

# eHealth Insider

*E-Health Media Ltd, launched in June 2001, is an electronic B2B publisher focused on technology in the healthcare sector. Its primary publication is E-Health Insider which has successfully grown to become the leading portal for developments in the UK health IT sector, providing the key information source for healthcare providers and their IT partners. Based on this success E-Health Media has since launched E-Health Insider Primary Care, E-Health Jobs and most recently E-Health Europe, along with various events in all these markets.*

## The E-Health Media Portfolio

### eHealth Insider

[www.e-health-insider.com](http://www.e-health-insider.com)

E-Health Insider is the UK's independent news and business information source for healthcare information technology, providing unbiased and incisive, original news, comment and analysis for this sector. With a dedicated registered subscriber database E-Health Insider is the first choice for any organisation wanting to reach this highly targeted database of senior figures in healthcare IT. E-Health Insider has a dedicated audience of over 20,000 registered subscribers, positioning your solutions and services in front of senior decision makers and influencers in this sector.

### eHealth Insider Primary Care

[www.ehiprimarycare.com](http://www.ehiprimarycare.com)

E-Health Insider Primary Care is the only dedicated online channel serving healthcare IT communities in UK primary care.

This unique site offers a quality, high value audience of 16,000 registered healthcare IT professionals, all focused on improving patient safety, patient outcomes and the working lives of their own teams, through technology.

If your company provides services or products that are helping to transform the NHS, from electronic prescribing, computerised learning or support tools for surgeries, E-Health Insider Primary Care must be your medium of choice to reach the sector's senior budget holders.

### eHealth Insider Jobs

[www.e-health-insider.com/recruitment](http://www.e-health-insider.com/recruitment)

As the leading UK portal dedicated to healthcare IT, E-Health Insider Jobs offers a direct line to a range of talented professionals with specialist knowledge of healthcare in addition to their skills in roles such as:

- **Project managers**
- **Information analysts**
- **Business analysts**
- **IM&T directors**
- **Application specialists**
- **Data migration engineers**
- **Trainers**

With a weekly newsletter being sent to over 4000 active job seekers as registered subscribers this site is a must for your recruitment advertisements.

### eHealth Europe

[www.ehealth europe.net](http://www.ehealth europe.net)

The recently launched E-Health Europe has been developed as an English language-only B2B portal focused on the development of e-health across Europe. The site will target an audience of policy makers and industry leaders including healthcare planners, providers and suppliers to the industry.

News reporting will cover the EU, European Commission and member state policy, politics and initiatives, together with industry news, major contract wins, implementation stories, trends, analysis and case studies. If your company is looking to promote its products or services to the key decision makers and policy influencers in Europe, there is no other B2B marketing tool serving the nascent European health IT industry.

## Special Reports and Sponsored Features

Sponsored Features and Special Reports provide both exclusive and non-exclusive opportunities to position your organisation in front of our user database of over 20,000 registered subscribers. Making sure your products and services get straight to the desk tops of senior decision makers and influencers of this sector.

## Special Reports

A non-exclusive opportunity to position your organisation in front of E-Health Insider's most senior audience, alongside independent reports written exclusively by E-Health Media.

Forward features include:

<b>January:</b>	<b>Business intelligence</b>
<b>February:</b>	<b>Virtualisation</b>
<b>March:</b>	<b>Systems integration</b>
<b>April:</b>	<b>Digital dictation</b>
<b>May:</b>	<b>Document management</b>
<b>June:</b>	<b>Security/information governance</b>
<b>July:</b>	<b>PACS/RIS</b>
<b>September:</b>	<b>Information for World Class Commissioning</b>
<b>October:</b>	<b>Telehealthcare</b>
<b>November:</b>	<b>Systems integration</b>
<b>December:</b>	<b>Voice Recognition</b>

## Sponsored Features

A unique opportunity to reach our high level audience and position your company as a leader in a particular field or area of capability.

At the heart of this package is a dedicated editorial opportunity for the sponsor to provide useful, relevant material for our audience.

It will provide a dedicated web page to introduce yourselves and explore the subject under discussion.

Each sponsored feature is individually designed to meet client requirements and can incorporate appropriate images and case studies.

Like special reports, sponsored features are mailed to our user database and then archived on the E-Health Insider features section of the site. Guidelines will be provided.

*"We have used E-Health Insider for recruitment advertising in healthcare IT since 2005 and during that time the EHI Jobs pages have become the first place for jobseekers in this sector to visit. If you need to recruit healthcare IT professionals in the UK, EHI Jobs is the quickest, most effective route to take."*

**Zane O'Driscoll, Head of Elan IT Health**

### Contact details:

Please contact us for a discussion on how E-Health Media can help with your marketing plans:

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Lauren Poole Account Executive  
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## Rates

### EHI and EHI Primary Care Homepage

Full skyscraper	£650
Prime solus banner	£700
Prime mini sky	£550
Prime box	£400
ROP Mini sky	£450
50% Rotating banner	£300
Box	£300

### E-Health Europe Homepage

Full skyscraper	£600
Prime solus banner	£650
Prime mini sky	£500
Prime box	£350
ROP Mini sky	£400
50% Rotating banner	£250
Box	£250

### E-Health Jobs Homepage

Full skyscraper	£400
Prime solus banner	£250
Prime mini sky	£250
Prime box	£250
ROP Mini sky	£200
50% Rotating banner	£200
Box	£200

### EHI Newsletter and EHI Primary Care Newsletter

Full Sky	£700
Prime Banner	£750
Prime Mini Sky	£600
Prime Box	£450
Mini Sky	£500
Banner	£400
Box	£400

### E-Health Europe Newsletter

Full Sky	£650
Prime Banner	£700
Prime Mini Sky	£550
Prime Box	£400
Mini Sky	£450
Banner	£350
Box	£350

### E-Health Jobs Newsletter

Full Sky	£450
Prime Banner	£300
Prime Mini Sky	£250
Prime Box	£300
Mini Sky	£300
Banner	£250
Box	£250

### Credit Bundles

SINGLE	£300	
Up 3	£180	40%
Up 5	£150	50%
Up 15	£120	60%
15+	£90	70%

\*Listings live for 4 x weeks

Unlimited listing packages available for new display advertisers £POA

### Trial Recruitment Package

10 x Job Listings  
 2 x Website banners  
 1 x News Letter banner  
 1 x Job of the week (Web/NL) **£800\***

\*Available on your first recruitment booking only

### Special Reports

Prime Banner	£1100
Prime Mini Sky	£900
Double Depth Banner	£1000
Banner	£750
Box	£750

**All rates are per week**