



Omnia Health

Together for a healthier world



Brand awareness



Targeted marketing



Lead generation

About Omnia Health

THE FUTURE OF YOUR HEALTHCARE BUSINESS

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

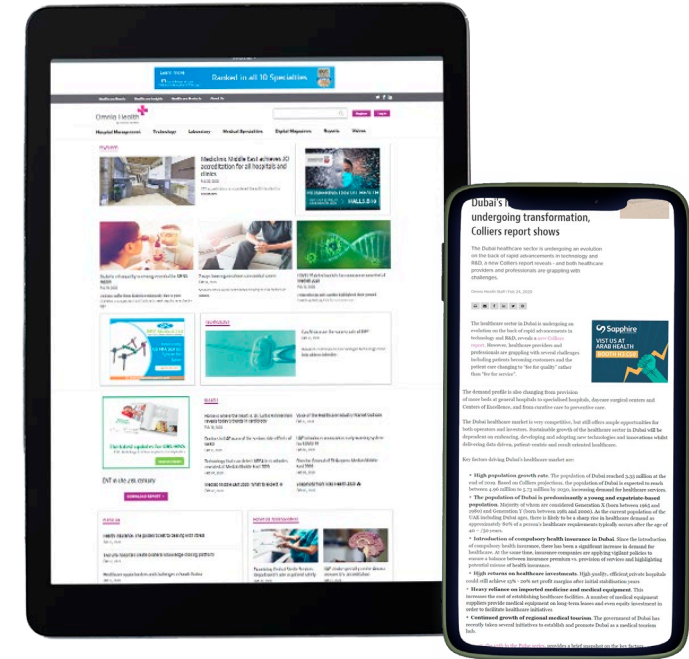
Mounting costs, changing patient demographics and innovative new technologies are all driving major shifts in the healthcare industry, alongside growing consumer expectations around convenience and transparency. New market entrants are emerging and established organisations are evolving.

Shedding light on this rapidly changing landscape, **Omnia Health Insights** is a new digital media platform that provides healthcare stakeholders with the latest news, insights and expert analysis needed to make better-informed decisions.

Through the platform, professionals will stay abreast of the latest market trend forecasts, regulatory changes and innovations in products, services and models, while **Omnia Health Marketplace** is where healthcare buyers and suppliers connect 365 days of the year.

By working with Omnia Health, you'll reach a highly engaged, global healthcare audience.

Get in touch today and watch your connections and business reach new heights.



\$350 billion-\$410 billion*

Additional technology-driven value potential

92%**

of patients believe they should have access to their full medical record

\$12.6 billion

Expected revenue for the wearable market in 2021



Editorial Pillars

Omnia Health brings you four key areas of opportunity: trends, products, patients and influencers.



MARKET TRENDS

Regional and worldwide news and analysis of key disruptive trends and outlooks, from shifting regulations to new business models – align your brand with industry leading insights.



MEDICAL DEVICE INNOVATION

The global medical devices market is expected to exhibit a CAGR of 5.3 per cent between 2018 and 2025. As we keep readers up to date with the last product breakthroughs, make sure your solutions are front and centre.



CONNECTED PATIENT EXPERIENCE

New innovations are enabling a connected healthcare experience. We explore the future of the patient experience through in-depth features and case studies – your opportunity to showcase how you are transforming patient experience.



VISIONARIES

Through interviews and opinion pieces, we reveal the visionary leaders making it all happen and shaping the healthcare industry of the future. Where do your organisation's leaders fit?



A Global Reach

Omnia Health is your year-round connection to the global healthcare profession. Get your company and products in front of 12 million annual page views to generate high quality, qualified leads and engage your customers before you exhibit so they're ready to make purchasing decisions at your stand.

15

Exhibitions globally

110

Conferences

10,000

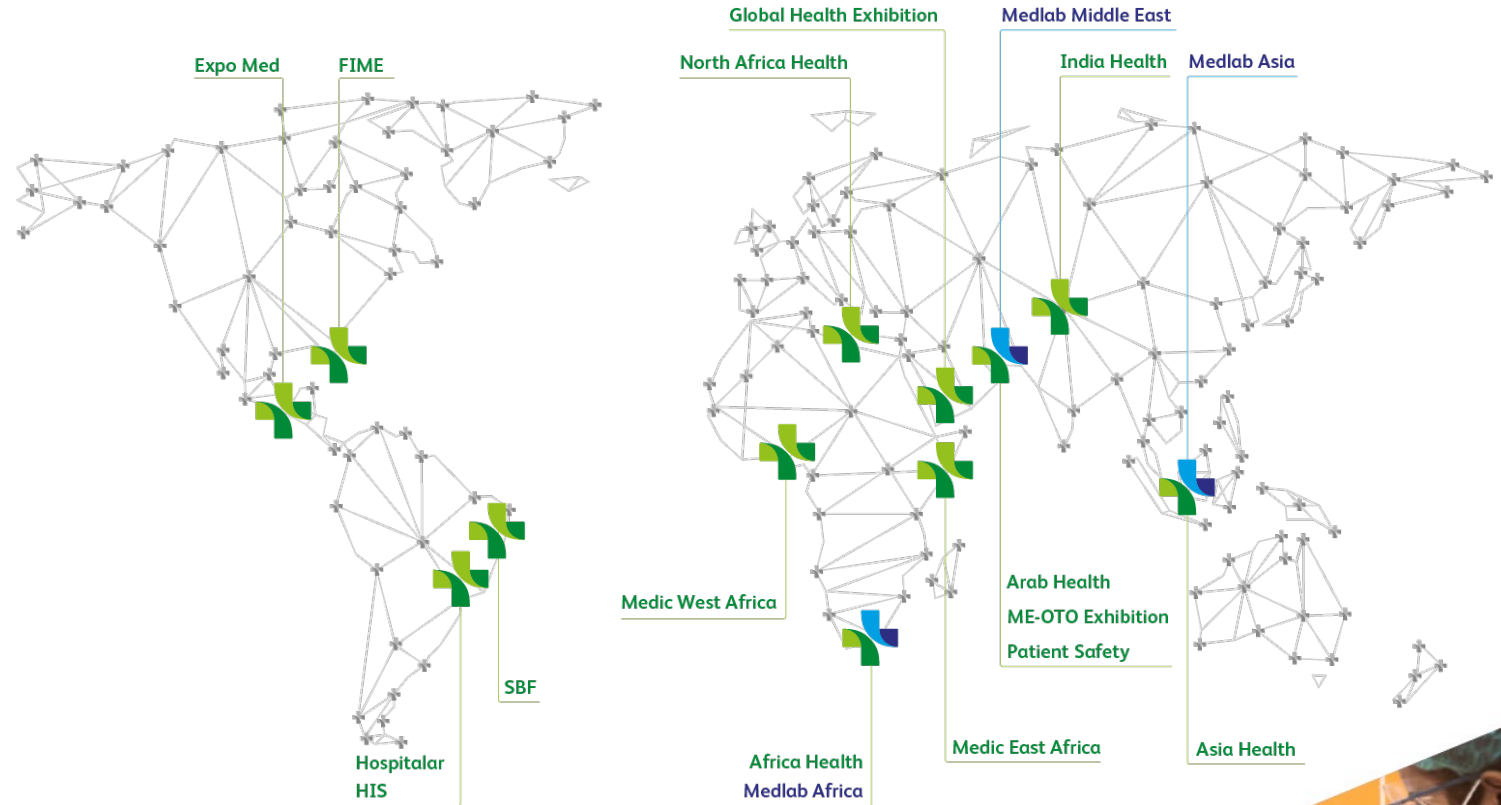
Exhibitors

249,000

Social network connections

569,582

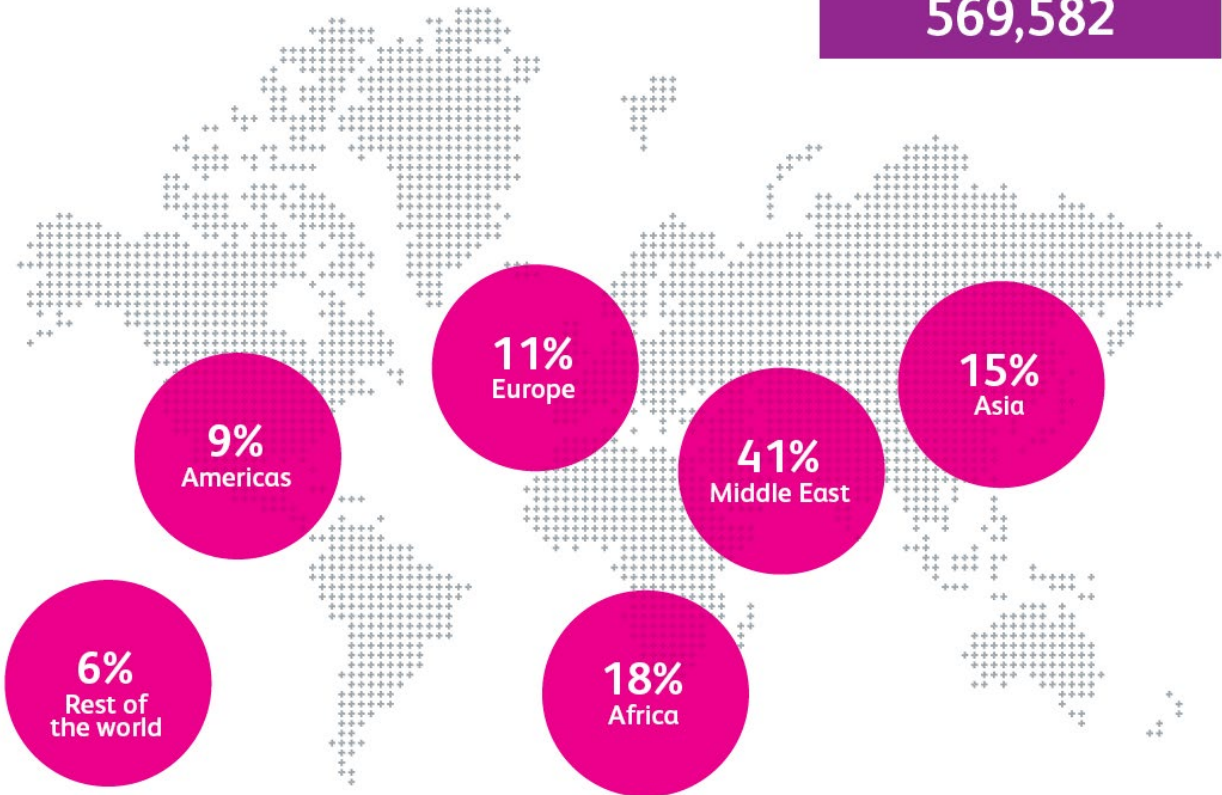
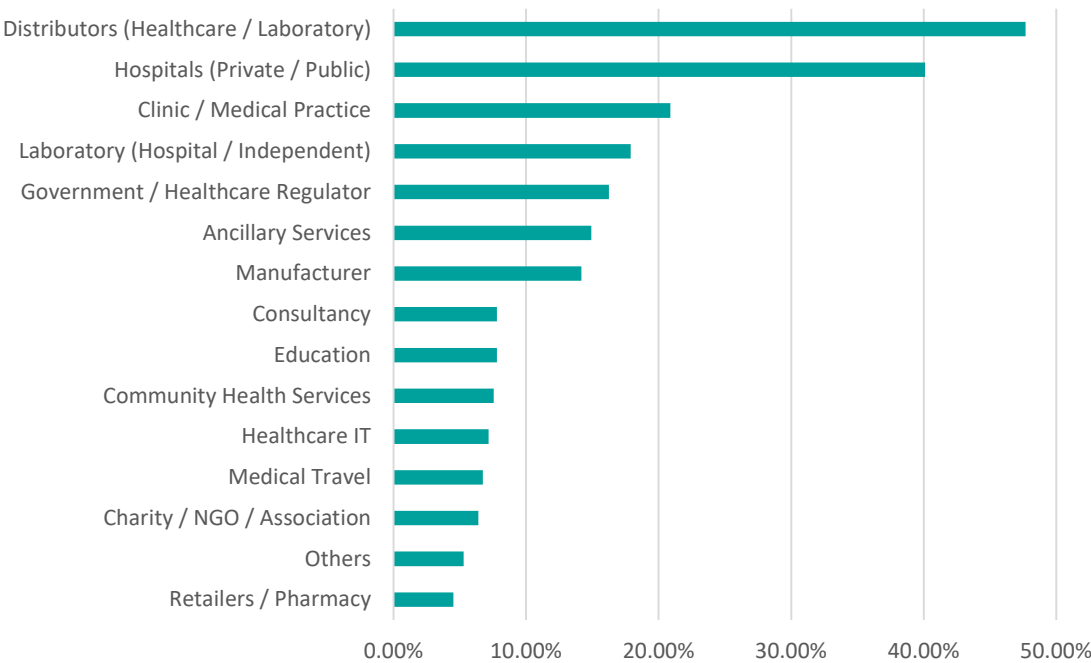
Database of healthcare professionals



A Global Reach

Database Size
569,582

AUDIENCE DEMOGRAPHICS



Brand Awareness

DISPLAY & EMAIL ADVERTISING OPPORTUNITIES

Build brand and product awareness to increase traffic, nurture potential customers, improve lead quality, drive additional sales and upsell your products and services.

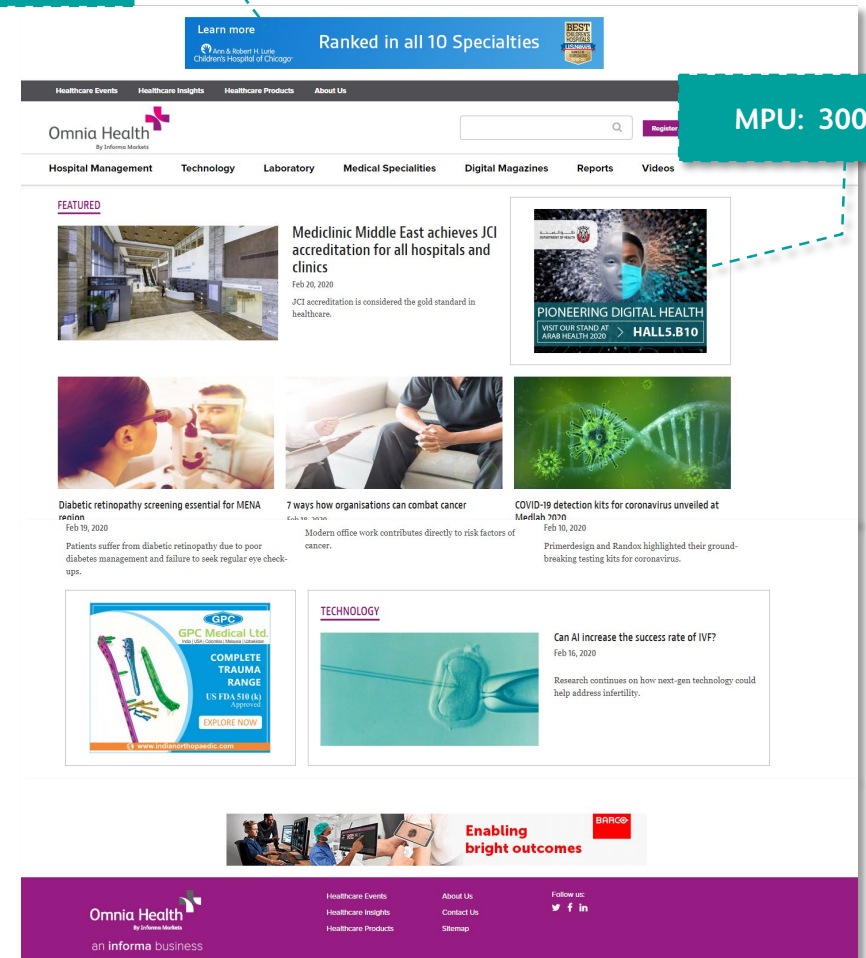
- Promote your company, products and solutions to a global audience
- Benefit from laser targeting, ensuring maximum value from your marketing budget
- Optimise the performance of future ads with real-time analytics

Format	Dimensions (WxH)
LEADERBOARD	728x90
MPU	300x250
WELCOME AD	640x480
HPU	300x600
BILLBOARD	970x250
FLOOR AD	640x480
DEDICATED EMAIL CAMPAIGN	Precise database targeting

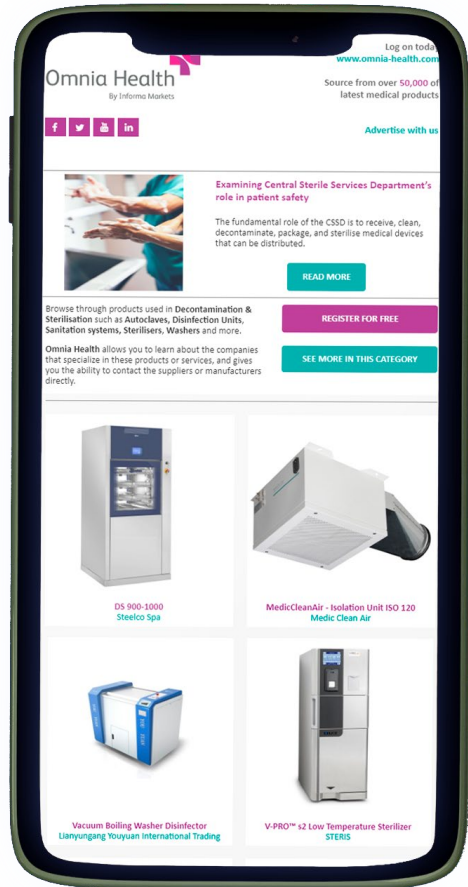
LEADERBOARD: 728x90

BILLBOARD: 970x250

MPU: 300 x 250



Brand Awareness



OMNIA HEALTH WEEKLY NEWSLETTER

Showcase your products in Omnia Health's weekly newsletter and drive engaged traffic directly to your company's Omnia Health profile.

Available options:

- Product showcase: 1x product image, product name, company name; 2x links to your Omnia Health profile
- Banner: 1x leaderboard banner
- Content: your content featured in the 'content spotlight' headline space

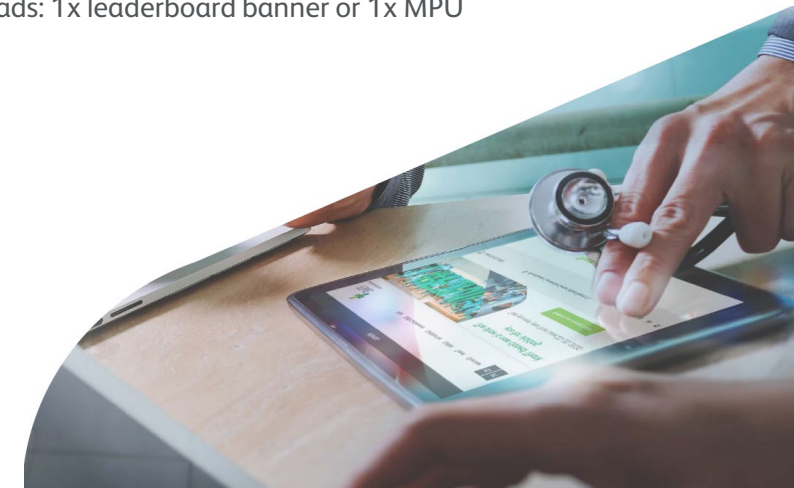
80,000+ weekly audience

OMNIA HEALTH INSIGHTS MONTHLY NEWSLETTER

Demonstrate your organisation's thought leadership and authority, and share your content with Omnia Health Insight's highly engaged subscribers:

Available options:

- Content spotlight: your content in the headline space; 1x image, blurb, button
- Content: 1x headline, blurb, button
- Display ads: 1x leaderboard banner or 1x MPU



Brand Awareness

GEOFENCING

Extend your message to your custom audience and reach them where they are by choosing the exact geo-location your ads show to your audience. Geofencing uses different types of targeting to identify geo-location such as zip codes, street addresses and GPS coordinates using latitude and longitude, as well as IP targeting, to get your brand in front of visitors at events and to retarget them across all devices after the show.



Define locations relevant to the event — convention center, nearby hotels, etc. and serve ads to users in real time during the event.



Drive event registrations and visits by promoting your presence across Facebook, Instagram and the Informa Markets Audience Network.



Capture the mobile IDs of event attendees and retarget them across each of their devices.



Simplify lead generation — target your database within the social platforms, allowing them to submit contact info without needing to visit your website.



Lead Generation

WHITE PAPERS & CASE STUDIES

Generate interest in your specialist topic areas or showcase how your solutions are helping the industry.

Benefit from your own white papers or case studies being distributed to an engaged audience through targeted email, newsletter features, and a featured presence on Omnia Health Insights.

You receive:

- Your white paper or case study published on Omnia Health Insights and featured on homepage
- Promotion through 1x solus email to relevant data; 4x prime slots in weekly newsletter briefings; social media promotion
- Contact details of those who download your white paper or case study

EBOOKS & TREND REPORTS

Provide readers with exclusive research, cement your brand's credentials as a thought leader and generate engaged leads.

Identify your target audience, topics and themes and sponsor an eBook or Trend Report researched and written by the Omnia Health Insights team.

You receive:

- Exclusive co-branded trend report – promoted in solus email to relevant data; featured in 4x prime slots in weekly newsletter briefings; featured on home page; promoted across social media
- Your own copy of the research and report to help with your sales story and promotion
- Ongoing leads through Omnia Health Insight's promotion

WEBINARS

A new series of quarterly webinars, discussing topical issues in an online roundtable.

Take part in a 45 minute discussion centred around a trending healthcare 'hot topic', moderated by the healthcare content team. Engage directly with your audience in the following 15 minute interactive Q&A session.

You receive:

- Audio broadcast – typically 45 minute presentation & 15 minute live Q&A
- Bespoke marketing campaign – email drivers, online advertising and editorial promotion
- Contact details of webinar registrants
- Ongoing leads of those who watch the webinar on demand, following a write-up on Omnia Health Insights and newsletter promotion



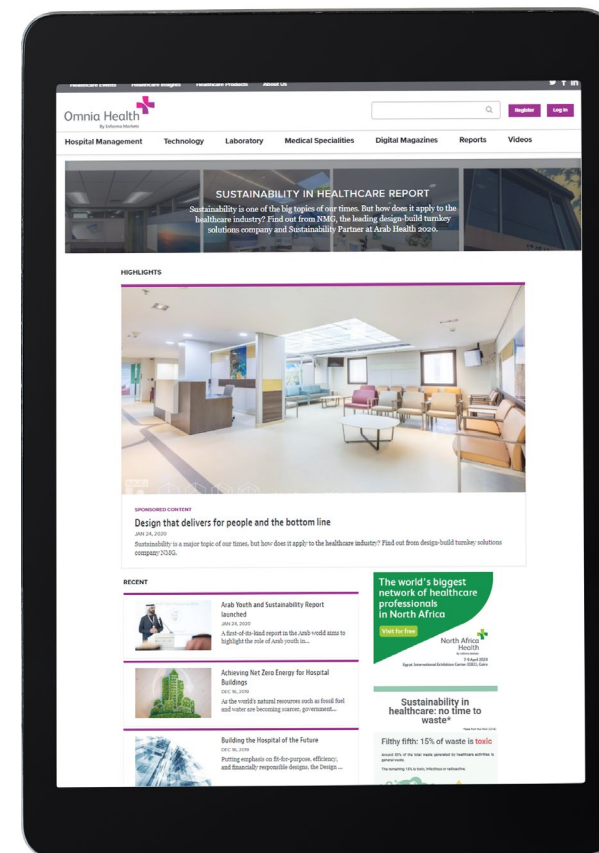
Content Marketing

OMNIA HEALTH INSIGHTS

Secure your position as a thought leader in the healthcare industry and work with the Omnia Health Insights team on a range of sponsored digital content opportunities.

Raise awareness of your organisation and products and promote your presence across our healthcare exhibitions, with a range of available options:

- Guest posts
- Interviews
- Social media
- Advertorial
- Videos
- Product showcase
- Press releases
- Infographics



Content Marketing

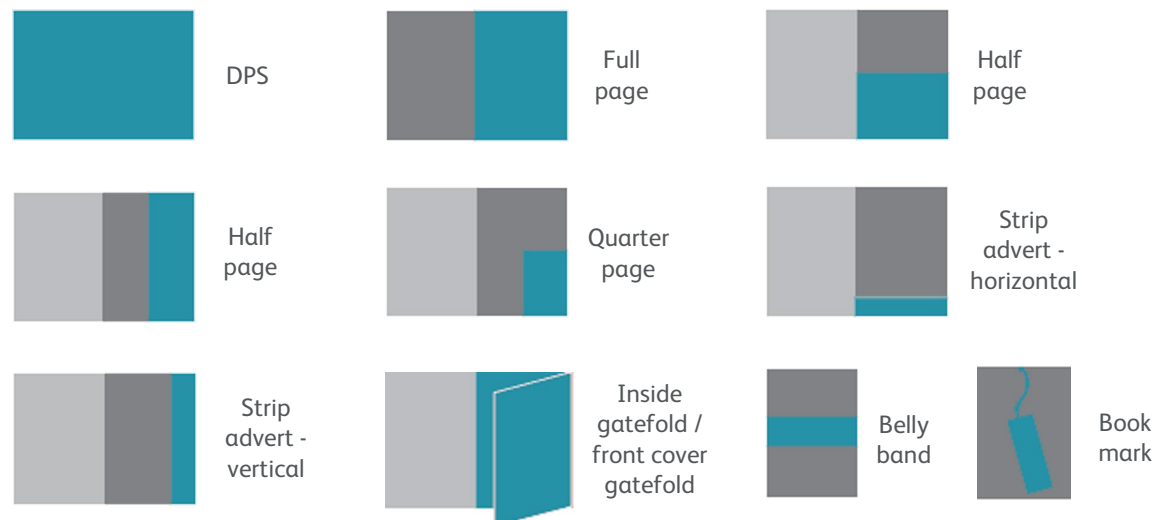
OMNIA HEALTH MAGAZINE

A digital and print magazine, Omnia Health offers a range of editorial, advertising and PR opportunities. Print versions of Omnia Health are distributed at Arab Health, Africa Health and Global Health Exhibition, landing directly in the hands of thousands of visitors and positioning the organisations involved as true industry thought leaders.

EDITORIAL

- Healthcare industry news from the Middle East and around the world
- Industry insights and analysis
- Interviews with the people driving the future of healthcare
- Profiles of leading healthcare institutions and pioneering healthcare leaders
- Healthcare management insights
- Latest trends in hospital construction, building, design and architecture
- Dedicated 'In the Know' section for the latest news around products and services
- Clinical case studies

ADVERTISING

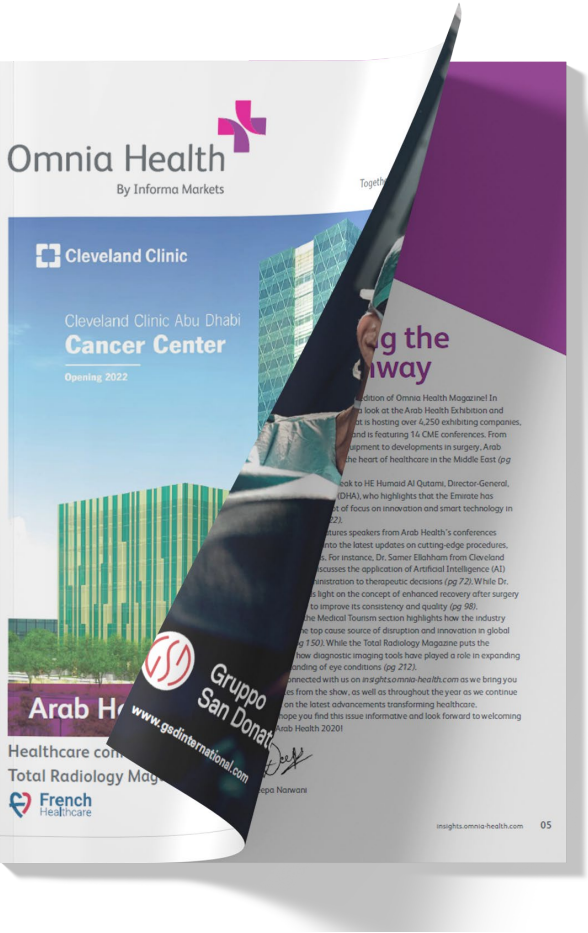


Editorial Calendar

Alongside the magazine and digital insights platform, the Omnia Health team creates four monthly Trend Reports.

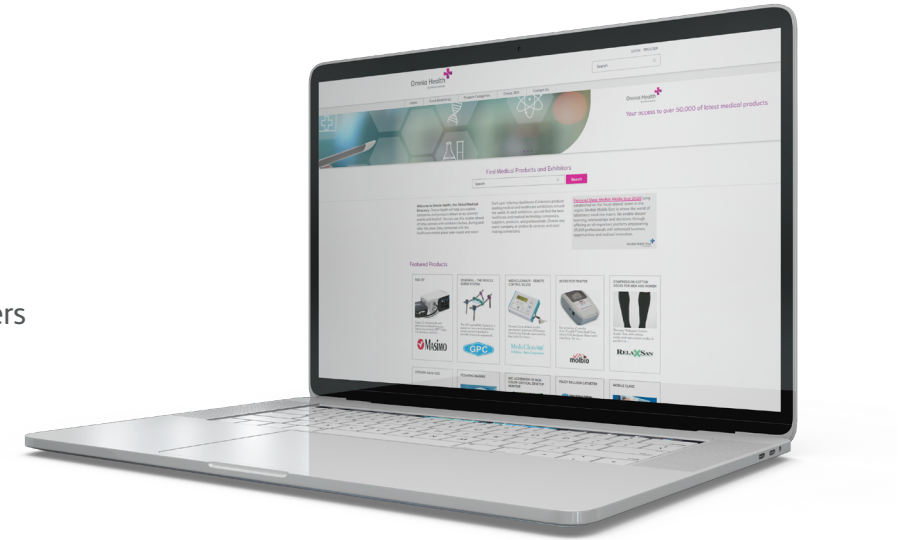
These in depth dives shine a spotlight on a trending industry topic and generate leads for your own sales and marketing campaigns.

January	February	March	April	May	June
Omnia Health Magazine PRINT	Omnia Health Magazine PRINT	Omnia Health Magazine DIGITAL	Omnia Health Magazine DIGITAL	Omnia Health Magazine PRINT	Trend Report: Paediatrics DIGITAL
July	August	September	October	November	December
Trend Report: Diabetes DIGITAL	Trend Report: Orthopaedics/Rehab DIGITAL	Omnia Health Magazine PRINT	Trend Report: Oncology DIGITAL	Omnia Health Magazine DIGITAL	Omnia Health Magazine DIGITAL



Marketplace

List your company on Omnia Health, the global medical directory, to stay connected with your customers year-round and get your products in front of 400,000 annual unique visitors.



PREMIUM LISTING



Logo visibility on
Omnia Health



Display video
content



Search
priority



Comprehensive
dashboard



Omnia Health newsletter
appearance



Omnia Health
remarketing campaign



Dedicated
account manager





Contact

Get in touch today to discuss your options

omniainsights@informa.com