

JOURNAL of MEDICAL DEVICE REGULATION

Read by regulatory professionals around the world ~ High distribution, low costs

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+
FOCUSED READERSHIP = **THE NUMBER 1 REASON**
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IN THE JMDR

2010 Media Guide



www.GlobalRegulatoryPress.com

ABOUT THE JOURNAL

What is the Purpose of the Journal?

The *Journal of Medical Device Regulation* is intended to educate, provide professional guidance, develop core competence of regulatory professionals and promote debate on fundamental and topical matters relating to the regulation of medical devices and *in vitro* diagnostics.

What Does the Journal Contain?

Each issue of the *Journal of Medical Device Regulation* includes:

- reviews and discussion articles by opinion leaders from the medical device industry;
- factual summaries of legislative changes from around the world;
- guidance on the interpretation and impact of current regulatory and compliance issues;
- useful, easy-to-use reference information in the form of charts and briefing documents;
- abstracts of key articles in French, German and Spanish.

How Often is it Published?

The *Journal of Medical Device Regulation* is produced every three months, so there are four issues per year.

How Can People Access the Journal?

Readership is by subscription only through either a single user or a multiple user licence. The Journal is distributed in electronic format as a PDF.

Our Contact Information

For more information or to place an advertisement, please contact the Advertising Department:

Address: Global Regulatory Press, Units 317/318 Burford Business Centre, 11 Burford Road, Stratford, London E15 2ST, UK

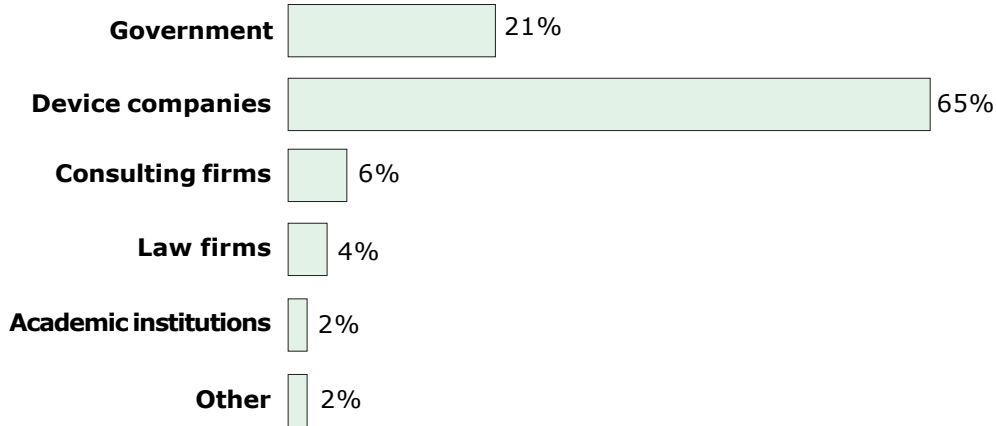
Tel/Fax: +44 (0)1305 770836

Email: sales@globalregulatorypress.com

ABOUT OUR SUBSCRIBERS

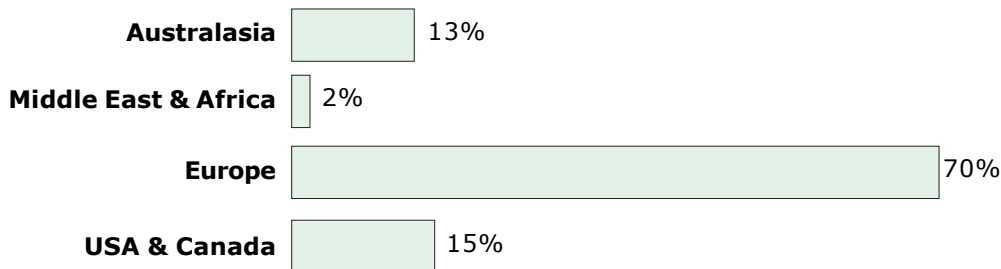
Who Reads the Journal?

The *Journal of Medical Device Regulation* is read and used as an everyday reference tool by regulatory personnel in:



Where is it Distributed?

The *Journal of Medical Device Regulation* is predominantly distributed throughout the European Union although the content focus is international.



How Many People Read the Journal?

It is not possible for us to provide exact readership figures as many companies purchase a multiple user licence from us. This permits them to load the Journal on their company intranet to be accessed by all members of staff within their company. The ratio of single user licences to multiple user licences is as follows:



JOURNAL ADVERTISING

Rates for 2010

For each advertisement placed in the Journal, an advertiser also receives a 250-word description, contact details and company logo placement on the relevant Advertisers' page on our website.

Colour advert rates	£*
Full page	535
Half page	320
Quarter page (vertical or horizontal)	190
Eighth page	100

* Invoices can be converted to US dollars or Euros for payment. VAT will be charged on these rates as applicable.

Discounts are offered for multiple insertions. Our agency discount is 5%.

Technical Specifications

Supplying artwork

Advertisements should be supplied electronically via email to editor@globalregulatorypress.com, preferably as a high resolution (minimum 300 dpi) PDF without crop marks.

Dimensions

	Height x width (mm)
Full page	255 x 165
Half page (horizontal)	125 x 165
Quarter page (horizontal)	60 x 165
Quarter page (vertical)	125 x 80
Eighth page (horizontal)	60 x 80

Deadlines

All advertising artwork must be received at least 15 days prior to publication.

Ordering

Orders should be placed using our fax-back order form, a copy of which is attached to the end of this Media Guide.

ON-LINE ADVERTISING

Packages & Rates for 2010

All on-line advertisements will be posted on the date payment is received and will remain on the website until the event date has passed.

Package	Cost*
Option 1 Basic event entry on the calendar of events to include event title, location, date, event organiser name and contact telephone number	Free
Option 2 Basic event entry plus a hyperlink to your website on the calendar of events	£14.99
Option 3 Basic event entry plus a banner advert hyperlinked to your website on the calendar of events	£24.99

* Invoices can be converted to US dollars or Euros for payment. VAT will be charged on these rates as applicable.

Technical Specifications

Banner advertisements should be supplied electronically via email to editor@globalregulatorypress.com as a gif (size: 468 x 60 pixels).

Ordering

Orders may be placed on-line by going to:
www.globalregulatorypress.com/features/events_calendar.shtml
and clicking on the 'add conferences' link.

JMDR ADVERTISEMENT ORDER FORM 2010
FAX ORDERS TO: +44 (0) 1305 770836

1. I would like to order (please tick as appropriate):

- Full page**, colour (255mm high x 165mm wide) at £535
- Half page horizontal**, colour (125mm high x 165mm wide) at £320
- Quarter page horizontal**, colour (60mm high x 165mm wide) at £190
- Quarter page vertical**, colour (125mm high x 80mm wide) at £190
- Eighth page horizontal**, colour (60mm high x 80mm wide) at £100

If you have a promotional code or discount entitlement, please enter details here:

2. Please place this advert in the following issue (please tick as appropriate):

- February 2010**
- May 2010**
- August 2010**
- November 2010**

3. VAT

VAT number: _____

All companies located in the European Union will be charged 17.5% VAT on the rates quoted above unless a valid VAT registration number is provided (VAT exemption does not apply to UK companies). Companies located outside the European Union will not be charged VAT.

4. Contact details (please use BLOCK CAPITALS)

Your name: Mr/Ms/Dr _____

Job title: _____

Company: _____

Address: _____

Zipcode: _____ Country: _____

Tel: _____ Email: _____

5. Payment options (please tick as appropriate)

- I enclose a cheque for _____ made payable to 'Global Regulatory Press'
- Please invoice me in: £ (pound sterling) \$ (US dollar) € (euro)

6. Order confirmation

Signature: _____ Date: _____

Global Regulatory Press, Units 317/318 Burford Business Centre, 11 Burford Road, Stratford, London E15 2ST, UK

Terms & Conditions

These conditions shall apply to all advertisements accepted for publication. No contract shall be made until the Publisher has accepted a written order placed by the Advertiser.

All advertisements are accepted subject to the Publisher's approval of the copy and space being available in the issue required. No guarantee is given that specified positions can be allocated in any issue.

Credit terms are strictly 30 days net from the date of invoice (date of publication). Cancellations must be received in writing 15 days prior to the publication date. Advertisements cancelled after that date will be liable to payment in full.

The Publisher reserves the right to amend, cancel or suspend an advertisement at any time for good reasons in which case no claim on the part of any Advertiser for damage or breach of contract shall arise.

The Publisher shall not be responsible for any loss whatsoever occasioned as a result of the delay or failure of an advertisement to appear on the date specified in the contract, or the delay or failure for whatever reason of any issue of the publication to appear.

The Advertiser shall supply the advertisement copy to the Publisher by the copy date specified. If the copy is not received by the appropriate submission deadline, the Publisher reserves the right to run a previous advertisement of equal size.

The time limit for notification of complaints by the Advertiser to the Publisher shall be seven days from receipt of the publication.

The Advertiser will indemnify the Publisher against any cost claims, demands, proceedings and expenses of whatsoever nature made against the Publisher arising from the advertisement.

The Advertiser warrants and represents that the advertisement does not contravene any Act of Parliament nor is in any way illegal, defamatory, obscene or an infringement of any other party's rights or an infringement of the British Code of Advertising Practice.

The contract shall be governed and construed in accordance with the laws of England and the Publisher and Advertiser hereby agree to submit to the exclusive jurisdiction of the English courts.

For the purpose of these conditions, 'Advertiser' shall refer to the advertiser or his agent, whichever is principal.