

MD+DI: *The Voice of the Industry* for over 30 years!

New for 2016 – MARKET DOMINANCE

unquestionably the best print publication in Medical Device Suppliers

Quality:

- Best-of-the-Best circulation model
- Leverage all active users in 380,000+ database

Quantity: 71,000 circulation!

- Combine MD+DI and MPMN content & circulation

Event Alignment:

- MD&M and BIOMEDevice focus



Publisher's Own Data, October 2014

MD+DI: Quality - "Best-of-the-Best"

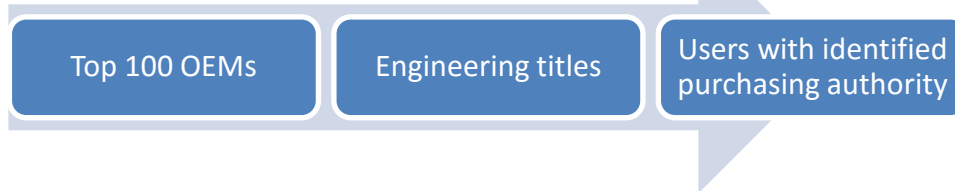
Dynamic Circulation

The Most Engaged:

Twice a year we fold UBM's the most engaged sourcing OEMs into MD+DI's circulation



The Most Buying Power:

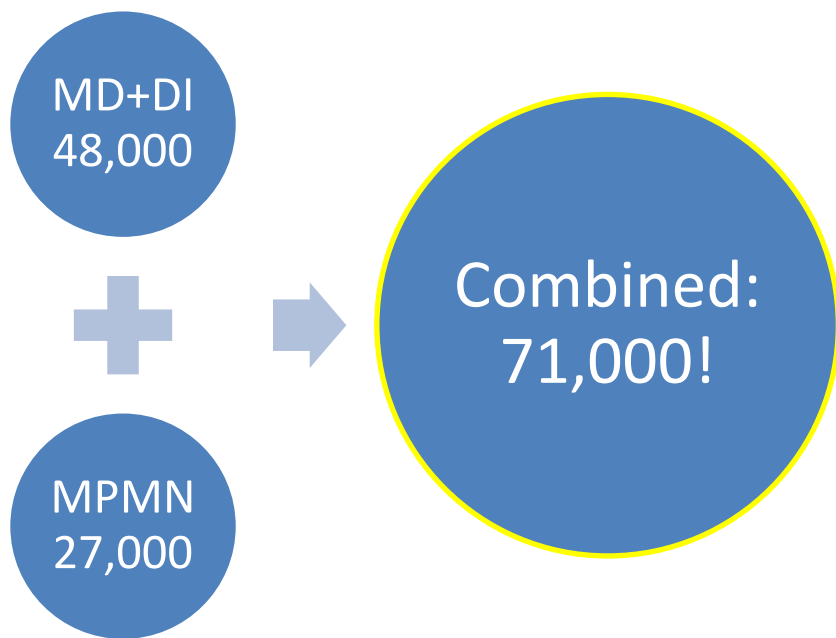


Why is this important? Your ad reaches engaged buyers in the sourcing process = **MORE ROI**

Publisher's Own Data, October 2014



Quantity – MD+DI and MPMN Combined!



Design Engineering	42%
Corporate Management	20%
Production/Manufacturing Engineers	17%
R&D Engineering	12%
Quality Assurance & Quality Control	9%

Why is this important? 70,000 is OVER 2X that of any other publication in the market = **MORE ROI**

- Published 12 times per year
- August issue is Annual Buyers Guide
- Bonus Distribution at Key Industry Events

Publisher's Own Data, October 2014

MD&M and BIOMEDevice Alignment!

Exclusive Event Publication

- Event Preregistration
- Geo-targeted to Event

Onsite Directories connection

- Polybagged to show issues

Event call outs on Cover

- Open to p.15 to meet MD&M West exhibitors!

Exclusive Event Content

- Hot products
- Exhibitors
- Educational content

Why is this important? No other brand can connect you to our attendees = **MORE ROI**



Publisher's Own Data, October 2014

MD+DI: The Voice of the Industry

Leading Medtech Companies Rely on *MD+DI* for Industry Information

- 3M
- Abbott Labs
- Alcon Laboratories
- Baxter Healthcare
- BD Medical Systems
- Beckman Coulter
- Becton Dickinson
- Boston Scientific
- Carefusion Corporation
- Covidien
- Edwards Lifesciences
- Ethicon
- GE Healthcare
- Johnson & Johnson
- Medtronic
- Philips Medical Systems
- St. Jude Medical
- Siemens Healthcare Diagnostics
- Stryker Endoscopy
- Teleflex
- W.L. Gore & Associates
- Zimmer

Publisher's Own Data, October 2014

MD+DI: The Voice of the Industry

Enhance Your *MD+DI* Experience

Reach a targeted audience with the Guide to Outsourcing

The Guide to Outsourcing (GTO) is an annual special supplement focused entirely on outsourcing. As one of *MD+DI*'s most popular issues, advertising in the GTO is essential for all medical device contract manufacturers looking to gain targeted exposure.

Stay Connected with the Medical Device Industry Yearbook

The Medical Device Industry Yearbook is a must-read and popular reference for OEM professionals. Providing a comprehensive look at the medical device industry over the course of the year, the Industry Yearbook is featured annually in the December issue of *MD+DI* as well as online at mddionline.com. The issue includes a look at mergers and acquisitions, the subscriber favorite annual salary survey, plus an industry snapshot.



Publisher's Own Data, October 2014

MD+DI: The Voice of the Industry

Celebrate Industry Innovation with *MD+DI*

MD+DI is proud to sponsor the *Medical Design Excellence Awards (MDEA)*—the premier awards program for the medtech community, recognizing the achievements of medical device manufacturers and the many people behind the scenes—suppliers, engineers, scientists, designers, and clinicians—who are responsible for the groundbreaking innovations that are changing the face of healthcare. **MDEA** finalists are announced in the May print issue of **MD+DI** magazine, and winners are announced in June during a special ceremony held in conjunction with the Medical Design & Manufacturing (MD&M) East event.



Publisher's Own Data, October 2014



MD+DI: Annual Buyers Guide

Reach your target audience in our Annual Buyers Guide

Powered by **Qmed**, this is the only printed buyers guide with pre-qualified suppliers currently working with medical device OEMs, are CGMP compliant, and are ISO 9000, ISO 13485, and/or FDA registered.

Circulation: 53,000

Corporate Profiles

Our readers find Corporate Profiles extremely useful because they provide instant information about your company. Shorten the time it takes to receive that new business call by taking advantage of this unique advertorial opportunity.

- 1/4 page ads or larger come with a free corporate profiles
- Half page profiles \$3,500 Net
- Full Page Profile for \$4,500 Net



Featured Supplier Listings

For an additional \$500 net, your listing will appear prominently at the top of an applicable category's grid in a "Featured Supplier" section.

A screenshot of a supplier listing grid. A blue arrow points to a highlighted section at the top of the grid, labeled 'Featured Supplier'. The grid contains columns for company name, address, phone, fax, email, and website.

Enhanced Logo Listings

For an additional \$500 net, you get to add your logo to your company's description of up to 75 words. Non-advertisers may purchase an Enhanced Listing that includes the placement of a logo next to a company description of up to 50 words.

An example of an enhanced listing for 'Master Bond Inc.'. A blue arrow points to the company logo. The listing includes a description of the company's products and services, and a website link.

Martel Instruments
Manufactures a line of compact thermal and impact printers that are used in portable, panel mount, and mobile printing applications. Customized print development and private labeling also are available.
www.martelinstruments.com

MASTERBOND
ADHESIVES | SEALANTS | COATINGS
Engineering • Research • Development

Master Bond Inc.
Manufactures medical device adhesives, One- and Two-part adhesives, specifically designed for use in both disposable and reusable medical devices, stand up to standard disinfectants and sterilization procedures. Medical adhesive systems meet USP Class VI biocompatibility standards.
www.masterbond.com
See ad on page 15

Qmed: Where Buyers Are Sourcing

Qmed is the world's only **100% qualified** medical device supplier directory and search engine, created exclusively for OEMs actively researching and sourcing qualified suppliers, products, and services.

Why Qmed?

Qmed connects decision makers in the sourcing process with qualified medical suppliers.

Provide your target audience with direct access to the products and services you offer, and get in front of more than **1.2 million** unique visitors annually and over **42,300** registered users all searching for qualified medical suppliers.

All **Qmed** suppliers are required to meet one or more of the following qualifications:

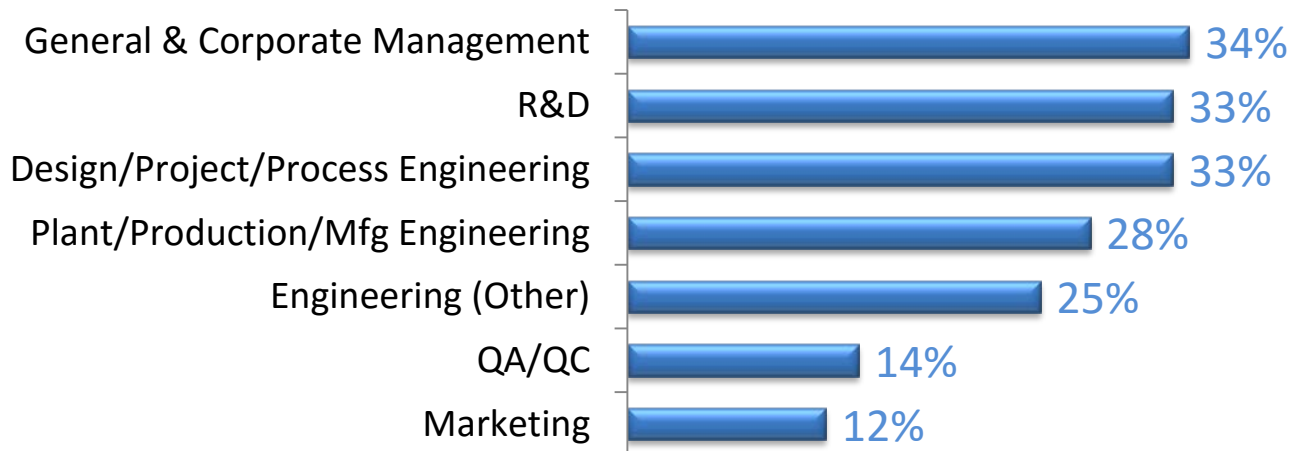
- ISO 9000/01 certified
- ISO 13485 certified
- FDA registered
- Currently working with medical OEMs
- CGMP compliant
- Exhibits at medical industry events



Qmed: Where Buyers Are Sourcing

Who is the Qmed User?

Qmed reaches decision makers in the following roles:



Top Searched Categories

- Contract Manufacturing Services
- Components
- Tubing and Extrusion
- Manufacturing Equipment
- R&D and Design Services
- Electronic Components
- Molding Services and Equipment
- Motors
- Pumps and Valves
- Adhesives and Adhesive Products
- Packaging and Sterilization
- Materials