



	January - February +	March - April	May - June	July - August	September - October	November - December
System Focus	• Gastroenterology	• Dermatology	• Cardiology and Cardiovascular System	• Neurology	• Urology	• Pneumology
Drugs	• Gastro-Intestinal	• Dermatological & Ophthalmic	• Cardiovascular	• Neuroactive	• Genito - Urinary	• Antibiotic / Anti-inflammatory
Features	• Surgery • Anesthesia & Pain Management	• Dentistry • Otorhinolaryngology	• Endoscopy • Nutrition & Natural Healing	• Ophthalmology • Oncology and Cancer Treatment	• Dentistry • Health Insurance	• Gynecology • Drugs and Pharmaceuticals
Industry Spotlights	• Oncology and Cancer Treatment • Medical Furniture and Equipping • Sterilization and Disinfection	• Communication and IT • Radiology / Nuclear Medicine • Ultrasound Technology	• Implants and Prostheses • Operating Rooms • Patient Monitoring	• Infusion Technology / Blood Transfusion • Laboratory Analyzers & Equipment • Laser Technology	• Diagnostics and Tests • Catheters, Stents, and Tubes • Radiology / Nuclear Medicine	• Bandages / Dressings / Wound Care • Emergency Medicine • Orthopedic Technology / Physiotherapy
Country / Regional Reports	• Bahrain • Germany • Scandinavia (Denmark, Sweden, Norway) • UAE	• Benelux (Belgium, The Netherlands, Luxembourg) • Egypt • Saudi Arabia • USA	• Canada • Italy • North Africa (Libya, Tunisia, Algeria, Morocco) • Spain	• Australia • Qatar • Lebanon • Switzerland	• Far East (India, Taiwan, China, Japan) • Germany • Syria • Turkey	• France • Jordan • Kuwait • UK
Bonus Distribution*	• Arab Health 2010 - UAE + • ECR 2010 - Austria • ExpoMed / Lab-Tech 2010 - Turkey • Duphat 2010 - UAE	• Duphat 2010 - UAE • Saudi Medicare 2010 - KSA • IMD 2010 - UAE • Med-e-Tel 2010 - Luxembourg • SHASH 2010 - KSA • Qmedic 2010 - Qatar • Egymedica 2010 - Egypt	• Vision X Dubai 2010 - UAE • Syrian Medicare 2010 - Syria • Iranmed 2010 - Iran		• MEDIST 2009 - Turkey	
Editorial Material Due	Monday, December 21, 2009	Saturday, February 20, 2010	Tuesday, April 20, 2010	Monday, June 21, 2010	Friday, August 20, 2010	Wednesday, October 20, 2010
Advertising Material Due	Saturday, December 26, 2009	Thursday, February 25, 2010	Monday, April 26, 2010	Friday, June 25, 2010	Wednesday, August 25, 2010	Monday, October 25, 2010
Publishing Date**	Tuesday, January 05, 2010	Friday, March 05, 2010	Wednesday, May 05, 2010	Monday, July 05, 2010	Monday, September 06, 2010	Friday, November 05, 2010

* Tentative list of events at which MHW will have bonus distribution of its issues - liable to changes based on event organizers.

** Indicates when the issue would be available from the printing press for circulation and distribution. Allow a 2 to 3 -week period for the issue to reach you by post.

+ An «Event Edition» of this issue will be published; it will include a special supplement highlighting the indicated event - Contact marketing@mhwmag.net for more information

If you are interested in publishing your editorial material in MHW, kindly email the editorial department at editorial@mhwmag.net



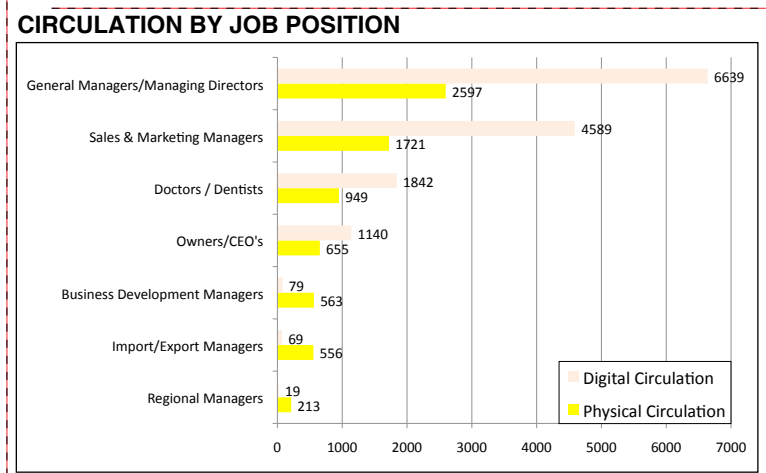
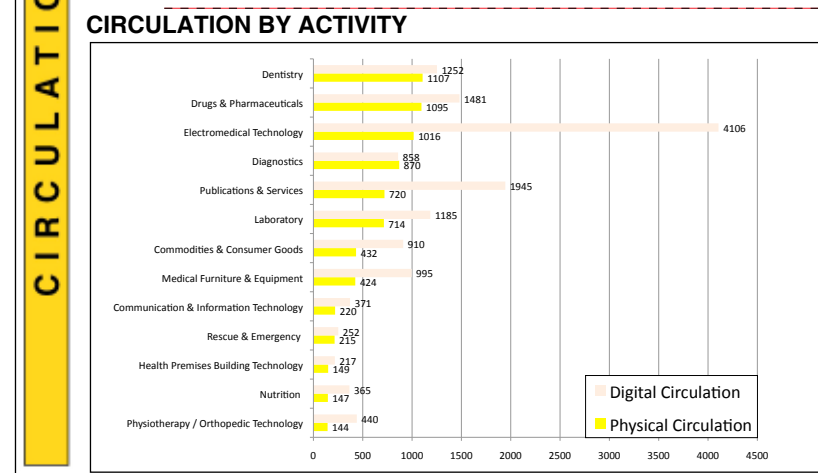
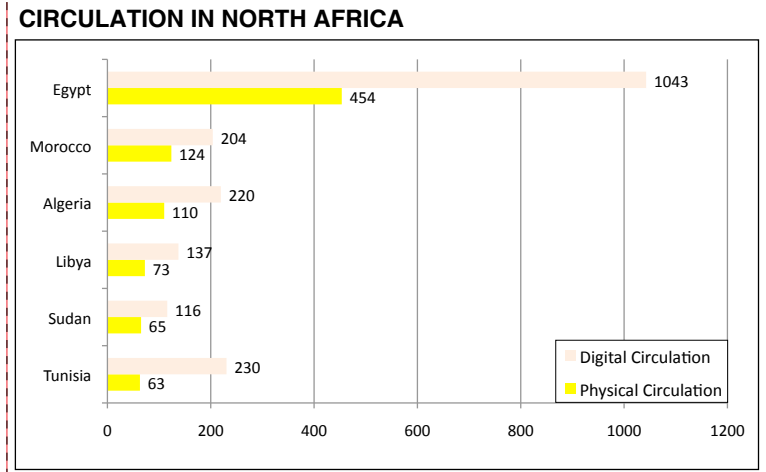
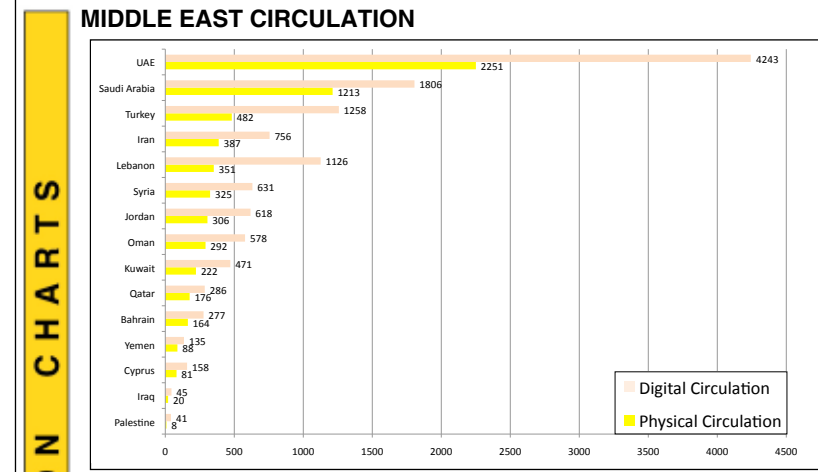
ADVERTISING RATES

Display Ads	Full Color (4C)		
Frequency	One Time	Three Times	Six Times
Currency	US \$	US \$	US \$
Gatefolder	10970	9870	8775
Spread	5500	4950	4400
1/2 Page Spread	3550	3195	2840
2nd Cover IFC	3850	3465	3080
3rd Cover IBC	3600	3240	2880
4th Cover OBC	4600	4140	3680
Full page	2950	2655	2360
2/3 Page	2480	2230	1985
1/2 Page	1800	1620	1440
1/3 Page	1300	1170	1040
1/4 Page	1100	990	880

Display Ads	Black & White (B&W)		
Frequency	One Time	Three Times	Six Times
Currency	\$ US	\$ US	\$ US
Full Page	2300	2070	1840
2/3 Page	2230	2000	1780
1/2 Page	1400	1260	1120
1/3 Page	1050	945	840
1/4 Page	850	765	680

• 1 Publisher's Standard Color & Black Ad: US 150\$
 • 1 Matched Color & Black Ad: US 250\$
 • 2 Matched Color & Black Ad: US 350\$

CIRCULATION				
Region	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
North Africa	888	12.25%	1950	13.56%
Middle East	6365	87.75%	12427	86.44%
Total	7253	100 %	14377	100 %



Banner Specifications				
We place your banner with a link to your company or email address on the MHW website. Your online advertising options are:				
	Size (w x h)	Max Size (kb)	Type	
Top Banner	470x60 pixels	30	GIF, JPG &/or animated GIF	
Right Side Banner	120x160 pixels	30		

Banner (Online Advertising) Rates				
Period	One Month	Three Months	Six Months	Twelve Months
Currency	\$ US	\$ US	\$ US	\$ US
Top Banner 470 x 60 px (Each Month)	125	115	100	75
Side Banner 120 x 160 px (Each Month)	100	90	75	60

CONTACT DETAILS

Postal Address:
MENA Health World (MHW) magazine
 CPH World Media s.a.r.l.
 P.O. Box : 13-5121 Chouran
 Postal Code: 1102-2802
 Beirut - Lebanon

Courier / Street Address:
MENA Health World (MHW) magazine
 CPH World Media s.a.r.l.
 Hamra, Commadore / Barouk St.
 Chatila Bldg. (Above Commadore Laundry),
 2nd Floor
 Beirut - Lebanon

Communication
Tel: +961-1-748333
Mobile: +961-70-100094
Fax: +961-1-352419
Email: info@mhwmag.net
Web: www.mhwmag.net

Buyer's Guide

High visibility for your company at a nominal cost

Insert your classified ad of 40 words with company logo or/and photo with a size of 9cm x 6cm (w x h) [3 5/8" x 2 3/8"]

If you are interested in advertising in MHW please send an email to MHW's Marketing department at marketing@mhwmag.net

Classified Ads (Buyers' Guide)

Currency	\$ US
One Time	450
Three Times (Each)	400
Six Times (Each)	335
Six Times (All Prepaid)	1500

AD MATERIAL SPECIFICATIONS

Physical submissions should be directly submitted by post to our offices or through the concerned agent (if available). Digital Material must be accompanied by an accurate Color Proof (Chromaline) and a list of all files supplied.

Electronic Submissions should adhere to the following specifications:

- Images should not be enlarged or reduced more than 10% in page layout program.
- All images must be available at 300 dpi or more.
- TIFF, PDF, JPEG
- Document size should be created to the final trim size of the page / ad.
- We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

Supported File Types:

- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator

Quality of Paper: Interior pages 70 and/or 80 grams LWC Paper TOP KOTE-L – Covers 150 grams 2S Coated Paper Matt

Cancellation Policy:

- All relevant orders are to be issued to CPH World Media in a written format via email or fax.
 • For Cancellations, orders must be received at least 15 days prior to the Publishing Date*. Any order received within the 15-day notice would not be accepted and the advertiser should still settle the cost of the reserved space.
 • For Modifications, orders must be received at least 7 Days prior to the Publishing Date*. Any order received within the 7-day notice would not be accepted and CPH World Media reserves the right to use previously published material.
 • For Late Bookings, the Insertion Order and ad material should be received 5 Days prior to the Publishing Date*.
 * As indicated in the Editorial Program.

Digital Files to be submitted by post on CD Rom, DVD, or digitally by Email, or Ftp (ftp web address plus username, password and file name to be supplied by email at: gwd@cphworldmedia.com).

Space	Dimensions	(W x H) mm
1. Simple Page	Print Size	185 x 245
2. Bleed Page*	Trim Size	215 x 285
3. Double Page	Print Size	400 x 245
4. Double Page (Bleed)*	Trim Size	430 x 285
5. Vertical 2/3 Page	Print Size	120 x 245
6. Vertical 1/2 Page	Print Size	90 x 245
7. Horizontal 1/2 Page	Print Size	185 x 125
8. Horizontal 1/2 page (Spread)*	Print Size	430 x 145
9. Island 1/2 Page	Print Size	120 x 185
10. Vertical 1/3 Page	Print Size	58 x 245
11. Horizontal 1/3 Page	Print Size	185 x 82
12. Vertical 1/4 Page	Print Size	90 x 125
13. Horizontal 1/4 Page	Print Size	185 x 60

* Bleed ads must be sent with 4mm added to each side of the ad