

Magazine

BONEZONE magazine ships to orthopedic executives and engineers around the globe five times a year in March, June, August, October and December.

Your advertisement is always positioned within valuable content and never next to another advertiser. With digital platforms occupying so much of our day, many of our readers appreciate the opportunity to sit down and read something that doesn't glow!

That said, the magazine is bolstered by a digital edition which is available to readers online and delivered to them in the Newsletter. So, no matter the reader's preference, we've got them (and you) covered!



25,000+

print magazines are distributed annually



400+

unique device companies regularly receive



~24,175

digital edition pages are viewed each issue

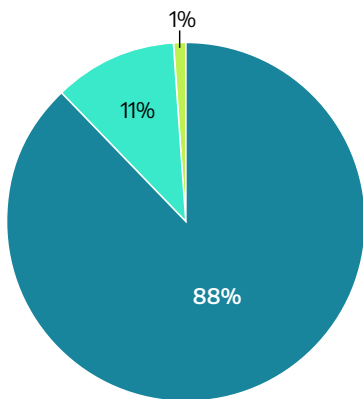


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average time spent with the digital edition

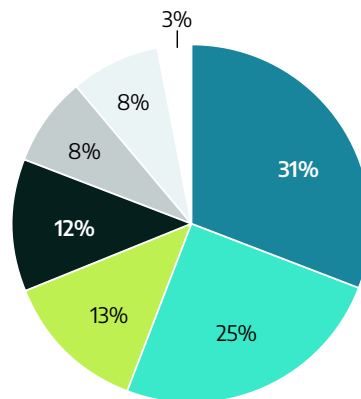
CIRCULATION

~25% of OEMs who receive BONEZONE are titled Vice President, Director or higher.



Circulation by Company Type

- 88% OEMs
- 11% Supplier, Service Provider
- 1% Other (University, Surgeon/Hospital, Society)



OEM Readers by Job Responsibility

- 31% R&D/Product Development
- 25% Executive Management
- 13% Quality, Regulatory, Clinical
- 12% Operations, Manufacturing
- 8% Sourcing, Purchasing, Supply Chain Management
- 8% Sales, Marketing, Product Management
- 3% Other

RATES

Full Page.....	\$3,645
Half Page	\$2,745
Quarter	\$2,245
Full Page Company Profile.....	\$2,895
Front Inside Cover.....	\$5,915
Spread.....	\$8,495
Back Outside Cover	\$5,395
Back Inside Cover	\$4,495
Spread.....	\$6,395
Double Page Spread.....	\$5,395

Frequency discounts are available, contact us to learn more.

SCHEDULE

Issue	Ad Close Date	Materials Due	Issue Ships
March	1/18/2024	1/25/2024	2/27/2024
June	4/29/2024	5/6/2024	6/4/2024
August	6/20/2024	6/27/2024	7/30/2024
October	8/28/2024	9/6/2024	10/1/2024
December	10/28/2024	11/5/2024	12/3/2024

EDITORIAL CALENDAR

In Each Print Issue: New Research, Latest Product Launches, Work-Life, Supplier News.

Issue	Editorial Highlights	
March	<ul style="list-style-type: none"> Issue Theme: The Future of Orthopedic Care Designing the Next Generation of Robotics In Search of Transformational Technology Exploring Applications for AI in Orthopedics Examining the Emergence of Augmented Reality 	<ul style="list-style-type: none"> 3D-Printed Bone Implants Transform Trauma Care Automation Improves the Product Development Process Biomaterial Implants in Sports Medicine and Trauma Foot and Ankle: The Last Frontier in Orthopedics Bonus: OMTEC Program Preview and Highlights
June	<ul style="list-style-type: none"> Issue Theme: Outpatient Orthopedics Reimagining Implant and Instrument Designs for ASCs Single-Use Instrumentation is Perfect for ASCs What Does the Connected Patient Need? Invest in Value-Based Care to Secure Market Access 	<ul style="list-style-type: none"> Cost-effective Joint Replacement Navigation State of Industry: Major Trends and Market Drivers Which AM Platform is Best for Your Project? The Cost-effective Case for Modeling and Simulation Bonus: Distribution at OMTEC
August	<ul style="list-style-type: none"> Issue Theme: Innovations in Spine Surgery Next-Generation Implant Designs for Spine Surgery Inside the Digital Transformation of Spine Surgery Exploring the Promise of Artificial Disc Replacement Trends in Outpatient Spine Care 	<ul style="list-style-type: none"> Applications of Additive Manufacturing in Spine Build a Culture Based on Positivity and Productivity Will Open Robotic Platforms Ever Take Off? Keep R&D Projects On Time and Under Budget Bonus: Distribution at NASS
October	<ul style="list-style-type: none"> Issue Theme: Personalized Surgical Care Robotic Assistance Allows for More Accurate Surgery Digital Ecosystems Improve Surgical Decision-Making Additive Manufacturing's Role in Personalized Care Smart Implants Improve Healing and Outcomes 	<ul style="list-style-type: none"> Remote Care Keeps Patients Connected and Engaged AI Advances Product Development and Patient Outcomes Tips for Analyzing and Implementing Outcomes Data How to Develop Young Engineers
December	<ul style="list-style-type: none"> Issue Theme: Innovations in Implant Designs Design Your Own Smart Implant Digital Ecosystems Inform Future Implant Designs New Materials and Methods in Additive Manufacturing What's New in Antimicrobial Implant Coatings Next Generation Implant Designs for Trauma 	<ul style="list-style-type: none"> Next Generation Implant Designs for Knee Surgery Next Generation Implant Designs for Hip Surgery Which Surface Finish is Right for Your Implant? Tips for the Sterile Packaging of Orthopedic Devices Bonus: Annual Supplier Directory Issue

SIZES AND SPECIFICATIONS



Full Page Spreads

Ad/Trim Size: 16.25" x 10.75"
 Live Area: 15.5" x 10"
 Bleed: 16.5" x 11"

Sizes

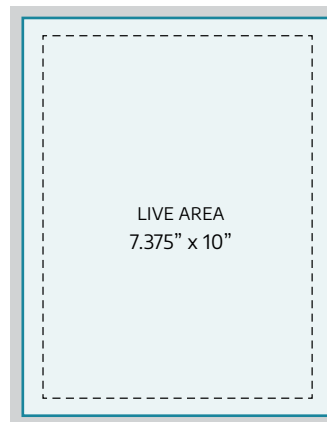
Artwork should fill entire full bleed size
 Critical elements must be within the live as indicated
 Suggested margin area is 0.375"

Specifications

Imported images should be CMYK and 300 dpi (at actual size)
 Ink coverage must be 300% or less, no white overprinting
 PDF, EPS, TIFF or high resolution JPG files accepted
 Fonts should be embedded/collected/saved as outlines
 Crop marks should be offset <12pt
 All small black text should be 100% K (black)
 Ads cannot have placed OPI graphics
 Ads should not contain spot colors, and should be CMYK

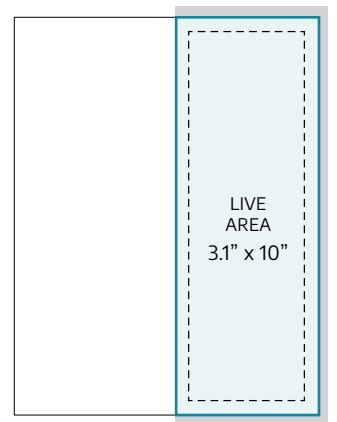
File Submission

Email files below 5MB to: emily@orthoworld.com
 File sizes above 5MB may be sent using a file transfer program



Full Page

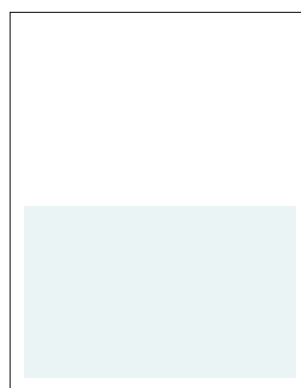
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Half Page Vertical

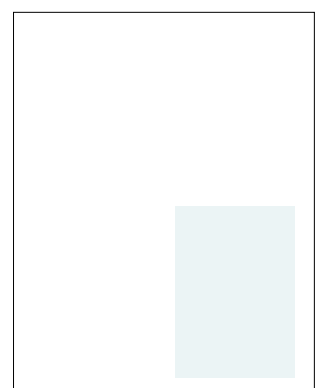
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 Live Area: 3.1" x 10"
 Bleed: 3.975" x 11"

----- Live area ——— Ad/trim size ——— Bleed



Half Page Horizontal

Ad Size: 7.25" x 4.85"
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Quarter Page

Ad Size: 3.5" x 4.85"
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