The Journal of mHealth

Publishing Calendar & Media Kit 2022

The Leading Global Publication for Emerging Technology in Healthcare
Overview

The Journal of mHealth is an international publication that brings the latest developments in healthcare technology and digital innovations to medical and industry professionals around the world.


New for 2022 – Podcast series | Webinars

Focus areas
- Healthcare Technology
- Mobile, Digital and Connected Health Technologies
- Health IT
- Telehealth
- Medical Devices
- ePharma
- eHealth
- Artificial Intelligence
- Automation & Robotics

enquiries@thejournalofmhealth.com | thejournalofmhealth.com

At a glance

- Format: Print – Digital – Online – Events
- Frequency: 6 issues per year
- Circulation: 30,000 (Across digital, web, print)
- Subscribers: 11,000
- Geographical Coverage: Global (United Kingdom, Europe, EMEA North America)
The Journal of mHealth

Is an international publication and media platform that brings the latest developments in health technology and digital innovations to a community of healthcare and industry professionals around the world.


NEW for 2022 – Podcast series | Webinars

The “Voice of the HealthTech Industry”

We provide leading resource for anyone with an interest in connected health technologies, healthcare applications, connected medical devices, and digital health services, the Journal is widely read by audiences in the UK, Europe and North America.

Available in print, digital and online formats we offer cross channel reading options to ensure that our content connects with leading professionals in the digital health world.

The Global Digital Health 100

The Journal of mHealth organises the acclaimed annual Global Digital Health 100 Awards.

Recognising the most innovative companies working in the Digital Health industry, we shine a light on the solutions and technologies having the most impact on healthcare, from around the world.

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**Audience metrics**

- **30,000** - Unique readers per issue
- **Global Audience** - 68% UK - Europe - EMEA, 20% North America.
- **11,000** - Individual subscribers receiving digital editions of the Journal
- **30,000** - Unique monthly users (across web & publication)
- **2,500** - Digital Health Companies
- **3,500** - Healthcare Organisations
- **450** - Universities and Research Organisations

**Healthcare Professionals**
- Doctors, Consultants, CEOs, CIMOs, CIOs, Health IT Managers, Healthcare Managers

**HealthTech Industry**
- Industry professionals, Manufacturers, Developers, Researchers, CROs

**Other**
- Pharma Execs, Researchers, Academics, Students

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Audience breakdown

**Audience by region**
- United Kingdom: 37%
- North America: 20%
- Scandinavia: 9%
- Holland: 6%
- Germany: 6%
- Switzerland: 5%
- France: 5%
- Middle East: 5%
- India: 3%
- Other: 2%

**Audience by role**
- Healthcare Managers (C-suite managers): 25%
- CIOs: 15%
- Healthcare Professionals: 13%
- HealthTech Industry: 11%
- Researchers/Academics: 10%
- Pharma: 10%
- Health IT Managers: 10%
- CMIOs: 10%
- Pharma: 10%

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Our Partners

Our publications and media are available to delegates at many leading Healthcare & Technology events.

Official Media Partner

[Image of International Hospital Federation logo]
### Publishing Calendar 2022

<table>
<thead>
<tr>
<th>(Jan/Feb): Into the Metaverse: Opportunities for Healthcare</th>
<th>Publication: 07 Feb 2022 Deadline: 27 Dec 2021</th>
<th>With many industries looking at the ways that they engage through virtual and digital channels, the metaverse offers a vision of the future. As healthcare transitions to digital, the metaverse will be the natural next step for offering new ways to access care services.</th>
<th>Key themes: Future health</th>
<th>What is the Metaverse?</th>
<th>How can healthcare capture the opportunity?</th>
<th>Virtual reality</th>
<th>Immersive experiences</th>
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<tbody>
<tr>
<td>(Mar/Apr): Streamlining Diagnostics via Innovation</td>
<td>Publication: 04 Apr 2022 Deadline: 21 Feb 2022</td>
<td>With healthcare organisations increasingly looking to offer digital-first engagement, how can technology help diagnostic services become more accessible and data-driven?</td>
<td>Key themes: Point of care diagnostics</td>
<td>Data sharing</td>
<td>Shared care records</td>
<td>Digital diagnostics</td>
<td>Imaging innovations</td>
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<td>(Jul/Aug): The Data-driven Patient</td>
<td>Publication: 29 Jul 2022 Deadline: 24 Jun 2022</td>
<td>As healthcare organisations adapt to new modes of care delivery, it is becoming increasingly important to ensure that data is patient-centric, accessible and utilised effectively by all relevant stakeholders.</td>
<td>Key themes: Patient-centric data</td>
<td>Patient-first care pathways</td>
<td>Digital transformation</td>
<td>Health data analysis</td>
<td>Artificial Intelligence</td>
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<td>(Sep/Oct): Delivering Exceptional HealthTech Experiences</td>
<td>Publication: 30 Sep 2022 Deadline: 22 Aug 2022</td>
<td>As more patient visits become digital, managing those interactions and touchpoints becomes increasingly difficult. Ensuring that HealthTech users receive exceptional experiences will be the next major challenge for healthcare organisations.</td>
<td>Key themes: HealthTech UX/UI</td>
<td>Digital health trends</td>
<td>Patient journeys</td>
<td>Measuring digital impact</td>
<td>Managing patient journeys</td>
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<td>(Nov/Dec): Can Technology Help Improve Health Equity</td>
<td>Publication: 30 Nov 2022 Deadline: 28 Oct 2022</td>
<td>Digital healthcare has the opportunity to improve access and equality in healthcare provision, but how can we ensure that digitally-led services can deliver on this promise of Health Equity?</td>
<td>Key themes: FemTech</td>
<td>Specialised digital health services</td>
<td>Reducing bias in data/AI</td>
<td>Building accessible digital health services</td>
<td>Safeguarding digital services</td>
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Contribute to this influential strategic-level content series recognising excellence and key lessons from digital transformation projects and strategies around the world.

Learning from COVID

Following the rapid adoption of digital technologies that healthcare has undergone, as a result of COVID, many organisations are now looking for ways to effectively manage those digital assets and projects.

The series of rich-media content is designed to showcase effective strategies for Managing Digital Transformation in Healthcare.

Awards

Global Digital Health 100

The Global Digital Health 100 has become established as an international benchmark of industry activity for digital technologies and innovative solutions in healthcare.

Compiled from a combination of nominations and industry research by the international team at The Journal of mHealth – the Global Digital Health 100 sets out to identify the most innovative and disruptive health technology companies, from around the world.
Annual Event Publication – The Journal of mHealth (Europe) Reach over 30,000* Healthcare Professionals

Full details and Media Pack available upon request
Position your brand as a thought-leader by having an article, case study or product review featured in our annual event publication. Distributed to delegates at over 40 different Healthcare and Health Technology events around Europe, this is a unique opportunity to gain significant exposure across the European healthcare sector.

Packages are available to suit all budgets, contact enquires@thejournalofmhealth.com
*Estimated based upon event attendance in 2020

Annual Event Publication – The Journal of mHealth (North America) Reach over 20,000 Healthcare Professionals

Position your brand as a thought leader by having an article, case study or product review featured in the North American edition of our annual event publication. Distributed to delegates at over 25 different Healthcare and Health Technology events around the USA & Canada, this is a unique opportunity to gain significant exposure across the North American healthcare sector.

Packages are available to suit all budgets, contact enquires@thejournalofmhealth.com
HealthTech Networking Club

The invite-only networking club connects startups, investors, healthcare providers and other key players in the Healthtech industry providing private networking opportunities.

Bringing together North American and European HealthTech Ecosystems.

The club also organizes the renowned monthly Healthtech RapidConf online event which is free and publicly accessible by anyone.

If you feel your business can contribute and benefit from the connections in the networking club apply for an invite! Find new clients, suppliers, investors, startup or enterprise partners and have private discussions with them.

Contact us for an invite
Connect with our audience

We can offer a tailored mix of marketing opportunities to help share your products & services and connect your content with our extensive global audience.

The Journal of mHealth | Marketing Opportunities
Content Campaigns

cnect with our audience using our range of content marketing solutions

thejournalofmhealth.com
The Journal of mHealth specialises in tailored content packages specifically suited to fit your needs.

Content submissions can be supported by targeted campaigns to help you develop long-term relationships with our readers.

Leverage your content and improve your return on investment using our content promotion packages, which position you as a thought-leader in your area of expertise.

- Editorial features
- Thought-leadership articles
- Feature spreads
- Expert commentaries
- Featured Interviews
- Infographics
White Paper Creation & Publication

White Papers are an extremely effective and proven way to engage potential clients and generate valuable content that can be incorporated directly into all other areas of business promotion.

By partnering with The Journal of mHealth we add value and credibility to the project and ensure that we showcase your final white paper to a targeted international healthcare audience.

We have publishing options available to suit all budgets and all our packages are designed to capture potential sales leads from downloaders.

Please contact us at enquiries@thejournalofmhealth.com
Podcast Series
New for 2022

In 2022 our HealthTech Insight podcast series will include expert interviews across a range of topics
Podcast Sponsorship

Sponsor and/or participate in our regular podcast series

Leverage and showcase your expertise through our engaging podcast series. With a wide range of topics available for discussion we provide our audience with expertise and insight from leading industry professionals.

Contact us at enquiries@thejournalofmhealth.com for more information

- Episode or series sponsorship available
- Expert interview series
- Participate and connect
- Suggest topics
- Full promotion and social campaigns
In 2022 our HealthTech webinar series will bring together industry-leading panels for thought-provoking and educational events.
Webinar Series

Sponsor and/or participate in our online events during 2022

With topics including:

- Streamlining Diagnostics through Innovation
- (AI:OS) Deploying AI and Cloud at Scale: Moving Healthcare to an AI Operating System
- Others to be confirmed

Dates to be confirmed - contact us for more information

Event sponsorship available
Delegate lists
Participate and connect
Full promotion and social campaigns
Digital Campaigns

Engage directly with our audience using our range of digital marketing solutions
Web Banners

We offer a range of web banner placements on thejournalofmhealth.com.

Prices start from just £99/$135 usd/month.

Contact us for more information.
Reach the inbox of 11,000+ healthcare and industry professionals

Prominent sponsorship opportunity, your brand on every email sent to our full subscriber list when they receive their digital copies of The Journal of mHealth and our regular eNewsletters.

Content and banner options available

High open rates | Price £199/$250 usa per email.
Targeted emails

Target our audience of healthcare and digital health professionals directly

Reach the inbox of 11,000+ healthcare and industry professionals with solus emails and email campaigns. Ideal for:

- Product showcases
- Lead generation
- Digital outreach
- Surveys and digital engagement

High open rates | Price £399/$500 usd per email.
Advertise with the leading publication for emerging technology in healthcare.

thejournalofmhealth.com
Advertising Rates

All advertisements are included in both our print and digital editions of The Journal of mHealth

- All advertising formats are full colour
- Discounts available for advertising in multiple issues
- We also offer a range of bespoke content creation and content marketing packages.
- Please contact us for more details or to make a booking at enquiries@thejournalofmhealth.com

**Cover**
- Outside back cover
- Inside front/back cover

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<th>Variant</th>
<th>Price</th>
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<td>£599/$800 usd</td>
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**Internal Display**
- Full-page
- Half-page (Horizontal)
- Half-page (Vertical)
- Top-page Banner
- Bottom-page Banner
- Quarter-Page (Vertical)
- 1/8 Horizontal

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<td>£99/$130 usd</td>
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Contact Us

We'd love to talk about how we can help you grow your brand.

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