

ЖУРНАЛ О ДОСТИЖЕНИЯХ МИРОВОЙ МЕДИЦИНЫ И ЛОГИСТИКЕ ЛЕЧЕНИЯ

THE JOURNAL OF MEDICAL TRAVEL

МЕДИЦИНСКИЙ ТУРИЗМ





THE JOURNAL

- ✓ Would you like **to find foreign partners** for your medical practice?
- ✓ Are you looking for **new patients** from abroad?
- ✓ Do you like to be kept up-to-date of the **latest global medical** news?

The Journal of Medical Travel is an international multicolourful glossy edition for physicians and hospital managers and for all who are interested in exchange of experiences and ideas with foreign colleagues and business development along with international medical community.

CONTENT GUIDE: key sections

COVER STORY A story about hospital with unique experience, history, technologies or doctors.

OPINION World's most prominent and influential figures in medicine or medical tourism tell us about their know-hows, philosophy and give their advises for colleagues.

INNOVATION We cover most promising medical devices, gathering doctor's opinions, academic studies and case histories.

DIAGNOSIS Paradigms and international resources of the treatment of certain disease.

MEDICAL CASE In-depth analysis of a patient's history: from first signs of illness to finding right hospital, diagnostics and treatment results.

ENTRY POINT We talk here about negotiating and partnership with concierge companies organizing treatment abroad.

DISTRIBUTION

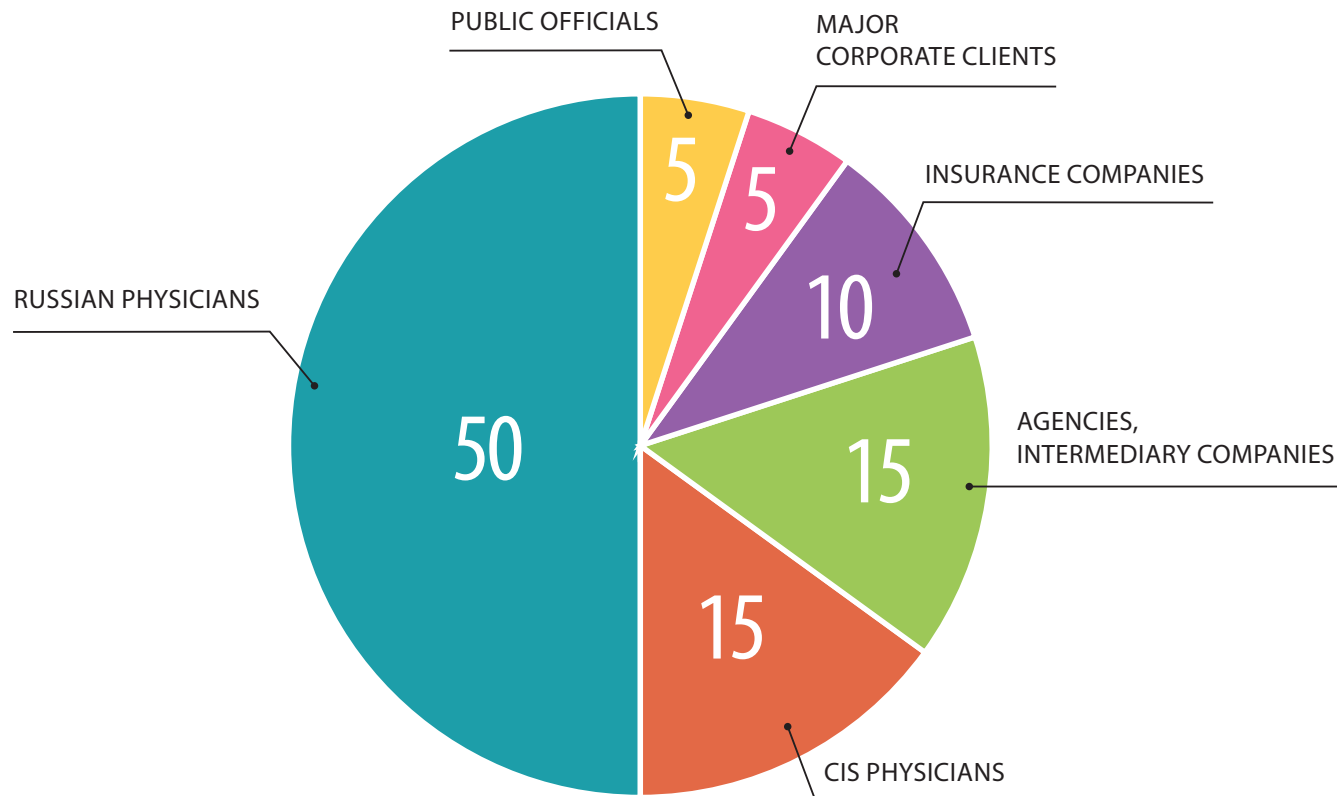
The Journal of Medical Travel will be distributed both in Russia and abroad, with an emphasis on capitals and cities with a high level of economic development, primarily in areas that attract major flows of medical tourists.

Distribution by channels:

- ✓ Exhibitions and conferences
- ✓ Professional medical congresses
- ✓ Top managers of commercial organizations
- ✓ Politicians
- ✓ Subscription
- ✓ Online Version.

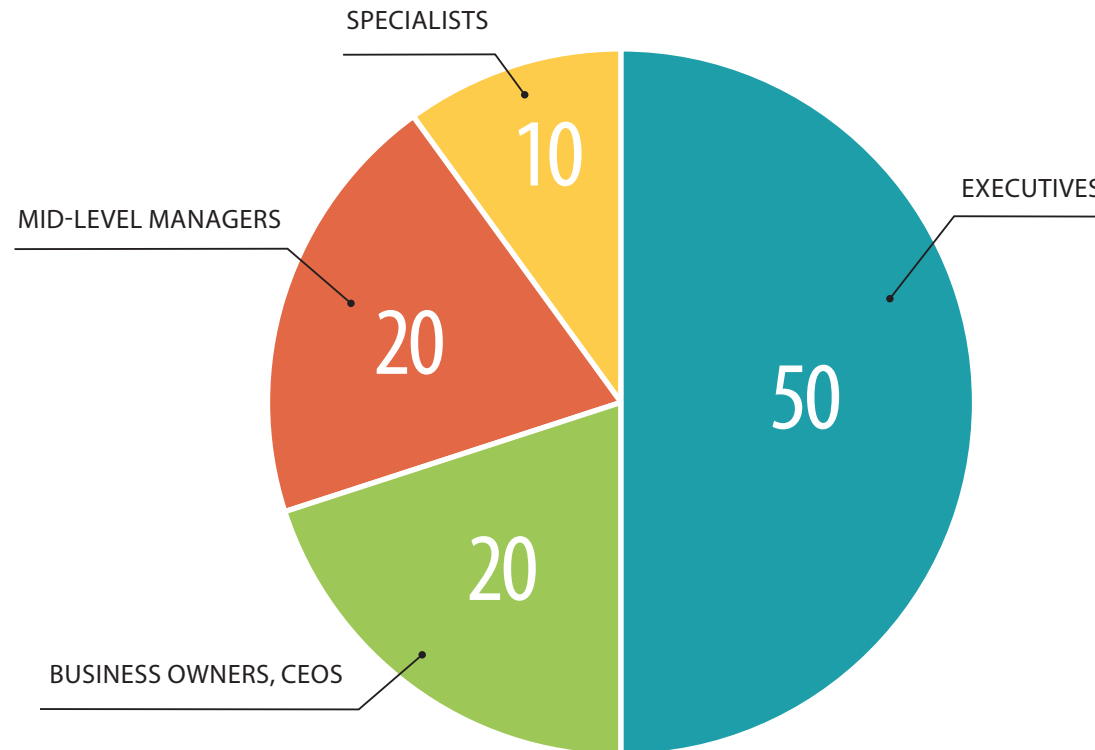
AUDIENCE

Readership by business scope, %



АУДИТОРИЯ ЖУРНАЛА

Readership by job role, %





COMMUNITY

Our goal is to create an integrated space for dialogue of people interested in the development of medical tourism.

We're going to organize **Annual World Medical Travel Congress** (with special offers for Journal's advertisers and partners) and other activities to promote and develop medical tourism.

Ideas and passion are what drives businesses forwards. We are powered by our passion to help industry participants from different countries to become closer and more understandable to each other.

If you want to offer us a partnership or collaborative event, we will be happy to discuss these opportunities with you.



EDITORIAL PLAN 2018

- ✓ 1st issue – March;
- ✓ 2nd issue – September;
- ✓ 3rd issue – December.

At December 2017 we're going to release a pilot issue of The Journal of Medical Travel. Please, ask our managers about promotional opportunities — it's not too late to inspire our readers with your story.



ONLINE VERSION

The online version of The Journal of Medical Travel is a web portal where experts will be able to read top news of the industry, communicate, exchange ideas and learn about upcoming industry events.

PLACEMENT OPTIONS

- ✓ Advertising modules in the magazine and / or on the online version
- ✓ Editorials (interviews, articles etc.)
- ✓ Additional services:
 - Mailouts on physicians' databases;
 - Promotion of materials in social networks;
 - Distribution of partner's materials with the Journal.



EDITORIAL TEAM

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