

Express Healthcare

The Express Group was the first to acknowledge that the business of healthcare was undergoing transformation and will soon gain critical mass. So, a decade ago it launched Express Healthcare (erstwhile Express Healthcare Management) - India's first healthcare business magazine, to fulfill information needs of the healthcare management professionals.

This booming sector is now pegged to grow substantially over the next few years with estimated investments worth Rs. 1,00,000 to Rs. 1,40,000 Cr. As the patients demand for better healthcare facilities and services increase manifold, over the next decade, the industry professionals will be faced with numerous challenges such as setting-up state-of-the-art but cost effective and profitable healthcare facilities. To counter these the professionals need a medium that helps them be well-informed, understand the latest trends and developments, technology advancements, and industry best practices. In future, as hospitals increasingly start to bifurcate their clinical services and administration functions, such that the operations are managed professionally; ensuring good governance and quality-oriented service, they need a medium that treats them not just as industry specialists but also as business persons - this is where Express Hospitality comes in.



Editorial Content

The contents of the magazine is structured into four main sections namely - Market, Strategy, Knowledge and Life. Combined each of these sections cover all aspects of business to healthcare,



Market

This opening section reports news and latest developments objectively to provide industry professionals with the most current trends that have a direct bearing on daily work routine.



Strategy

This section carries business-related features, case studies, new areas of development and expansion, showcase of institutes that are doing exemplary work, highlight strategic innovations, customer service & so on.



Knowledge

This section will contain articles on relevant information technology, lab technique, advanced medical technology, logistics, storage, implementation, research to increase the core knowledge of the administrators to provide them an edge over their counterparts.



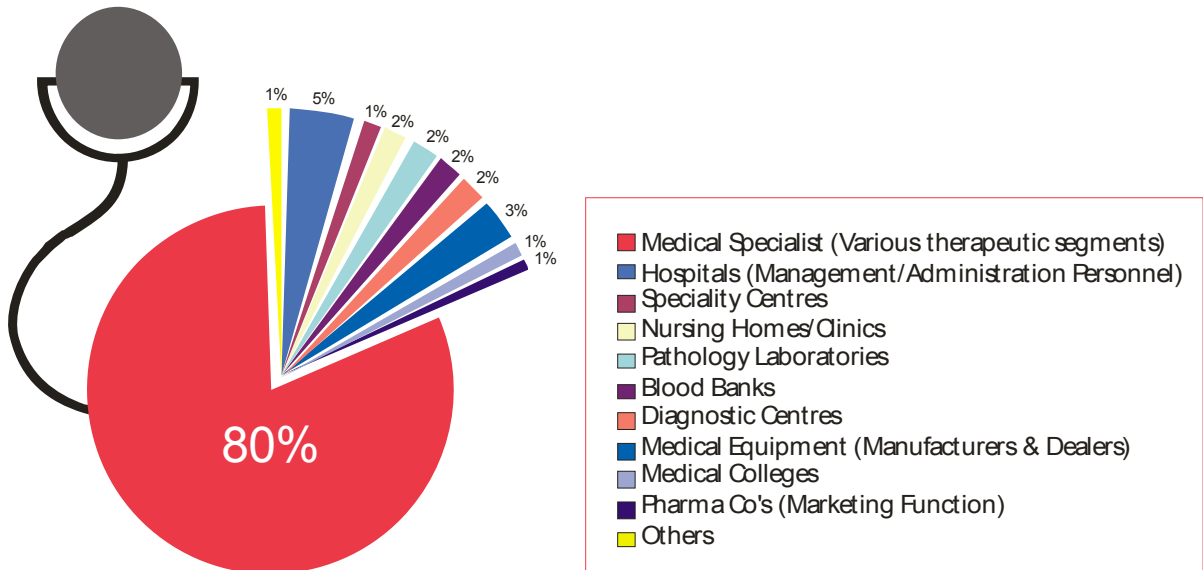
Life

This section aims to facilitate a need to network within healthcare community. It highlights eminent professionals and also offers articles on personal growth, career development, human resource issues, and development related features.

Readership Profile

- Hospital managers, directors, department heads, and purchasing officers who are also authorized to recommend and buy products and services.
- Owners of other healthcare facilities such as ambulatory care, services, medical clinics, physician practices, extended care facilities.
- Hospital doctors, specialists, surgeons, physicians
- General Practitioners, Clinic owners
- Affiliated organizations such as accounting firms, consultants, and insurance companies.
- Manufacturers of the medical equipment and labs

Circulation Break-up



ADVERTISEMENT TARIFF

Display		
Full Page	85,000	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)#
Half Page	45,000	22.5 x 15.0
Mini A4	50,000	18.0 x 23.0
Full Page Double Spread*	1,50,000	49.0 x 31.0 (Non Bleed) 53.0 x 34.0 (Bleed)#
Mini A4 Double Spread*	90,000	38.0 x 23.0
Full Page Centre Spread*	1,55,000	49.0 x 31 (Non Bleed) 53.0 x 34.0 (Bleed)#
Mini A4 Centre Spread*	1,00,000	38.0 x 23.0
Horizontal Strip	30,000	22.5 x 7.5
Vertical Strip	25,000	4.0 x 30.0
Premium Positions		
Page 3 Horizontal Solus	35,000	22.5 x 7.5
Inside Front Cover	1,10,000	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)#
Inside Back Cover	1,00,000	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)#
Back Page	1,25,000	26.5 x 34.0 (Bleed)#
Business Avenues		
Full Page	25,000	22.5 x 28.5
Half Page	14,000	22.5 x 13.5
Quarter Page	7,500	10.0 x 13.5
Options (Appointment Ads)		
Full Page	30,000	22.5 x 28.5
Half Page	18,000	22.5 x 13.5
Quarter Page	12,000	11.0 x 13.5
Box Advertisement	7,000	11.0 x 6.5

* Avoid visuals and text in staple area of double spread and centre spread creative.

Text area should not increase more than non-bleed sizes.

Please note:

- Artwork should be supplied in EPS file / TIF file / PDF file composite with all fonts embedded [should be in DPI 300]
- An accurate digital colour or progressive colour proof should be provided
- Booking Deadlines – 15 days prior to publication date
Material Deadlines – 13 days prior to publication date

Express Healthcare also offers you a range of innovative promotional solutions:

- Special Supplements
- Awards
- Focused Round Tables
- Industry Events and Conferences

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