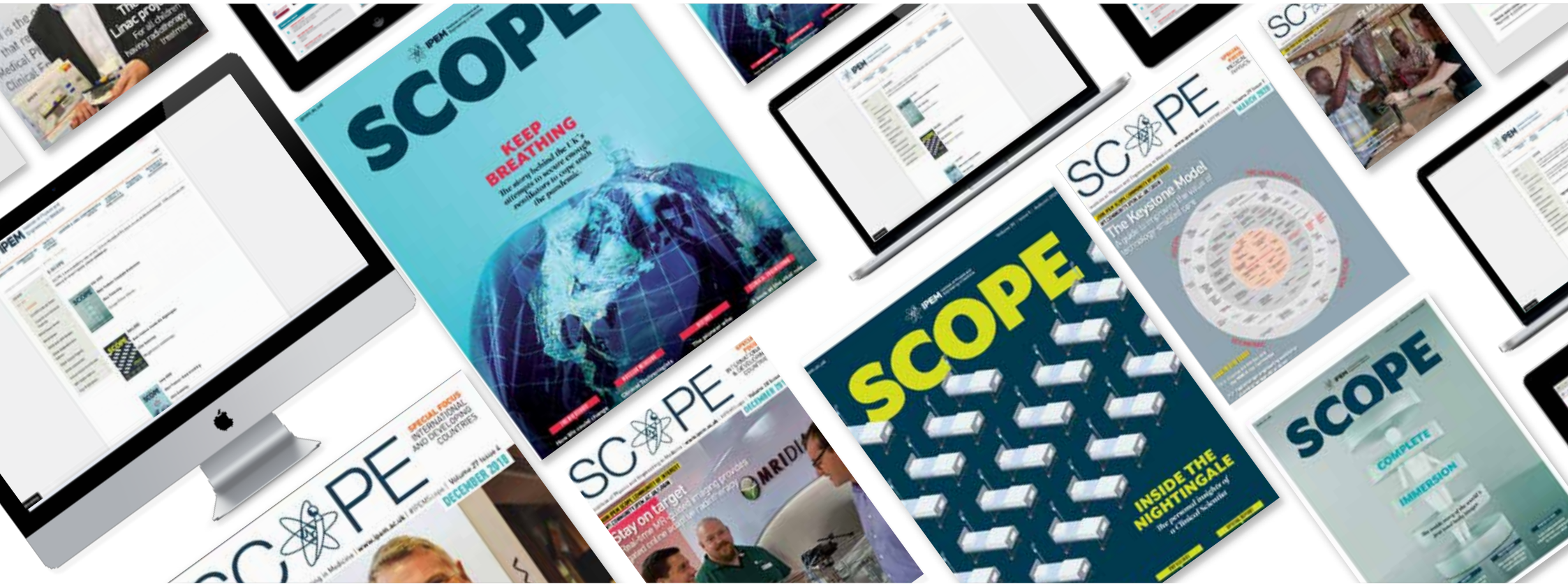


SCOPE

WITH OVER **4,500** MEMBERS RECEIVING PRINT MAGAZINES AND A TOTAL DIGITAL AUDIENCE OF OVER **4,000** – NO OTHER PLATFORM COMES CLOSE TO MATCHING *SCOPE'S* REACH AMONG PHYSICS AND ENGINEERING PROFESSIONALS IN MEDICINE.



MEDIA INFORMATION 2021





Scope magazine is the official magazine of the Institute of Physics and Engineering in Medicine (IPEM)

Scope magazine is read by a highly targeted audience of more than 4,500 physicists and engineers in the medical sector. As the membership magazine for the Institute of Physics and Engineering in Medicine (IPEM), the quarterly publication provides an invaluable resource for articles on cutting-edge technology and procedures, as well as delivering unmissable updates about the profession as a whole.

What's more, our valuable audience is made up of highly qualified individuals and decision makers working in senior roles across a wide range of medical organisations.

These professionals carry genuine influence and spending power, holding senior positions within organisations responsible for spending huge budgets across a wide range of services.

PURCHASING POWER

Scope is the essential quarterly read for physicists and engineers in the medical sector. This means that your partnership with us will land in the hands of those with purchasing power.

Advertising within these pages will ensure that your brand and proposition is recognised and understood by those who matter to you.

It's the sure-fire media partner to get your organisation noticed by the movers and shakers.

The influencers and decision-makers who control how and with whom budgets are spent.

You'll attract the attention of a highly targeted audience that can truly make a difference.

Premium positions

Size and position	Price
Inside front cover	£2,650
Inside back cover	£2,650
Outside back cover	£2,950

Advertising rates

Size and position	Price
Double page spread:	£3,450
Full page:	£1,950
Half page:	£1,250
Quarter page strip:	£875

Series discounts

No. of issues	Discount
2 issues:	10% discount
4 issues:	15% discount
6 issues:	30% discount

In order to be eligible for the series booking discounts, advertisements must be booked in advance and cannot be subsequently cancelled.



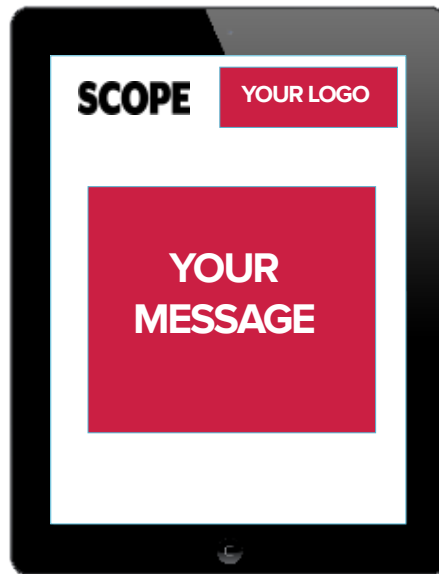
Advertising dates

	Spring 2021	Summer 2021	Autumn 2021	Winter 2021	Spring 2022
Booking deadline	4 Feb	6 May	6 Aug	8 Nov	4 Feb
Insert deadline	1 Feb	30 April	3 Aug	3 Nov	1 Feb
Publication date	1 March	1 June	1 Sept	1 Dec	1 March

SCOPE DIGITAL ADVERTISING OPPORTUNITIES

SOLUS EMAIL

Be the sole sponsor of a Scope solus email sent to over **4,700** members. Including in-email content plus a call to action, solus emails are a highly effective way to engage the audience.



RATE

Quantity	Price
1x Solus email	£3,000
2x Solus email	£5,500
3x Solus email	£7,000

RUN OF SITE BANNERS

The IPeM website receives over **800,000** impressions per year by industry specialists. By advertising through the array of site-wide options on ipem.ac.uk you can engage with the medical and technology sector and increase brand visibility.



RATE - 1 MONTH RESIDENCY

Type	Size	Price (p/m)
MPU	300 x 250	£950

As part of a new service, *Scope* now offers consultative content solutions to deliver specific messages directly to your audience.

We can help open a dialogue between your organisation and the engaged member readership. From thought leadership, to infographics, surveys, video and case studies, we are positioned to create the most effective assets for your needs, utilising our resources at *Scope*.

Our dedicated teams are able to advise and create targeted multichannel strategies based on your objectives, aligning you with the credibility and authority of the voice of *Scope*.

Why content?

Our readers (your audience) are B2B purchasers. One of the most effective ways to influence is to educate and inform; content is a powerful vessel to do this. Content-led marketing gives an authoritative voice to an organisation, and we can give you access to the most receptive and high quality audience to hear it.

Please contact us to discuss how *Scope* can help you with a content strategy

4,700
Magazine
circulation

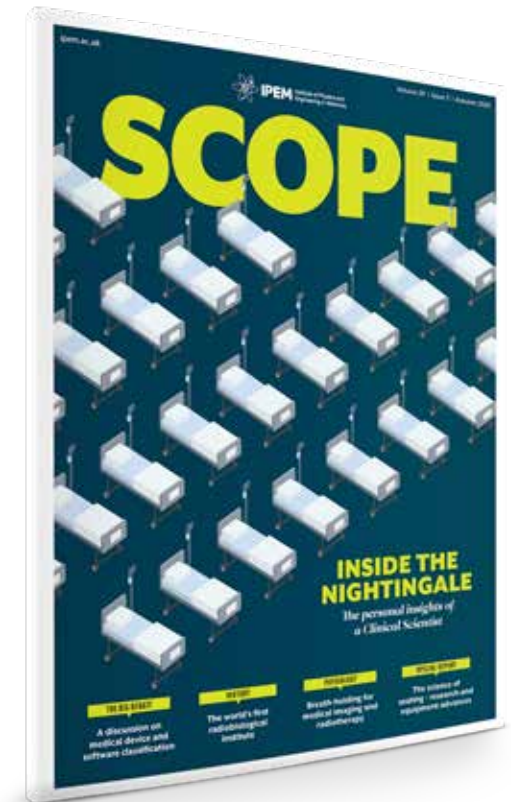
9,000 monthly
page views

39%

of C-suite execs and decision makers thought leadership content had influenced them to ask a vendor to participate in the RFP process, and 47% said such content had a direct impact on awarding business.
(Source: Edelman)

35%

of B2B buyers are spending about 1-3 hours per week reviewing thought leadership content.
(Source: Edelman)



CONTENT HOSTING

Get your content, whether it's a whitepaper or video, the exposure it deserves.

Our online knowledge centre is designed to host your existing or latest research, reports and any other content types to ensure that they reach the widest, most relevant audience possible. We're equipped to host content in any format, including:

- Whitepapers, reports, e-books
- Podcast, presentation, video
- Surveys, infographics

Your content can be open access to reach the widest possible audience or locked for data capture, enabling you to generate valuable qualified new business leads, and effective ROI.

All reports are hosted on their own dedicated, co-branded web page within our easily searchable knowledge centre.

To maximise exposure, we will promote all of your content via our solus and from our website homepage – ipem.ac.uk

Prominently positioned
on the *IPEM* website
for 3 months

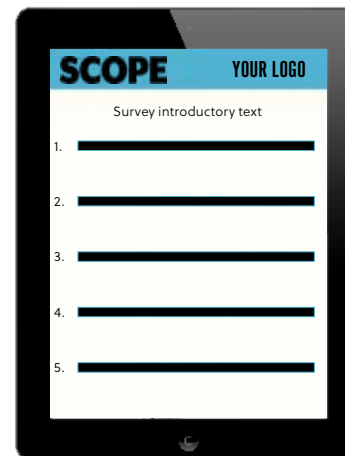
**£2,500
+ VAT**

SPONSORED SURVEYS

Capture exclusive insight and create market leading intelligence from the medical and technology sectors.

Surveys and research are a fantastic way to engage with *Scope's* unrivalled audience and generate data and knowledge for future campaigns through engagement with key decision makers. This includes:

- Survey promoted via *Scope's* digital channels
- A summary of findings published in *Scope*
- *Scope* content team will work closely with you to collate survey findings and produce a white paper - hosted for 3 months and locked for data capture
- Full page print advert in *Scope* to promote white paper



**£10,000
+ VAT**

SUPPLYING ARTWORK

Scope operates a digital workflow system and so prefers to receive artwork as a Pass4Press PDF via email to aysha.miah@redactive.co.uk, or via https://filetransfer.redactive.co.uk/dropbox/aysha_miah

Colours should be saved as CMYK with fonts and hi-resolution images embedded.

We are able to accept some other formats with prior agreement with **Aysha Miah-Edwards** (+44 (0) 20 7880 6241).

Word or PowerPoint files are NOT acceptable as artwork.

Digital data

File Types Accepted

Digital display/images: JPEG, PNG, GIF

Sponsored email: HTML (to be replicated), Word Doc

Digital copy contact: scope@redactive.co.uk



DATES

ISSUE	BOOKING DEADLINE	INSERT DEADLINE	PUBLISHED
Spring 2021	4 February	1 Feb	1 March
Summer 2021	6 May	30 April	1 June
Autumn 2021	6 August	3 August	1 September
Winter 2021	8 November	3 November	1 December
Spring 2022	4 February	1 February	1 March

SPECIFICATIONS

DOUBLE PAGE SPREAD (H X W)

Type - 240x390mm

Trim - 270x420mm

Bleed - 276x426mm

FULL PAGE (H X W)

Type - 240x180mm

Trim - 270x210mm

Bleed - 276x216mm

HALF PAGE

H: 117x180mm

V: 240x87mm

QUARTER PAGE (H X W)

V: 117mm x 87mm

OUTSIDE BACK COVER (H X W)

Trim - 169x210mm

Bleed - 172x216mm