

HealthFirst



Khaleej Times


ExHealth
Exceptional in Healthcare

Bringing health to life

HealthFirst magazine fulfils a niche role in the UAE health journal marketplace. Featuring news, articles and special features relating to medical treatments, the publication assesses industry developments and analyses the latest thinking around preventative and curative medicine. Packed with essential healthcare information, the title also includes must-read items on nutrition, fitness and lifestyle management.

Overseeing HealthFirst's content is an advisory board of experts from government bodies and private healthcare institutions. These distinguished professionals provide medical input to the journal's content, which has been designed to have a specific focus on health issues for the region.

HealthFirst comprises information from professionals in a format that has been designed to be appealing, informative and easily accessible to those with no medical knowledge or experience. It is, in essence, a layperson friendly healthcare publication.

HealthFirst



Inside HealthFirst...

- News : The latest national and international healthcare news
- Primary Health Topic : The main health topic for the issue
- Secondary Health Topic : A look at another medical issue
- Doctor's advice : Professional answers for readers' healthcare concerns
- Lifestyle Tips : Advice on how to maintain day-to-day good health
- Special Feature (UAE Focus) : An in-depth analysis of health developments and initiatives for the UAE
- Fitness : Different forms of exercise under the spotlight
- Food : Healthy recipes and menu options
- Industry topics : The major international and local calendar events relating to health

HealthFirst magazine is a bi-monthly publication that has a total distribution figure of 100,000 copies for each edition. This equates to an average readership of over 400,000 (industry calculations).

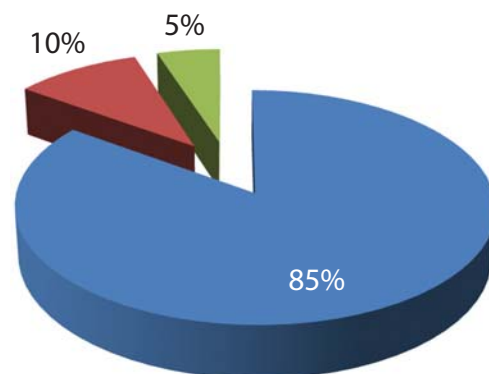
85,000 copies of HealthFirst magazine are distributed with Khaleej Times. This popular title is one of the UAE's most established and respected English language daily newspapers.

5,000 copies of the magazine are sent out to medical professionals and healthcare organisations within the region.

10,000 copies of the magazine are distributed through the region's leading healthcare events; such as the Arab Health exhibition, the Family Health Festival, the No Tobacco Campaign, the Know Diabetes event, the Summer Health Festival and Ahlan Ramadan.

Distribution in UAE - 100,000 copies

- Khaleej Times - 85,000
- Healthcare events - 10,000
- Healthcare professionals & organisations - 5,000



Advertising Rates

Full Page	AED 9500
Inside Front Cover	AED 13500
Inside Back Cover	AED 12000
Outside Back Cover	AED 15000
Double Page Spread	AED 17500
Half Page	AED 6000

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Europe Sales & Editorial

January | February



March



April



May | June



June | July | August



September



October



November | December



Ramadan

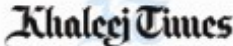


HealthFirst magazine is the official publication for ExHealth Events

ExHealth is the region's leading service agency dedicated for the healthcare sector, incorporating media relations, marketing, event management, publications, public relations and healthcare management. ExHealth is headquartered at Dubai HealthCare City and is staffed by personnel who have combined a medical background with media experience and healthcare management, giving the bespoke consultancy firm a cutting edge when it comes to representing businesses operating in the health arena.



Informationsblatt zu „HealthFirst“

Beilage der Tageszeitung 

HealthFirst

- Ist als 2-monatliche Beilage der bekannten Tageszeitung Khaleej Times (englisch) erfolgreich erstmalig zur **Arab Health** erschienen.
- **Verbreitungsgebiet Middle East, Schwerpunkt UAE**
- **Khaleej Times mit HealthFirst als Supplement wird** in Hotels, Restaurants verteilt, liegt in Malls auf, am Flughafen und in der Emirate Airlines (!), sowie bei den offiziellen Präventionsaktionen der Regierung an den Ständen in Malls verteilt
- Zusätzlich wird **Health First** separat an **5000 Health Professionals** der Region verteilt
- Die **Auflage beträgt 100.000**, als Beilage wird es in 85.000 Exemplaren der KT verteilt
- Stil: journalistisch, **recherchierte Artikel**
- Inhalte: sind auf die **Zielgruppe Health Consumer** zugeschnitten, siehe Themenplanung für 2010 und Themen der Erstausgabe
- Das Magazin kommt mit 65 Seiten in englischer Sprache, 4 Farbdruck auf den Markt
- Die Märzausgabe liegt auf der ATM im Mai auf

Anzeigen

- Anzeigen von Health Providern, Pharma, Medizinprodukten, Fitnessartikeln, Luxusgütern werden entgegengenommen (**siehe Zielgruppendurchdringung und Produktaffinitäten der Khaleej Times-Leserschaft**)
- Die Anzeigenkosten sind absolut betrachtet und gegen die Leistung (Leserschaft) gespiegelt doppelt günstig: **1 Seite „A4“ wird mit ca. 1.800.–** berechnet (genaues Endformat: 270 x 200 mm).
- Die thematische Aufbereitung lässt Ihre entsprechende **Kompetenz im perfekten Rahmen** erscheinen
- Artikelinhalte Ihres Hauses werden von der **Redaktion Europa** gerne geprüft und in Veröffentlichungen eingebaut—hier werden Sie auch entsprechend Ihrer Spezialisierung Erwähnung finden (mit oder ohne Anzeigenschaltung!). Interviewformate sind willkommen, machen Sie uns ein Themenangebot.

Themen der September Ausgabe

Osteoporosis
Breast Cancer
Stress Busting Tips
Health Insurance and the UAE Customer
Cardio Boosting Exercise
Vitamin D and Dairy products



Weitere Themen für spätere Ausgaben auf Anfrage.

Haupt-Themen 2010

März: Women`s Health
Mai: No Smoking
Juli: Skin
September: Osteoporose
Nov: Diabetes

Kontakt: Redaktion und Anzeigenvertrieb Europa

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Fact Sheet for „HealthFirst“

Supplement of the daily newspaper

Khaleej Times

HealthFirst

- Is a bi-monthly supplement of the reputable newspaper Khaleej Times (englisch) and was launched successfully for the **Arab Health 2010** the first time.
- **Distribution area: Middle East, focus on UAE**
- **Khaleej Times with HealthFirst as a Supplement Magazine is distributed** in hotels, restaurants, malls, airport and in the Emirate Airlines (!), as well as during official preventive campaigns of the UAE Ministry of Health
- **Health First is delivered on top to 5000 selected Health Professionals** in the region
- One edition **has 100.000 copies**, as a supplement comes it with 85.000 copies of the KT
- Style: professional journalism, **articles based on recherche**
- Content: is designed for the **target groups Health Consumersee content plan for 2010**
- The magazine has 64 pages in english language, 4 color print, glossy

Advertisements

- Advertisements of Health Provider, Pharma, Medical Products, Fitness, Luxury Goods will be accepted (**see target group penetration and produkt affinities of the Khaleej Times readership**)
- The advertisement cost are very convenient and advantageous: **1 page „A4“ is about 2.100.– €** exact format is: 270 x 200 mm).
- The content classification puts **your competence** in a perfect light
- Articles of your company will be evaluated by the editing team Europe and linked to general topics. You will be mentioned reflecting your specialization. This is a service with or without advertisement purchase. Interviews are welcome - just make us an offer.

Content of the September issue

Osteoporosis
Breast Cancer
Stress Busting Tips
Health Insurance and the UAE Customer
Cardio Boosting Exercise
Vitamin D and Dairy products



More topics for later issues on request.

Main - Topics 2010

März: Women`s Health
Mai: No Smoking
Juli: Skin
September: Osteoporose
Nov: Diabetes

Contact: Editing Team and Ad Sales Europe

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Health Care Strategy Int. is the Sales and Content Representative of Khaleej Times/exHealth for Europe

ADVERTISEMENT ORDER FORM

HealthFirst – Khaleej Times Supplement

NAME:	FIRST NAME:	MR. <input type="checkbox"/> MS. <input type="checkbox"/>
TITLE:	COMPANY/INSTUTION:	
STREET:	CITY:	
ZIP CODE:	COUNTRY:	
PHONE:	MOBILE:	
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WE ORDER AS FOLLOWS

Full page	AED 9.500	<input type="checkbox"/> 2.100 €
Inside Front Cover	AED 13.500	<input type="checkbox"/> 2.950 €
Inside Back Cover	AED 12.000	<input type="checkbox"/> 2.650 €
Outside Back Cover	AED 15.000	<input type="checkbox"/> 3.300 €
Double Page Spread	AED 17.500	<input type="checkbox"/> 3.860 €
Half Page	AED 6.000	<input type="checkbox"/> 1.325 €
We want this ad included in issue	Jan/Feb 2010 <input type="checkbox"/>	Jul/Aug 2010 <input type="checkbox"/>
Advertisement license: 600 €	Mar/Apr 2010 <input type="checkbox"/>	Sep/Oct 2010 <input type="checkbox"/>
	May/Jun 2010 <input type="checkbox"/>	Nov/Dec 2010 <input type="checkbox"/>

We will deliver a hi-res pdf or jpg in CMYK colour version in due time. The underwriter understands, that the advertisement may be rejected due to UAE or Arabian cultural policies and must not include offending pictures and/or content. A rejection is decided by the editors and does not entitle to any compensation in any form. A decision of non-acceptance has to be made within 5 working days. Payments already made will be refunded in case of rejection. **License: this fee is required for approval of the advertiser by the UAE government due to new regulations effective as of Jan. 2010.**

The € rates may vary with the currency rates. The date of reception of the order is relevant for the calculation of the exact rate. The rates do not include VAT which has to be added according to country specific regulations.

PAYMENT CONDITIONS

Payments shall be made to: HCSI, Account no.: 0007426925
 Bank name: Deutsche Apotheker und Aerztebank, IBAN DE 5630 0606 0100 0742 6925, SWIFT/BIC: DAAEDED

Date: _____ Signature
 (Name in capital letters): _____

Additional remarks/questions:

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You may also mail a scanned copy to: info@healthcsi.com