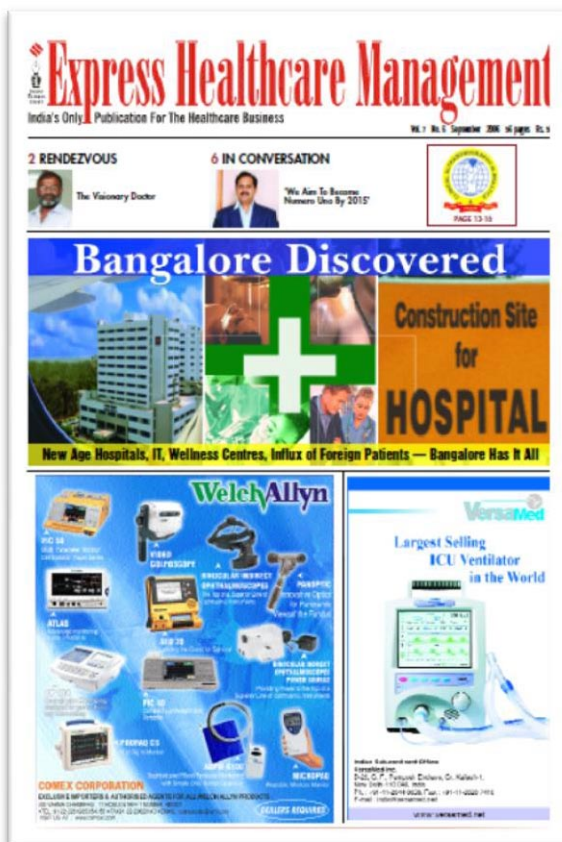




# MEDIAKIT

# Our Journey...



## Core Content Themes



*Testimony to our **15-year-old brand** is the loyal reader base and the number of reprint requests.*



**Cover Story**

- Analysis of industry trends, latest developments and related issues
- Profile companies or industry leaders who have been in news

**Strategy**

- Examine business strategies innovations, new areas of development and expansion used by healthcare players
- Feature case studies

**Market**

- Interviews, event coverage, news and latest developments defining the healthcare market

**Knowledge**

- Showcase new techniques, technologies, surgical procedures, logistics and storage



**Radiology/In Imaging**

- Developments in radiology and imaging techniques from technical as well as business perspective

**Hospital Infra**

- Latest trends and developments in hospital infrastructure

**IT@Healthcare**

- Opinions from leaders, case studies and trends of IT implementation in Healthcare industry

**Life**

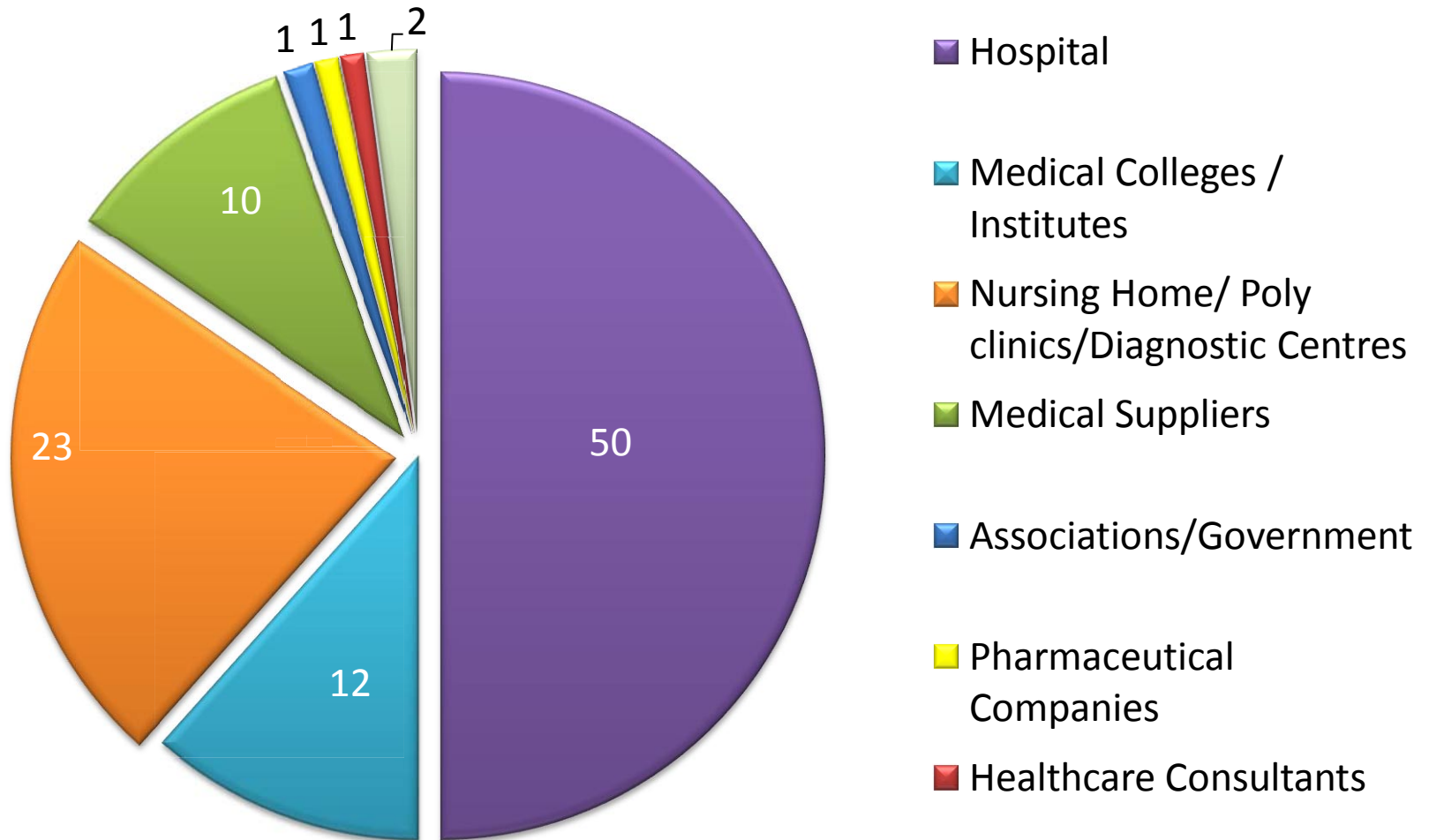
- Eminent professionals and stories on personal growth, career development, human resource issues and development-related features

## Our Community



*Our **loyal readership base** includes pathbreaking healthcare leaders, clinical experts and management professionals who push the envelope when it comes to **healthcare delivery models**.*

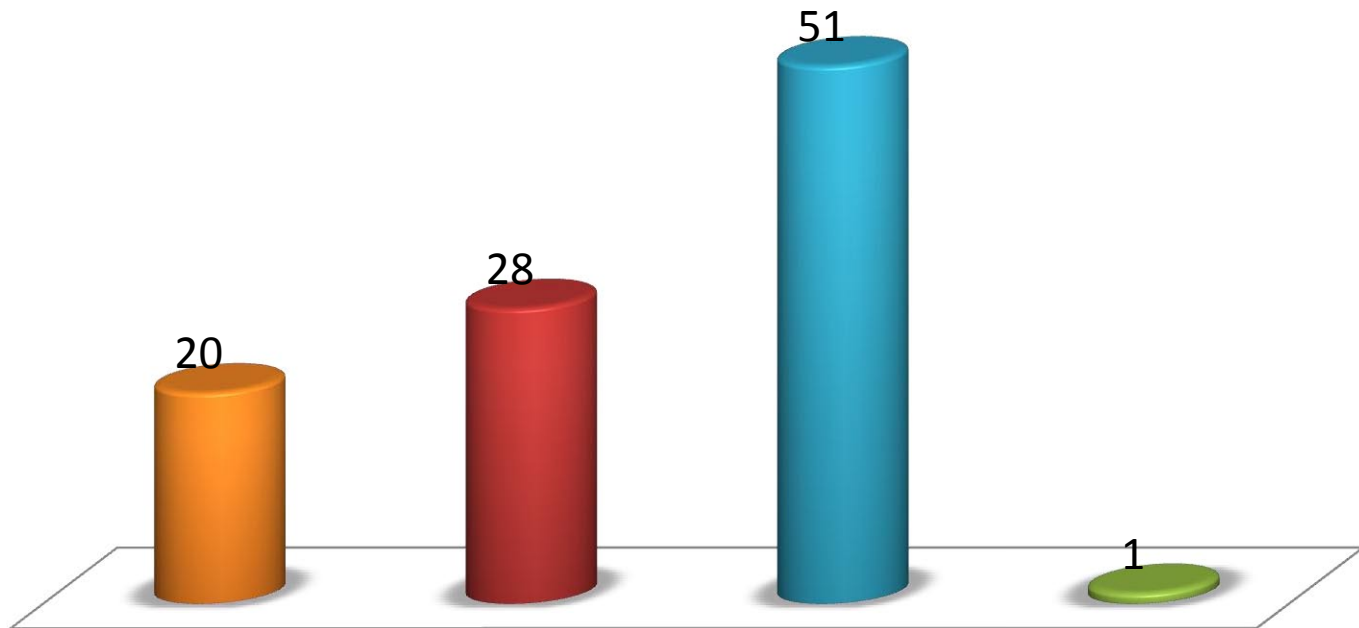
# By audience



\* Figures represent percentages

# By designation

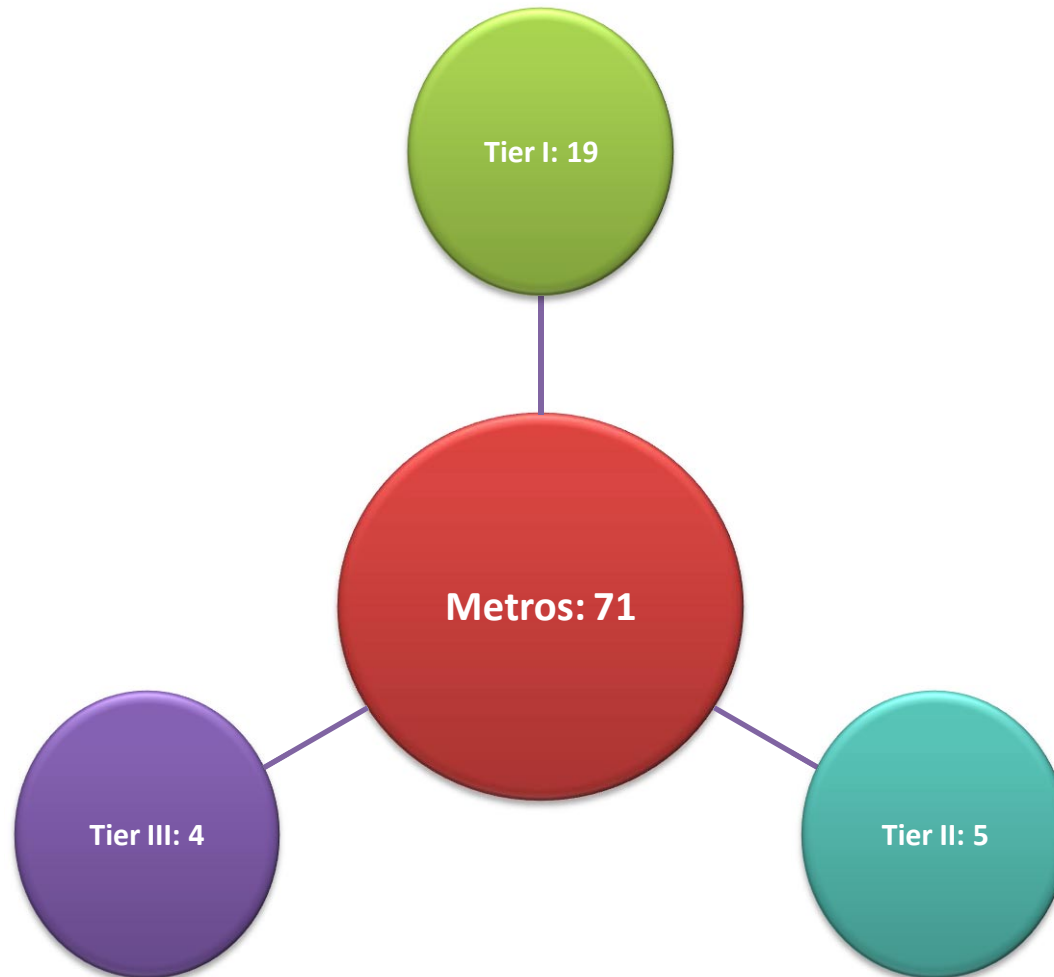
- CXOs/Strategists
- Management/Administrators
- Head of Medical Specialties
- Others



*\* Figures represent percentages*



# By geography



*\* Figures represent percentages*

## Marketing Solutions



***Express Healthcare** is an effective medium to reach a focussed audience of Hospital superintendents, directors, departmental heads, purchase officers and owners of nursing homes.*

# Print

