

EUROPEAN HEALTH TOURISM INDUSTRY MAGAZINE

The logo for hti, featuring a stylized green leaf icon above the lowercase letters 'hti' in a white, italicized serif font.

*hti*NEWS

Ratecard

ISSUE 6 | 2021



HTI – Your health tourism industry partner

A network of top professionals, health travel experts and leaders of the tourism industry from both the private and public sectors.

HTI is the leading hub for health travel and tourism business in Europe. We bring together medical experts, spa and wellness professionals, buyers, service providers, associations and destinations through both events and projects supported by prominent European and global organizations.

The vision "Your health tourism industry partner" expresses our commitment to provide excellent service to our clients and partners. Furthermore, HTI helps to enable global stakeholders to stay on top of the trends, exchange and grow their knowledge, and develop a robust industry network, thereby generating a variety of new business opportunities. Finally, HTI serves as a source of education and business intelligence, while at the same time linking with other industries complementary to health travel.

In addition to organizing health tourism events and exhibitions, HTI is focused on B2B meetings with buyers, leadership gatherings, educational sessions, social networking and, as always, maintaining a personalized approach. A network of qualified buyers from all continents represents the core value of HTI. Hence, the European Buyers Initiative was established to attract buyers interested in doing business with European service providers.



HTI products and services



Events



Buyers



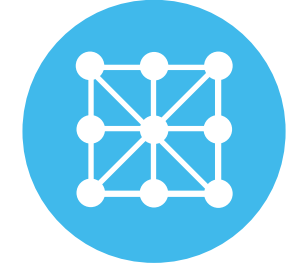
Magazine



Digital News



Consultancy



Network

HTI Conference & Expo

A business-to-business event that offers educational sessions, exhibitions, and hosted buyers program.

European HTI Summit

Business-to-government event in the European Parliament in Brussels that gathers together leaders of European umbrella organizations and prominent service providers.

EBI - European Buyers Initiative

A hosted buyers network of +1,500 qualified international agents/facilitators who have deep expertise in diverse health travel segments.

HTI News Magazine

The first European business magazine that promotes and connects renowned stakeholders and service providers.

HTI Digital News

HTI Newsletters reaching approx. 58,000 health travel and tourism professionals and leaders in the HTI database. Additional digital marketing promotions offered through the HTI website and social media.

HTI Consultancy

An international team of health tourism experts cover key source markets and are experienced in strategic concept development, market research, feasibility studies, destination development, health resorts and medical hotels.

HTI Network

A new service that offers access to a broad network of health travel and tourism professionals, companies, HTI partners, and representatives worldwide while providing promotional and educational benefits.

HTI communication channels

HTI News Magazine

<https://www.hticonference.com/hti-news-magazine/>

HTI website

<https://www.hticonference.com/>

HTI social media

<https://www.linkedin.com/company/hti-conference/>

<https://www.facebook.com/hticonference>



HTI newsletter

approx. 12,000 professional subscribers world-wide,
mostly Europe

HTI direct mailings

to selected companies

HTI partners and network

Our partners include European umbrella associations and event organizers such as the European Travel Commission, European Spas Association, European Historic Thermal Town Association, Termatalia and ITB Berlin. HTI is also a proud member of the European Tourism Manifesto, an alliance established by ETC and leading European tourism organizations.

HTI gathers network partners in various fields of health tourism

- Medical facilities such as hospitals, clinics, hospital groups and dental clinics
- Spa facilities with thermal and mineral waters, and natural healing remedies
- Wellness facilities such as wellness chains, wellness hotels and spa resorts
- Facilitators, travel agents and tour operators
- Hospitality industry
- Professional and business associations and clusters
- Tourist boards and chambers of commerce
- Governments, cities and public authorities
- Educational institutions and consultants
- Accreditation, certification and training agencies
- Health insurance companies
- Healthcare product and service providers
- Pharmaceutical industry
- Banking, finance and technology providers
- Medical tourism portals, media and event organizers



Profile HTI News Magazine

The first and leading European business magazine that promotes and connects renowned stakeholders and service providers in health travel and tourism business.

Started in 2017 the magazine has been freshened up in 2021: a new structure, further rubrics and an enhanced layout for an even better reader experience. The content features a wide variety of topics that spans from the latest news to the most relevant and detailed industry insights. Readers benefit from the valuable HTI network by discovering upcoming events and congresses and following experts' discussions about topical industry issues. In-depth information is provided by industry partners such as thermal and medical spas, destinations, travel agencies, hospitals and clinics, wellness hotels and medical sectors. Furthermore, HTI News Magazine provides knowledge about politics, economics and top tips to manage health tourism products, complemented by interviews with industry thought leaders. The magazine also presents articles about sustainable approaches and further information on the HTI network.

Advertising clients benefit from an exclusive editorial environment, promotional support, high awareness and visibility within a top-level community. Get in touch with the top professionals, health experts and leaders of the health tourism industry from both the private and public sectors.



Magazine structure

- news & trends
- event calendar
- bulletin
- industries: thermal/medical spa, destinations & regions, traveling, agencies & facilitators, medical sector clinics & hospitals, wellness hotels
- politics & economics
- consulting
- sustainability
- members only: HTI internal

<https://www.hticonference.com/hti-news-magazine/>



Media reach and distribution

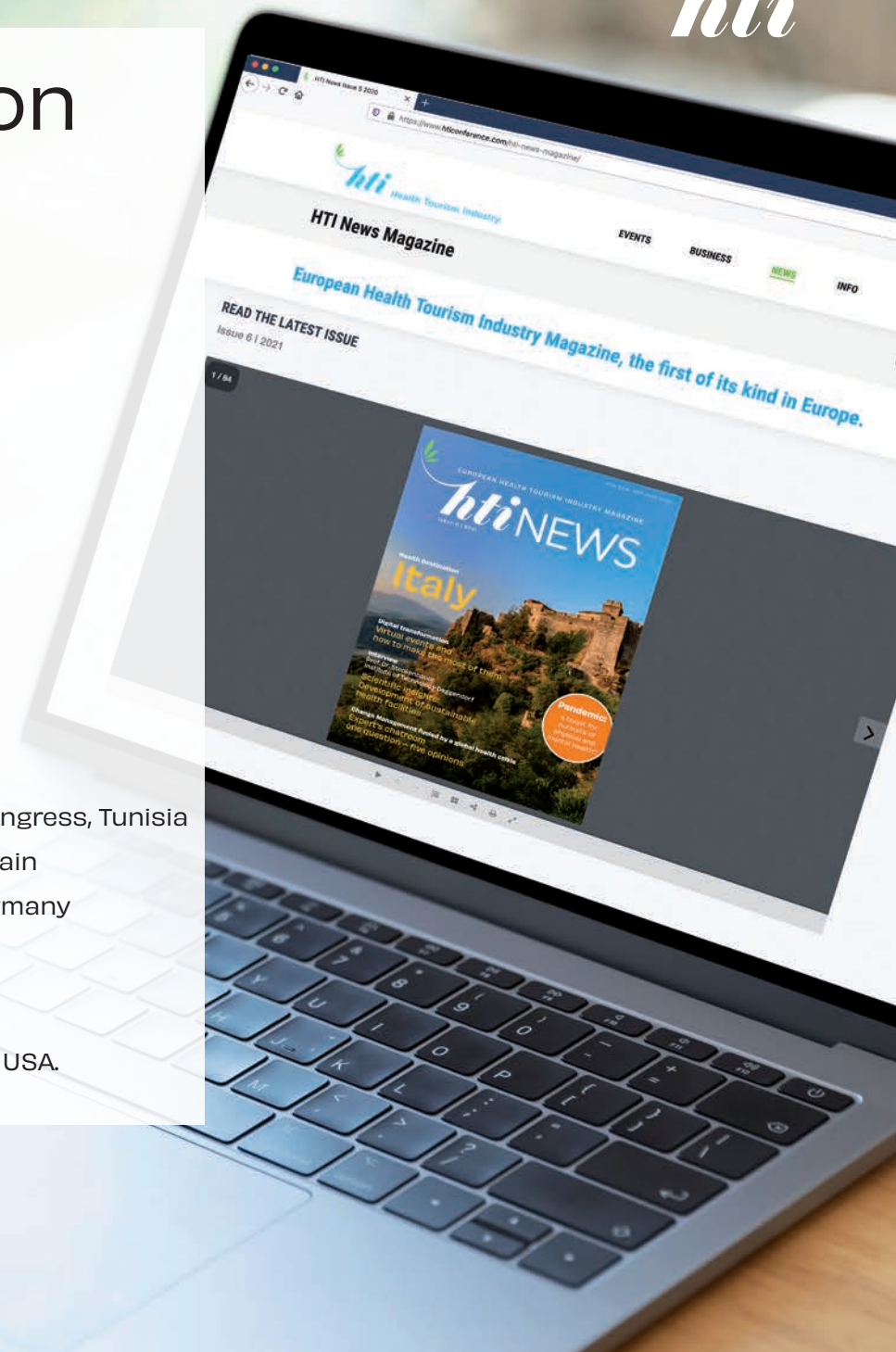
Frequency: twice a year

Cover price: free of charge

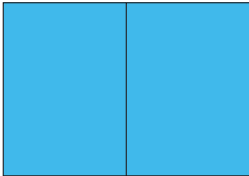
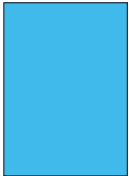
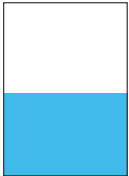
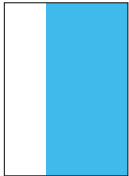
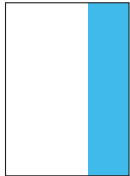
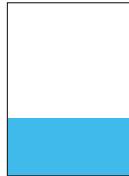
Reach: approx. 67,000 readers

Distribution

- Published and distributed online at the HTI website, while the printed edition is distributed at global health tourism events.
- Electronic format available on HTI website and promoted through HTI newsletters and HTI social media.
- Via courier mail to relevant buyers affiliated to HTI, HTI representatives and HTI partners to be distributed further to their members and affiliates.
- To participants of live events organized by HTI and its business partners such as ITB Medical Tourism Pavilion, Berlin | Hestourex, Turkey | African Medical Tourism Congress, Tunisia | European Medical Tourism Workshop, Italy | ESPA Congress, Slovenia | Termatalia, Spain | HTI European Summit, Brussels | AHCI, India | WTM, London | EHTTA Thermal Day, Germany | MITT, Moscow.
- And other specialized events attended by HTI representatives from key health tourism markets such as Germany, Russia, Italy, Turkey, Middle East, China and the USA.



Advertising rates and formats

					
2/1 Page	1/1 Page	1/2 horizontal	2/3 vertical	1/3 vertical	1/3 horizontal
Trim Size w 440 mm x h 280 mm	Trim Size w 220 mm x h 280 mm	Trim Size w 220 mm x h 140 mm	Trim Size w 141 mm x h 280 mm	Trim Size w 74 mm x h 280 mm	Trim Size w 220 mm x h 93 mm
EUR 2,600.-	EUR 1,750.-	EUR 1,050.-	EUR 1,400.-	EUR 700.-	EUR 700.-
	second and fourth cover page EUR 2,200.-				

AdSpecials

Promotional package

16 exclusive pages in magazine: print advertisements and copy

EUR 10,000.-

Supplement

extra brochure enclosed in magazine:

max. size width 210 height 270

Technical and postage costs upon request

Advertorials

1/1 full page trim size width 220 height 280 trim size

EUR 1,950.-

Design Services print advertisements

including layout based on provided images and copy,

excluding image rights and photo production

1/1 page as from EUR 500.-

Specifications and payments

Terms of payment

Net 7 days upon booking confirmation.

All rates in EUR, prices do not include German VAT of 19%.

Bleed advertisements and those exceeding the type area are not subject to surcharge.

Schedule

Issue No. 6: date of publication May / June 2021

Closing date and cancellation deadline
for bookings of advertisements ~~21.04.2021~~

11.05.2021

Date of delivery for advertorials and press content ~~28.04.2021~~

18.05.2021

Print data deadline ~~06.05.2021~~

25.05.2021



**Extended
Deadlines**

Technical specification

For trim sized formats bleed of 3mm on all sides needs to be added.

10 mm minimum distance from important text and graphic elements to the cutting edge and to the gutter margin.

If text or important picture elements cross the binding of a double page, the picture data must have doubling in the middle of 4 mm per page, or 5 mm per page in the case of opening spreads.

Delivery, however, as two separate single-page PDFs (= 2 files).

This binding allowance must be included in the final format of the double page.

Advertorials are marked with the word "ADVERT",
promotions with the word "PROMO"

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