



2024 MEDIA KIT

ABOUT MEDIKAL & TEKNİK MAGAZINE:

As one of the first magazines of Istanbul Magazine Group, Medikal Teknik is the first specialty magazine in its sector worldwide. The magazine is completely in English & Turkish. Starting its publishing life in 1985, Medikal Teknik is generally comprised of current issues, medical equipment, raw materials, services, laboratory equipment, hospital – organization, issue of the month, etc. The current issues include the events and important issues of the month; the medical equipment section deals with the promotion of the materials in all branches of the medical industry, hospital – organization part deals with the operation of hospitals, their promotions and requirements fairs, and congress section covers the news about the events and organizations held or to be held in the medical industry. Medikal Teknik Magazine promotes the latest manufacturing methods of all related fields and suppliers in an informative style. It has close relations with equipment manufacturers, suppliers & buyers. Print & online magazine is sent to industry professionals by cargo and e-mailing every month.

PUBLICATION INFO

Publication Name: Medikal Teknik
 Frequency: Monthly
 Full Ad Sizes: 22 cm x 30 cm + 3 mm for trimming
 Language: Turkish & English

CIRCULATION ANALYSIS:

Public hospitals :.....	3,104
University hospitals :.....	1,161
Private hospitals :	1.110
Military hospitals :	345
Medical equipment importers :.....	1,940
Clinics, polyclinics, health centers :.....	1,040
Laboratories :	560
Domestic and foreign assoc. and foundations :.....	250
Others (Ad agencies, Medicine sector and companies, :690 pharmacies and pharmacy warehouses)	
Total :	10,200

EVENT CALENDAR 2024

EXHIBITION	DATES	COUNTRY
January		
Arab Health Dubai	29 January-2 February 2024	UAE
February		
Medlab Middle East	5-8 February 2024	UAE
March		
Exposanita	17-19 April 2024	Italy
April		
Tashkent International Healthcare Exhibition	16-18 April 2024	Uzbekistan
May		
Expomed Eurasia	25-27 April 2024	Turkey
June		
drupa	28 May – 7 June 2024	Germany
October		
Africa Health	October 2024	South Africa
Eurasia Packaging Show	23-26 October 2024	Turkey
November		
Medica	November 2024	Germany

2024 EDITORIAL CALENDAR

January

Medical equipment and devices
Medical and pharmaceutical packaging solutions

Deadline: January 18
Publication date: January 22

February

Components, modules, OEM equipment

Deadline: January 25
Publication date: February 1

March

Manufacturing of finished products
Adhesives and solutions for pharma packaging

Deadline: February
Publication date: March 4

April

Disposables & consumables

Deadline: March 25
Publication date: April 3

May

Food for medical purposes
Diagnostics

Deadline: April 26
Publication date: May 3

June

3D printers
Air Processing, Systems

Deadline: May 27
Publication date: June 7

July

General Instruments
Glassware, plasticware, steelware

Deadline: June 24
Publication date: July 5

August

Healthcare information systems (HIS)

Deadline: July 29
Publication date: August 5

September

Certification, testing and standardization

Deadline: August 27
Publication date: September 5

October

Dermatology, cosmetic surgery

Deadline: September 23
Publication date: October 4

November

Packaging
Contract manufacturing

Deadline: October 28
Publication date: November 4

December

Lab systems
Healthcare systems

Deadline: November 25
Publication date: December 4

2024 ADVERTISING RATES (EURO)

PAGE	1X	3X	6X
Front Cover	7,000	6,600	6,000
Back Cover	5,000	4,600	4,000
Inside Front Cover	3,000	2,700	2,400
Inside Back Cover	2,500	2,250	2,000
First Page	3,000	2,750	2,400
1/1 Inside Page	2,000	1,800	1,600
Two Page Spread	3,500	3,150	2,800
Half Page	1,000	900	750

Website Advertising Rates (EURO)

PAGE	1X	3X	6X
Topbar	1,000	750	500
Sidebar	550	450	300
Footer	350	275	175
POP-UP	1,500	1,250	1,000

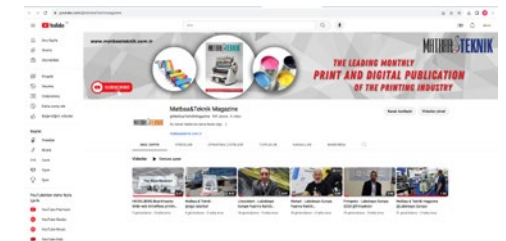
VIDEO INTERVIEW

We can make video interviews in your stand you attend in trade shows.

This options is available for all exhibitions we attend in 2024.

www.medikalteknik.com.tr

Price: 1.250 Euro



ADVERTORIAL

Text should be English.

Text and pictures should be delivered by client.

2-page advertorial: 2,000 Euro

EDM (e-mailing) Advertising

E-mail shot to valuable e-mail addresses: 1,750 euro
We offer EDM service for exporters and manufacturers in order to they can reach their target market.

Please contact

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