



# *hti*NEWS


EUROPEAN HEALTH TOURISM INDUSTRY MAGAZINE

Issue 4 | October 2018

*Media Kit*

**HTI Health Tourism Industry** is the leading platform for doing health tourism business in Europe, and the organizer of the [HTI Conference](#), the leading European event of its kind. It brings together top professionals and thought health tourism industry leaders from private and public sector, who aim to address key challenges and discuss upcoming developments in health tourism industry. HTI represents a source of education, information and business intelligence, at the same time serving other industries complementary to travel for care.

The 9th edition of the [HTI Conference](#) will be held 26 - 27 November 2018 in Brussels (Belgium), incorporating B2G sessions with industry leaders and high officials in the **European Parliament** premises, and B2B meetings at the **Square Brussels Convention Centre**.

htiNEWS is the official HTI magazine, published twice a year!

Advertise in the first European health tourism industry glossy magazine and let your brand be visible on top international health tourism industry events, including the HTI Conference itself.

→ [Find out more about the 9th HTI Conference](#)

## Who is HTI audience?

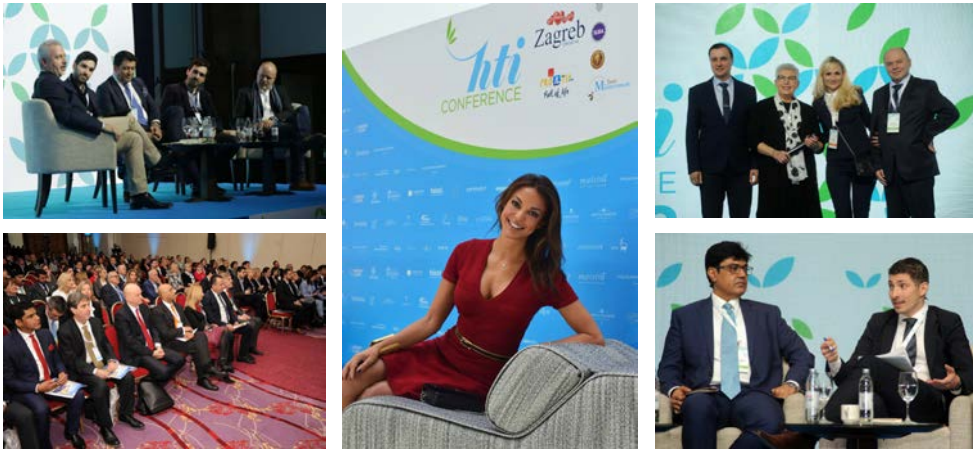
HTI enables global stakeholders to stay on top of the trends, to exchange and grow their knowledge, and to establish profound industry network generating new business opportunities.

The HTI gathers:

- Medical, Spa and Wellness Providers
- Facilitators, Travel Agents & Tour-Operators
- Health Insurance Industry
- Hospitality Industry
- Pharmaceutical Industry
- Healthcare Products and Services Providers
- Banking, Finance and IT Industry
- Business Associations and Consultants
- Tourism Boards, Governments and Public Authorities







**HTI News is the first B2B European health tourism industry magazine**, designed in the form of lifestyle glossy magazine in order to facilitate the contact between like-minded people. HTI News magazine is the best possible publication to promote health tourism destinations, with highly qualified and expert medical staff, excellent service but affordable prices. It reaches key buyers at the top international health tourism industry events, including the HTI Conference itself.

#### **HTI News magazine covers the topics in**

- health tourism – medical, spa and wellness
- investment opportunities
- marketing & branding
- luxury travel
- gastronomy

Leading experts and professionals in the health tourism industry are featured in HTI News magazine, writing and discussing about latest trends, issues and opportunities in the industry.

#### **Contributors**

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## Editions



### 1<sup>st</sup> issue

February 2017

Circulation: 3000 copies

<https://www.hticonference.com/magazine-read/>



### 2<sup>nd</sup> issue

September 2017

Circulation: 3000 copies

<https://www.hticonference.com/magazine-read/>



### 3<sup>rd</sup> issue

March 2018

Circulation: 3000 copies

<https://www.hticonference.com/magazine-read/>



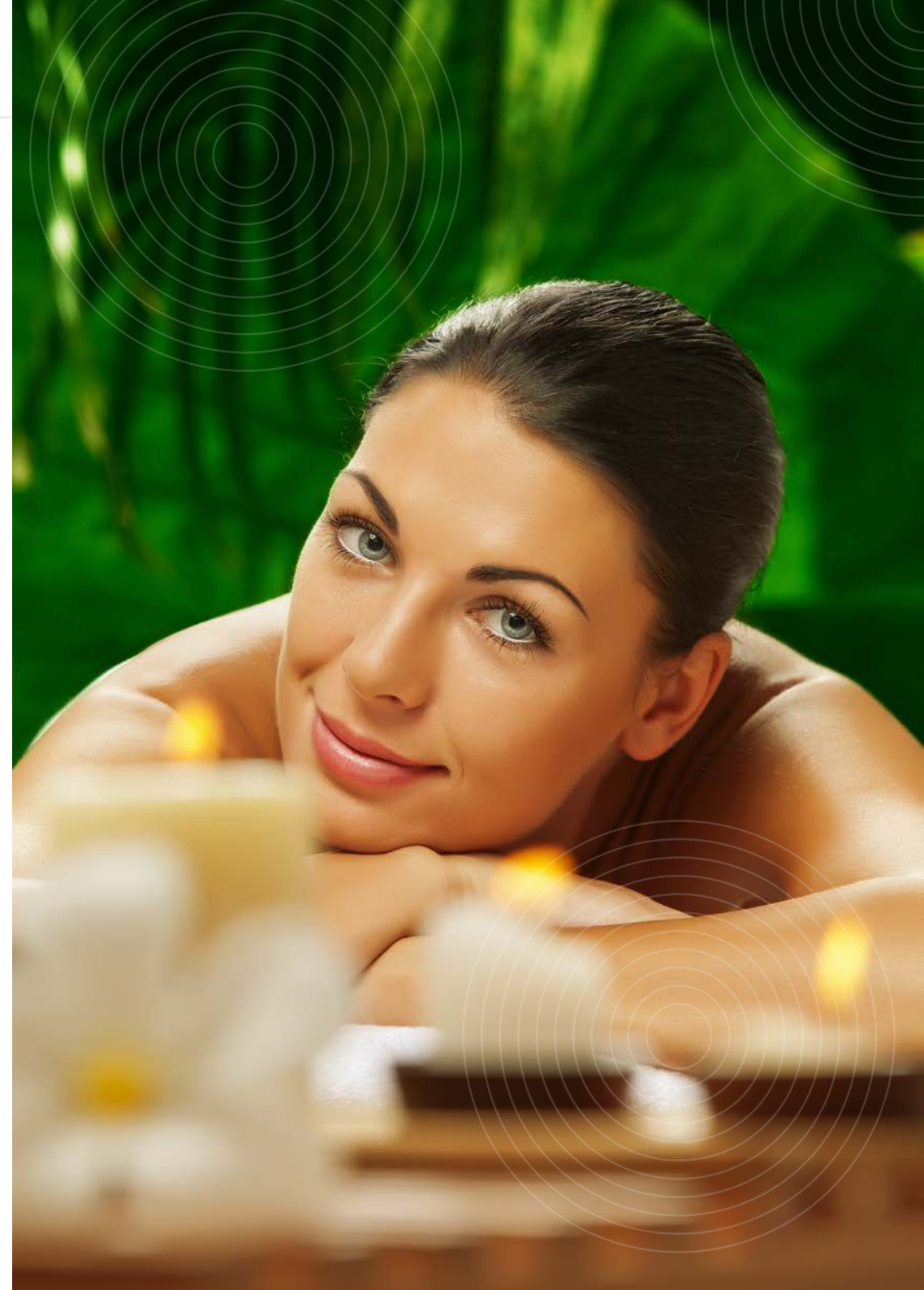
### Special Supplement to the 3<sup>rd</sup> issue

March 2018

Circulation: 3000 copies

<https://www.hticonference.com/magazine-read/>

## Partners & Key advertisers



## Distribution

HTI News magazine copies are distributed at the top international health tourism industry events:

- HTI - Conference, B2B, B2G / Brussels, Belgium
- WMTC - Conference, Expo, B2B, B2G / Orlando, USA
- WTM - Expo, Conference, B2B, B2C / London, UK
- Russian Health Care Week - Expo, Conference, B2B / Moscow, Russia
- Nature Health Ljubljana - Expo, B2B, B2C / Ljubljana, Slovenia
- Advantage Health Care, Expo, Conference, B2B, B2G / New Delhi, India
- Thermalis – Expo, Conference, B2B, B2C / Paris, France
- Arab Health - Conference, B2B, B2G / Dubai, UAE
- BIT (Intercare) - Expo, Conference, B2B / Milan, Italy
- IMTM – Expo, B2B / Tel Aviv, Israel
- Belgrade Tourism Fair - Expo, B2B, B2C / Belgrade, Serbia
- ITB Medical Tourism Pavilion - Conference, Expo, B2B / Berlin, Germany
- HESTOUREX – Expo, Conference, B2B / Antalya, Turkey
- GES – Expo, Conference, B2B, B2G / Mumbai, India
- Moscow MEDSHOW - Expo, B2B, B2C / Moscow, Russia
- China International Medical Tourism Fair - Expo, Conference, B2B / Shanghai,
- Africa Health - Expo, Conference, B2B / Johannesburg, South Africa
- Termatalia - Expo, Conference, B2B, B2C / Ourense, Spain
- MTEC - Expo, Conference, B2B / Kiev, Ukraine
- ILHA Inspire Summit - Conference, B2B / Las Vegas, USA



HTI News online magazine read available on:  
HTI website at URL

<https://www.hticonference.com/magazine-read/>

Issue at URL <https://issuu.com/htinews>

## Advertising Rates

**2/1**  
**440x285**  
**+ 3 mm**

**2/1 (double spread page),**  
dimensions: 440x285 + 3 mm  
2,000 EUR

**1/1**  
**220x285**  
**+ 3 mm**

**1/1 (full page),**  
dimensions: 220x280 + 3 mm  
1,200 EUR

**4th cover**  
2,000 EUR  
*\*Prices do not include VAT*

## Payment

- 7 days upon confirmation
- Advance payment - discount of five percent (5 %) will be applied on the shown prices

## Deadlines

Submission of a purchase 15/09/2018  
Submission of materials for add articles 15/09/2018  
Submission of print-ready adds 01/10/2018



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**HTI Brussels Office Opening Soon!**

