“I truly appreciate Healthcare Radius. It helps us become aware of the new trends, changes and innovations sweeping the industry.”

Dr HP Kumar
Director, Medical Health,
Sahara Hospital, Lucknow

“I find Healthcare Radius very interesting and informative. It has now become a staple diet for many of my institution’s leaders as well as me.”

Sameer Mehta
Director, Dr Mehta’s Hospitals,
Chennai

“I must mention that Healthcare Radius magazine certainly seems to be in a different league than the ones I am used to seeing.”

Ratan Jalan
Founder & principal consultant,
Medium Healthcare Consulting
Quick facts

- Healthcare Radius’ readership includes key decision makers across healthcare segments from large to small, public facilities to private hospitals. The readership profile includes owners, CEOs, medical directors, head of departments, purchase managers, owners of specialty centres, bio-medical engineers, consultants and key officials in the health ministry.

- Healthcare Radius is positioned as a primary source of information for industry professionals.

- Healthcare Radius serves as a forum for industry professionals to connect, network and share industry information with each other through periodical reports, event coverage and roundtables.

About Healthcare Radius

Healthcare Radius, a B2B monthly magazine from the ITP Publishing Group, is a powerful business intelligence tool that helps all stakeholders in the healthcare industry grow, achieve better results and improve their bottom line. The thrust areas of Healthcare Radius are:

Market

Our analysis of latest market developments and updates on new projects, products and technologies make it a must read for healthcare professionals.

Business & Strategy

Healthcare Radius analyses the business moves of various players and highlights new trends and best practices that would enable you to strengthen operations, augment care, ensure faster turnaround and reduce cost and wastages. We guide you towards establishing economies of scale, creating a sustainable business model and ramping up your profit margin.

Management

Healthcare Radius guides you right about best practices from conceptualisation to commissioning of projects. We take you through latest trends in hospital construction, building, design and architecture and furnishing.

Technology

Healthcare Radius brings you the latest advancements that not only enhance diagnosis and treatment, but promise greater efficiency by ensuring quicker turnaround time, higher flow of patients and reduced cost of care. We inform you about technology that augment patient care, by reducing waiting time and improving patient convenience.

Circulation Sectorwise

- Hospitals (Govt & Private Hospitals in metro, Tier 2 & Tier 3
- Specialty Centers
- Nursing Homes / Clinics
- Pathology Labs / Diagnostic Centers
- Blood banks
- Medical Associations
- Medical / Surgical / Diagnostic Equipment Mfrs
- Medical Distributors / Dealers / Channel Partners
- Others

ADVISORY BOARD

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  Medical superintendent, Amrita Institute of Medical Science and chairman, research committee, NABH
Hospitals are constantly under pressure to increase efficiency because that is a sure-shot way not only to add to the bottomline but also improve patient outcomes and customer satisfaction. The summit will provide an important platform for key people in the industry to deliberate on ways to maximise their services through efficient management of resources including employees, patients and technology. It's an event that's not to be missed. All the important players will be present.
## Editorial calendar

<table>
<thead>
<tr>
<th>MONTH</th>
<th>RADIOLOGY</th>
<th>MANAGEMENT</th>
<th>TECHNOLOGY</th>
<th>INFRASTRUCTURE</th>
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<tbody>
<tr>
<td>JANUARY</td>
<td>Successful PPPs in imaging</td>
<td>OT management</td>
<td>How AI is impacting healthcare</td>
<td>HVAC special</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>CT Special</td>
<td>Pre-budget expectation</td>
<td>Advancements in home health</td>
<td>Design of lobby</td>
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<tr>
<td>MARCH</td>
<td>Advancements in MR</td>
<td>Post budget anlaysis</td>
<td>Block chain technology</td>
<td>Lighting</td>
</tr>
<tr>
<td>APRIL</td>
<td>Advancements in patient monitors</td>
<td>Hospitality in healthcare</td>
<td>Self-help kiosks</td>
<td>AI in infrastructure</td>
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<tr>
<td>MAY</td>
<td>Fusion Imaging</td>
<td>Improving operation efficiency</td>
<td>Advancements in ambulatory care</td>
<td>Dry walls</td>
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<tr>
<td>JUNE</td>
<td>Choosing the right vendor for imaging</td>
<td>OPD Management</td>
<td>Advancements in diabetes management</td>
<td>Design of washrooms in hospitals</td>
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<tr>
<td>JULY</td>
<td>Steps towards quick TAT in radiology</td>
<td>Best HR practices</td>
<td>Data security in hospital</td>
<td>Patient-friendly furniture</td>
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<tr>
<td>AUGUST</td>
<td>Maintenance of imaging equipment</td>
<td>Ways to quick turnaround of projects</td>
<td>Advancements in cath lab</td>
<td>Flooring special</td>
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<tr>
<td>SEPTEMBER</td>
<td>Advancements in PET-CT</td>
<td>Best practices during M&amp;As</td>
<td>Big data in healthcare</td>
<td>Trends in OT table and lighting</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>ANNIVERSARY SPECIAL</td>
<td>New markets in medial tourism</td>
<td>Connected care</td>
<td>Design of rooms</td>
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<tr>
<td>NOVEMBER</td>
<td>Integrating HIS with RIS and PACS</td>
<td>Talent retention strategies</td>
<td>Anesthesia Work Station</td>
<td>Design of NICU</td>
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<tr>
<td>DECEMBER</td>
<td>Turnaround examples of radiology departments</td>
<td>Strategies to ensure quicker ALOS (average length of stay)</td>
<td>Automation in labs</td>
<td>HVAC special</td>
</tr>
</tbody>
</table>

**Note:**
- Editorial reserves the right to change, update or drop any stories; prior information will be given based on the decision.
- Topics are selected for their relevance to more sectors rather than catering to any single industry.
- There will be interviews with industry leaders as well as heads of relevant industry bodies.
- Relevant authored articles will also be invited from industry experts.
Advertising opportunities

**ADVERTISING RATE CARD**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>INR</th>
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<tbody>
<tr>
<td>Inside regular full page</td>
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<tr>
<td>Full page, first RH</td>
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<tr>
<td>Double Spread</td>
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<td>Central Double Spread</td>
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<tr>
<td>Inside front Cover – Single</td>
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<tr>
<td>Inside front Cover – Double</td>
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<tr>
<td>Inside Back Cover</td>
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<tr>
<td>Outside Back Cover</td>
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<tr>
<td>Half page</td>
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<tr>
<td>Quarter page</td>
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**ONLINE RATE CARD**

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<tr>
<th>TYPE</th>
<th>SPECIFICATIONS</th>
<th>RATES</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 pixels x 90 pixels</td>
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</tr>
<tr>
<td>Skyscraper</td>
<td>600 pixels x 160 pixels</td>
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</tr>
<tr>
<td>Banner</td>
<td>234 pixels x 60 pixels</td>
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</tr>
<tr>
<td>Banner</td>
<td>220 pixels x 550 pixels</td>
<td>82,000</td>
</tr>
</tbody>
</table>

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**ABOUT DIGITAL STUDIO INDIA**

Digital Studio is a must-have trade publication with a focus on broadcast and film production technologies in India. Published by ITP Publishing India, the monthly magazine has been at the forefront of chronicling the digital revolution in Indian media and entertainment industry.

The magazine focuses on present-day broadcast engineers and film technicians involved in steering the industry from an analogue to a digital era of media technologies, besides developing newer platforms of infotainment. The magazine documents the progress in digital production through breaking news, insightful interviews, noteworthy opinions and analytical features.

The brand is presently powered by a guild of seasoned reporters and research analysts, who cull out crucial news information, research studies, market insights and underlying industry trends to help industry decision-makers make better decisions.

**MEDIA INFORMATION**

**RATES WEB ONLY ADVERTISEMENT (PER MONTH)**

- Leaderboard: 728 pixels x 90 pixels - $1,500
- Skyscraper: 600 pixels x 160 pixels - $1,200
- MPU1: 300 pixels x 250 pixels - $1,000
- MPU2: 300 pixels x 100 pixels - $800
- Small MPU: 300 pixels x 100 pixels - $600

**SPECIFICATIONS FOR WEB**

- File formats for web: JPG, GIF, animated GIF, SWF - File cannot exceed 39kb.
- Leaderboard: 728 x 90 pixels
- MPU1: 300 x 250 pixels
- Small MPU: 300 x 100 pixels

NB: All advertising is based on a shared tenancy basis whereby adverts will rotate on the website, maximum of 3 adverts per position.
Launched in September 2012 by ITP Business India, Healthcare Radius is a monthly publication for Indian healthcare professionals. We highlight best business practices, analyse key trends and outline business moves and drifts of healthcare majors across the country. We are the industry’s platform for debate and its guide to the latest and most promising trends in planning, strategy, technology and management practices.

For more information click here to download the Media Pack.