



MDET

The Journal of Medical Device Education & Training

MEDIA INFORMATION 2018



SAFETY PARTNERS

The power of partnerships

patient safety is a team effort

Improvement

Dr. [Name]

Dr. [Name]

Dr. [Name]

Dr. [Name]

Dr. [Name]

SAIPP

THERE IS A LEADER IN ALL OF US -

NOT EVERY DAY BUT WE ALL HAVE TO LEAD ON SOMETHING AS SOME POINT PUSHES OUR CAREER OR LIVES.

Dr. [Name]

MHRA delivers guidance on human factors

In collaboration with key stakeholders, MHRA has produced guidance on the human factors aspects of design for medical devices including those in drug-device combination products.

View MDET at www.mdetjournal.com

MDET is the official journal of NAMDET and has become one of the UK's leading Medical Device publications. The journal focuses on views, learnings and best practice within medical device education and training, whilst sharing the work of NAMDET and how the organisation helps NHS Trusts and their staff. The journal is produced and published by Specialist Publishers Ltd. and profit from the journal helps to fund NAMDET's work.

The journal is published quarterly and includes editorial from leading professionals and regular commentary from key organisations such as NHS Improvement, MHRA and the Association for Perioperative Practice (AfPP)

The journal has a print circulation of around 2000 named contacts and an additional digital distribution of approximately 2500 individuals involved with medical devices and their use within the NHS.

The circulation includes all NAMDET members as well as those whose role relates to medical device management, deployment, use or training.

This includes educators and trainers, EBMEs, Medical Physics, risk and governance managers, nursing staff and Key NHS leaders in the medical device area.

There are opportunities for commercial involvement in the journal similar to those traditionally available in all medical publications. In addition, Specialist Publishers would be delighted to discuss any ideas you may have regarding how you might like to work with the journal on any special projects, such as roundtables, online events, event reports or other partnerships.

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RATE CARD

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Sponsored editorial

Sponsored feature (2 pages, approx. 1200 words): £2,000

Copy is provided by the sponsor and can have a commercial leaning, but needs to be informative for the journal audience in a wider context than just product information. All content will require editorial approval to ensure it meets these requirements. The copy will be laid out in the journal's house style with the sponsorship noted with company logo. Any medical or regulatory copy requirements can be included if mandated. The journal can produce copy for an additional cost.

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COPY DEADLINES 2018:

Vol 2, Issue 2: **30th March**

Vol 2, Issue 3: **29th June**

Vol 2, Issue 4: **14th September**

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Commit for 3 issues
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(different content
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each issue):
£3,000

Contact:

Mike Dixon, Publisher
Specialist Publishers

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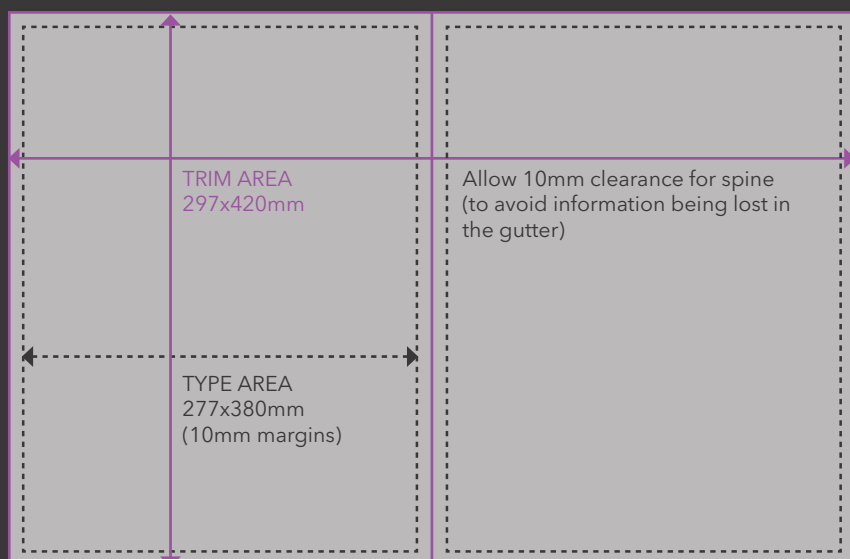
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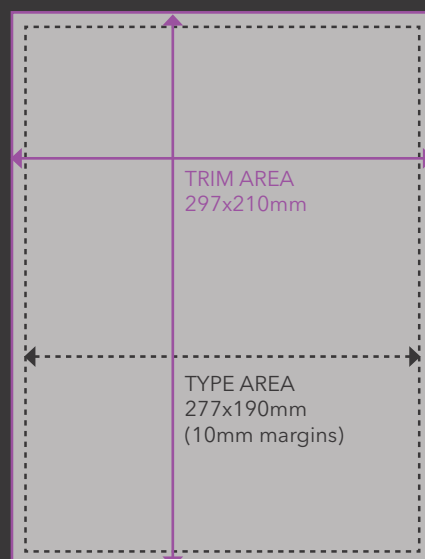
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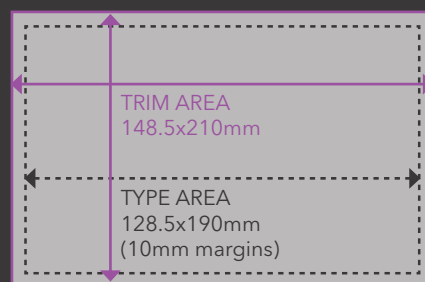
Double page spread (Full page x 2)



Full page



Half page



Artwork Requirements:

- 3mm bleed on all sides
- It is preferable to have double page spreads supplied as 2 x single pages
- We require the advert to be saved as a Print Ready PDF with Trim Marks ONLY (No Bleed Marks or Colour Bars) 'or' Photoshop Tiff file (300dpi)
- Ensure all pictures/logos are high resolution and CMYK format
- All fonts must be embedded



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