

MDET

The Journal of Medical Device Education & Training

View MDET at www.mdetjournal.com

MDET is the new official 'magazine style' journal of NAMDET. 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 will be published quarterly throughout 2017.

The journal will have a print circulation of around 2000 named contacts and an additional digital distribution of approximately 4000 individuals involved with medical devices and their use within the NHS.

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

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

There will be 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.

To celebrate the launch of the journal, commercial organisations who commit in advance to advertising in the remaining 2 issues in 2017 can receive significant discounts.

RATE CARD

Advertisements

Page advertisement: £950

Half page advertisement: £500

For special positions please contact publisher for price

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.

Product news (editorial):

Quarter page, approx. 150 words: £350

Half page, approx. 250 words: £600

(If no image, increase word count by 50%)

A product or company news section will allow commercial organisations to provide news content for sponsored publication. Typically this will comprise words and an image (provided by sponsor) with 'further information available from..' details included.

15% discount is available on all the above rates for not-for-profit and .gov or .nhs organisations

COPY DEADLINES 2017:

Vol1, Issue 3: **7th July 2017**

Vol1, Issue 4: **6th October 2017**

SPECIAL PACKAGES:

Commit to the remaining 2 issues by 14th June 2017

Page advert in each issue:
£1,650

Half page product / company news in each issue:
£850

Sponsored feature in each issue (different content required for each issue): £3,750

Contact:

Mike Dixon, Publisher
Specialist Publishers

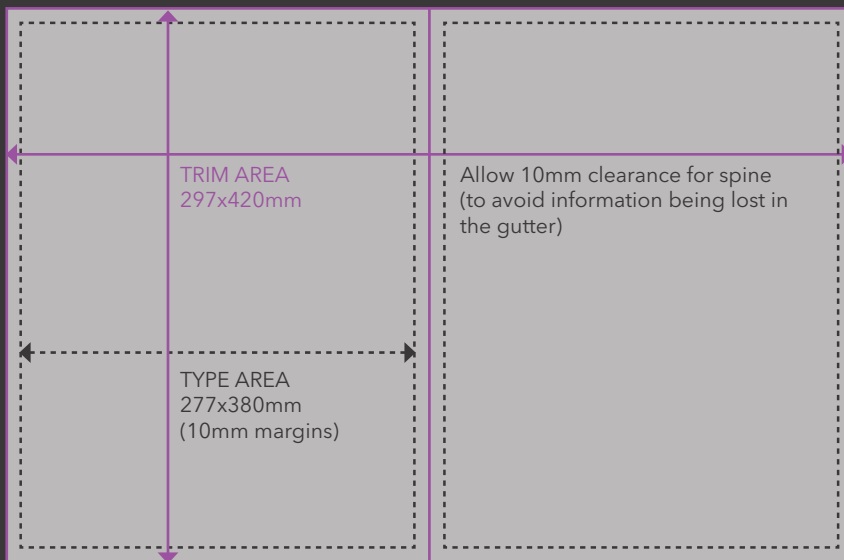
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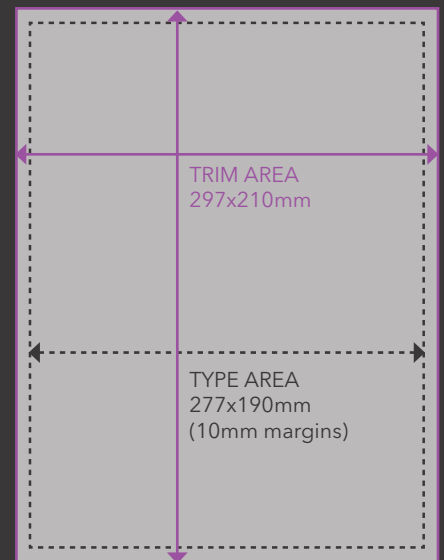
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TECHNICAL SPECIFICATIONS

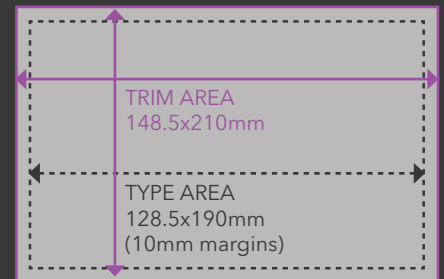
Double page spread (Full page x 2)



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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