

eMails

BONEZONE Newsletter

BONEZONE’s weekly Newsletter is opened by an average of 4,516 readers each issue. Newsletters are always content-rich and serve as an excellent platform to direct readers to your website, white paper, video or other digital resource.

Display Ads

- \$1,195 - Top Leaderboard
- \$1,095 - Top Rectangle
- \$995 - Middle Rectangle

Image Sizes/Specifications:

- 590 x 72 pixels - Leaderboard
- 300 x 250 pixels - Rectangles
- High-resolution PNG (preferred), JPG or GIF
- Click thru URL

Native Ads

\$1,395

Present your content alongside our popular articles and news and drive relevant orthopedic OEM traffic to your content such as an article, blog post, video or white paper. Your native ad will be labeled as Sponsored Content to maintain transparency and trust with our audience.

Features and Benefits

- Article headline, short summary, image and link featured in two editions of the BONEZONE Newsletter
- Build brand equity and awareness of your expertise while driving relevant traffic to your website

Content Specifications:

(Native ad will be the same in both newsletter editions)

- Title: 70 characters or less (with spaces)
- Content Preview: 275 characters or less (with spaces)
- Click thru URL

Image Sizes/Specifications:

- 792 x 420 pixels
- High-resolution PNG (preferred), JPG or GIF

Webinar Promotion

\$695

Drive registrants to your webinar with our audience of orthopedic OEMs and suppliers. You provide the details and we will place your content among our popular articles and news stories.

Content Specifications:

- Date & Time
- Webinar Title - 110 characters (with spaces)
- Description - 275 characters (with spaces)
- Click thru URL

BONEZONE®

June 22, 2024 | [Subscribe](#)

Top Leaderboard



Orthopedic Executives Identify Top Growth Opportunities at OMTEC

BY DAN COOK

Leaders from Shoulder Innovations, HOPCo, Zimmer Biomet and Accelus discussed new product development for ASCs and investments in technology that promote value-based care.

Top Rectangle



Innovative Solutions for Spine Care and Fracture Repair

BY JULIE A. VETALICE

This month's recap of new products features the first FDA-cleared 3D-printed PEEK spinal implant and anatomical plates for treating trauma in the foot, ankle and wrist.



New Orthopedic Implants Are Designed to Simplify Surgery

BY CAROLYN LAWELL

Adopting technology that adds precision, personalization and simplification to surgical procedures was a major theme at the AAOS annual meeting.

SPONSORED CONTENT

Engage Directly with AAOS Members

Learn about the multitude of ways AAOS can help get your name, products, services or technologies in front of orthopaedic surgeons each year. Explore the promotional opportunities available at AAOS CME Courses.

Native Ad



WHITE PAPER

Material Advancements for Medical Device Instrumentation

WEBINAR

Learn How to Build Resilient Supply Chains Designed for Growth

Middle Rectangle

SUPPLIER NEWS



Intech Unveils A Private-Labelled Modular Retractor

This launch complements the introduction of the MIS lateral retractor system to address gaps in access to the spine.



Precision Coating Appoints Vice President Of Business Development

Precision Coating announced that Dhruv Patel has joined the company as Vice President of Business Development.



Millstone Medical Outsourcing Expands Clean Room Facility

The facility expansion added 5,000 square feet of Class 10,000/ISO7-rated cleanroom space for medical device packaging, bringing the total cleanroom footprint to 20,000 square feet.

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16k+

Newsletter circulation



28%

average open rate



Latest Edition July 2023 Vol 2

Subscribe now to receive content such as:

- Latest in R&D innovation
- Ways to overcome quality, regulatory and clinical challenges
- Tactics for supply chain optimization

- M&A highlights
- Industry leader insight on future technologies and trends
- OMTEC updates on education, exhibitors and networking events

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Last 12 months

Jul 2023

Jun 2023

May 2023

Apr 2023

Mar 2023

Feb 2023

Jan 2023

Dec 2022

Nov 2022

Vol 1

Vol 2





NEWSLETTER CIRCULATION

Readership by Company Type

- 44% OEMs
- 42% Suppliers
- 14% Other (e.g. Surgeon, Distributor)

OEM Readers by Job Responsibility

- 30% Executive Management
- 24% R&D/Product Development
- 14% Product Management, Marketing, Sales
- 13% Operations, Manufacturing, Process/Project Management
- 8% Quality, Regulatory, Clinical
- 6% Other
- 5% Procurement, Sourcing, Supply Chain

Newsletters are archived on [BONEZONEpub.com](#)

Conference Preview and Market Update

\$1,275

Choose to become one of 10 sponsors supporting the annual AAOS and NASS conference previews. Your company’s ad and description will be included in a newsletter as well as in a downloadable PDF document containing pertinent industry data and infographics.

Content Specifications:

- 360-385 characters (with spaces)
- Highlight your core capabilities and value proposition
- Click thru URL

Image Sizes/Specifications:

- 300 x 250 pixels - Rectangle
- High-resolution PNG (preferred), JPG or GIF

Schedule:

Issues	Materials Due	Email Date
AAOS Preview	1/19/2024	2/13/2024
NASS Preview	8/29/2024	9/24/2024



OMTEC Conference Preview Emails

OMTEC preview emails will be sent to ~15,000 industry professionals featuring insights from respected speakers, exciting event updates and more. Don’t miss this great opportunity to get your company in front of all attendees leading up to the conference.

Email Rates	
OMTEC Preview (12 Available Ads)	\$1,275/ea
OMTEC Monthly (March - May, exclusive)	\$2,395/mo
Final Program Digital Edition Sponsorship	\$2,995

27

average
clicks per ad

15k+

circulation

45%

average
open rate



View all OMTEC-related opportunities in the **Exhibitor Prospectus** and **OMTECexpo.com**.

BONEZONE Magazine Digital Edition Sponsorship

\$2,995

Position your company as the exclusive sponsor of one of five BONEZONE Magazine digital issues. Your company’s ad and logo will be included in the digital edition newsletter along with a full page ad on the digital edition intro page.

Image Sizes/Specifications:

- 300 x 250 pixels - Rectangle
- 8.125 x 10.75 inches full page ad
- High-resolution PNG (preferred), JPG or GIF
- Click thru URL

View the BONEZONE Magazine Digital Edition at bonezonepub.com/magazine.

Schedule:

Issues	Materials Due	Email Date
March	2/27/2024	3/5/2024
June	5/28/2024	6/4/2024
August	7/26/2024	8/6/2024
October	9/24/2024	10/1/2024
December	11/26/2024	12/3/2024



24,175

average page
views per issue

13,543

average unique page
views per issue

10:01

average time
spent per issue