

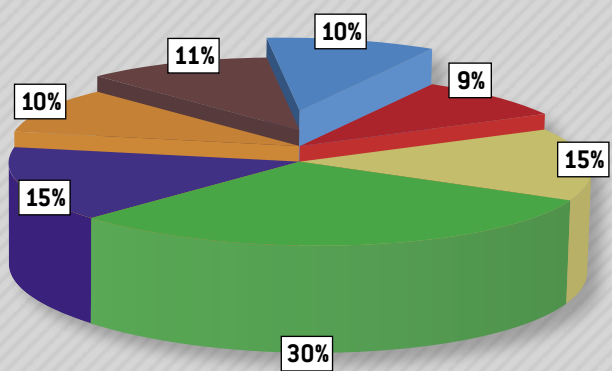
MEDLAB MAGAZINE

Medlab magazine has quickly established itself as the leading magazine for the medical laboratory market in the Middle East. As the only publication in the region directed solely towards the region's medical laboratories, it enables professionals to keep up-to-date with the latest products, medical findings and techniques for treatment and diagnosis.

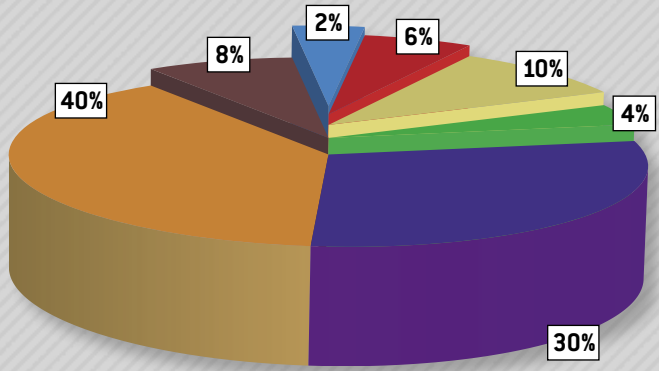
The content of the magazine features well-balanced articles written by professionals

in the region for professionals in the region. Published quarterly, each issue focuses on problems facing senior decision makers and lab technicians across the Middle East.

With a circulation of 12,578, Medlab magazine is the place to advertise for all companies specialising in medical laboratory equipment and services for all aspects of medical diagnosis.



Biochemist	10%
Microbiologists	9%
Pathologists	15%
Heads of independent labs	30%
Heads of hospital labs	15%
Histopathologists	10%
Haematologists	11%



Bahrain	2%
Kuwait	6%
Oman	10%
Qatar	4%
KSA	30%
UAE	40%
Rest of Middle East	8%

EDITORIAL SCHEDULE

ISSUE 1 – MARCH EDITION
Copy deadline 8th March

ISSUE 2 – JULY EDITION
Copy deadline 3rd July

ISSUE 3 – SEPTEMBER EDITION
Copy deadline 11th September

ISSUE 4 – NOVEMBER EDITION
Copy deadline 23rd October

RATES

Double page spread	US\$ 3,500
Full page	US\$ 2,000
Half page	US\$ 1,000

SPECIAL POSITIONS

Outside back cover	US\$ 3,000
Inside front cover	US\$ 2,500
Inside back cover	US\$ 2,500

MECHANICAL DATA

DPS bleed	303mm(h) x 426mm(w)
DPS trim	297mm(h) x 420mm(w)

FULL PAGE

A4 bleed	303mm(h) x 216mm(w)
A4 trim	297mm(h) x 210mm(w)
A4 type area	277mm(h) x 190mm(w)

HALF PAGE

Horizontal	126mm(h) x 185mm(w)
Vertical	260mm(h) x 90mm(w)

DIGITAL ARTWORK REQUIREMENTS

- Print ready pdf at 300dpi, CMYK
 - QuarkExpress document with fonts and images
 - Adobe illustrator eps
 - JPEG, TIFF picture formats at 300dpi, CMYK
- Files can be supplied on CD-ROM, via email or ISDN. Please ask for further details