

Digital Outreach Programs

Middle East Region



Powered by:



Introduction

At the time of accelerating disruption and technological innovation in healthcare around the world, Informa Markets is your essential partner in developing a smarter and more profitable business.

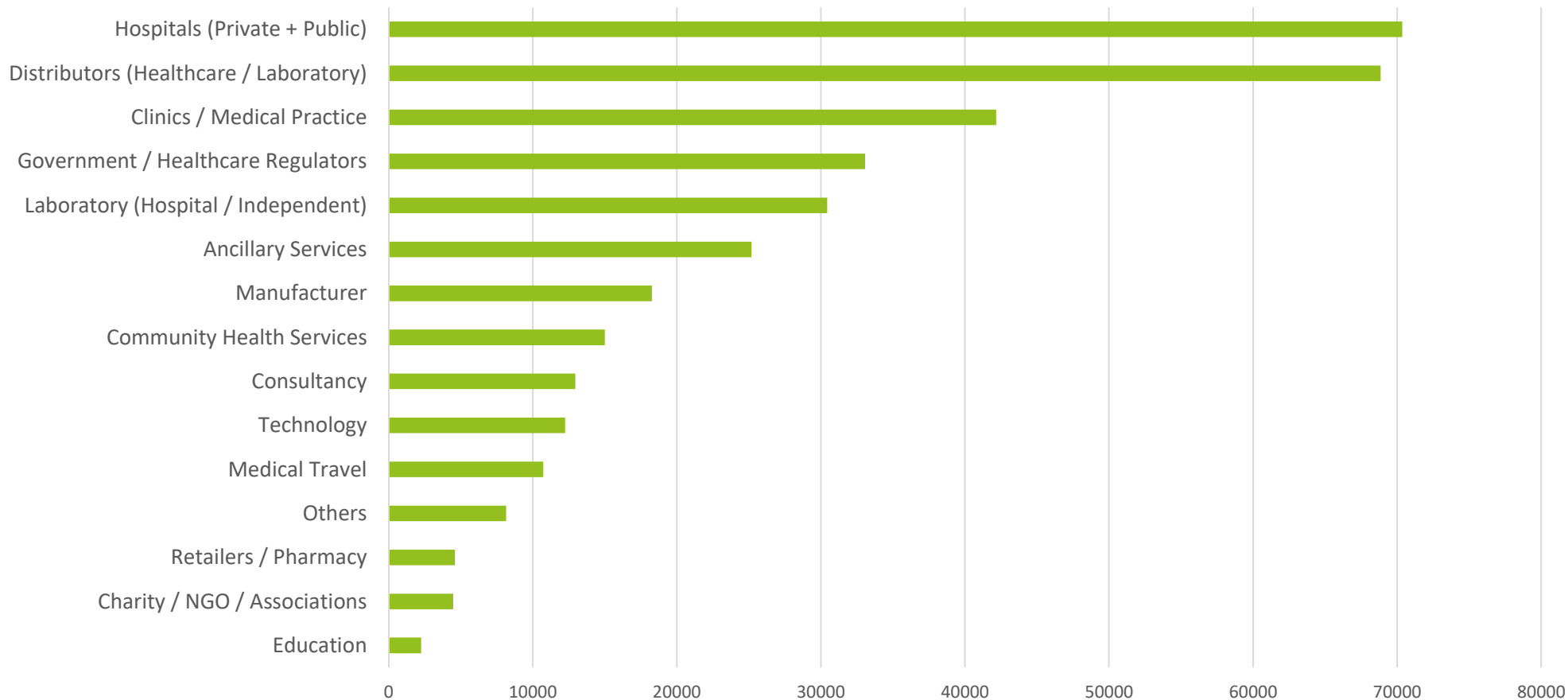
With 15 large-scale events in key global markets, a digital content platform and online healthcare marketplace, we engage with over 2,5 million health professionals worldwide every year. Our state-of-the-art digital solutions make this audience available to you.

Powered by Omnia Health, our digital services enable you to address core objectives:

- Achieve brand awareness
- Generate sales leads
- Establish thought leadership

We created three packages to address these needs and help your business remain at the top of the game. Bespoke solutions or audience extensions are available upon request.

Audience Demographics – Middle East*



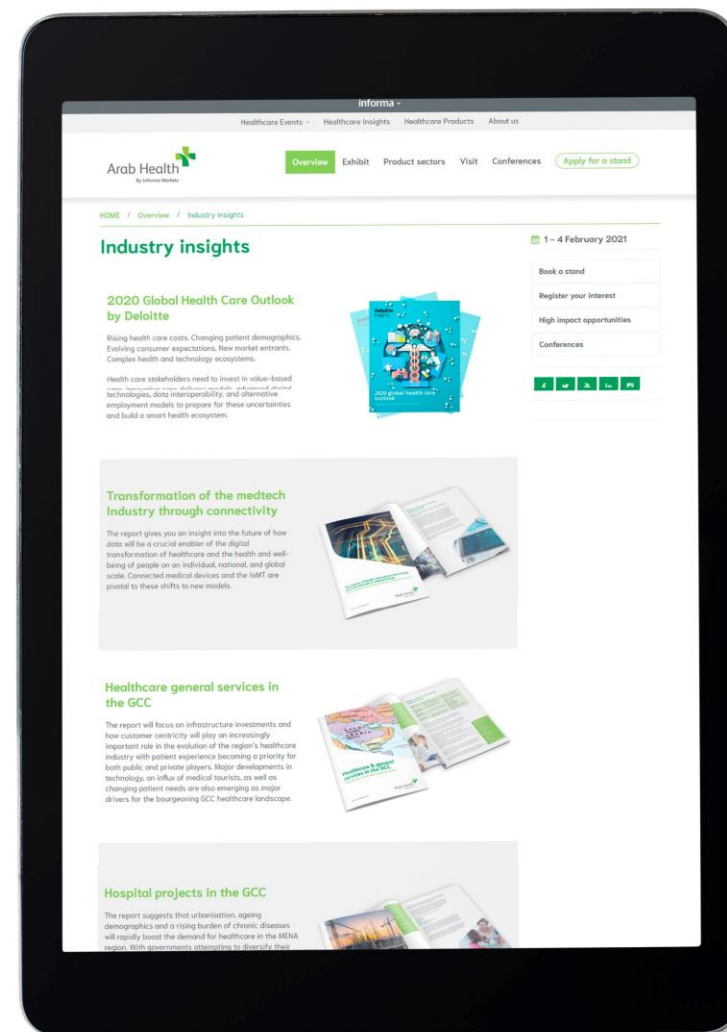
Note: this data profile has been created using engaged audience for the given region over 24 months period.
 Digital reach services can be extended far beyond this profile if required

Reach

Promote your company, products and services:

- 1x sponsored editorial – written by Omnia Health team (dedicated healthcare content platform)
- Article promotion via 3x social media posts from Omnia Health
- 3x social media posts from Asia Health, Medlab Asia and India Health social media accounts
- Display advertising – guaranteed 100,000 impressions of your banner creative to Asia Health, Medlab Asia and India Health audiences

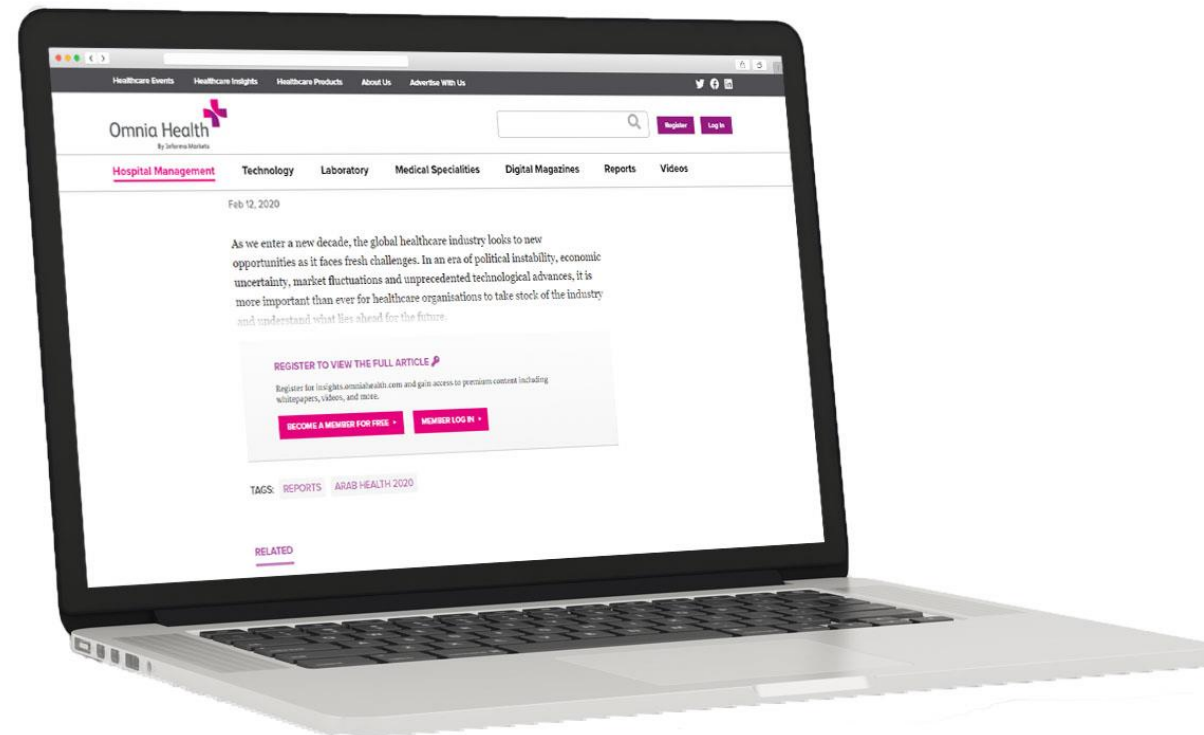
USD\$3,500



Leads

Generate engaged leads through gated content:

- Your white paper / eBook hosted on Omnia Health Insights content platform
- 1x dedicated email sent to targeted database list
- Promoted through weekly newsletter – 80,000+ reach
- Promoted by 5x social media posts from Asia Health, Medlab Asia and India Health
- Promoted by 5x social media posts from Omnia Health
- Leads sent to you on ongoing basis for 3 months



USD\$5,500

