

mims
MEDTECH
 HEALTHCARE INNOVATION AND SOLUTIONS



DISTRIBUTION FROM 20 JUNE 2019

TOPICS IN FOCUS:

- Medical devices
- Medical software
- Health IT industry insights and products
- Custom-designing healthcare for SA
- Medical equipment manufacturing and distributors
- Dental technologies
- Artificial Intelligence

A HIGH QUALITY PUBLICATION

PRINTED COPIES

7 000

distributed with

MIMS

(The Monthly Index of Medical Specialities)

+

DIGITAL REPLICA EDITIONS

Link to digital replica edition sent to:

23 000

MIMS database of healthcare professionals and

9 845

Healthcare providers on Medpages

WEB SITES

A digital replica will also be available on
MIMS' The Generics Dictionary
www.generic.co.za and
Business Media Mags
www.businessmediamags.co.za

mims
MEDTECH
 HEALTHCARE INNOVATION AND SOLUTIONS

Positioned as a catalyst in the quest to drive innovation, *MedTech Healthcare Innovation and Solutions* will identify and showcase advances in healthcare technology. Broad topic areas include medical devices, disposables, biotechnology, information technology and artificial intelligence – and are of great relevance to our audience of surgeons, anaesthesiologists, cardiologists, orthopaedic surgeons, urologists, GPs, pharmacists, dentists, orthodontists, radiologists, pathologists and other medical industry professionals.

ADVERTISING RATES

FP	DPS	FP + COVER LOGO	IBC	OBC	HP	IFC DPS
R12 000	R21 600	R22 500	R16 000	R18 000	R9 500	R39 500

All rates excl VAT and agency commission.

MATERIAL SPECIFICATIONS

	DPS	FULL PAGE	HALF PAGE
TRIM	420 X 275MM	210 X 275MM	95 X 265MM
BLEED	440 X 285MM	220 X 285MM	NO BLEED
SAFE TYPE AREA	400 X 255MM	190 X 255MM	85 X 255MM

All complete advertising material to be supplied as CMYK PDF in PDF/X-1. Resolution must be 300dpi and maximum total ink to be 270%.

ADVERTISING CONTACT DETAILS

Project Manager: Tarin-Lee Watts
 Direct Tel: 021 469 2462
 Switchboard: 021 469 2400
 Cell: 079 504 7729
 Email: wattst@picasso.co.za



Published by Picasso Headline, A Tiso Blackstar Group Business
 Tel: +27(0) 21 469 2400 | Fax: +27(0) 86 682 2926
 13th Floor, 2 Long Street, Cape Town 8000
 PO Box 12500, Mill Street 8010