

European Orthopaedic Product News

www.opnews.com

Media Pack 2012 Magazine - Directory - Web

European Orthopaedic Product News
August/September 2011

AIRCAST
Technology you can trust

Chemistry Assort
Let No Ladder Downfall Your Skin

OPMI

www.opnews.com

European Orthopaedic Product News
October 2011

A platform of possibilities

- OA
- AVN
- Perthes disease
- SUFE
- Sickle cell disease
- Bone preservation

Smith & Nephew
BIRMINGHAM HIP[®]
M3 head Relection

www.opnews.com

European Orthopaedic Product News
November/December 2011

Focusing on the Essentials
OPMI VARIO 700

Crystal clear optics. Ergonomic design. Intuitive system operation. Minimized setup times. Modular system fits individual needs - today and tomorrow.

All in one - OPMI VARIO 700.

Learn more about the new OPMI VARIO 700 system at www.medtronic.com/vario

ZEISS
We make it visible.
www.opnews.com

European Orthopaedic Product News
January 2012

We've Got You Covered.

EQUINOXE
SHOULDER SYSTEM

Exactech

www.opnews.com

European Orthopaedic Product News
July 2011

From the Leader
in Foot and Ankle Surgery

WRIGHT
The Leader in Foot & Ankle Surgery

www.opnews.com

European Orthopaedic Product News
November 2011

Corail® - the hip to write home about
25 years of global success

25 years of clinical excellence
Mr Venn
Julesburg, France
67800 Jussieu, France

CORAIL
never stop moving.
DePuy

www.opnews.com

European Orthopaedic Product News
April 2011

Advancements in SpeedBridge™ Technology

The 4.75 mm BioComposite SpeedBridge Implant System is joined into a single unit that can be easily removed with a Scapular System Passer, eliminating the need for more complex suture anchoring techniques.

Arthrex
<http://speedbridge.arthrex.com>

www.opnews.com

European Orthopaedic Product News
February/March 2011

ACL TightRope®

Close the Gap in ACL Graft Fixation

Maximize graft-tunnel surface contact with a revolutionary adjustable Cortical Fixation System

- One size fits all. No need to calculate the length
- Fill entire femoral socket with graft. Ideal for short femoral sockets
- Strong four-point locking mechanism resists slippage

Arthrex
<http://tightrope.arthrex.com>

www.opnews.com

General Description

Orthopaedic Product News (*OPN*) is distributed throughout Europe, Scandinavia and beyond. It has become the leading European orthopaedic magazine enabling medical and surgical personnel to keep up to date on new products and current topics of interest. *OPN* is currently read by over 33,000 individuals.

The magazine is primarily devoted to new products and innovations in orthopaedics, with special product features on topics of interest.

OPN provides a medium for hospital news, related company news, dates and details of major exhibitions, seminars, technical articles and reviews.

History

Established in 1987, *OPN* is a mature, well-established magazine with over 100 issues and 23 years of proven results.

Long Shelf Life

OPN regularly gets information requests from issues over 12 months old. Almost a third* of readers keep *OPN* for 12 months or more, proving that the magazine has a very long shelf life.

Magazine Layout

OPN is divided into easily identifiable coloured sections, for ease of reference.

News

Contains orthopaedic, general hospital, medical and current news.

Company News

Company News provides you with an opportunity to inform readers of company developments, research results, company achievements, appointments, financial results and any other relevant company news.

Analysis

A look at the latest facts and figures in the orthopaedic industry.

Product Features

The Product Feature section is the backbone of the magazine, allowing you to quickly and effectively inform readers of new, recently introduced or improved products, as well as reinforcing the benefits of established products.

Editorial is free, but a charge of £95 (for regular advertisers, £249 for non-advertisers) is made for photographs, to cover the costs of manipulating artwork and converting photographs to a suitable format.

Future Events

OPN's comprehensive listing of orthopaedic exhibitions and courses ensures that readers have all the information on key events in their field.

Manufacturer's Profile & Interviews

Manufacturers are given the opportunity to write a profile on themselves, outlining their company's past, present and future as well as providing a window through which to outline their product ranges. *OPN* also interviews key members of orthopaedic organisations.

Articles

Topical editorial features attract and maintain the reader's attention. Editorial Features are designed to support Product Features wherever possible.

Book/Journal Review

A recent addition to *OPN*, the review sections focus on the latest industry books to be released, as well as journal topics that are relevant to the feature of the issue. They are written by our Consultant Editors.

Our Readers

61% say *OPN* influences their buying decisions*
95% find *OPN* useful*
30% spend one to two hours reading *OPN**
32% keep *OPN* for 12 months or more*
91% say *OPN* keeps them informed*

Distribution & Readership

OPN is read by 21,888* individuals. It is distributed to 7762 individuals in a printed format. In excess of 12,000** readers also look at each issue on www.OPNews.com, giving a total minimum readership of 33,888.

Frequency

OPN is published every six weeks, eight times a year.

Geographical Breakdown

Area	Number	%
UK	2959	48.9%
Europe		
Germany	910	15.0%
EIRE	65	1.1%
France	117	1.9%
Belgium	443	7.3%
Italy	261	4.3%
Netherlands	85	1.4%
Switzerland	298	4.9%
Other***	120	2.0%
Scandinavia		
Sweden	602	10%
Norway	79	1.3%
Other****	30	0.5%
Other		
Americas	47	0.6%
Middle East	10	0.2%
Africa	8	0.2%
Australasia	6	0.2%
Far East	9	0.2%
Total	6049	100.0%

Demographic Breakdown

OPN is circulated in the UK to:- Orthopaedic Surgeons, Rheumatologist, Orthotic and Cast Room Personnel and Manufacturers.

Outside the UK to:- Orthopaedic Surgeons and Manufacturers.

Type	Number	%
Surgeon	4779	79%
Other	1270	21%

Advertising Policy

It is magazine policy not to have facing advertisements. We believe that this policy of limiting advertising increases the quality of the magazine and that having editorial next to your advertisement will maximise the effectiveness of your marketing funds.

Advertising Rates

Front Cover	£3000
Inside Front	£1900
Inside Back	£1730
Back Cover	£2100
Double Page Spread	£2770
Full Page Colour	£1600
Half Page Colour	£915
Half Page Mono	£610
Quarter Page Colour	£540
Quarter Page Mono	£370

Special positions +10%.

Series Discount

10% for 8 or more advertisements.

Inserts

Details on request.

Mechanical Data

The magazine is printed offset litho
Screen: 170
Trim size: 297 x 210mm (A4)
Full Page bleed: 303 x 216mm
Half Page: 132 x 185mm
Quarter Page: 132 x 91mm

Technical Details

Copy may be supplied in the following manner:
Acrobat pdf (fonts embedded, 300dpi, cmyk)
EPS (300dpi, cmyk, fonts embedded)
QuarkXPress (with fonts included)

Copy Deadlines

Please refer to the Features list.

Cancellations

Within seven days from date of order.

Cancellations will only be accepted in writing.

*Independent Market Research conducted by Forty2 for Pelican Magazines Limited.

**Figures from Pelican Magazines Limited. Full details on request.

***Austria, Spain, Malta, Greece, Luxembourg, Ukraine, Turkey, Cyprus, Hungary, Isle of Man, Lithuania, Luxembourg, Romania, Poland, Russia, Serbia, Slovenia, Ukraine & Czech Republic

**** Denmark, Iceland & Finland

61% of readers say OPN influences their buying decisions*
OPN is read by over 33,000 decision makers within Orthopaedics

2012

January

Arthroscopy
Hip Resurfacing
Deadline January 9th

February/March

Acetabular Cups
Sports Injuries
Deadline February 24th

April

EFORT
Fixation and Trauma
Hand Surgery
Deadline April 2nd

May/June

Knee Surgery
Knee Braces
Deadline May 25th

July

Revision & Custom Implants
Foot Surgery and Footwear
Deadline June 27th

August/September

BOA
Upper Limbs
Additional distribution at BOA congress*
Deadline August 1st

October

Hips
Power Tools
Deadline September 28st

November/December

Spinal
Bones
Deadline November 16th

2013

January

Arthroscopy
Hip Resurfacing
Deadline January 12th

February/March

Acetabular Cups
Sports Injuries
Deadline March 8th

April

EFORT
Fixation and Trauma
Hand Surgery
Deadline April 8th

May/June

Knee Surgery
Knee Braces
Deadline May 24th

July

Revision & Custom Implants
Foot Surgery and Footwear
Deadline July 5th

August/September

BOA
Upper Limbs
Additional distribution at BOA congress*
Deadline August 16th

October

Hips
Power Tools
Deadline September 30th

November/December

Spinal
Bones
Deadline November 22nd

2014

January

Arthroscopy
Hip Resurfacing
Deadline January 10th

February/March

Acetabular Cups
Sports Injuries
Deadline March 8th

April

EFORT
Fixation and Trauma
Hand Surgery
Deadline April 8th

May/June

Knee Surgery
Knee Braces
Deadline May 25th

July

Revision & Custom Implants
Foot Surgery and Footwear
Deadline July 4th

August/September

BOA
Upper Limbs
Additional distribution at BOA congress*
Deadline August 15th

October

Hips
Power Tools
Deadline September 30th

November/December

Spinal
Bones
Deadline November 21st

(*Estimated additional distribution)

Our Readers

*61% say OPN influences their buying decisions**
*84% find our articles interesting**
*89% find the product features interesting**
*32% keep OPN for 12 months or more**
88% pass OPN on to a colleague

2012/13 Product Review and Global Directory

General Description

The Product Review and Directory is a yearly comprehensive source of suppliers of products and services of importance to Orthopaedic Surgeons and key personnel working in Orthopaedics.

It includes reviews taken from existing product features published in OPN over the preceding two years. A free-of-charge reply card service provides a positive way to monitor response to product review information and advertising.

History

The Products Review and Directory was first published in 1990. It has been published both as paper directory and CD rom in the past. Since 2003, it has been published as a yearly directory and is available on-line.

Long Shelf Life

The Product Review and Directory is designed to have a shelf life of a year. However, we anticipate that previous issues may be held for reference or passed down to more junior staff.

Layout

The Products Review and Directory is divided into two main sections. At the front there are category listings with companies listed under their

associated categories. These categories are divided by the product reviews taken from *OPN*. The rear of the Directory lists all contacts alphabetically.

Distribution

The Product Review and Directory has a distribution of 4000 to:-

Orthopaedic Surgeons,
Rheumatologist, Orthotic and Cast Room Personnel and Manufacturers in the UK.

Advertising Rates

Front Cover	£3000
Inside Front Colour	£2000
Inside Back Colour	£1810
Back Cover Colour	£2200
Double Page Spread	£3050
Full Page Colour	£1680
Half Page Colour	£960
Quarter Page Colour	£570
Section sponsorship banner	£525

Special positions +10%.

Series Discount

10% for existing *OPN* advertisers.

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EPS (300dpi, cmyk, fonts embedded)
QuarkXPress (with fonts included)

Copy Deadline

25th May 2012.

Cancellations

Within seven days from date of order.

Cancellations will only be accepted in writing.



OPN On-line

OPN's on-line magazine mirrors the editorial content of the printed issue. The site, which has now had over 60,000,000 hits, updates eight times a year to coincide with the magazine.

OPNews.com also has a live newsfeed of global orthopaedic news as it happens. OPNews.com goes further, too, providing an archive of previous articles, product features and manufacturers profiles, as well as comprehensive search facilities, by company name and product type.

Results

Over 30,000 page views per month from over 6,000 users**. 25%* of OPN readers use OPNews.com

Web Sponsorship

By sponsoring OPNews.com you can achieve maximum exposure. Your animated logo is visible constantly on every single page of the website, allowing readers instant access to your website.

The sponsor will also receive a banner advertisement.

Cost £4,000pa

Banner Advertising

Advertisements are rotated randomly, so each user could view your banner several times per visit. Unlike other sites, your advertisement will not disappear as readers scroll through the pages of each section as they are fixed permanently at the top of the screen, increasing your exposure.

Yearly £600

Advertisements occupy a space 728 x 90 pixels. Right-side fixed adverts occupy 300 x 250 pixels.

Monitor Your Results

Weekly email statistics help you monitor your advertising. We provide daily figures, showing the number of users that have seen your banner and how many of them clicked on it.

OPNEWS Traffic Figures

Date	Hits	Page Views	Visits	Pages/Visit	Visits/Day
1999	461,572	99,457	10,223	10	33
2000	1,349,614	280,233	33,784	8	92
2001	1,535,650	424,869	44,516	9	121
2002	548,566	243,460	21,755	11	60
2003	1,224,877	393,057	36,564	11	100
2004	1,721,976	362,452	65,000	6	176
2005	2,160,536	422,592	73,815	5	201
2006	1,947,594	355,327	70,505	5	192
Nov-07	1,915,713	1,756,749	8,320	211	277
Dec-07	1,849,697	1,696,312	7,339	231	237
Jan-08	2,387,376	2,177,270	8,860	246	286
Feb-08	2,386,777	2,167,639	9,032	240	323
Mar-08	2,130,763	1,929,763	9,023	214	291
Apr-08	2,232,731	2,035,850	8,971	227	299
May-08	1,922,203	1,728,796	8,710	198	281
Jun-08	1,439,625	1,255,759	9,439	133	315
Jul-08	1,563,829	1,368,356	8,183	167	264
Aug-08	1,463,965	1,281,427	7,343	175	237
Sep-08	1,542,090	1,353,929	8,535	159	285
Oct-08	1,444,919	1,251,663	8,585	146	277
Nov-08	1,016,562	856,866	8,312	103	277
Dec-08	963,059	816,705	6,277	130	202
Jan-09	1,279,138	1,094,693	7,216	152	233
Feb-09	1,443,226	1,261,964	7,012	180	250
Mar-09	1,909,644	1,713,637	8,519	201	275
Apr-09	1,797,768	1,616,838	7,998	202	267
May-09	1,602,752	1,433,671	8,754	164	282
Jun-09	1,476,317	1,317,266	8,517	155	284
Jul-09	1,254,326	1,106,490	8,051	137	275
Aug-09	979,336	860,070	7,260	118	234
Sep-09	1,002,393	892,420	6,602	135	220
Oct-09	1,055,191	946,710	6,583	144	212
Nov-09	877,538	793,366	5,889	135	196
Dec-09	901,325	822,785	5,939	128	186
Jan-10	1,157,663	1,065,150	6,446	165	179
Feb-10	791,074	718,212	5,442	131	145
Mar-10	919,193	838,152	5,952	140	154
Apr-10	906,131	839,451	5,089	164	178
May-10	829,281	751,301	5,783	129	186
Jun-10	864,494	781,742	5,944	131	198
Jul-10	1,072,780	986,717	5,961	165	192
Aug-10	1,082,549	986,689	6,321	156	203
Sep-10	1,168,123	1,065,571	6,957	153	231
Oct-10	1,027,164	919,235	7,566	121	244
Nov-10	1,053,762	956,924	7,835	122	261
Jan-11	1,174,791	1,079,044	8,721	123	281
Feb-11	1,215,029	1,115,016	7,914	141	282
Total	75,493,500	60,117,030	724,829	56	166

