

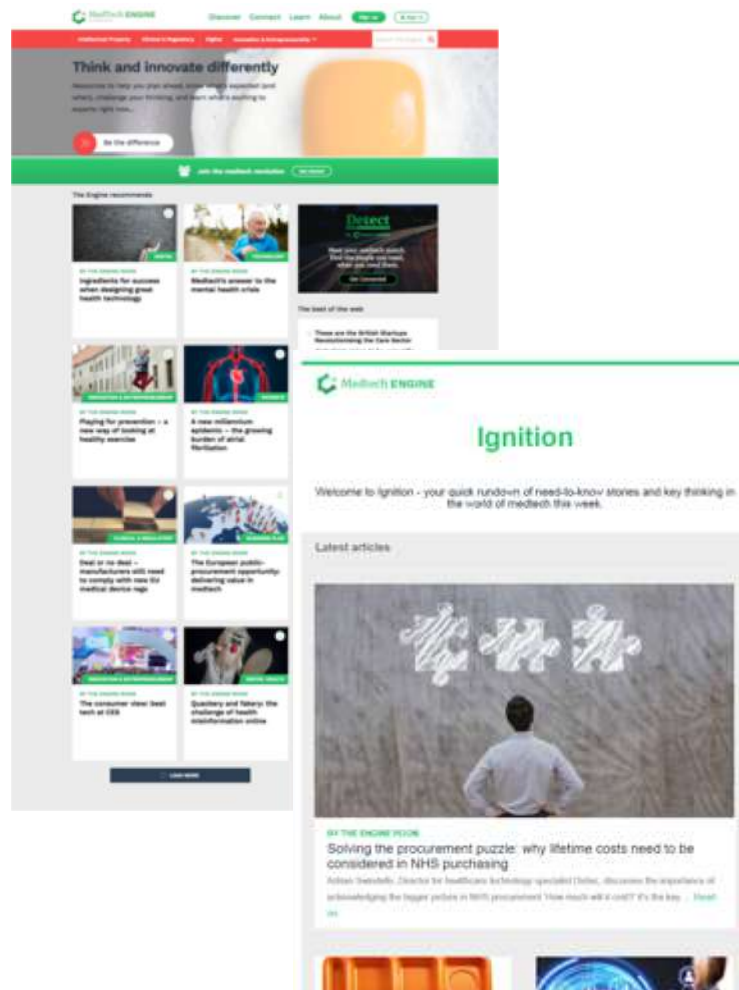


MedTech ENGINE
by medeuronet™

MEDIA PACK 2019

BUILDING THE NEXT GENERATION OF MEDTECH

An introduction

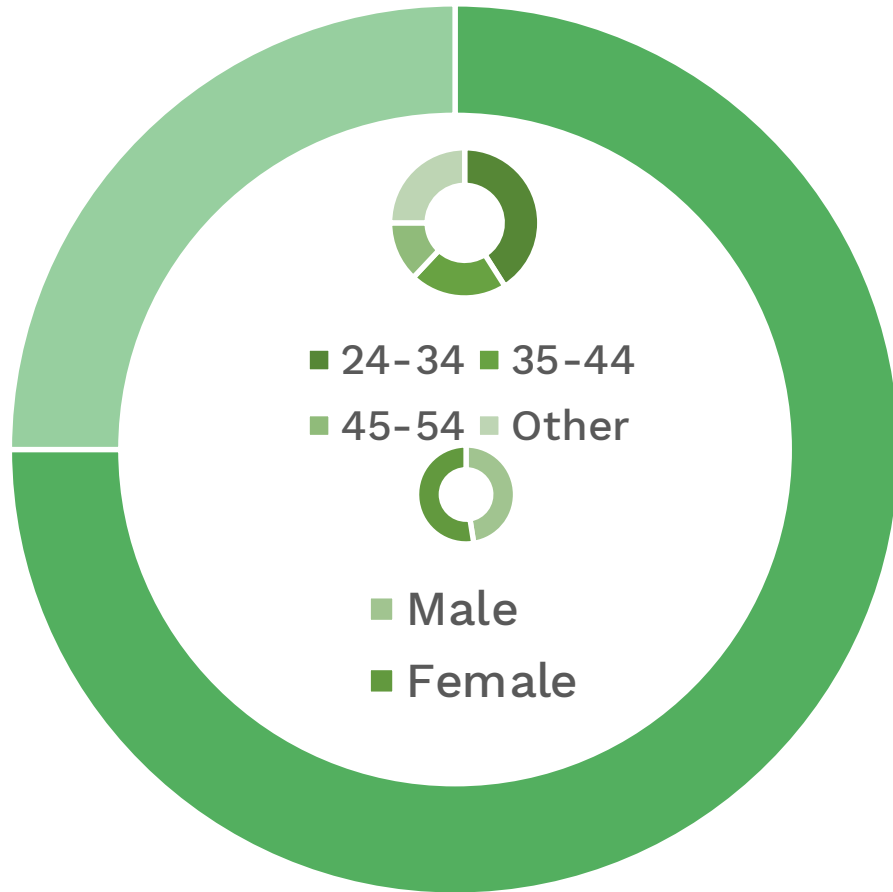


Since December 2015, MedTech Engine has been shining a spotlight on the latest innovation, trends and challenges in the ever-changing medtech industry in a refreshingly new way. Medical device start-ups and industry leaders value MedTech Engine for its distinctive mix of expert insight and analysis, best practice and practical resources and its reputation for uncovering game-changing technology.

Brought to you by consulting services firm medeuronet, the content-rich site works on the premise that innovation isn't a single 'eureka moment' – it's a journey of transformative thinking in strategy and practice from concept to launch. And we want to help people in medtech anticipate and tackle every step of this journey with insight and fresh perspective. On the site you'll find:

- Perspectives and case studies from those on the frontline
- Inspiring opinion from thought leaders and perspectives from those in the vanguard of innovation and entrepreneurship
- Practical resources to guide innovators through the MedTech Roadmap – from idea to market
- A network of connections, bringing together innovators, experts, investors and established companies.

Global overview



■ Desktop ■ Mobile/Tablet



6.5K MONTHLY
UNIQUE USERS

11.7K MONTHLY PAGE
VIEWS

3K CONTACTABLE USERS



SOCIAL MEDIA
FOLLOWERS

3,943



USA	29%
UK	17%
INDIA	7%
GERMANY	3%
CANADA	3%
FRANCE	3%
NETHERLANDS	2%
SINGAPORE	2%

What people say



‘Innovation is only the first step and often dies a death – because of inexperience in transcending from laboratory or clinic to commercial success. In MedTech Engine there is a one-stop repository of knowledge of all the disciplines required to make a successful transition.’

Prof John Marshall, MBE, Frost Professor at the Institute of Ophthalmology

‘In today’s digital-smart world, time is the fuel of success. That’s why MedTech Engine is perfectly poised to disrupt the scene – the perfect tool kit to link “medtechers” to the right resources in an instant.’

Philippe Bonnet, Entrepreneur, former CEO, RAPP Paris

‘As an investor, I have seen some good perspectives on your site. I would like to thank you for explaining the ideas of investing in medtech companies so well.’

Peter Larsen, User

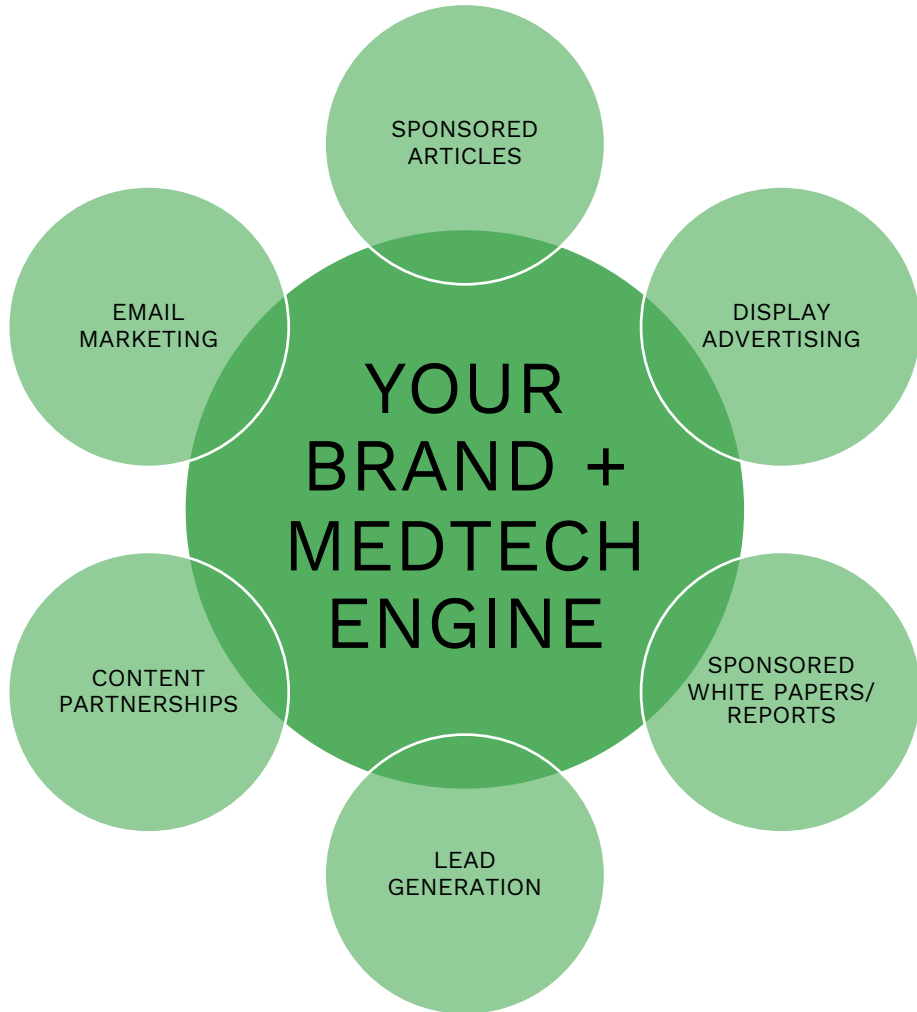
‘As the biggest media partner of the European MedTech Forum 2016 – our flagship event – MedTech Engine proved to be a trustworthy and active ally, providing key support in spreading innovative ideas across our audience... we look forward to a strong partnership in the future.’

Lisa Both-Andersen, Director of Communications, MedTech Europe

‘What MedTech Engine offers is pure gold for the fast-moving world emerging at the intersection of healthcare, technology and society. It’s also inclusive of various stakeholder perspectives. It is a great platform for information, insights and education.’

Lorena Macnaughtan, MBA, Director at ICEEfest

Opportunities



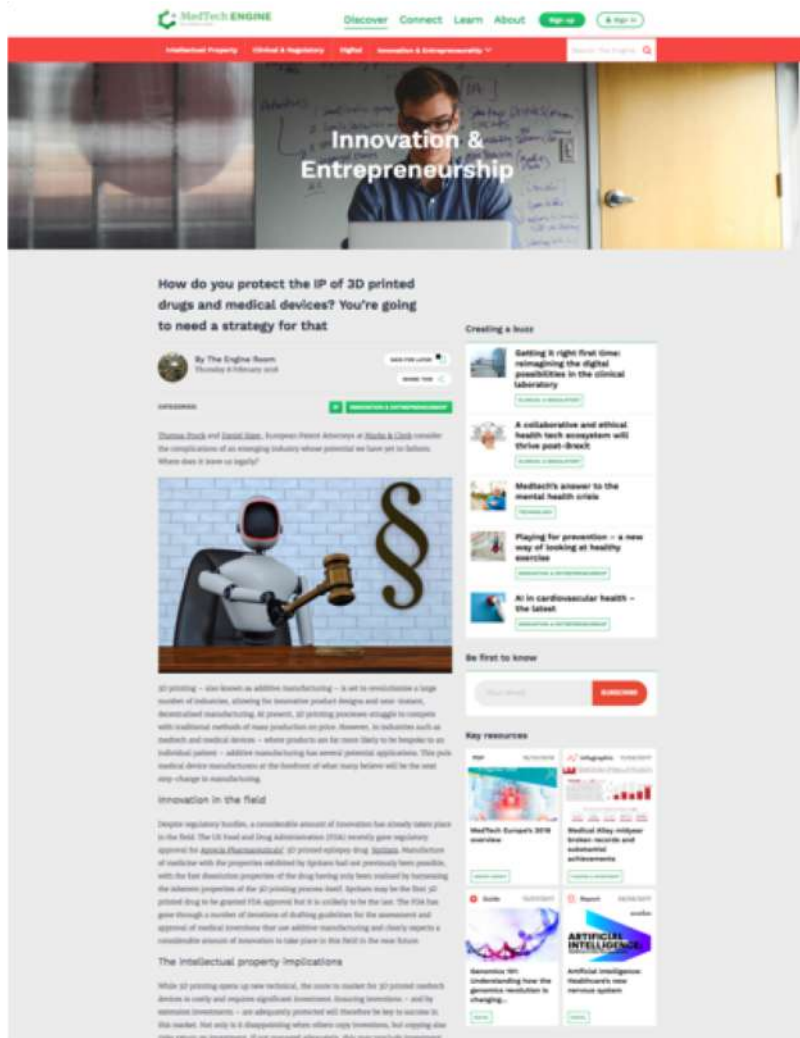
MedTech Engine offers a powerful platform for engaging with the innovators and medical device experts who are shaping global medtech industry. Our media opportunities allow partners to tap into our widely respected and recognised brand to meet their own campaign objectives.

MedTech Engine is a leading destination for smart medtech thinking. Through its flagship digital content, MedTech Engine provides professionals around the world with rigorous insights and best practices to help bring innovation to market more effectively and to make a positive impact.

Display and sponsor opportunities include:

- Sponsored articles, videos or infographics
- Sponsored white papers, briefings and reports with lead generation
- Digital advertising
- Content partnerships and hosted content
- Email marketing

Sponsored article, video or infographic



Sponsors can provide self-created content that identifies challenges and opportunities in the market or presents new medical technology.

Sponsored content sits alongside our online editorial but is highlighted as “sponsored” and follows the MedTech Engine sponsored content template.

Such content may be more promotional in tone than standard editorial or present case studies, or thought-leadership, for example. Permitted formats include: articles, video, or infographics. MedTech Engine’s Content Chief must approve all sponsored content to ensure it fits within the MTE environment.

Promotion:

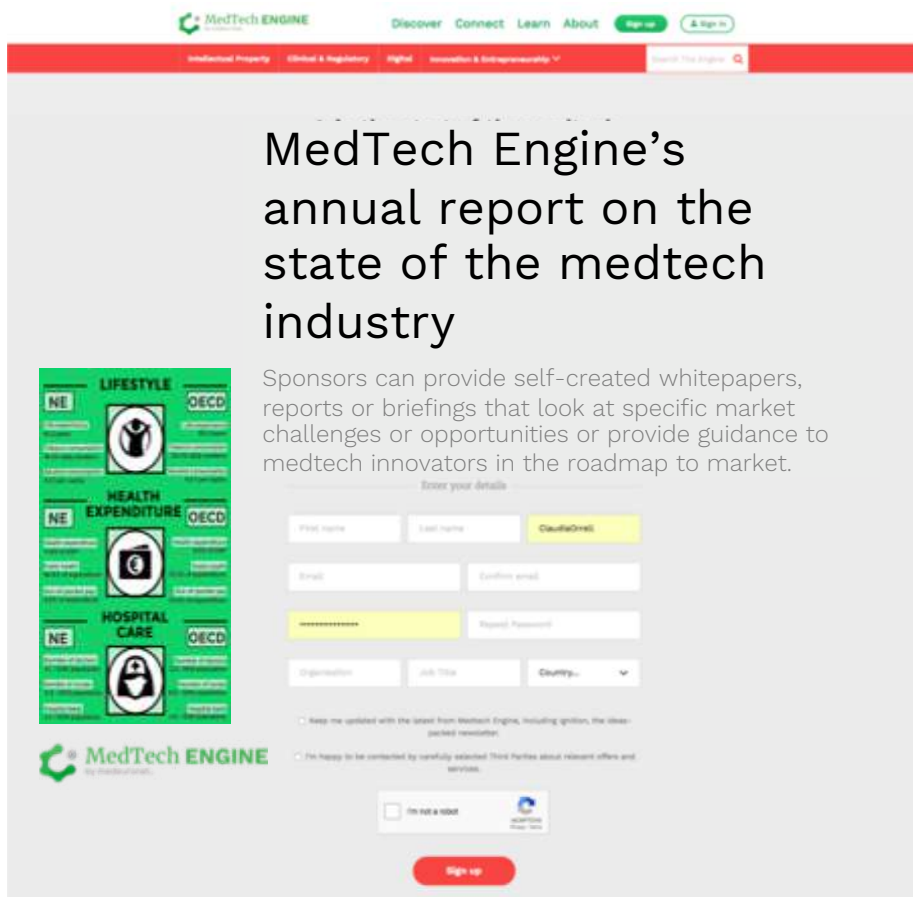
- Content pieces will appear in the MTE homepage feed for at least one month
- MTE Social Media feeds will promote each piece with a sponsor mention via Facebook, LinkedIn and Twitter.
- Sponsored content allows for a single 430*150 pixel ad unit to be presented within the article/content page

Cost:

£500 for two months

£1200 for six months

Sponsored report & lead generation



The screenshot shows the MedTech Engine website interface. At the top, there is a navigation bar with the MedTech ENGINE logo and links for 'Discover', 'Connect', 'Learn About', 'Home', and 'Sign In'. Below the navigation bar, there is a red header with 'Medical Property', 'Clinical & Regulatory', 'Digital', and 'Innovation & Entrepreneurship'. The main content area features a large heading: 'MedTech Engine's annual report on the state of the medtech industry'. To the left of the heading is a vertical stack of three report covers: 'LIFESTYLE', 'HEALTH EXPENDITURE', and 'HOSPITAL CARE'. Below the heading is a text block: 'Sponsors can provide self-created whitepapers, reports or briefings that look at specific market challenges or opportunities or provide guidance to medtech innovators in the roadmap to market.' Below this text is a form titled 'Enter your details' with fields for 'First name', 'Last name', 'Email', 'Company email', 'Password', 'Repeat Password', 'Organisation', 'Job Title', and 'Country'. There are also two checkboxes for consent and a 'Sign up' button at the bottom.

Sponsors can provide self-created whitepapers, reports or briefings that look at specific market challenges or opportunities, or provide guidance to medtech innovators in the roadmap to market.

Such content is made available as downloadable content, and requires the user to fill out a short data capture form. This data is then shared with the sponsor for lead generation. The download page follows the standard MTE download page structure.

MedTech Engine's Content Chief must approve all sponsored content to ensure it fits within the MTE environment.

Promotion:

- Downloads will be promoted on the MTE homepage for at least one month
- MTE Social Media feeds will promote the content with sponsor mention a total of six times across Facebook, LinkedIn and Twitter.
- Sponsors may include a short 200 word description of their business on the download page with link to their website

Cost:

£1,000 for two months

£2,500 for six months

Digital advertising opportunities

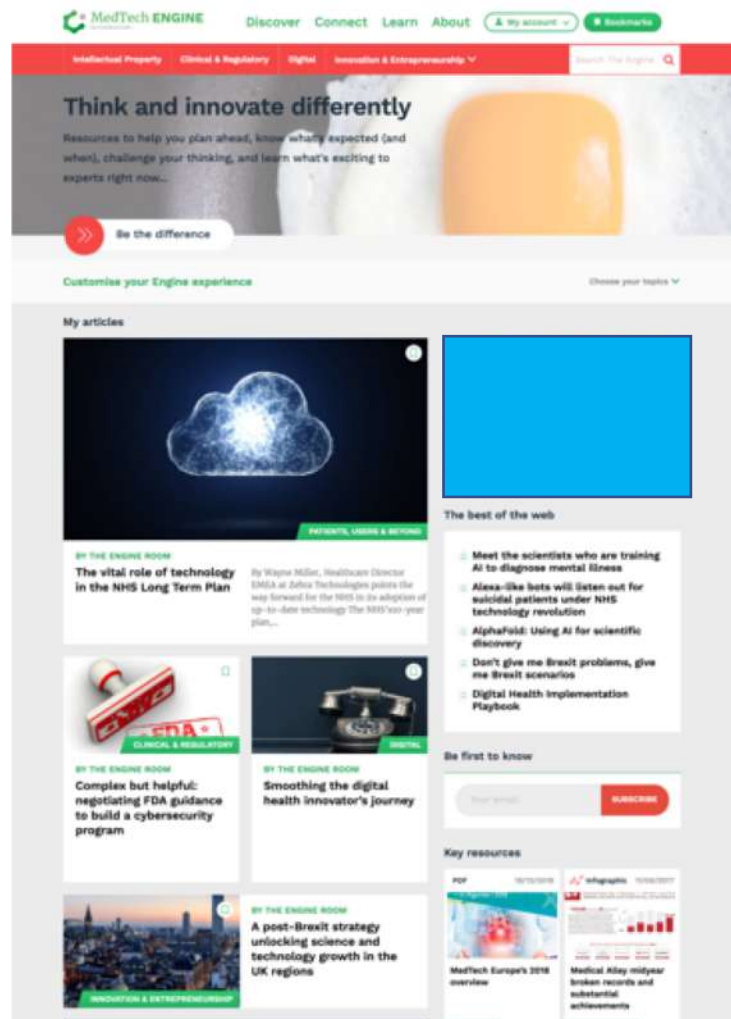


The screenshot shows the MedTech ENGINE homepage. At the top, there's a navigation bar with 'Discover', 'Connect', 'Learn About', and 'My account'. Below this is a main banner with the headline 'Think and innovate differently' and a sub-headline 'Resources to help you plan ahead, know what's expected (and when), challenge your thinking, and learn what's exciting to experts right now...'. A 'Be the difference' button is visible. Below the banner, there's a 'Customise your Engine experience' section. The main content area is titled 'My articles' and features several article cards: 'The vital role of technology in the NHS Long Term Plan', 'Complex but helpful: negotiating FDA guidance to build a cybersecurity program', 'A post-Brexit strategy unlocking science and technology growth in the UK regions', 'Meet the scientists who are training AI to diagnose mental illness', 'Alpha-like beta will listen out for suicidal patients under NHS technology revolution', 'AlphaFold: Using AI for scientific discovery', 'Don't give me Brexit problems, give me Brexit scenarios', and 'Digital Health Implementation Playbook'. There's also a 'Be first to know' section with a 'SUBSCRIBE' button and a 'Key resources' section with various reports and overviews.

This screenshot shows an article page titled 'Smoothing the digital health innovator's journey'. The article is by 'The Engine Room' and features a large image of a rotary telephone. The text discusses the challenges of digital health innovation, particularly in the context of the NHS. It mentions the importance of understanding the NHS's unique environment and the need for a 'digital health implementation playbook'. The article also highlights the role of AI in diagnosing mental illness and the potential of AlphaFold in scientific discovery. There are several 'Key findings' listed, such as 'Agencies like and research and quality knowledge and expertise within current NHS organisations is necessary with digital health services' and 'Collaboration with service organisations must have wider purpose than just digital health services'. The article concludes with a 'Key resources' section and a 'Be first to know' button.

This screenshot shows a curated article feed on the MedTech ENGINE website. The feed is titled 'Digital articles' and features several article cards. The main article is 'Smoothing the digital health innovator's journey' by 'The Engine Room'. Other articles include 'Getting it right first time: reimagining the digital possibilities in the clinical laboratory', 'AI in cardiovascular health - the latest', 'Clinical partnerships: A lifeline for the national health service?', 'Will we ever trust algorithms more than doctors?', and 'The importance of early dementia diagnosis - via AI'. There's also a 'Be first to know' section with a 'SUBSCRIBE' button and a 'Key resources' section with various reports and overviews. The feed is visually appealing with a mix of text and images, including a man pointing at a screen and a hand holding a red pill.

Digital advertising opportunities



Make your brand visible to the next generation of the medtech industry and position your brand next to content from MedTech Engine. Our online advertising opportunities cover both desktop and mobile, and enable advertisers to push messages to potential customers when they are in an explorative mind-set.

Go for a site-wide ad spot on our RH column, or target one of our nine core categories:

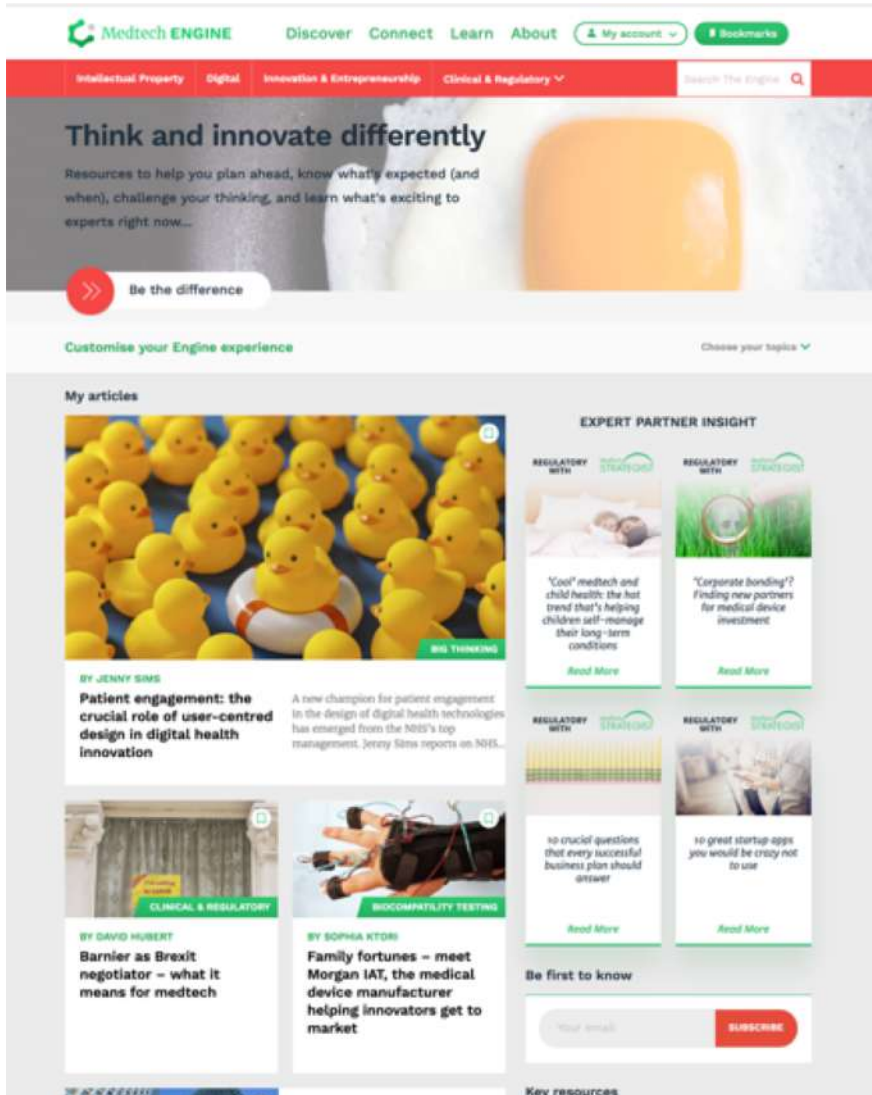
- Intellectual Property
- Clinical & Regulatory
- Digital
- Innovation & Entrepreneurship
- Funding & Investment
- Health Economics
- Commercialisation & distribution
- Patients, Users & Beyond
- Research & Development

Cost:

Site-wide on RHS: £1,000 for one month

Category ad spot (appears within content feeds and articles in that category): £2,000 for six months

Content partner



Become a MedTech Engine content partner and showcase your content on our site. Content Partners are given a content category under which their content is hosted, for example *Industry Insight by MedTech Strategist*.

Content partners may supply up to 12 articles/pieces of content in any six-month period. Content may be in the form of articles, videos, infographics, briefings etc.

Article/content teasers (including partner logo) feature at the top of the right hand column of MedTech Engine, site-wide.

Includes:

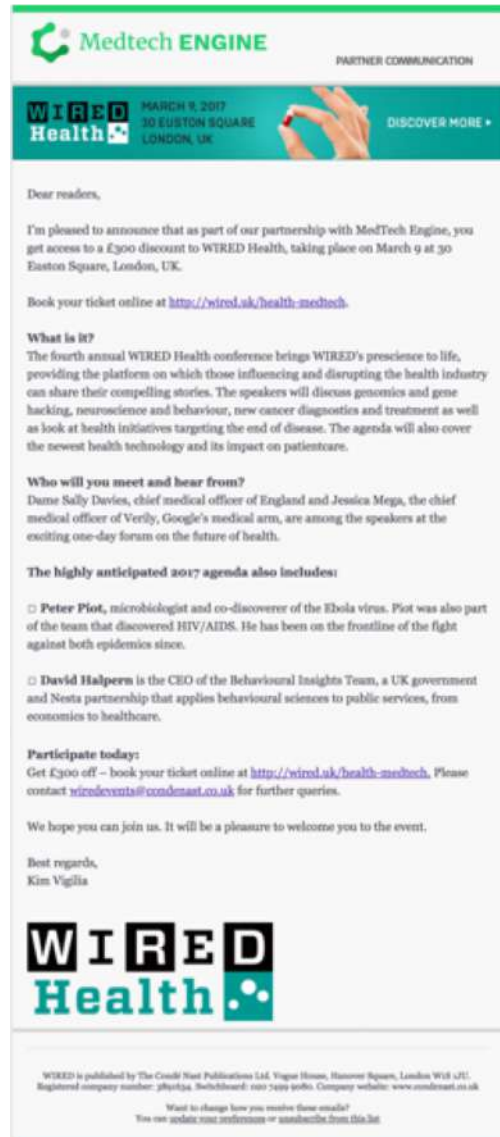
- One downloadable report/whitepaper that requires user sign up for lead generation.
- One email advertisement in the MedTech Engine newsletter, *Ignition*
- Social media promotion across Facebook, Twitter and LinkedIn (at least one post per content piece)

Cost:

£8,000 for 6 months

£12,000 for 12 months

Sponsored email and email ad spot



Send a bespoke email to our customer database of over 3,000 engaged users or include a digital advert in our email newsletter.

MedTech Engine's Content Chief and Director of Digital must both approve all email content to ensure it fits within the MTE environment.

Options:

- Single ad spot within MedTech Engine newsletter
- Standalone HTML email flagged as "Partner sponsored content" to be sent to our database. Client to supply full HTML.

Cost:

Ad spot: £500 per newsletter

Sponsored email: £1,500 per email campaign

Rate card summary



Sponsored article, video or infographic	£500 – 2 months £1,200 – 6 months
Sponsored report with lead generation	£1,000 – 2 months £2,500 – 6 months
Display advertising	£1,000 – site-wide for 1 month £2,000 – category-wide for 6 months
Content partnership	£8,000 – 6 months £12,000 – 12 months
Email sponsorship & advertising	£1,500 – sponsored email campaign £500 – ad spot in email campaign

APPENDIX

Editorial calendar 2019



MAY	Investing and finance	Final content needed by 30/04/2019
JUNE	AI, Innovation & Collaboration	Final content needed by 31/05/2019
JULY	Commercialisation focus	Final content needed by 28/06/2019
AUGUST	Regulatory focus	Final content needed by 31/07/2019
SEPTEMBER	Education and knowledge transfer focus	Final content needed by 30/08/2019
OCTOBER	Integration and interoperability focus	Final content needed by 30/09/2019
NOVEMBER	IP focus	Final content needed by 31/10/2019
DECEMBER	Philanthropy, charity and humanitarian focus	Final content needed by 29/11/2019

Current content partnerships



Media partnerships



Next steps



For more information or for an informal chat about how MedTech Engine drive customer engagement for your brand, please contact:

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