

Health Imaging Hub



Global Reach, Local Focus

Education, News and Technology hub for the international medical imaging and IT community

Business Directory MEDIA KIT 2013



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About Health Imaging Hub:

Health Imaging Hub is a leading medical imaging and healthcare IT website with an emphasis on e-learning, online education, global news and industry resources that began with an aim to provide readers and advertisers a global perspective with regionally focused coverage. Since its inception in April 2010, Health Imaging Hub has significantly increased its subscriber database and today is considered one of the top preferred online destinations for medical imaging and healthcare IT professionals worldwide.

Health Imaging Hub is registered in the U.S. under NZH Tech, Inc. Imaging technology experts, medical imaging scientists and online marketing specialists launched Health Imaging Hub after carefully evaluating the need assessment for e-learning and regionally focused information by connecting imaging experts to developing countries all over the world. This not only filled an existing knowledge gap but has also opened up numerous opportunities for imaging companies to expand their business globally.

Why Advertise Online?

Internet is the fastest growing medium in history. Over 90% of all businesses use the Internet, with over 75% utilizing it for their purchasing decisions and sales lead generation. With online advertising, you can instantly reach a global audience and maintain a consistent presence in front of potential buyers.

Why Advertise on Health Imaging Hub?

Health Imaging Hub achieved in short time what other imaging-centric websites took years to accomplish. Our user base is growing by 30% monthly and we are considered the 2nd preferred online destination for health imaging professionals. Since the site went live in June 2010, the Hub has achieved:

- ◆ Alexa Ranking of 189,000
- ◆ Over 60,000 indexed pages in Google
- ◆ Over 25,000 monthly unique visitors
- ◆ Over 125,000 monthly page views
- ◆ 15,000+ registered visitors
- ◆ 10,000+ newsletter subscribers
- ◆ 9:38 minutes on site per user
- ◆ 5.50 page views per viewer

Advertising Options

With Health Imaging Hub, you reach a global audience at one of the lowest cost per thousand (CPM) in the industry. The Hub offers an array of promotional options, including:

- ◆ Banner Ads
- ◆ Inline Ads
- ◆ Business Directory
- ◆ Media Partnership
- ◆ E-blast / Newsletter ads
- ◆ Communities & Regional Portals
- ◆ On-demand Media (Webcast, White-Paper, eAdvertorial, etc.)

Quick Monthly Stats:

Monthly Visitors	2,716
Page Impressions	10,342
Countries	73

Leading Keywords:

- PACS companies
- x ray imaging companies in europe
- healthcare informatics suppliers directory usa
- medical imaging directory
- radiation oncology dealers united states
- diagnostic imaging directory
- interventional radiology companies
- medical imaging distributors in philippines
- ultrasound companies
- breast health imaging companies
- dermatologist in yemen
- dicompacs suppliers jordan
- health imaging companies
- health imaging it companies
- listing of radiology companies
- mobile healthcare company new zealand
- mri companies
- radiology imaging companies
- radiology medical product china
- teleradiology directory

Top Countries:

- United States
- United Kingdom
- India
- United Arab Emirates
- China
- Germany
- France
- Saudi Arabia
- Australia
- Brazil

Rate Card:

Free Basic Listing

Professional Membership: \$500 per year

Overview:

Increase awareness of your products and services, support your sales efforts and post multimedia content with a fully optimized Business Directory listing! Your listing will be seen by thousands of our loyal viewers. Plus, the Hub's Business Directory is designed to maximize our expertise in SEO and viral marketing.

Why your company should have full optimized listing?

Health Imaging Hub will help drive more traffic to your website through various marketing opportunities. Your professional business directory listing will include:

- ◆ Rotating Logo on the Home Page and one of the portals of your choice.
- ◆ Full contact information
- ◆ Listing will link back to your website
- ◆ List of product and services / sales collateral
- ◆ Multimedia
- ◆ Ability to edit your page at any time
- ◆ Optimized profiling for search engines
- ◆ Whitepapers & Case Studies Upload to your listing
- ◆ Friendly View
- ◆ Ability to add more options if it's required
- ◆ Exposure through our partner websites.

The screenshot shows the website interface with a navigation menu at the top including Home, Portals, Online University, Education, Webcast, Hubpedia, Downloads, DHMS Eposium, and RSSA. Below the navigation is a search bar and a list of categories. The main content area features a company listing for 'ICT For Health' with details on categories found (Dental Imaging, DICOM, MRI, PACS), address (53 Ahmed Kasem Goda, Abbas El Akkad, Naser City, Cairo, Egypt), and contact information. A 'Multimedia' section is visible on the right side of the listing.