





## DIGITAL ADVERTISING

Explore MyStrategist.com -- the digital home for **MedTech Strategist**, **Market Pathways** and our Community Blog. With more than 100 years of collective experience, we are subject matter experts with long-established, trusted connections in the global medical device ecosystem. We offer access to candid insight from key opinion leaders and innovative entrepreneurs throughout the world.



**MyStrategist.com** offers advertisers branding and thought leadership opportunities. About 50% of our web traffic comes from organic search.

**MyStrategist.com** gives you a range of visibility and choices to ensure your message gets the attention it deserves—from the medtech industry's top business leaders. Connect with your audience like never before!



## **View Sample**

**Placement:** Home page - MTS, MP, Blog Labeled as "Sponsor"

File Type: GIF/JPEG/PNG

Clicks through to sponsored article on relevant publication and/or Blog



#### **View Sample**

**Placement:** Article pages - MTS, MP, Blog

File Type: GIF/JPEG/PNG

Click Through URL



## **View Sample**

**Placement:** Article pages - MTS, MP, Blog

File Type: GIF/JPEG/PNG

Click Through URL

## Sidebar Fixed: 700 x 600 (Responsive)



## **View Sample**

Placement: Article pages

- MTS, MP, Blog

File Type: GIF/JPEG/PNG

Click Through URL

## Search/Category Insert:

290 x 320 (Responsive)



## View Sample

Placement: Article pages

- MTS, MP, Blog

File Type: GIF/JPEG/PNG

Click Through URL

## PRINT ADVERTISING

Advertisements appear within the 'full issue digital edition" on **MyStrategist.com** that is accessible only to our paid subscribers.

View Sample Issue

## **Ad Sizes & Specifications**

#### Full Page (8.5" x 11")

- 8.75" x 11.25" (including bleed)
- 8.25" x 10.75" (live area)

#### 1/2 Page Horizontal (7.5" x 4.75")

• 8.75" x 5.625" (including bleed)

#### 1/2 Page Vertical (3.75" x 9.25")

• 4.38" x 11.25" (including bleed)

## Sample of Readership by Company Name

Johnson & Johnson Hologic Ernst & Young Bioiinovate Ireland The Lambe Institute

Endeavour Vision Tandem Diabetes

Cardinal Health B. Braun

L.E.K Consulting

WL Gore

MCRA Medmarc

WSGR Cleveland Clinic

University of Minnesota

Fogarty Innovation
Olympus Corporation

Maquet

Lightstone Ventures Boston Scientific Abbott Laboratories

New Enterprise Associates

Intuitive Surgical

Lubrizol Admedes

Edwards Lifesciences

**MDMA** 

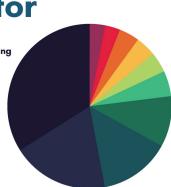
Deerfield Management Fredrickson & Byron Temasek International Sofinnova Partners Our Readers **by Sector** 

Medical Dev. Manufacturing 38%

VC/Investor/Bank

Start-Ups 17%

Service Provider 7%



Government

Incubator

Diagnostic

Academic

Org./Institute

Legal 4%

# Our Readers by Title

CEO/President

22%

Vice President

Quality/Regulatory/R&D

Director 9%

C-Level Execs.



All Other Titles

Chair/Board

Business Dev.

VC/Investor

Legal 7%

Global Sales 7%

## Reader's Annual Revenue

Over 80% of the companies subscribed to our publications report an annual revenue of at least \$5-\$10M, with over 1/3 of our readers reporting revenues of \$500M+ per year.

# For questions and pricing, please contact:



## **A Global Outlook**

Our readership spans the globe from Asia, Africa, North America, South America, Europe and Australia.



## Bridget Stoll

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