

Medical

Digital Marketing & Advertising Solutions





Who we are

AZoNetwork is the leading digital marketing platform for Science, Technology and Healthcare audiences. With an audience of 100M+ annual visitors across our websites and over 1 Million first party subscribers, we have over 23 years of digital experience in connecting these communities.

AZO
LIFE SCIENCES

AZO
MATERIALS

AZO
OPTICS

AZO
CLEANTECH

NEWS
MEDICAL
LIFE SCIENCES

AZOAI

AZO
NANO

AZO
SENSORS

AZO
MINING

AZO
QUANTUM

AZO
ROBOTICS

AZO
SCIENCE

What we do

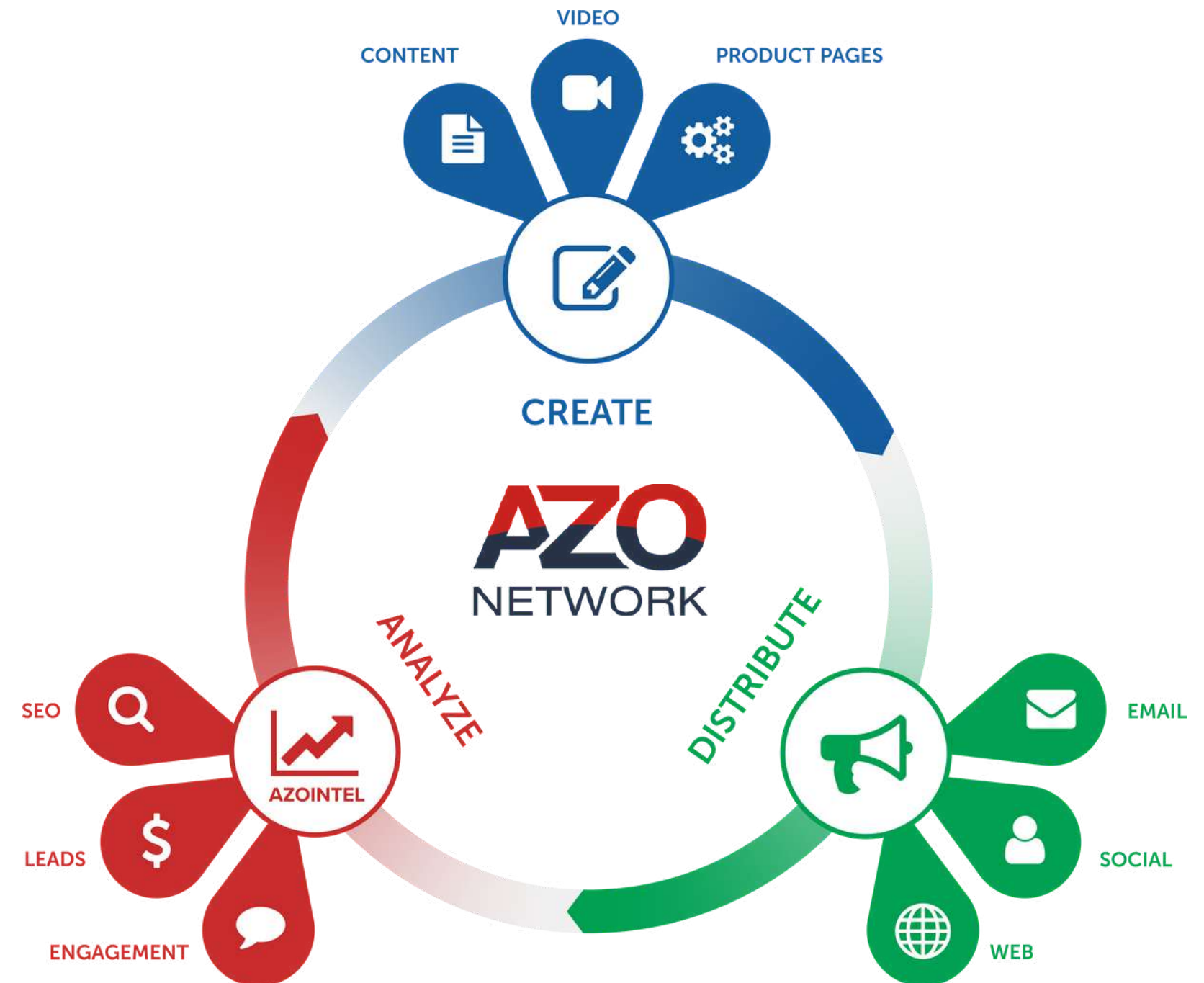


We reach a truly global audience across a broad cross-section of healthcare services, from professionals working in medical practices, and healthcare industry researchers, to potential patients looking to educate themselves.

We specialize in providing and delivering Marketing, Advertising, SEO, Audio-Visual and Web Services for companies in Science, Technology and Healthcare.

We help companies develop and execute their digital marketing strategies through content distribution, content creation, web services, brand awareness, lead generation and real-time analytics.

CREATE DISTRIBUTE ANALYZE

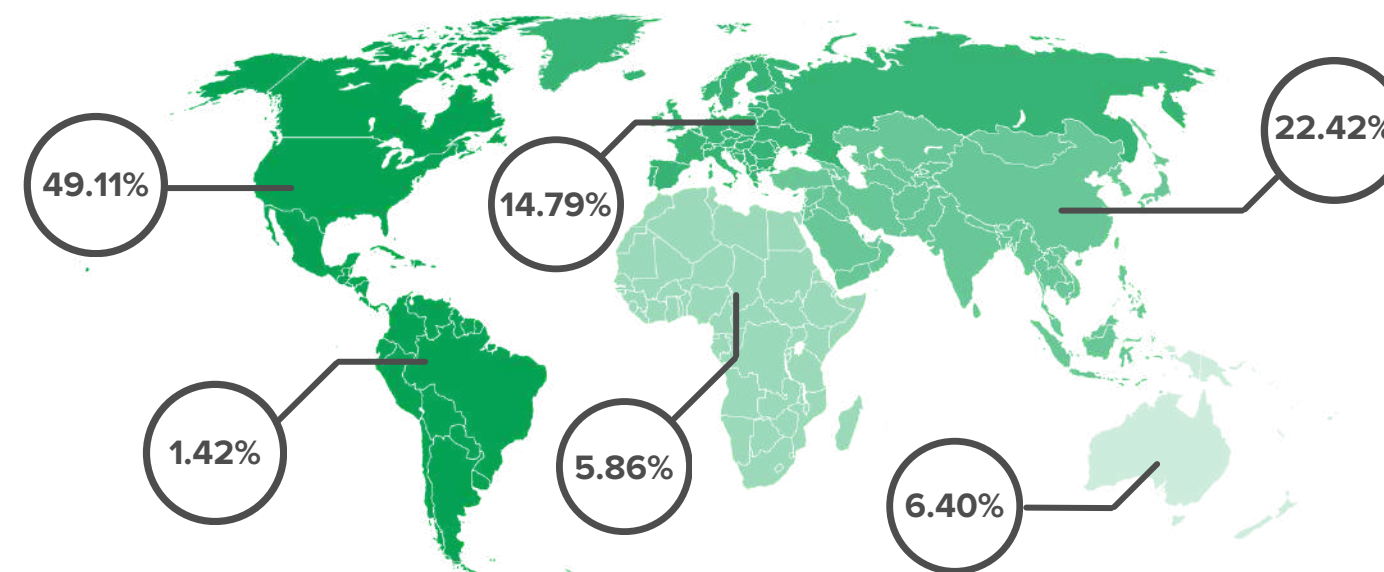


Medical Marketing

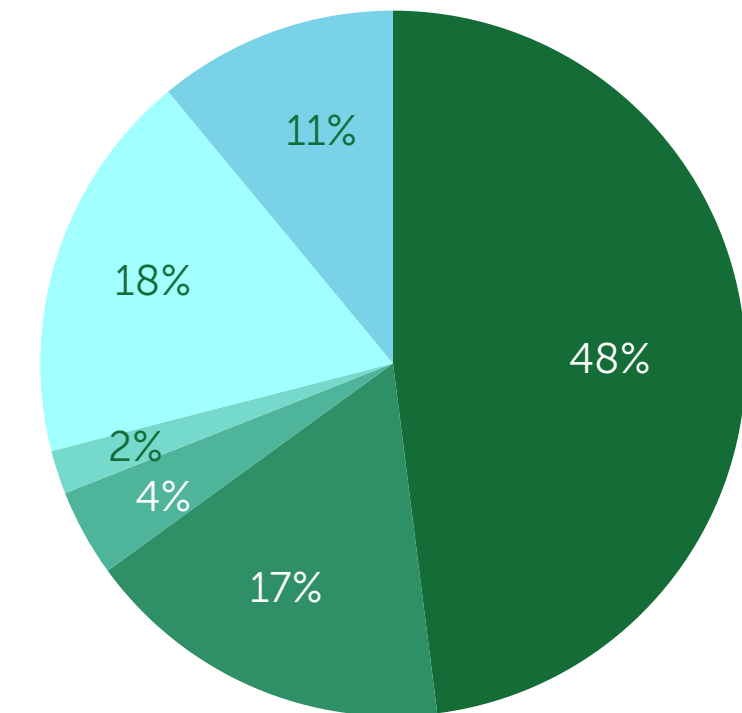


98,356,505
Total Annual Users

Global Coverage



Readership



- Healthcare Professional
- Engaged Consumer
- Patient / Patient Advocate
- Sciences and Medical MarComms
- Senior Academics
- Research and Pharma

News-Medical is the leading content marketing platform which reaches HCPs, researchers and medical professionals in the Healthcare industry.

[Contact our team](#) today to discuss how to reach your ideal audience from the AZoNetwork.

Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

Medical

MARKETING SCIENCE

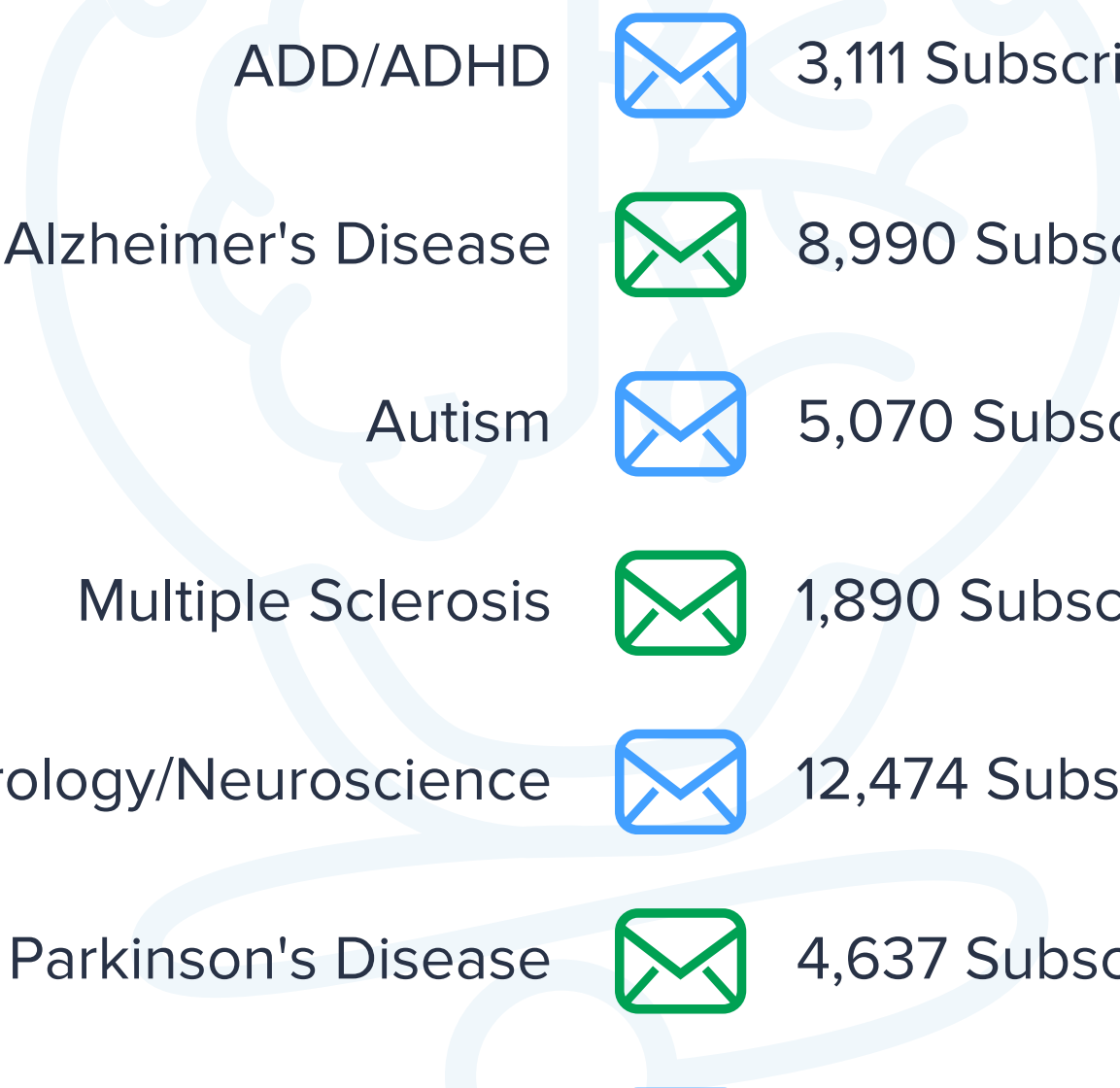
Healthcare & Wellbeing








Allergy		83,926 Subscribers	Nutrition		21,312 Subscribers
Asthma		353 Subscribers	Ophthalmology / Optometry		6,342 Subscribers
Cardiology		15,596 Subscribers	Pharmacy / Pharmacology		5,651 Subscribers
Children's Health		9,796 Subscribers	Rare Diseases		7,120 Subscribers
Dermatology		4,891 Subscribers	Respiratory Diseases		48,006 Subscribers
Microbiome		15,873 Subscribers	Sleep Disorder		2,623 Subscribers
Nursing		6,350 Subscribers			

Medical

MARKETING SCIENCE

Neuroscience



ADD/ADHD		3,111 Subscribers
Alzheimer's Disease		8,990 Subscribers
Autism		5,070 Subscribers
Multiple Sclerosis		1,890 Subscribers
Neurology/Neuroscience		12,474 Subscribers
Parkinson's Disease		4,637 Subscribers
Psychiatry		21,679 Subscribers

Rheumatology



Osteoporosis		1,833 Subscribers
Rheumatology		4,151 Subscribers

Gastroenterology










Gastroenterology		5,029 Subscribers
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Medical

MARKETING SCIENCE


Cancer

Bladder Cancer		884 Subscribers
Bowel Cancer		1,868 Subscribers
Breast Cancer		5,896 Subscribers
Cervical Cancer		19,663 Subscribers
Oncology		17,393 Subscribers
Prostate Cancer		2,881 Subscribers
Skin Cancer		1,811 Subscribers

Metabolism

Cholesterol		2,846 Subscribers
Diabetes		8,309 Subscribers
Endocrinology		2,633 Subscribers


Technology




MedTech		49,339 Subscribers
Medical Devices		104,142 Subscribers
Nanomedicine		2,796 Subscribers

Medical

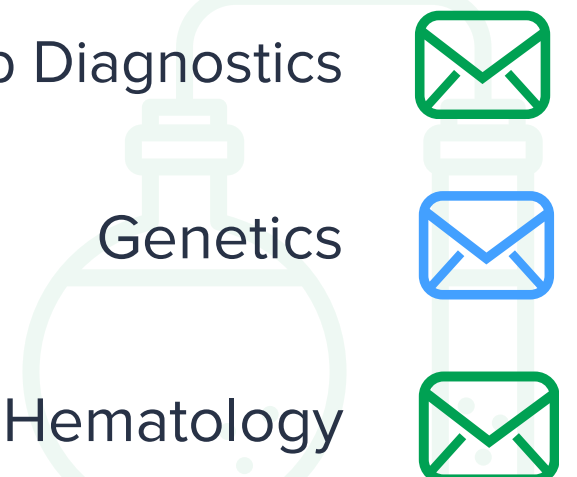
MARKETING SCIENCE




Infectious Diseases



COVID-19		41,269 Subscribers
HIV / AIDS		3,837 Subscribers
Infectious Diseases		104,690 Subscribers

Translational Medicine



Clinical & Lab Diagnostics		98,645 Subscribers
Genetics		23,508 Subscribers
Hematology		7,501 Subscribers

Women's Health



Pregnancy / Maternal Health		6,268 Subscribers
Women's Health		49,310 Subscribers

Men's Health

Men's Health		6,453 Subscribers
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Solutions

Lead Generation

- 10** Newsletters
- 11** Targeted Emails
- 12** Product Profiles
- 13** Product Showcase
- 14** Lead Generation eBook

Brand Awareness

- 15** Content Distribution
- 16** Webinar Listings
- 17** Display Advertising
- 18** SEO
- 19** Website Design
- 20** Google Ads Management

Content

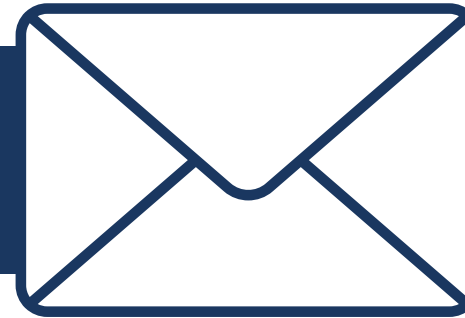
- 21** Content Creation
- 22** Social Media Content
- 23** Interview: Insights from Industry
- 24** Interview: Thought Leaders
- 25** Video Services
- 26** Expert Presentations on Demand
- 27** Virtual Video on Demand
- 28** Webinar Production
- 29** Podcast Production

Proving ROI

- 30** Real Time Analytics
- 31** Conversion Rate Optimization

LEAD GENERATION

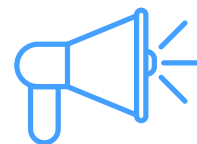
NEWSLETTERS



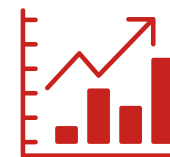
Target our first-party subscriber database by their specific professional interests. Reach over one million named scientists, engineers and industry professionals.

Our unique ability to match your targeted audience's interest with the right content explains why this channel is so popular with clients and subscribers alike.

Choose between Headline or featured sponsorships.



Gain **immediate exposure** for your story.



Increase **lead generation**.

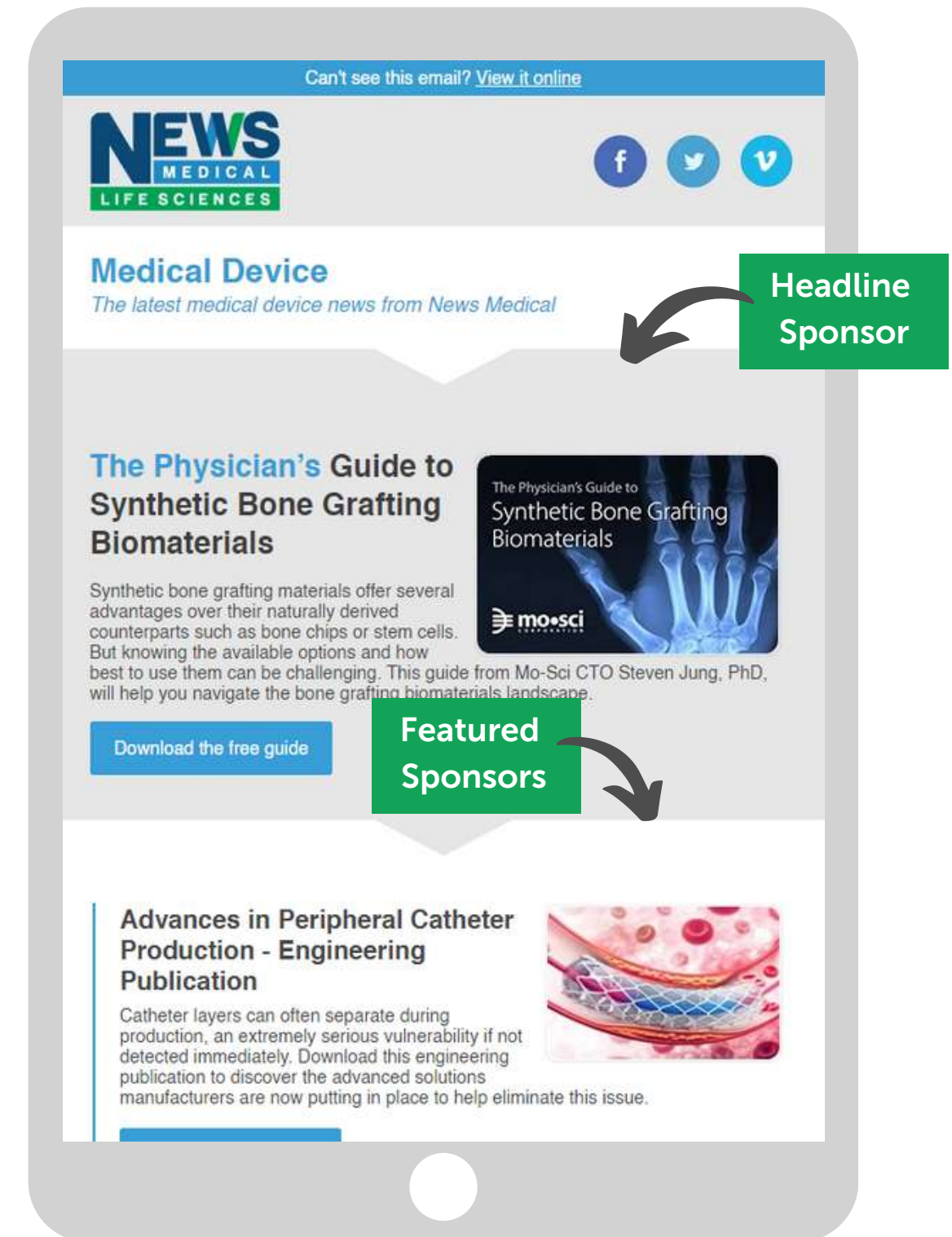


Boost brand awareness within a **targeted community**.



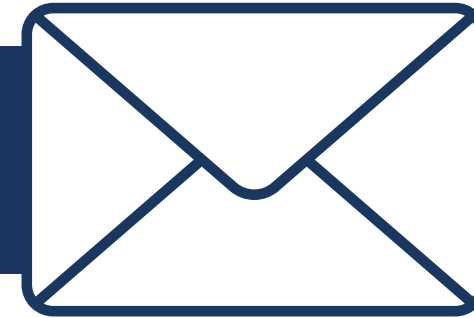
Measure your ROI with **automated reports**.

1 MILLION+ SUBSCRIBERS



LEAD GENERATION

TARGETED EMAILS



Create your own high-quality email campaigns.

You decide on the messaging, the audience and the budget and our team will help with everything else from start to finish.



Reach a **highly qualified audience** in our first-party subscriber base.



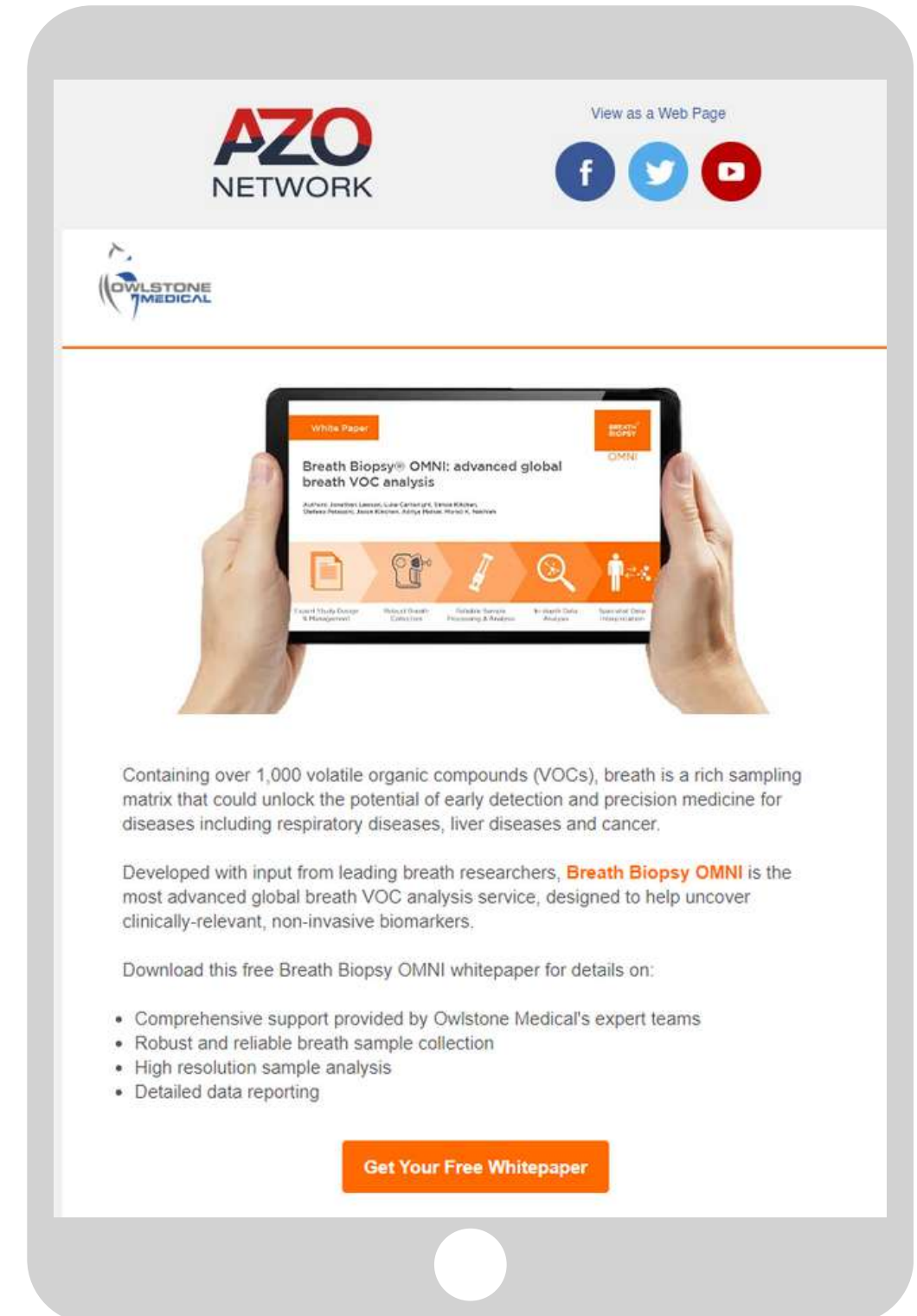
Target specific markets by **keyword, application, industry & geography**.



Measure results with our unique **AZO Intel Analytics platform**.

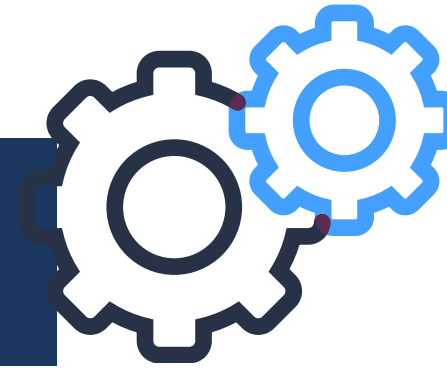


Customize your message and design with our **email specialists**.

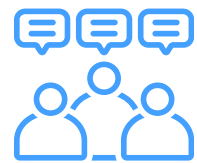


LEAD GENERATION

PRODUCT PROFILES



Demonstrate the benefits, features and key capabilities of your Products and Equipment with our Product Profiles.



Engage your audience at the **right stage** in the buying cycle.



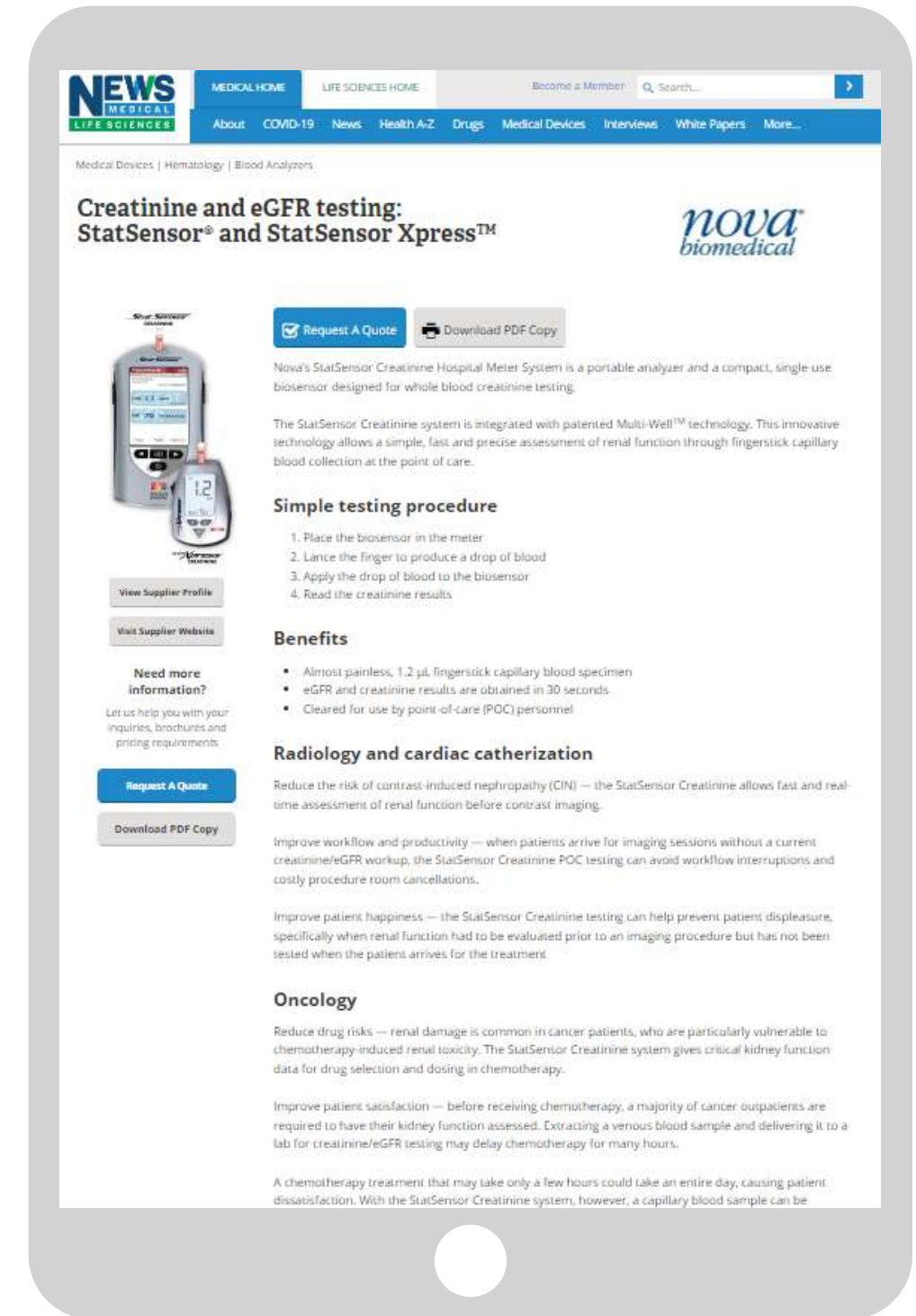
Enrich your product listings with relevant videos, images and applications



Publish the product profiles to our product categories on the relevant [AZoNetwork websites](#).

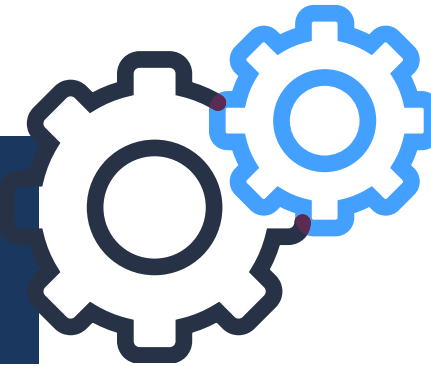


Product profiles include RFQ buttons, brochure and PDF downloads as **calls-to-action**.



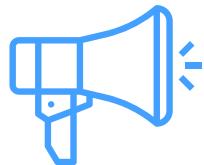
LEAD GENERATION

PRODUCT SHOWCASE



COMBINE THE FOLLOWING
OPTIONS OF YOUR CHOICE:

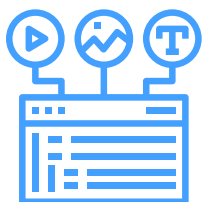
Showcase your newest products and their applications to a global audience with a complete product package.



Create **maximum exposure** for your new products and their applications.



Ensure customers understand what makes your new product **innovative** and **exciting**.



Choose **additional content** like video, webinars, or email services to promote your products.



Receive a **complete support program** to market your products.



Individual Product Profiles



Thought Leader or Insights from Industry Interview



Targeted Newsletter Sponsorship



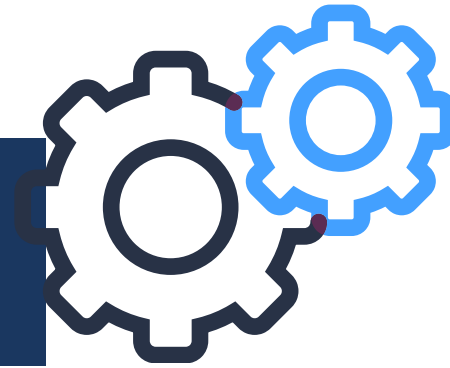
Content Distribution



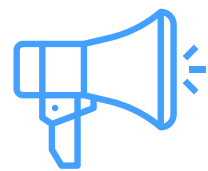
Display Advertising

LEAD GENERATION

EBOOK



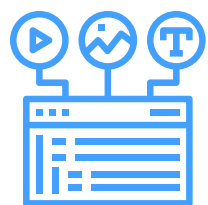
Present all of your existing AZoNetwork content in one valuable download and use our distribution channels to reach more of the right people from the right industry at the right time.



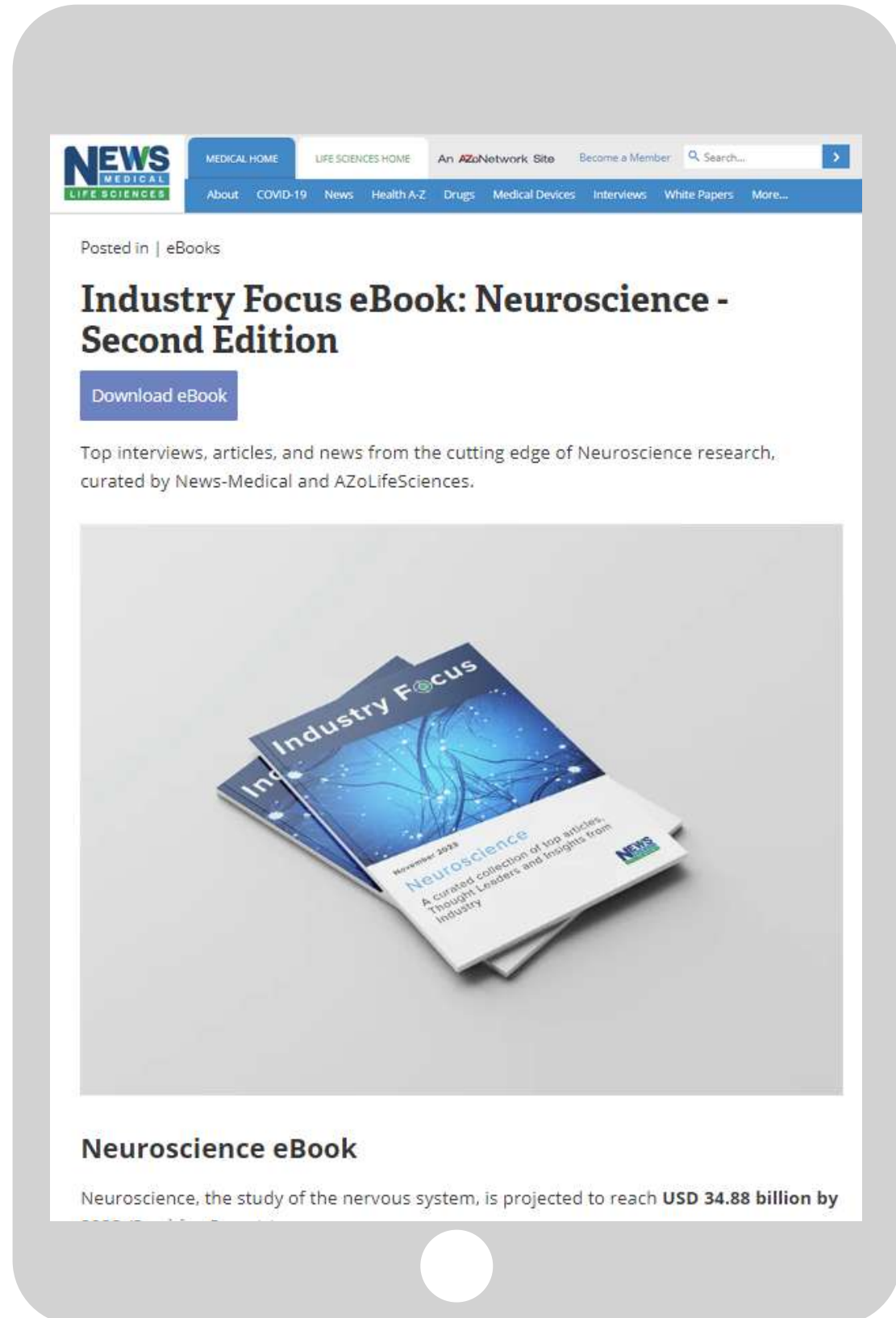
Reach new audiences, generate better leads.



Demonstrate thought leadership to **highly engaged** industry professionals.



Collect valuable **first-party** lead data



BRAND AWARENESS

CONTENT DISTRIBUTION



Educate and attract your key audience.

We repurpose and distribute your existing content on an AZoNetwork site to reach a highly relevant target audience.



Use your existing content: white papers, application notes, case studies, etc.



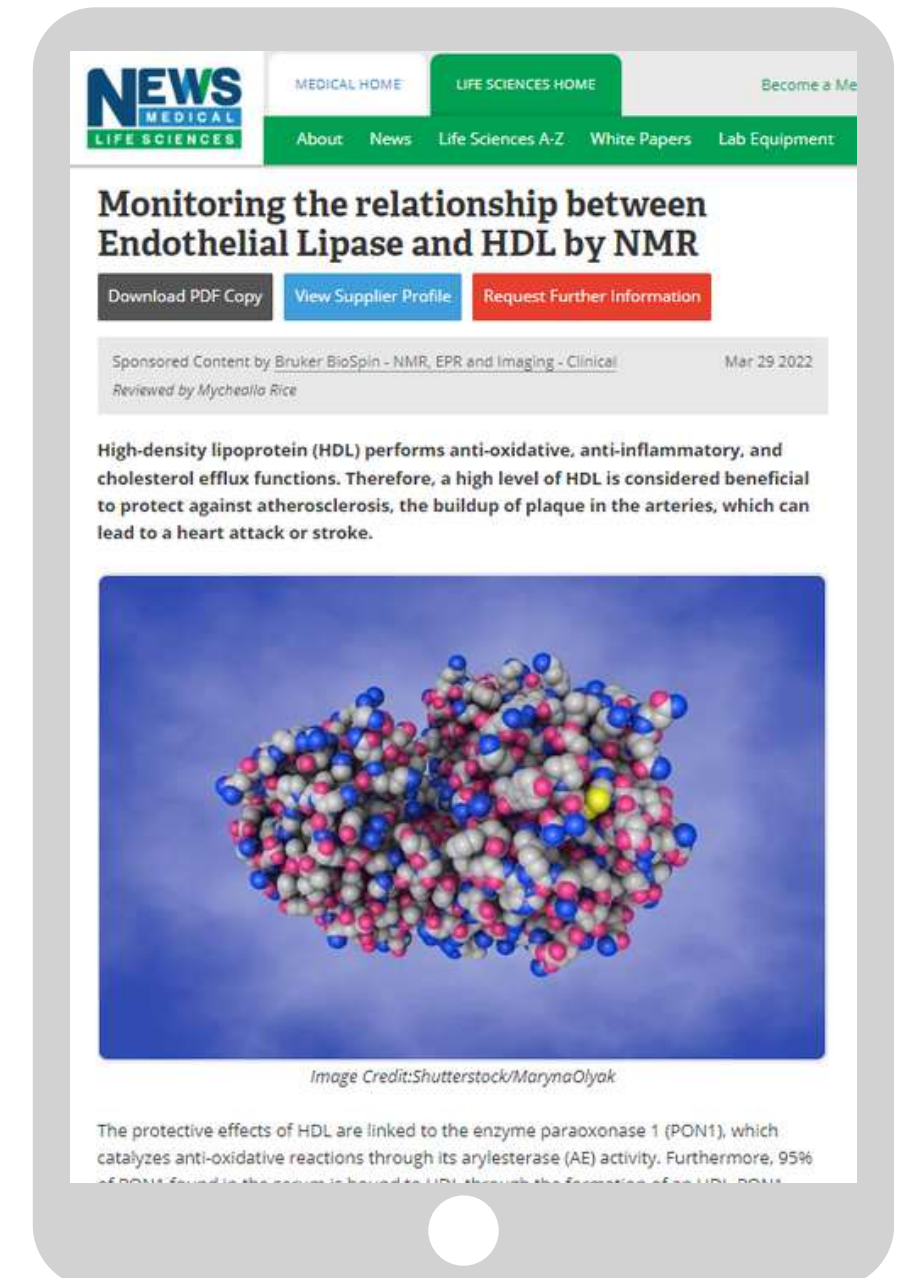
Repurpose your content, maximize organic search engine visibility, and include calls-to-action.



Measure content engagement & results with our unique AZoIntel Platform.



Publish on relevant AZoNetwork sites and post to our social media channels.



BRAND AWARENESS

WEBINAR LISTINGS



We take your existing webinar content and give it a new lease of life with distribution on relevant AZoNetwork sites.



Promote your existing webinars to a **new highly engaged audience**.



Provide **educational and informative** content that generates awareness.



Generate new interest in your products and **leads for your business**.



BRAND AWARENESS

DISPLAY ADVERTISING



Display ads

Increase brand awareness by targeting the AZoNetwork audience of engaged B2B visitors with various Display Advertising options.



Increase **brand awareness** and visibility.



Measure and **increase traffic** to your website.



Reach **highly-targeted** and **relevant** audiences.



Get your message accross with **visually appealing creatives**.

AD SPECIFICATIONS



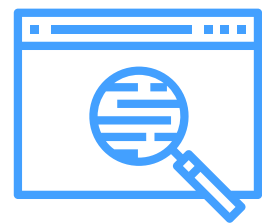
The screenshot shows the AZoNetwork website interface. At the top, there are navigation tabs for 'MEDICAL HOME' and 'LIFE SCIENCES HOME', along with a search bar and a 'Become a member' link. Below the navigation is a main menu with links for 'About', 'COVID-19', 'News', 'Health A-Z', 'Drugs', 'Medical Dev', 'Interviews', 'White Papers', and 'More...'. A large banner ad for Promega is displayed, with the text 'Need greater yield and amplifiability from your FFPE samples?' and a link to 'Read the case study >'. Below the banner is a news article titled 'Study finds vaccines effectively reduce deaths from COVID-19 but not the prevalence of infections', written by Namita Mitra and reviewed by Danielle Ellis, B.Sc., dated Apr 7 2022. To the right of the article is a sidebar ad for abcam, titled 'Antibody panels for IHC' and 'Screen for success with multiple clones to key oncology targets', featuring an image of an antibody panel. At the bottom of the page, there is a dark blue footer with a globe icon containing 'WWW' and the text '1 Million + Global Subscribers' and '135M + Unique Visitors'.

BRAND AWARENESS

SEO



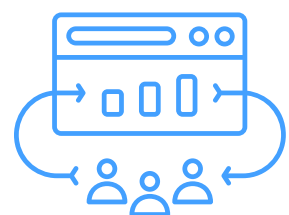
Rank highly for your keywords by combining the on-site optimization with regularly updated content and quality links. As your website visibility increases, you'll see an increased return on investment with more leads and sales being generated.



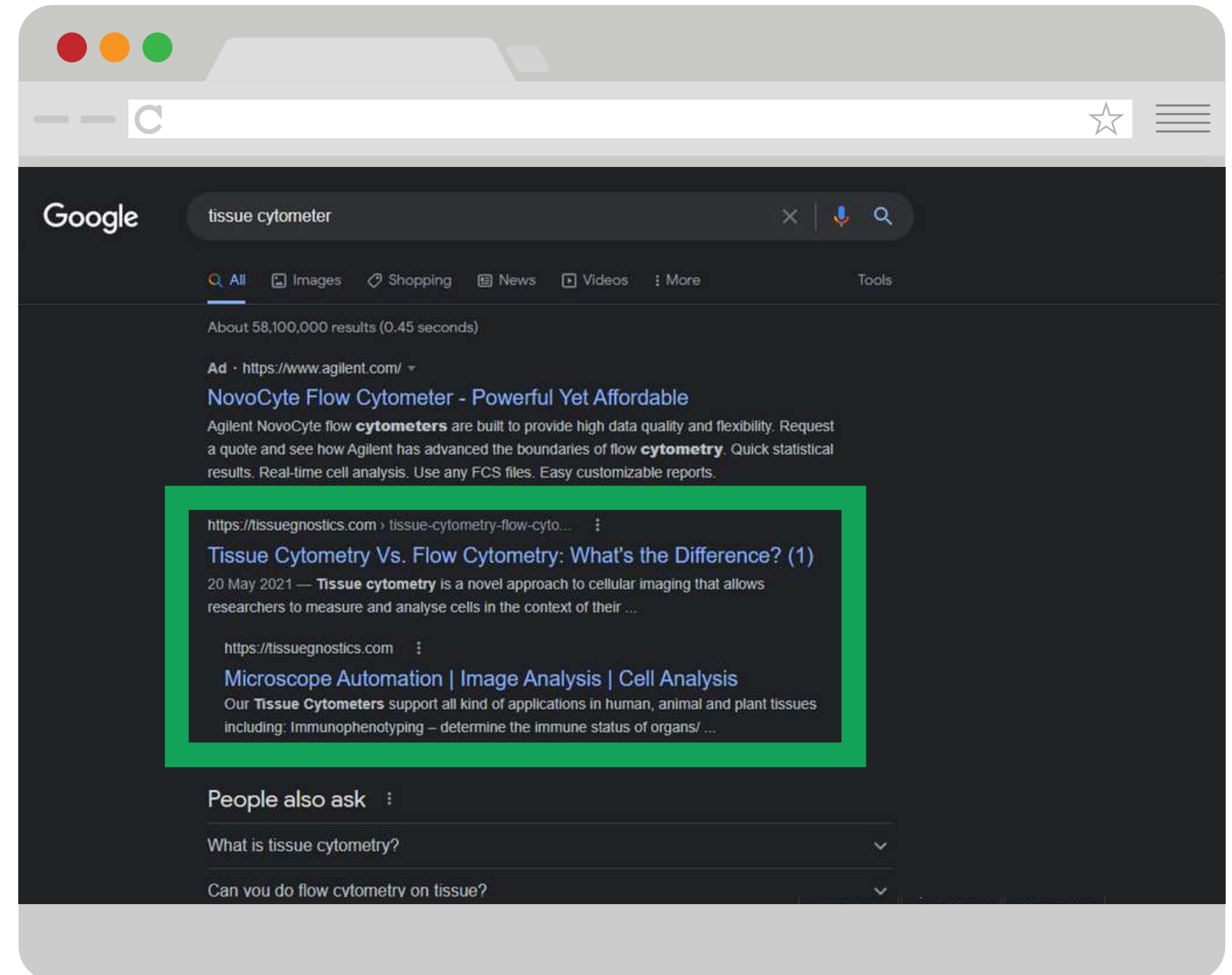
Target relevant **keywords** for your industry.



Improve your **website's ranking** on search engines.



Increase **quality traffic** to your website.



BRAND AWARENESS

WEBSITE DESIGN



Design a website for your customers. Provide a great user experience, positively showcase your brand & optimise for leads and search engines.



Web **visitor-to-lead** functionality.



Fully **optimised** for search engines.



Content management system (**CMS**) training.

Website Design & Development

Fully Responsive

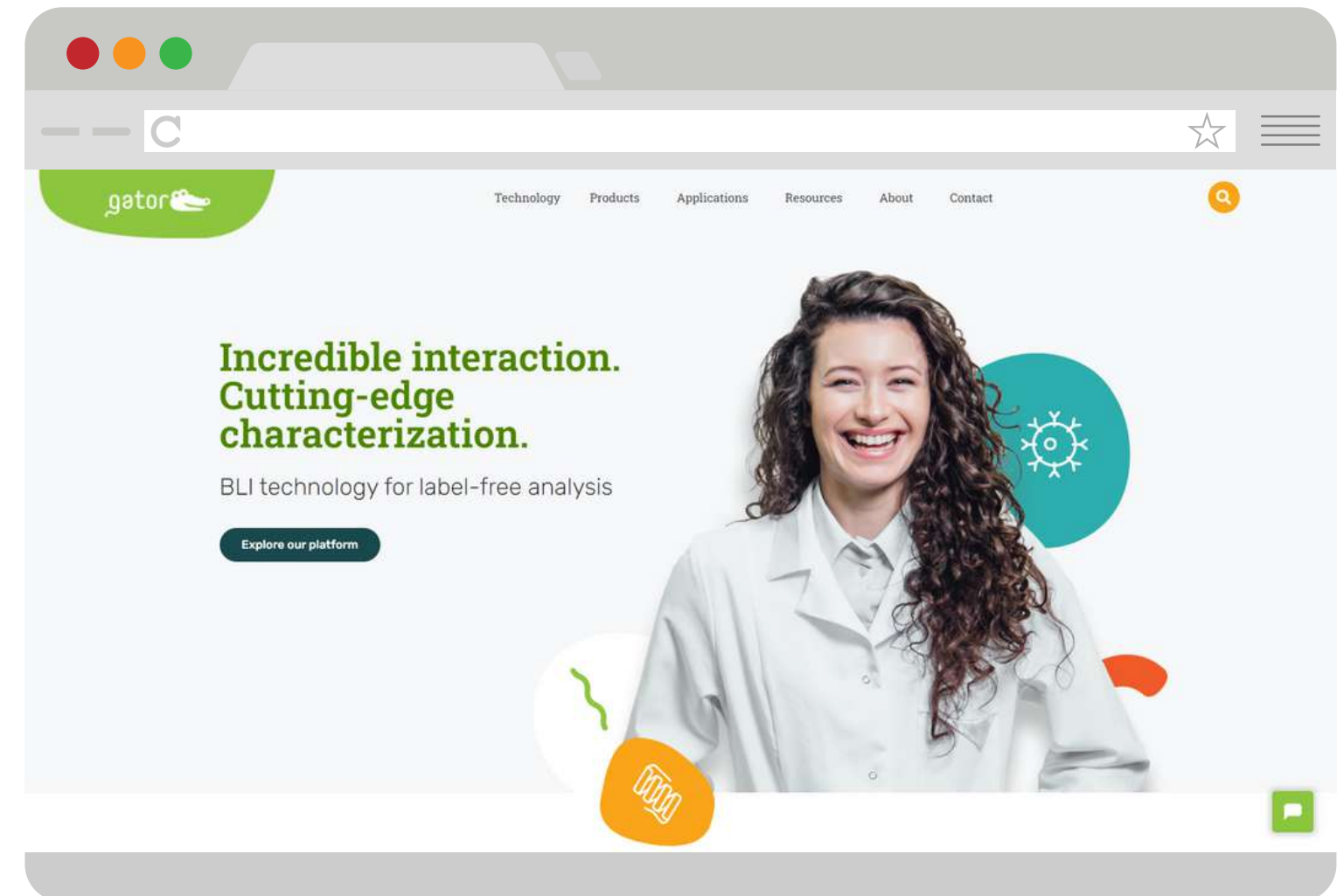
Retina Ready

HTTPS Certificate

Shopping Cart Ready

Full training on CMS

You own all rights



BRAND AWARENESS

GOOGLE ADS MANAGEMENT



We manage your Google Ads campaigns by preparing a well thought out strategy and implementation plan that is optimised to help you get the best results for your ad budget.



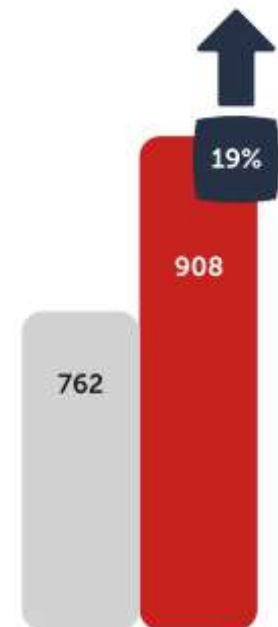
IMPRESSIONS



Optimize - Do more with less.



CLICKS



Increasing the click-through-rate from 0.96% - 8.18%



COST



Decreasing the cost-per-click from £2.06 to £0.70

CASE STUDY



Keyword Research and Planning



Optimization



Growth

CONTENT

CONTENT CREATION



Create unique, informative, and engaging content to help you tell your story to the right people at the right time.



Generate **premium quality content** on a subject of your choice.



Develop **thought-leadership** with content curated specifically for your target audience.



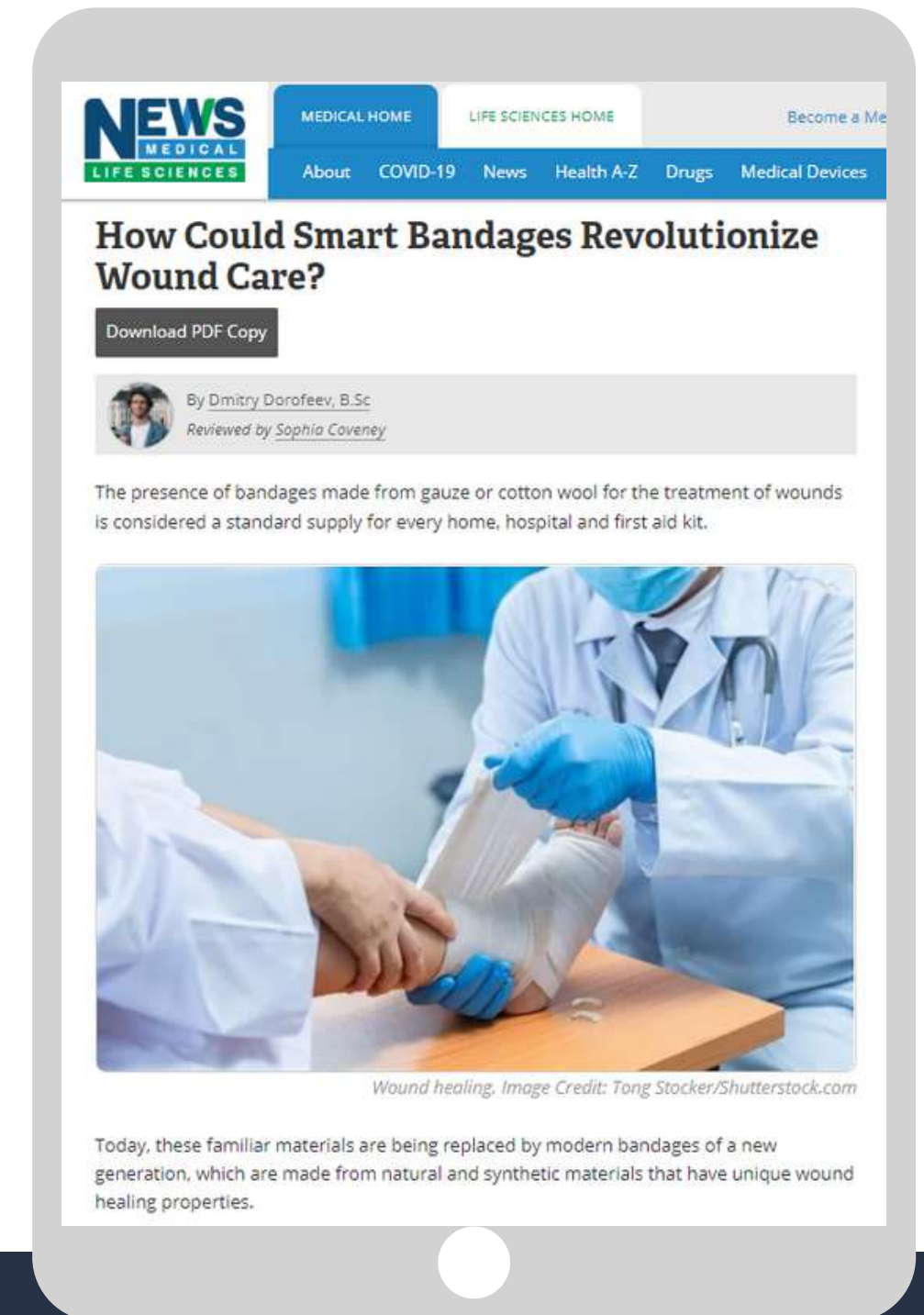
Own the content to use on your site, OR use our vast audience network for **content distribution**.



Use the **experience** of our team to provide **guidance** on what works and what doesn't.



Free up your marketing team by using our network of copywriting experts.



140+ Scientific writing experts on our team

CONTENT

SOCIAL MEDIA CONTENT



Re-purpose your existing podcasts, webinars and video content for use across social media.

Reach your audience with rich multimedia on their social platforms.



Up to 5 x Social Media snippet videos.



High quality, professional audio & video content.



Increase brand awareness online and on all of the major podcast players.



Reach and engage your audience on Social Media.

PODCAST



WEBINAR



INSIGHTS FROM INDUSTRY



Tap into your teams' product expertise and knowledge and convert it quickly and easily into powerful marketing collateral with an Insights from Industry interview.

Create evergreen content which engages clients for years to come.



Choose an in-house **expert** to showcase your **thought-leadership**.



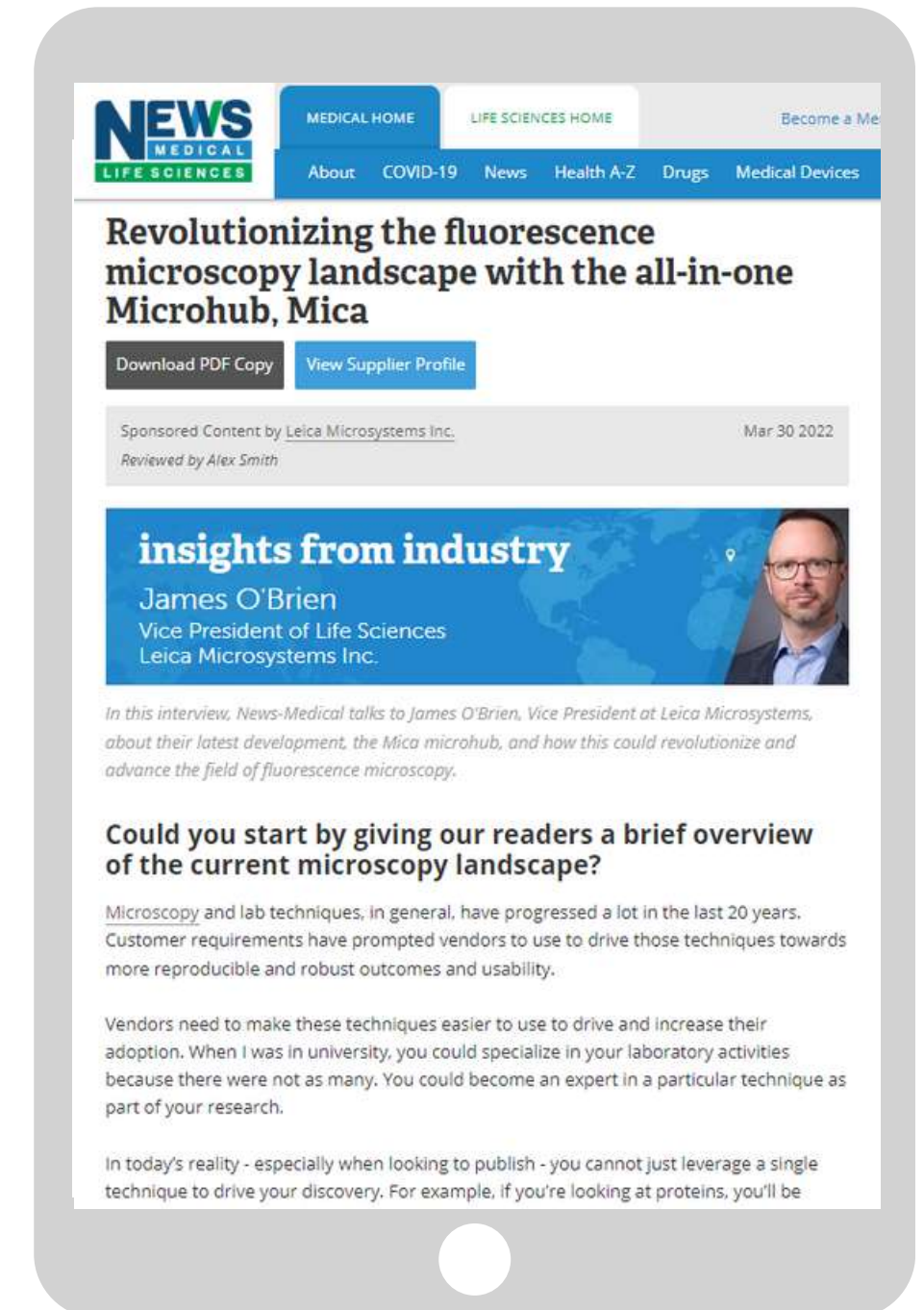
AZo Editors produce an **engaging** and **educational** written interview.



Feature the interview on a relevant AZo site to reach your **target audience**.



Measure content engagement & results with our [AZoIntel Platform](#).



CONTENT

THOUGHT LEADERS



Display and promote your end users' research activities and illustrate how they have used your products or services. Our Thought Leaders series focuses on the knowledge and research of key opinion leaders and academics.



Your customers discuss their research and how your **product or service** helped advance their work.



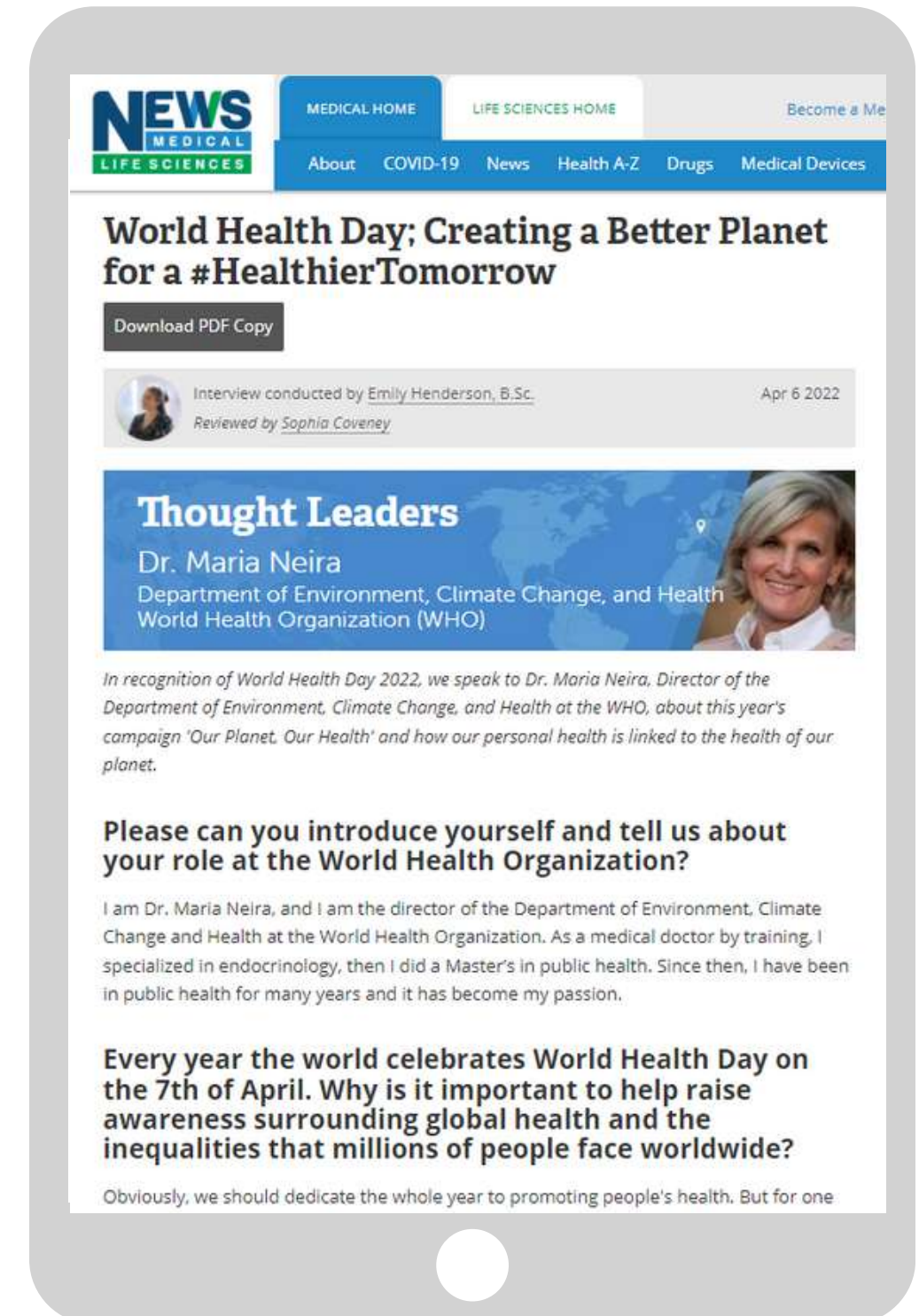
Generate an **engaging** thought-leader interview from a credible 3rd party.



Interview an industry expert to create **reliable** content for **your audience**.

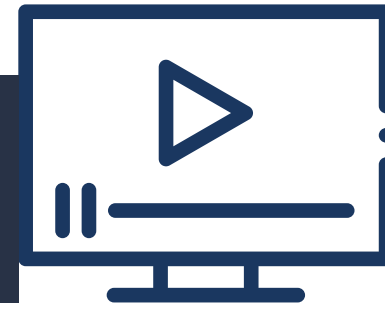


We conduct the interview and publish on **relevant AZo websites**.

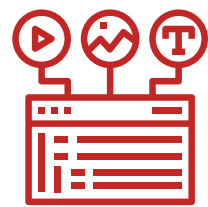


CONTENT

VIDEO SERVICES



Bring your content to life with our video creation services. We manage everything from from concept to filming to post-production and distribution.



Showcase your **products**, applications, testimonials, and more through video.



Choose from a **range of video styles**.



Work with our **video specialists** to create captivating video content.

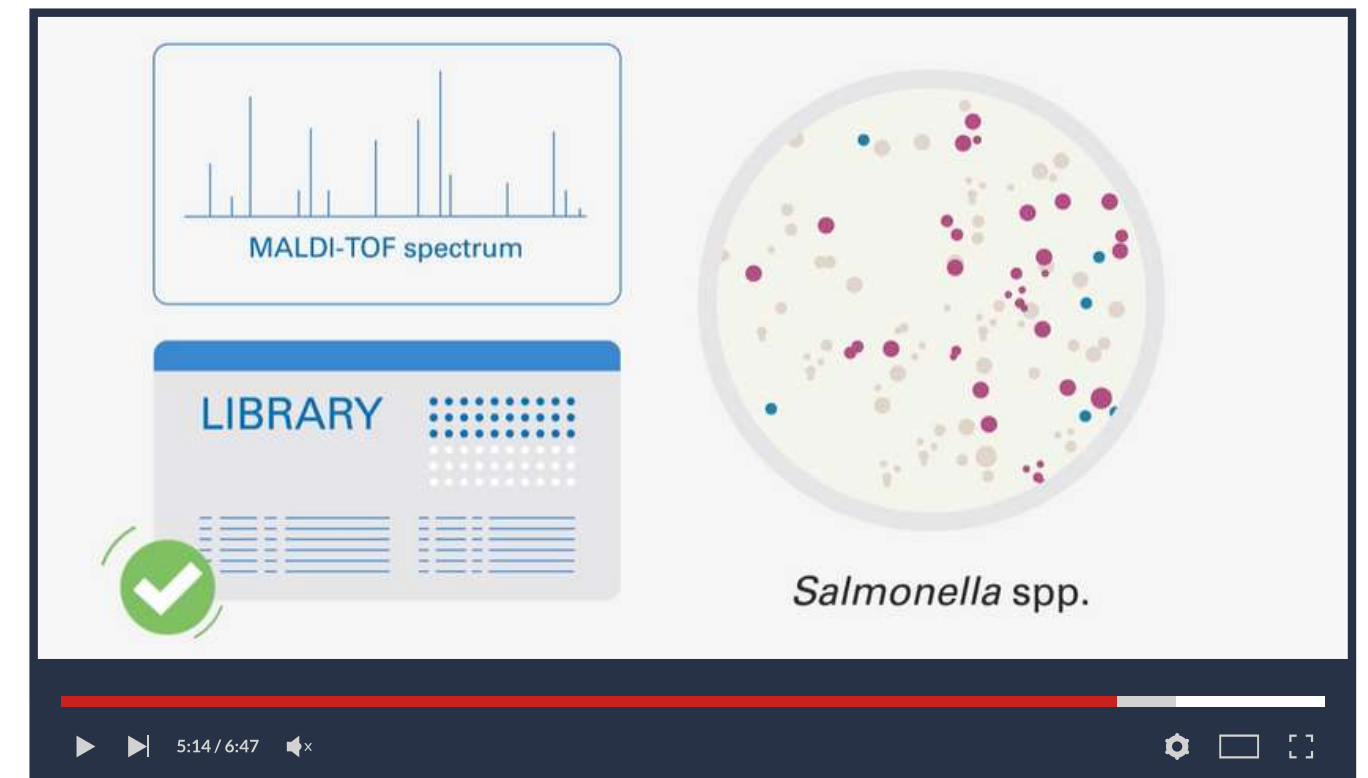


You own the video, but we will help you distribute your videos across the **AZoNetwork websites**.

THOUGHT LEADER VIDEO



2D ANIMATION



CONTENT

EXPERT PRESENTATIONS ON DEMAND



Give your keynote presentations the production value they deserve with an Expert Presentation On-Demand (ExPOD).



Reach your audience online, at virtual events and tradeshows.



Demonstrate real thought leadership through targeted content.



Work with our video specialists on speaker preparation through to recording and post-production.

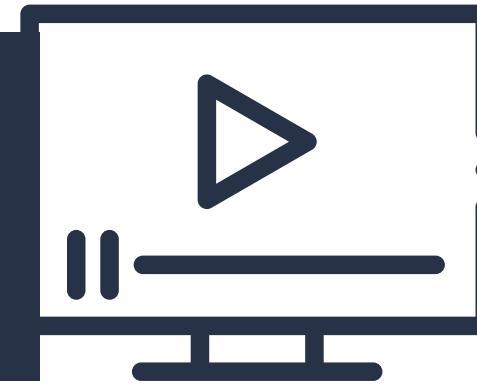


Promote and distribute your presentation with our industry-specific newsletters and websites.



CONTENT

VIRTUAL VIDEOS ON DEMAND



Use our highly skilled and experienced team of AV professionals to showcase your thought leadership and bring your subject matter to life. Virtual videos on-demand (VVOD) are interactive, engaging and professionally produced.



High quality, **professional** audio-visual content.



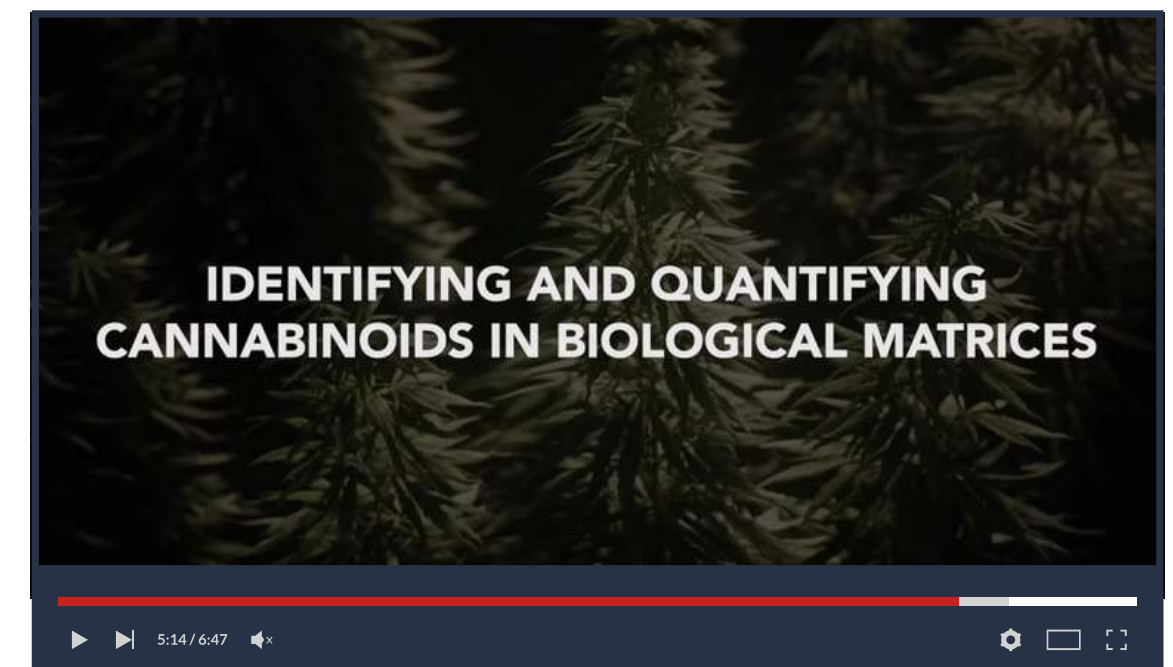
Demonstrate **real thought leadership** through targeted content.



Smooth, easy process from speaker preparation through recording and post-production.



Enhance **user experience (UX)** of your written content across the AZoNetwork.



CONTENT

WEBINAR PRODUCTION



Engage and educate your audience with a scientific webinar. Leave the planning, promotion and execution of your next webinar series in our hands.



Reach a **global audience** in a format that is **accessible and convenient**.



Demonstrate **thought-leadership** and prioritize education during the customer journey.



Educate your customers about a new product or application.



Collect market intelligence before, during and post-webinar.

CONTENT

PODCAST PRODUCTION



Bring your subject matter to life and reach your audience with a professionally produced and distributed podcast or podcast series.



Reach a **global audience** on all of the major podcast players.

Acast



Stimulate discussion and demonstrate **thought leadership**.

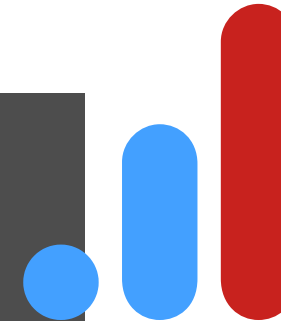


Smooth, easy process from speaker preparation through recording and post-production.



PROVING ROI

REAL TIME ANALYTICS



Measure and monitor the ROI of all of your AZoNetwork campaigns using our unique analytical platform – AZoIntel.

With over 135 million unique visitors and over 700,000 content items, we have the ability to demonstrate your audience as well as provide market intelligence to assist with your content marketing decisions.



Measure the **effectiveness** of your campaigns.



Track **lead generation** and engagement.



View **top performing** content.

FIND OUT MORE

AZO INTEL

Overview

Aug 31, 2020 - Aug 31, 2021

PAGEVIEWS 142,009 Avg Time on Page: 3 min 58 sec	USERS 103,271	SALES LEAD ACTIVITY 8,513 2,504 8,911 MQLs	COMMENTS 3,766
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RECENT LEADS

Person	Status	Source	Date
Amotpal Kirgh Techmedia	Lead	DM	Aug 31 2021
Nyila Rubam Mechanical Engineering Student	MQL	DM	Aug 30 2021
Jannat Poorlinge Bineq Spai-Oex	MQL	DM	Aug 30 2021
Rizael Kizael Digital Marketing Manager	MQL	DM	Aug 30 2021
Emilia Bringham			

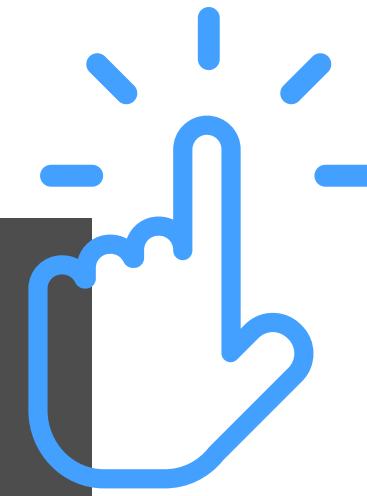
TOP SECTORS

Sector	Organizations
Academia	Australian Academic and Research Network, University of Minnesota, San Jose State University
Information Technology	Intel Corporation, Honking Sunman Corporation, Panasonic, Patheonic
Information	Intel Corporation, Facebook, Alibaba
R&D	Australian Academic and Research Network, Waters Corporation, Intel Corporation
Instrumentation	Metrica Toledo International Inc., Rigaku, ABB Group
Manufacturing	Metrica Toledo International Inc., The Lubrizol Corporation, LUSTZ

Sara López Segura
Apr 30, 2021

72% of your keywords are ranking on the first page. Great to see! I recommend optimizing the budget to focus on the remaining 28%

AZOinsights



PROVING ROI

CONVERSION RATE OPTIMIZATION

Optimize your site to convert a higher % of traffic, leading to business success. CRO is the process of taking as many site visitors to a desired goal or outcome as possible. Using CRO, you'll see an increased ROI with more leads and sales being generated from existing traffic.



Test site updates **before implementing them.**



Generate **more leads** and sales.



Increase number of **conversions.**

ORIGINAL - 0.27% CTR



OPTIMIZED - 1.83% CTR



CLIENT TESTIMONIALS

Why **Bruker** sees AZoNetwork as their **most valuable Marketing partner**.

“

AZoNetwork has been our most valuable vendor/partner in marketing over the last several years. They help us look good, and help us do our marketing job better. If you invest with them, there will be some surprise benefits that will not have been foreseen in the initial contract.

”

[READ THE WHOLE STORY](#)



Contact Us



Find Out More



Speak to an Expert



www.azonetwork.com



+44 (0)16 1457 7150



info@azonetwork.com

