Medical Physics Web

The number one online resource for medical physicists and radiation oncologists

Our remit is to deliver in-depth news, analysis and commentary about the fundamental research, emerging technologies and clinical applications that underpin the core disciplines of medical physics: diagnostic radiology, radiation therapy and nuclear medicine, plus key related areas such as biophysics, biomedical engineering and physical oncology.

Members by job function

- Medical physicist: 27%
- Clinical: 16%
- R&D: 14%
- Other: 16%
- Industry: 27%

Readers' highest ranked special interests

- Image analysis
- Conformal radiation treatment
- QA in radiotherapy
- Mammography
- Ultrasonography
- Positron emission tomography
- Biomedical applications of nanotechnology

Geographic breakdown of visits

- Americas: 37%
- APAC: 23%
- EMEA: 40%

Source: Google Analytics and Publisher’s own data

Paul Rucci  rucci@ioppubusa.com  +1 (215) 627 0880
Targeting the key events in the medical physics calendar

*medicalphysicsweb* publishes a series of special print supplements, timed to hit the headline events in the medical physics calendar. That means a focused distribution to conference and trade-show delegates: medical physicists and related clinical professionals working in clinical practice, research and industry.

Show distribution at these events is backed up by digital delivery to *medicalphysicsweb*’s global subscriber base. That means more opportunities for you to connect with your core customer base whatever their speciality – medical imaging, radiation therapy, nuclear medicine or biomedical optics.

**Created specifically for conference distribution**

- ESTRO 3, Vienna, Austria, May 2017
- AAPM Annual Meeting, Denver, Colorado, USA, July 2017
- ASTRO’s 59th Annual Meeting, San Diego, California, USA, September 2017

**Increased readership**

In addition, *medicalphysicsweb* review is available online to download throughout the year, reaching thousands of members, increasing the visibility of your advertisement.

Visit [medicalphysicsweb.org](http://medicalphysicsweb.org) for more information.
Communicating the most important scientific advances in its field

**Editor-in-Chief**
- S R Cherry, University of California, Davis, USA

*Physics in Medicine & Biology* (PMB) is published in partnership with the Institute of Physics and Engineering in Medicine (IPEM) and covers:
- all areas of radiotherapy physics
- radiation dosimetry (ionizing and non-ionizing radiation)
- biomedical imaging (e.g. x-ray, MRI, ultrasound, optical, nuclear medicine)
- image reconstruction and kinetic modelling
- image analysis and computer-aided detection
- other radiation medicine applications
- therapies (including non-ionizing radiation)
- biomedical optics
- radiation protection
- radiobiology

This journal is essential reading for medical physicists, clinicians and industry specialists involved in the manufacturing and testing of radiotherapy equipment, with the purpose of improving the understanding, detection and treatment of disease, and the management of patients.

More than 174,000 monthly page views
More than 73,900 downloads every month

Impact Factor 2.811*
*As listed in the 2015 ISI Journal Citation Reports®

Other journals of interest
- Biomedical Physics & Engineering Express
- Convergent Science: Physical Oncology
- Inverse Problems
- Journal of Neural Engineering
- Journal of Radiological Protection
- Physiological Measurement

Paul Rucci | rucci@ioppubusa.com | +1 (215) 627 0880

Advertising opportunities

<table>
<thead>
<tr>
<th>Online</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tile</td>
<td>180 × 150 px</td>
</tr>
<tr>
<td>Horizontal banner</td>
<td>468 × 60 px</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Print</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page and cover - bleed</td>
<td>171 × 251 mm</td>
</tr>
<tr>
<td>Full page and cover - non-bleed</td>
<td>141 × 218 mm</td>
</tr>
<tr>
<td>Half page - bleed</td>
<td>171 × 124 mm</td>
</tr>
<tr>
<td>Half page - non-bleed</td>
<td>141 × 105 mm</td>
</tr>
</tbody>
</table>
Online advertising opportunities

Display banners
Choose from a high-profile banner position with one of our biomedical physics journals or size of the banner options available from medicalphysicsweb.org, including: leaderboard, skyscraper, talking point, MPU, community sponsor message, buyer’s guide category sponsor.

White papers
Many organizations issue good reports – but few of those reports get read by the right people. In the era of super-abundant internet information, putting your paper where someone will find it can be as much of a challenge as producing the research in the first place, but medicalphysicsweb.org has the solution.

There are built-in mechanisms for assessment, certification, and credentialing of course participants. Physicians, nurses, nurse practitioners, radiation oncologists, radiologists, medical physicists, radiation therapists and medical dosimetrists can earn continuing education credit.

Advertorials
These high-profile articles give you 1000 words – as well as up to three images, plus web links – with which to promote your company’s new, or reinforce your existing, messages.

Key supplier
Create a microsite with the medicalphysicsweb.org team to:
- highlight your company and product information on multiple pages
- achieve maximum visibility on the homepage and alongside relevant editorial pages
- capture sales leads
- come top of the list in search results
- receive monthly reports to quantify your return on investment

Corporate partner
Achieve excellent visibility on the medicalphysicsweb.org homepage and throughout the site. You will also receive:
- a detailed listing in our company finder
- priority position in search results
- monthly statistics on views and impressions

Star product
A priority position for your products on the home and products pages, plus your listing remains in the archive and in your company listing until you choose to delete it.

Link your medicalphysicsweb campaign with physicsconnect

Physics Connect is the new scientific directory connecting buyers, researchers and sellers with each other. The website has its own dedicated biomedical physics section where you can distribute your press releases, and add white papers and videos covering a range of topics, including:
- biomaterials
- biomedical optics
- biotechnology
- MRI scanning
- nuclear medicine
- particle therapy
- radiation safety
- radiotherapy

Ask for more information about the company and product listing options with Physics Connect or visit physicsworld.com/connect

Paul Rucci | rucci@ioppubusa.com | +1 (215) 627 0880
Benefit from the targeted and active leads that a webinar generates

Webinars are free-to-attend online seminars. They provide a cost-effective way to interact and provide thought-leadership to a targeted audience.

**Generate leads**
As well as being a highly targeted and well-branded advertising platform, the medium also provides you with relevant leads to continue your promotion post-event. Sponsors will benefit from access to all the attendee data in accordance with the UK data protection act.

**On-demand included as standard**
The on-demand functionality ensures that no viewer will go unmissed – the webinar will be available to watch for up to 12 months after the event has taken place.

**Integrated marketing plan included**
The webinars are accompanied by an integrated direct marketing plan, ensuring that efforts both online and offline capture the right audience.

**Full technical support and training provided**
Whether this is your first ever webinar or if you’re a well-versed speaker, you will have unlimited access to our technical support team, and a training session will be provided prior to your live event to ensure that your webinar runs as smoothly as possible.

**Editorial moderation**
A member of our trusted editorial team will moderate your webinar, adding that extra touch of credibility to your event.

**New for 2016! CEU & CME accreditations**
medicalphysicsweb.org and the Institute for Medical Education have teamed together to provide continuing medical education credits (CEU, CME, ASRT, MDCB, CAMPEP) for medical professionals. Each course integrates knowledge, imagery and dynamic interaction to enhance learning via an online webinar. Each webinar delivers choreographed, interactive knowledge to simulate real-time interaction with a medical physics expert.

There are built-in mechanisms for assessment, certification and credentialing of course participants. Physicians, nurses, nurse practitioners, radiation oncologists, radiologists, medical physicists, radiation therapists, and medical dosimetrists can earn continuing education credit.

---

**Case studies**

**RaySearch Laboratories**

**Adaptive Therapy and Deformable Registration**
- 374 pre-registrations
- 260 live views
- 585 on-demand views

**Electronic Recordkeeping in Radiation Oncology**
- 193 pre-registrations
- 141 live views
- 132 on-demand views

**Clinical implementation of gated beam delivery on an Elekta linac**
- 283 pre-registrations
- 178 live views
- 366 on-demand views
E-mail sponsorship

The ideal platform for you to combine brand awareness with timeliness

Highly targeted audience
All our e-mails are sent to readers who have opted-in, guaranteeing that your message is seen by a receptive, qualified audience. Subscribers to our e-mail alerts rely on them to provide key medical physics news and information.

What is a newswire?
E-mail sponsorship provides a round-up of key news stories, in-depth articles, information about the latest products and companies, upcoming events, book reviews and links to the latest videos from IOP Publishing.

Advertising opportunities
Five banner positions are available for you to sponsor. With rates varying according to audience and positioning, you will be able to find something to suit any budget. Statistics on views and impressions are provided.

Banner positions are allocated on a first-come, first-served basis and fill up quickly
Call us today to secure your place

First position
Second position
Third position
Fourth position
Fifth position
Recruitment advertising

Covering every base with recruitment services in print, online and our custom offerings

Our selection of journals, magazines and websites put you in touch with high-calibre candidates with the skills to excel in both scientific research and a range of industry sectors.

Available advertising positions

- **Classified/print advertisements**
  With a wide variety of magazines and research journals, IOP Publishing offers a range of options to advertisers looking for effective print solutions.

- **Job postings**
  We make posting your vacancies simple and easy. Create an account and manage your jobs online at any time with tailor-made campaigns, multiple job postings and application tracking.

- **Banner advertising**
  Advertise through any of the eight different websites using rich media to ensure that your promotion gets high click-throughs, response rates and awareness.

- **Video**
  From a simple showcase to a full production video profiling your company and working environment, our video technology combines an engaging and non-intrusive ad format with our extensive scientific network – the perfect platform for digital innovators to excel.

- **Webinars**
  These highly interactive products allow you to communicate with a large but targeted audience simultaneously.

**For more than six years we have advertised our vacancies in Physics World and on brightrecruits.com. With every campaign we have consistently received a good number of well-qualified candidates who match well with our vacancies in scientific software development. I would recommend recruitment advertising with IOP Publishing to any employer looking for high-quality science graduates and professionals.**

*Neil Barrett, Tessella*

---

Reach more than 2 million motivated scientists and engineers looking for their next big careers opportunity.

- 1,793,200 visitors to iopscience.org
- 110,000 readers of Physics World
- 75,000 readers of CERN Courier
- 25,000 visitors to cerncourier.com
- 19,800 visitors to brightrecruits.com
- 19,900 visitors to medicalphysicweb.org
- 16,900 visitors to nanotechweb.org
- 16,300 visitors to environmentairesearchweb.org

---

Paul Rucci | rucci@ioppubusa.com | +1 (215) 627 0880
## Rate card

### Display advertising with medicalphysicsweb.org

<table>
<thead>
<tr>
<th>Item</th>
<th>Size</th>
<th>Duration</th>
<th>Price ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website banner options</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 × 600</td>
<td>1 month</td>
<td>1700</td>
</tr>
<tr>
<td>Horizontal banner</td>
<td>468 × 60</td>
<td>1 month</td>
<td>2200</td>
</tr>
<tr>
<td>MPU banner</td>
<td>300 × 250</td>
<td>1 month</td>
<td>1700</td>
</tr>
<tr>
<td>Category banner</td>
<td>468 × 60</td>
<td>1 month</td>
<td>1100</td>
</tr>
<tr>
<td>Talking point banner</td>
<td>300 × 250</td>
<td>1 month</td>
<td>1100</td>
</tr>
<tr>
<td><strong>Corporate options</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Key supplier</td>
<td>10-page microsite</td>
<td>12 months</td>
<td>12300</td>
</tr>
<tr>
<td>5-page microsite</td>
<td>12 months</td>
<td>6600</td>
<td></td>
</tr>
<tr>
<td>Corporate partner</td>
<td>12 months</td>
<td>4300</td>
<td></td>
</tr>
<tr>
<td>Webinar</td>
<td>6 months</td>
<td>7400</td>
<td></td>
</tr>
<tr>
<td>Corporate video</td>
<td>12 months</td>
<td>8400</td>
<td></td>
</tr>
<tr>
<td>Showcase video</td>
<td>12 months</td>
<td>1300</td>
<td></td>
</tr>
<tr>
<td>White paper</td>
<td>6 months</td>
<td>1800</td>
<td></td>
</tr>
<tr>
<td>Multimedia package</td>
<td>12 months</td>
<td>13400</td>
<td></td>
</tr>
<tr>
<td>Star product</td>
<td>12 months</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td><strong>E-mail (newswire) sponsorship</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First position</td>
<td>600 × 75</td>
<td>1 week</td>
<td>1100</td>
</tr>
<tr>
<td>Second position</td>
<td>160 × 600</td>
<td>1 week</td>
<td>900</td>
</tr>
<tr>
<td>Third position</td>
<td>160 × 600</td>
<td>1 week</td>
<td>900</td>
</tr>
<tr>
<td>Fourth position</td>
<td>160 × 600</td>
<td>1 week</td>
<td>700</td>
</tr>
<tr>
<td>Fifth position</td>
<td>600 × 75</td>
<td>1 week</td>
<td>500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Size</th>
<th>Price ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print advertising in medicalphysicsweb review</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Double-page spread</td>
<td>text 556 × 350 mm</td>
<td>7500</td>
</tr>
<tr>
<td></td>
<td>trim 286 × 380 mm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>bleed 596 × 386 mm</td>
<td></td>
</tr>
<tr>
<td>Inside front/back</td>
<td></td>
<td>5400</td>
</tr>
<tr>
<td>Full page</td>
<td>text 265 × 350 mm</td>
<td>3300</td>
</tr>
<tr>
<td></td>
<td>bleed 301 × 386 mm</td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td>trim 265 × 170 mm</td>
<td>2200</td>
</tr>
<tr>
<td></td>
<td>bleed 301 × 186 mm</td>
<td></td>
</tr>
<tr>
<td>Third horizontal</td>
<td>265 × 145 mm</td>
<td>1700</td>
</tr>
<tr>
<td>Quarter page</td>
<td>156 × 145 mm</td>
<td>1100</td>
</tr>
<tr>
<td>Media band</td>
<td></td>
<td>3300</td>
</tr>
</tbody>
</table>

For more information on print recruitment options, please contact us

- **Paul Rucci**
  - rucci@ioppubusa.com
  - +1 (215) 627 0880