



2019 MEDIA KIT



CATÁLOGO DE
PROVEEDORES PARA

LA SALUD

PRINT

DIGITAL

EVENTS

+49,000

decision makers
and influencer buyers

www.catalogodelasalud.com

**AXIOMA B2B
MARKETING**

B2B Marketing experts for niche industries

CATÁLOGO DE
PROVEEDORES PARA
LA SALUD

elHospital

LA BARRA
La variedad de reportes para industria, logística y más

ALIMENTOS

Plástico

elEmpaque
Conversión

REPORTERO INDUSTRIAL

METALMECÁNICA

FIERRROS

EN OBRA

EN OBRA
CONTRATISTAS

CATÁLOGO DEL
EMPAQUE

CATÁLOGO DE
LOGÍSTICA

Salón

GreatIdea

Contact us:

servicioalcliente@axioma.com.co

@catalogosalud

CATÁLOGO DE LA SALUD

CATÁLOGO DE LA SALUD is an Axioma B2B Marketing publication that develops and manages business communities in Colombia through integrated printed and digital B2B Marketing solutions with the intention of promoting the exchange of goods and services among suppliers and professionals and companies in the Healthcare sector in Colombia.

Through our publication, we reach more than 49,000 decision makers and key influencers in the buying process.



*** PRINT AND
DIGITAL AUDIENCE
100% AUDITED BY
OUR CIRCULATION
DEPARTMENT**




**PRINT
MEDIA**
15,000
MAGAZINES
IN COLOMBIA



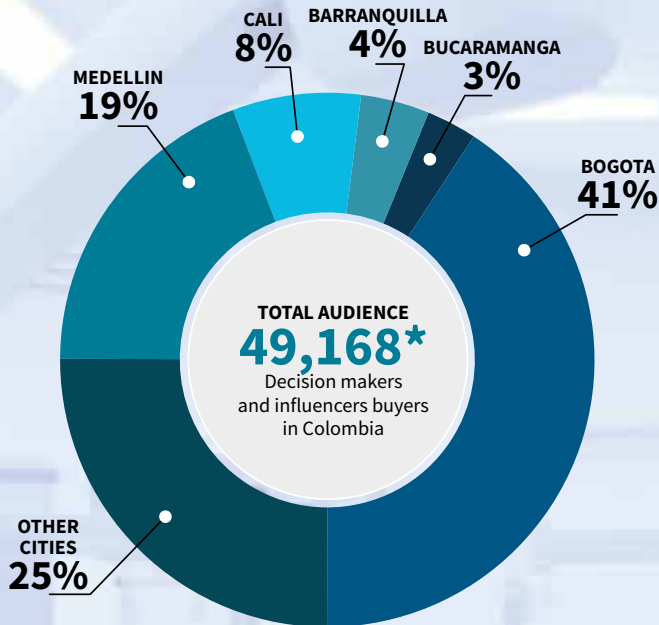
**MORE THAN 1,220 SUPPLIERS
OF THE SECTOR OFFERING
THEIR SOLUTIONS OF:**

- Equipment for general medicine.
- Equipment and supplies for medical specialties.
- Supplies, endowments, and services.



**DISTRIBUTED AMONG
THE MAIN DECISIONS
MAKERS OF:**

- Medical Centers, Hospitals and Clinics.
- Clinical laboratories and diagnostic support centers.
- Entities linked to the Health sector.
- Suppliers of the sector.



**DIGITAL
MEDIA***

www.catalogodelasalud.com

108,268
PAGE VIEWS
36,610
VISITS
30,290
UNIQUE VISITORS

*Monthly average
January- June 2018



ORGANIC TRAFFIC

95%
2018

- We are the gateway to expand your presence on Internet, leverage your brand through our reputation in search engines.

► **Our reputation in search engines
grows day by day.**



**GENERATION OF LEADS
THROUGH ORGANIC TRAFFIC
AND SEO SUPPORT**

918
LEADS/
MONTH

- Monthly leads average in 2018
- Data reported by Omniture Jan-Jul '18.

► **More exposure and sales lead
generation for your brand.**

* **Total Audience:** Represents the summation of the qualified subscribers of the print and digital magazine and e-newsletters, without duplications, plus the Website Unique Visitors. The Website Unique visitors could present potential duplications due to the impossibility to identify unlogged visitors.

BUSINESS AND INDUSTRY BREAKDOWN		PRINT	PRINT + DIGITAL	TOTAL PRINT	DIGITAL	TOTAL E-NEWSLETTER	TOTAL
SUPPORT FOR DIAGNOSIS	Diagnostic support Centers	345	317	662	102	419	764
	Clinical laboratories	334	303	637	178	481	815
	Subtotal	679	620	1,299	280	900	1,579
INSTITUTIONS OF MEDICAL ATTENTION	Medical Centers	1,128	1,113	2,241	721	1,834	2,962
	Specialists Medical Centers	454	468	922	410	878	1,332
	Dental Offices and Centers	241	258	499	144	402	643
	Clinics	2,323	1,507	3,830	660	2,167	4,490
	Hospitals	1,498	1,066	2,564	574	1,640	3,138
	Subtotal	5,644	4,412	10,056	2,509	6,921	12,565
OTHER ENTITIES LINKED TO THE SECTOR	Mayoralties (Health Secretariats)	24	66	90	267	333	357
	Family Compensation Funds	2	3	5	15	18	20
	EPS and prepaid medical plans	24	28	52	39	67	91
	Social Assistance Organization - Red Cross	5	13	18	66	79	84
	Ambulance Services	57	46	103	36	82	139
	Universities (Faculties of Medicine)	6	2	8	3	5	11
	Subtotal	118	158	276	426	584	702
SUPPLIERS FROM THE SECTOR	Wholesale trade of:						
	- Medical and Surgical Equipment	89	139	228	77	216	305
	- Instruments and devices	25	50	75	61	111	136
	- Pharmaceutical products	31	35	66	86	121	152
Subtotal	145	224	369	224	448	593	
TOTAL QUALIFIED CIRCULATION		6,586	5,414	12,000	3,439	8,853	15,439

TITLE BREAKDOWN		PRINT	PRINT + DIGITAL	TOTAL PRINT	DIGITAL	TOTAL E-NEWSLETTER	TOTAL
MEDICAL ADMINISTRATION	Manager / Marketing Director	341	264	605	241	505	846
	Bio-medical engineer	90	82	172	42	124	214
	Chief / Medical Coordinator	513	317	830	134	451	964
	Subtotal	944	663	1,607	417	1,080	2,024
MAYORS / GOVERNMENTS	Health Secretary	22	69	91	263	332	354
	Subtotal	22	69	91	263	332	354
TOP HEALTHCARE MANAGEMENT	Manager / General Director	3,413	2,936	6,349	1,585	4,521	7,934
	Subtotal	3,413	2,936	6,349	1,585	4,521	7,934
CLINICAL LABORATORY	Bacteriologist	155	87	242	26	113	268
	Manager / Purchasing Director	104	79	183	125	204	308
	Chief / Clinical Laboratory Coordinator	173	131	304	76	207	380
	Subtotal	432	297	729	227	524	956
TOTAL QUALIFIED CIRCULATION		6,586	5,414	12,000	3,439	8,853	15,439

CITY BREAKDOWN	PRINT	PRINT + DIGITAL	TOTAL PRINT	DIGITAL	E-NEWSLETTER	UNIQUE VISITORS	TOTAL
Bogota	1,161	1,092	2,253	765	1,857	16,366	3,018
Medellin	578	678	1,256	423	1,101	7,295	1,679
Cali	493	391	884	270	661	2,264	1,154
Barranquilla	393	327	720	206	533	948	926
Bucaramanga	284	224	508	132	356	723	640
Cartagena	179	107	286	82	189	225	368
Cucuta	162	89	251	46	135	203	297
Pereira	130	121	251	56	177	272	307
Manizales	99	108	207	43	151	160	250
Other cities	3,107	2,227	5,384	1,416	3,693	1,834	6,800
TOTAL DISTRIBUTION	6,586	5,414	12,000	3,439	8,853	30,290	15,439

* Data provided and audited by our Circulation Department to June 2018.

• The E-Newsletter subscribers are equivalent to the number of contacts available for sending e-mail marketing.

El Hospital is an Axioma B2B Marketing publication Marketing that develops and manages vertical business communities in Colombia through integrated B2B marketing solutions (print and digital), in order of promoting the exchange of goods and services among global technology providers, professionals and companies in Health sector. El Hospital Magazine reaches more than **28,000** certified decision makers and influencer buyers of the Healthcare sector in Colombia.



PRINT MEDIA



COLOMBIA CIRCULATION

4,095
MAGAZINES



PAN-REGIONAL CIRCULATION

14,000
MAGAZINES



MEXICO 44,5%



COLOMBIA 29,3%



ARGENTINA 10%



CHILE 7,7%



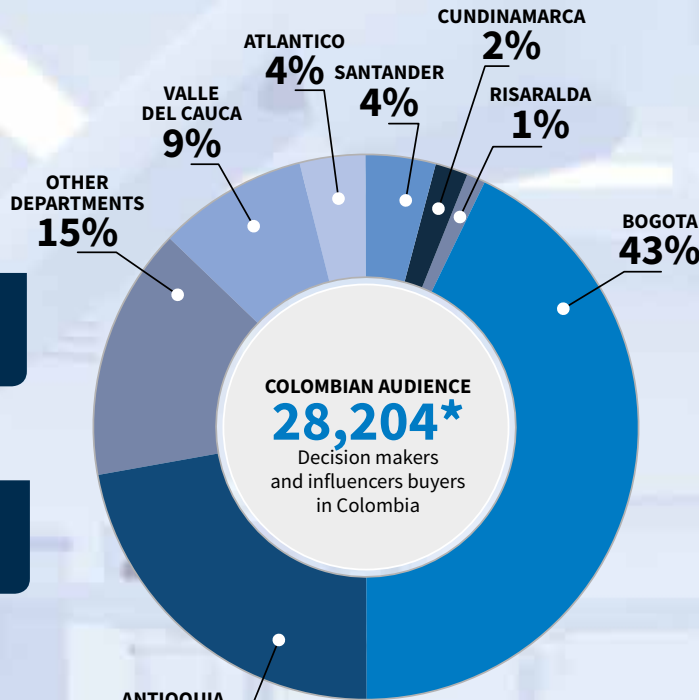
PERU 5,4%



ECUADOR 3,1%

The trajectory and quality of our editorial content continues to bring a loyal audience and committed, evidenced in 100% of Direct subscribers reported by BPA Worldwide in June 2018.

*** Total Audience:** Represents the summation of the qualified subscribers of the print and digital magazine and e-newsletters, without duplications, plus the Website Unique Visitors. The Website Unique visitors could present potential duplications due to the impossibility to identify unlogged visitors.



COLOMBIAN AUDIENCE
28,204*
Decision makers and influencers buyers in Colombia

100% Print and digital audience audited



DIGITAL MEDIA*

www.elhospital.com

COLOMBIA TRAFFIC

38,520
PAGE VIEWS

21,325
VISITS

17,930
UNIQUE VISITORS

PAN-REGIONAL TRAFFIC

130,760
PAGE VIEWS

78,940
VISITS

68,974
UNIQUE VISITORS

*Monthly average January- June 2018



ORGANIC TRAFFIC

88%
2018

We are the gateway to expand your presence on Internet, leverage your brand through our reputation in search engines.

*Data reported by Omniture Jan-Jul '18.

Our reputation in search engines grows day by day.



E-NEWSLETTERS IN COLOMBIA

12,009
EMAIL
DELIVERED

25%
AVERAGE
OPENING

*Monthly average January-June 2018

elhospital
 Revista El Hospital
 Revista El Hospital
 EL HOSPITAL

SEGMENTED AUDIENCE

BUSINESS AND INDUSTRY BREAKDOWN	TOTAL QUALIFIED	PERCENTAGE	PRINT	DIGITAL MAGAZINE	E-NEWSLETTERS
Hospital/Clinic	2,696	57,3%	2,455	241	3,058
Diagnostic centers (non hospital)	994	21,1%	955	39	804
Distributing/Service for Equipment	671	14,3%	505	166	811
Outpatient services	190	4,0%	144	46	421
Institution/Ministry/Association	140	3,0%	36	104	76
Other Medical Services	11	0,3%	-	11	387
Other Medical Services	-	-	-	-	15
TOTAL QUALIFIED CIRCULATION	4,702	100%	4,095	607	5,572

TITLE BREAKDOWN	TOTAL QUALIFIED	PERCENTAGE	PRINT	DIGITAL MAGAZINE	E-NEWSLETTERS
Top Healthcare Management	1,716	36,5%	1,653	63	1,758
Director/Chief medical department	1,180	25,1%	1,117	63	1,559
Health professionals	1,166	24,8%	960	206	114
Health professionals	544	11,6%	365	179	735
Government/ Library Copies/ Other Titled	96	2,0%	-	96	1,406
TOTAL QUALIFIED CIRCULATION	4,702	100%	4,095	607	5,572

REGIONS BREAKDOWN	TOTAL QUALIFIED	PERCENTAGE	PRINT	DIGITAL	UNIQUE VISITORS	E-NEWSLETTERS	TOTAL AUDIENCE	PERCENTAGE
Capital District	1,105	23,5%	859	246	9,373	1,470	11,948	42%
Antioquia	948	20,2%	853	95	4,295	1,087	6,330	22%
Valle del Cauca	443	9,4%	382	61	1,401	559	2,403	9%
Cundinamarca	149	3,2%	119	30	360	168	677	2%
Atlantico	236	5,0%	219	17	557	291	1,084	4%
Santander	284	6,0%	259	25	473	311	1,068	4%
Risaralda	113	2,4%	104	9	174	131	418	1%
Others regions	1,424	30,3%	1,300	124	1,297	1,555	4,276	15%
TOTAL	4,702	100%	4,095	607	17,930	5,572	28,204	100%

* Data projected based on the total audited by BPA June 2018

** The E-Newsletter subscribers are equivalent to the number of contacts available for sending e-mail marketing.

MONTH / ISSUE	CLOSING DATE	CLINICAL ADVANCES	HOSPITAL MANAGEMENT AND TRENDS	EDITORIAL COVERAGE AND / OR DISTRIBUTIONS AT TRADE SHOWS
FEB MAR Vol. 75 Issue 1	JAN 10	<ul style="list-style-type: none"> • Orthopedics and Rehabilitation • Anesthesiology, Emergency and / or ICU 	Metrology and maintenance of biomedical equipment	28th Colombian Congress of the Colombian Society of Cardiology and Surgery Cardiovascular (SCC) Barranquilla, March
APR MAY Vol. 75 Issue 2	MAR 8	<ul style="list-style-type: none"> • Surgery in Cardiology • Clinical Laboratory 	Accreditation and improvement of quality in care and security to the patient	64th National Congress of the Colombian Society of Surgery Orthopedic and Traumatology (SCCOT) Cartagena, May
JUN JUL Vol. 75 Issue 3	MAY 3	<ul style="list-style-type: none"> • Anesthesiology, Emergency and / or ICU • Gynecology and Obstetrics 	Diagnostic Imaging	33rd Colombian Congress of the Colombian Society of Anesthesiology and Resuscitation (SCARE) Bucaramanga, June
AUG SEP Vol. 75 Issue 4	JUL 4	<ul style="list-style-type: none"> • Cardiology and Internal Medicine • Orthopedics and Rehabilitation 	Telemedicine	44th Colombian Congress of Diagnostic Radiology and Interventionist (CCR) Cartagena, August 1 to 3 45th National Congress Advances in Surgery August Latin American Meeting of Hip Surgeons and Knee (ELCCR) Cartagena, August.
OCT NOV Vol. 75 Issue 5	SEP 6	<ul style="list-style-type: none"> • Surgery in Oncology • Diagnostic images 	Clinical Laboratory	19th International Congress of the National College of Bacteriology. November 7th International Forum of Medical Devices of the National Association of Businessmen of Colombia (ANDI) Bogota, November.
DEC JAN/20 Vol. 75 Issue 6	NOV 6	<ul style="list-style-type: none"> • Anesthesiology, Emergency and / or ICU • Cardiology and Internal Medicine 	Health sector and medical technology industry : Balance and perspectives for 2020	

FOR MORE INFORMATION CONTACT OUR EDITORIAL DEPARTMENT:

El Hospital Editor: Carlos Bonilla • E-mail: carlos.bonilla@axiomab2b.com

PERMANENT CONTENT FEED ONLINE	
 SPECIALTIES	<ul style="list-style-type: none"> • Diagnostic Imaging and Nuclear Medicine • Surgery • Obstetrics, Gynecology and Women's Health • Pediatrics and Neonatology • Orthopedics, Sports Medicine and Rehabilitation • Anesthesiology • Emergency and Trauma • Critical Care Medicine and Intensive Care • Oncology and Radiotherapy • Clinical laboratory, pathology and blood bank • Internal medicine and subspecialties (Cardiology, Gastroenterology, Hematology, Infectology, Neurology, etc.) • Specialized Procedures
 MANAGEMENT AND HEALTHCARE IT	<ul style="list-style-type: none"> • Planning, construction, manning and operation of health institutions • Medical equipment interoperability (Medical Informatics, Telemedicine and communications) • Accreditation and quality improvement • Financing hospital technology and projects • Metrology and maintenance of biomedical equipment
 MEDICAL TECHNOLOGY INDUSTRY	<ul style="list-style-type: none"> • Regulation, design, manufacture, marketing and use of medical devices • Biomedical Engineering • Trade shows, events and industry facts
 PUBLIC HEALTH	<ul style="list-style-type: none"> • Health systems and policies in healthcare • Accreditation • Hospital security and patient security • Control of hospital infections • Intermediate and home care • Design and evaluation of health projects

SPECIAL SUPPLEMENT FOR CIRCULATION IN COLOMBIA			
MONTH - ISSUE	EDITORIAL FOCUS	CONTENT	FREQUENCY
Similar to the print edition of the journal <i>(for thematic programming by month request the Editorial Calendar for Colombia)</i>	Best practices and success stories	Experiences of institutions, agencies and authorities in quality, accreditation, healthcare and administrative processes.	Every two months (6 per year)
	Clinical articles	Clinical issues include the use of new techniques and technologies in Colombian health centers.	
	Product news	News releases in new medical equipment and devices to the Colombian market.	
	Interviews and opinion articles	Interviews and opinion articles of personalities and authorities in the health and medical technology industry sector.	

E-NEWSLETTERS

IN COLOMBIA - ONE PER MONTH

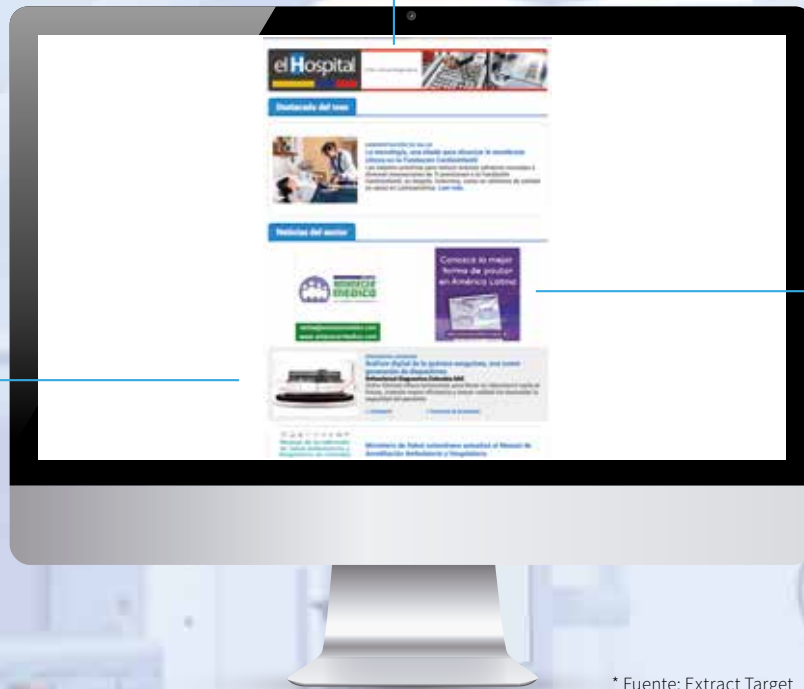
12,009 

E-MAIL SENT

25% 

OPENING AVERAGE

HEADLINE BANNER



**SUPPLIER NEWS
MODULE
4 CLIENTS**

**CO-SPONSORS
3 CLIENTS**

* Fuente: Extract Target
Promedio mensual Enero - Junio 2018

WEBINARS



THE SPACE WHERE YOUR BRAND IS THE PROTAGONIST!

- Direct contact with our captive audience.
- Share the latest advances of your brand through video conference.

You propose the subject, we the audience.



ClickMeeting Platform

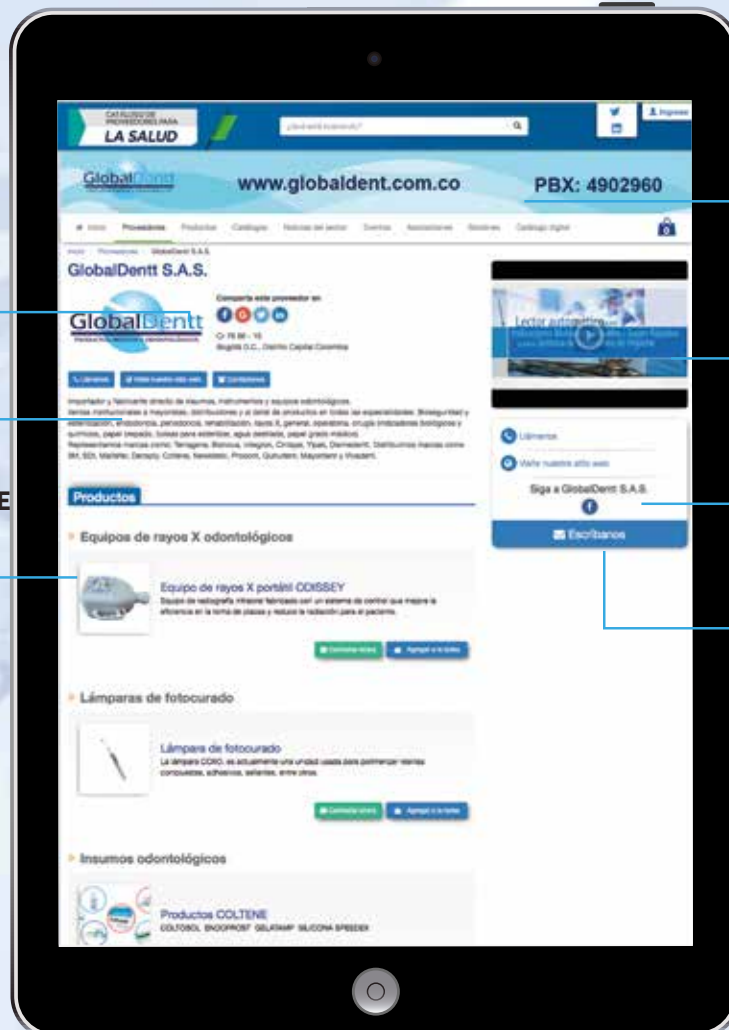
100 
**AVERAGE ATTENDEES
per webinar**

*2018 Average

More than **250** 

*** Qualified leads for
your company**

SHOWROOMS



COMPANY
INFORMATION

BUSINESS NAME
AND COMPANY
DESCRIPTION

PRODUCT CATALOGUE
OF UP TO 30
REFERENCES

HEADLINE
BANNER

VIDEOS

SOCIAL MEDIA

CONTACT THE
SUPPLIER
BUTTON



BENEFITS:

- ❖ Design your own product showcase within our websites and direct your communication to 100% qualified and segmented audience.
- ❖ Take advantage of the Internet positioning of our portal and impact to a larger audience.
- ❖ Take advantage of the SEO intervention of your Showroom for greater visibility on the Internet.
- ❖ Generate user interaction with your product through videos and photos.
- ❖ Easily update your information on the Internet.
- ❖ Measure the results of your investment effectively, request your report statistics.

E-BLAST / E-MAIL MARKETING

Through our **certified domain tool**, target a specific audience using the power of personalization to increase the response rate and **ROI** of your direct marketing campaign



BENEFITS

1. Personalized communication with your target audience.
2. E-blast tool with a certified domain.
3. Intelligent reports in real time.
4. Multiple functions (according to the communication goals).

OUR DATA



OPENING RATE
AVERAGE
31%



DECISION MAKERS
SUBSCRIBERS
17,283

CHARACTERISTICS



- Custom HTML design delivered by the client.
- Segmentation of the audience according to the client's objectives.
- Addition of spam lines for sending.
- Image: Height: 1300 px., Width: 950 px., Weight: 300 Kb (size required to avoid spam).
- Call to action (customer attraction).
- Link to a website, showroom or product file of the client.

WEBSITES



Navigation in the website **CATALOGODELASALUD.COM** by content area and product taxonomy aligns the specific needs of users and the exact supplier's solutions, generating an increase of effective contacts and an optimal return on your investment.



elHospital
ACTUALIDAD EN TECNOLOGÍA MÉDICA PARA EL SECTOR SALUD EN AMÉRICA LATINA

www.elhospital.com

38,520
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NOW WITH RENEWED DESIGN AND ADAPTABLE CONTENT TO ANY DEVICE AND SCREEN SIZE (RESPONSIVE)



**ASK FOR OURS
AVAILABLE SPACES**



We are leaders in B2B Marketing
for niche industries in
Latin America



We serve
1,600 SUPPLIERS

IN 45 COUNTRIES FROM ALL OVER THE WORLD

Our audience
+ 800,000

DECISION MAKERS IN LATIN AMERICA

CATÁLOGO DE
PROVEEDORES PARA
LA SALUD

el**H**ospital

LA BARRA
La comunidad de negocios para restaurantes, hoteles y clubes

ALIMENTOS

TECNOLOGÍA DEL
Plástico

el**empaque**
Conversión

REPORTERO INDUSTRIAL

METALMECÁNICA

FIERROS 10 AÑOS

EN OBRA
La Comunidad de Clientes y Negocios para la Construcción

EN OBRA
CONTRATISTAS
La comunidad de contratistas patrocinada por la construcción

CATÁLOGO DEL
EMPAQUE

CATÁLOGO DE
LOGÍSTICA

Salón **pro**

Great**Idea**

Contact us: | servicioalcliente@axioma.com.co