

THINK STRATEGICALLY. JOIN OUR COMMUNITY.



ADVERTISING & **MEDIA KIT** 2020

PLANNING YOUR COMPANY'S STRATEGY IS YOUR PRIORITY, EMPOWERING YOU
WITH INSIGHT AND ANALYSIS IS OURS. WELCOME TO MYSTRATEGIST.COM

FOR OVER 20 YEARS OUR GLOBAL MEDTECH INVESTMENT CONFERENCES HAVE OFFERED UNMATCHED ACCESS THROUGH PARTNERING AND NETWORKING TO THOUGHT LEADERS, INVESTORS & INNOVATORS.



“The MedTech Strategist Innovation Summit Dublin Conference is a perfect event to engage leading investors and innovators from across the inter-national landscape. The structure of the conference is perfect for both networking and fundraising.”

— JOSH MAKOWER
General Partner, NEA

MedTech Strategist
INNOVATION SUMMIT
Dublin 2020

Medical Alley
INNOVATION SUMMIT
Minneapolis 2020

MedTech Strategist
INNOVATION SUMMIT
San Francisco 2020

Southeast
MEDTECH FORUM
Raleigh 2020

VISIT WWW.MEDTECHSTRATEGIST.COM

20,000+

THE NUMBER
OF GLOBAL
CONFERENCE
ATTENDEES

12,000+

THE NUMBER
OF INDIVIDUAL
PARTNERING
MEETINGS HELD

2,400+

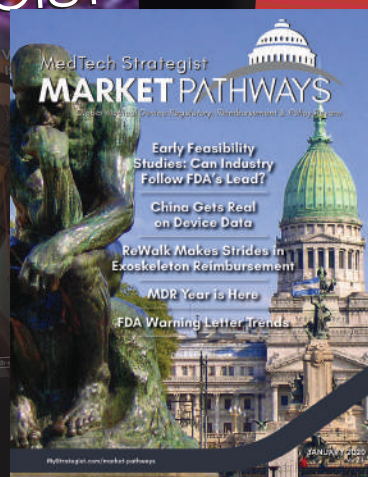
COMPANY
SUBSCRIPTIONS
TO OUR
PUBLICATIONS

“



The Dublin Medtech conference has the ability to motivate Medtech focused innovators, investors and industry to collect in one place. It's the gateway to European Medtech and provides excellent networking opportunities.”

— CAROLINE GAYNOR
VP Lightstone Ventures



OUR COVERAGE

Coverage Extending Across All Silos of The Medical Device Ecosystem

A sampling of the topics we cover include:

- Business Strategies
- Investments & M&As
- Market Coverage
- Start-Ups to Watch
- Emerging Markets
- Healthcare Delivery, Providers, Payors
- Perspective & Commentary
- Reimbursement & Regulatory
- Approvals
- Cardiovascular & Vascular
- Clinical Trials
- Compliance
- Critical Care & Emergency Medicine
- Cybersecurity
- Diabetes
- Diagnostics
- Digital Health
- FDA
- Global Harmonization
- Legislation
- Market Access
- Neurology & Neurovascular
- Notified Bodies
- Oncology
- Orthopedics & Spine
- Patient Monitoring
- Quality
- Regenerative Med & Cell Therapy
- Registries & RWE
- Surgery & Robotics



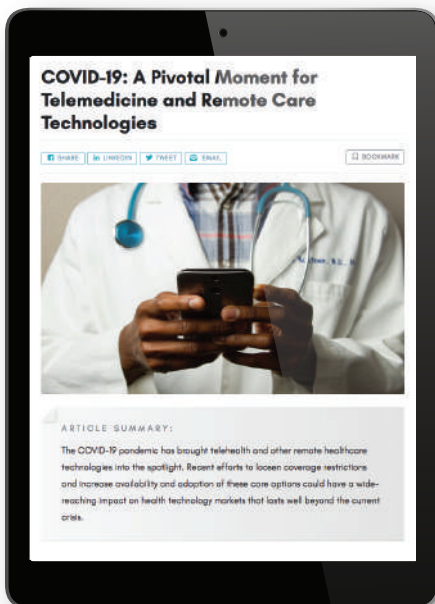
MYSTRATEGIST.COM

DIGITAL ACCESS

MyStrategist.com is your new digital home to access MedTech Strategist's unparalleled publications, MedTech Strategist and MedTech Strategist Market Pathways; and our blog content.

With MyStrategist.com you can:

- Browse our content by publication, topic, market category, article series, author & more!
- Search our extensive content archives quickly and easily with our intuitive search bar and article browse page
- Access related content to maximize your understanding of the ever-changing medical device ecosystem
- Bookmark articles as you explore our content, and read them on demand
- With each page refresh, new content appears to further enhance your strategy



OUR PUBLICATIONS & COMMUNITY BLOG

YOU DON'T NEED TO READ LESS, YOU NEED TO READ RIGHT

The global medical device industry is evolving rapidly, and more change is coming. Making sense of it all, deciding what is relevant and what isn't, is getting increasingly difficult.

MedTech Strategist: As subject-matter experts, the MedTech Strategist editorial team is the industry's most experienced and trusted publication. MedTech Strategist was created to not just explain what is going on in the medical device space today, but why events are occurring and the impact in the future on a worldwide scale. All in an effort to provide you with leverage and a business advantage which adds to your expertise.

Market Pathways Global Regulatory, Reimbursement & Policy Review delivers incomparable intelligence exploring the people, challenges, and opportunities impacting the global medtech regulatory and reimbursement community including weekly coverage on the most important topics in our industry today.

Medtech Strategist COMMUNITYBLOG

MedTech Strategist's free Community Blog explores the passion behind the people, technologies, and companies impacting the global device space.



February 25, 2020 | David Filmore

Pathways' Pick of the Week: Diagnostics Reform Efforts Pick Up

Activity focused on reforming how diagnostics are regulated in the US is resurfacing in Congress and at FDA, but it's unlikely there will be resolution on the issue this year. That is this week's top news pick from Market Pathways.

BOOKMARK

Our flexible subscription options have been crafted to best suit the needs of your organization.

ALL-ACCESS PUBLICATION PASS: \$2,995

- **SAVE 30%** (list: \$4290)
- 12-month term single-user subscription
- All MedTech Strategist and Market Pathways print issues
- Full online access to both publications archives
- *Offer valid for new subscriptions only*

STRATEGIST PRO SUBSCRIPTION: \$2,295

- 12-month term single-user to MedTech Strategist
- Online archive access to MedTech Strategist
- All MedTech Strategist print issues

PATHWAYS PRO SUBSCRIPTION: \$1,495

- **SAVE 25%** (list: \$1,995)
- 12-month term single-user to Market Pathways
- Full online access to Market Pathways archives
- All Market Pathways print issues

COMPANY-WIDE ACCESS

- Multi-User and Site-License subscriptions
- Pricing will vary



OUR CONFERENCES

GLOBAL MEDTECH INVESTMENT & NETWORKING CONFERENCES

Our medtech conferences offer your organization unmatched access to industry thought-leaders, investors, and innovators.

We help large corporations and the financial community discover and enhance their awareness of emerging companies and technologies that will help them fill their pipelines. Each conference is thoughtfully designed to maximize you and your team's time and investment by showcasing hand-selected emerging technologies from around the world, along with candid onstage interviews, and panel discussions from key influencers spanning the global medical device industry.



JOHN CARREROU

MEDTECH STRATEGIST'S INNOVATION SUMMIT CONFERENCE SERIES

MedTech Strategist
INNOVATION SUMMIT
Dublin 2020

Medical Alley
INNOVATION SUMMIT
Minneapolis 2020

MedTech Strategist
INNOVATION SUMMIT
San Francisco 2020

Southeast
MEDTECH FORUM
Raleigh 2020

ALL-ACCESS EVENT PASS: \$5,795

- One pass, unlimited access
- Unprecedented access to each MedTech Strategist's 2020 Conferences

1,200+
SPONSORS
REPRESENTED

CONFERENCE OPPORTUNITIES

SPONSORSHIP: All Sponsors will benefit from approved company name, logo and text description on all conference and promotional material and on our website. Sponsors will also receive reception company branding, permission to make available any promotional materials to the audience, and will receive prime placement within the JUJAMA partnering software.

PRESENT: Is your innovative start-up medical device company seeking high-quality, investment/strategic partners from around the globe? Then apply to present at an Innovation Summit Conference!

Kristy J. Kennedy

Chief Business Officer

k.kennedy@medtechstrategist.com



1,000
ACTIVE
MEDTECH
INVESTORS
ATTENDED

DON'T JUST ADVERTISE... STRATEGIZE

DIGITAL ADVERTISING

MedTech Strategist offers advertisers branding and thought leadership opportunities. About 50% of our web traffic comes from organic search. This represents an opportunity to influence readers who are not subscribers of MedTech Strategist. Our platform gives

you a range of visibility and choices to ensure your message gets the attention it deserves—from readers who make a difference. Our recommended media plan is a combination of ads in various locations on mystrategist.com. All ads are compatible with desktop, tablet or mobile phone.

DIGITAL AD SIZES

Sponsored Article/ Ad Display:

1200 x 700



EMERGING MARKETS

Will Heart Failure Be the Next Growth Market in Transcatheter Structural Heart?

2 days ago | David H. Hollinger

Rise in prevalence of mitral valvular disease will enhance the growth of transcatheter heart valve replacement market in the upcoming years. The use of transcatheter heart valve in ambulatory surgical centers is estimated to grow at 14.7% over the forecast period.

Low Banner:

1280 x 360 (Flexible)



Fixed Partial Modal:

1280 x 300 (Flexible)



Sidebar Fixed:

700 x 600 (Flexible)



Search/Category Insert:

290 x 320 (Flexible)



PRINT ADVERTISING

Advertisements would appear to subscribers within the 'full issue view' feature on our site and also within the print copies mailed to subscribers and distributed at our highly regarded investment conferences.

Specifications: Measurements are in inches, width by height

FULL PAGE

8.5 x 11

8.75 x 11.25 (with bleed)

8.25 x 10.75 (Live area)

1/2 PAGE HORIZONTAL

7.5 x 4.75

8.75 x 5.625 (with bleed)

1/2 PAGE VERTICAL

3.75 x 9.25

4.38 x 11.25 (with bleed)



Find
MedTech Strategist
Community Blog
on Apple News!

Bridget Kelly-Stoll

Bridget Kelly-Stoll Global Sales Director

E: b.stoll@medtechstrategist.com