.00 EUR**  
210 x 297 mm\*  
Type Area:  
190 x 277 mm

**1/2**  
vertical  
**2,570.00 EUR**  
105 x 297 mm\*  
Type Area:  
95 x 277 mm

**1/3**  
vertical  
**1,670.00 EUR**  
70 x 297 mm\*  
Type Area:  
60 x 277 mm

cover  
**1/1**  
full page

Back cover:  
**4,800.00 EUR**  
Front cover inside/  
back cover inside:  
**4,300.00 EUR**

**1/4**  
vertical  
**1,280.00 EUR**  
105 x 148 mm\*  
Type Area:  
90 x 133 mm

**1/2**  
horizontal  
**2,570.00 EUR**  
210 x 148 mm\*  
Type Area:  
190 x 133 mm

**1/3**  
horizontal  
**1,670.00 EUR**  
210 x 99 mm\*  
Type Area:  
190 x 89 mm

### Banner (Web)

Leaderboard (610 x 153px) EUR 1325/month  
Prime Banner (250 x 250px) EUR 1125/month

### Newsletter (html)

EUR 1750/each

### Printing Material Requirement:

All data sets to be digitised. We are unable to accept material on film. Especially if you send us PDF-Files, these should be produced in PDF X Standard.

**Important:**  
All images in  
CMYK and 300 dpi

**Format:**  
High Quality PDF-File  
(Standard PDF X-3 or higher)