



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!

~800

Unique OEM companies receive BONEZONE regularly—the top seven as well as second tier (\$400-\$800 million in annual revenue), third tier (\$200-\$399 million in annual revenue), fourth tier (\$100-\$199 million in annual revenue) and hundreds of companies with revenue below \$99 million.

25,000+

print magazines distributed annually

28,760

digital edition pages viewed each issue

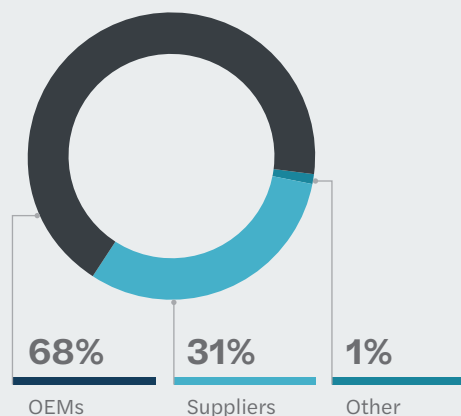
10:21

average time spent with the digital edition

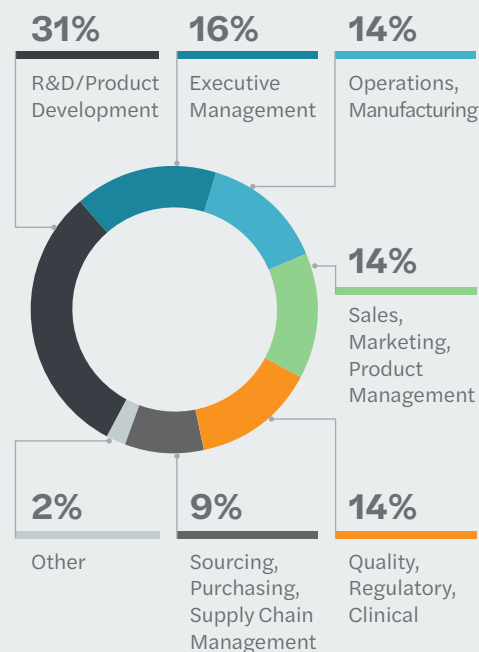
MAGAZINE CIRCULATION

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

Circulation by Company Type



OEM Readers by Job Responsibility



DECISION-MAKERS FROM THESE ORTHOPEDIC COMPANIES READ BONEZONE:

All OEMs with annual sales over \$1 Billion

stryker

**Johnson & Johnson
MedTech**

ZIMMER BIOMET
Your progress. Our promise.

Smith+Nephew

Medtronic

Arthrex

**GLOBUS
MEDICAL**

All OEMs with annual sales between \$400 and \$999 Million

Aesculap

Orthofix

Enovis

Medacta

CONMED

Acumed

ATEC

Bioventus

OEMs with annual sales between \$200 and \$399 Million, like these:

MTF Biologics

Exactech

LimaCorporate

Sanofi

Medartis

Waldemar Link

MicroPort Orthopedics

Paragon 28

Corin

OEMs with annual sales between \$100 and \$199 Million, like these:

Heraeus

Treace Medical Concepts

LifeNet Health

AlloSource

Vericel

KARL STORZ

Anika Therapeutics

AK Medical

ulrich medical

Japan MDM

OrthoPediatrics

KYOCERA

SI-BONE

Skeletal Dynamics

Amplitude Surgical

Spinal Elements

Plus hundreds of smaller, dynamic OEMs!

EDITORIAL CALENDAR

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

CALENDAR

Issue	Ad Close Date	Materials Due	Issue Ships
March	1/29/2025	2/5/2025	3/4/2025
June	4/28/2025	5/6/2025	6/3/2025
August	6/25/2025	7/10/2025	8/5/2025
October	8/26/2025	9/4/2025	9/30/2025
December	10/24/2025	11/4/2025	12/2/2025

>>> March

AAOS Issue

- Advanced Visualization and Planning Leads to Improved Outcomes
- Robots Enhance Surgical Precision
- Implants and Instruments for Smaller Incisions
- Streamlined Joint Replacement Solutions Outpatient Settings
- Personalized Designs Improve the Function of Implants
- AI’s Potential in Product Development
- Approach Each Day with a Growth Mindset
- New Solutions in Bunion Surgery

>>> June

OMTEC Issue

- Predictive AI in the End-to-End Supply Chain
- Best Practices for New Product Introduction
- Opportunities for Supply Chain Optimization
- Reduce Supply Sourcing Risk
- Supplier-driven Cost Reduction Ideas
- Lean Manufacturing Practices
- Improved Rotator Cuff Repair

>>> August

Additive Manufacturing Issue

- 3D Printing Redefines Implant Design
- The 3D Printing of Polymers and Bioceramics
- Additive Manufacturing can Expand Product Portfolios
- The Cost-effective Case for Adding 3D Printing
- Additive Manufacturing for Large Joints
- State of the Orthopedic Industry
- The Growth Potential of Cementless Knees

>>> October

NASS/Spine Issue

- Improve the Design and Function of Spinal Implants
- Motion Preservation Signals Innovation in Spine
- Enabling Technology is Key to Success in Spine
- Opportunities for Growth in Spine
- What’s Possible in 3D-printed Spinal Implants
- Cost-effective Product Development
- What’s New in ACL Repair

>>> December

Supplier Directory Issue

- Shoulder and Sports Medicine: The Next Frontiers in Robotic Assistance
- Reimagining Surgery with AI and Big Data
- Technology Designed for the ASC
- New Ways to Use AR Navigation
- Smart Implants Help Patients Heal
- Disruptive Joint Replacement Technologies
- Eliminate Risk in Product Development Projects

RATES

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

Incentive pricing is available for series advertisers.

SIZES AND SPECIFICATIONS

CONTACTS

440.543.2101

Brad Frey brad@orthoworld.com

Fran Bursic fran@orthoworld.com



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"

File Submission

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

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

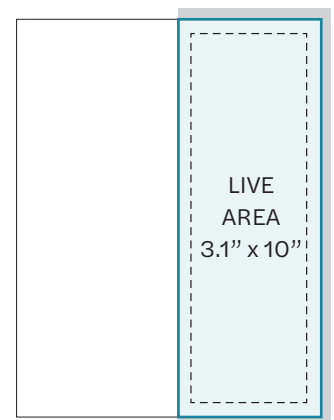


Full Page

Ad/Trim Size: 8.125" x 10.75"

Live Area: 7.375" x 10"

Bleed: 8.375" x 11"



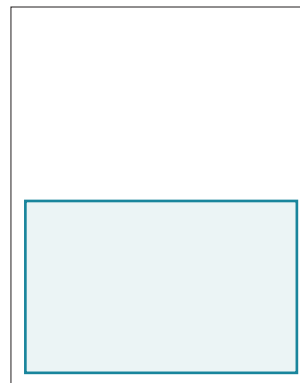
Half Page Vertical

(bleeds on right edge)

Ad/Trim Size: 3.85" x 10.75"

Live Area: 3.1" x 10"

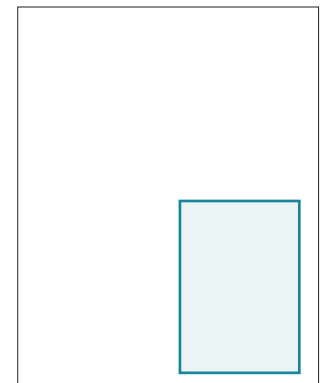
Bleed: 3.975" x 11"



Half Page Horizontal

Ad Size: 7.25" x 4.85"

This ad size does not bleed



Quarter Page

Ad Size: 3.5" x 4.85"

This ad size does not bleed

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

BONEZONE®

August Issue Alert | Sponsored by NN Medical



Capitalizing on the Growth of the Outpatient Spine Market



Designing Next-Gen Implants for Innovative Spine Surgery

Your Ad Here



SCHEDULE

Issues	Materials Due	Email Date
March	2/20/2025	3/4/2025
June	5/22/2025	6/3/2025
August	7/24/2025	8/5/2025
October	9/25/2025	10/7/2025
December	11/20/2025	12/2/2025

28,760

average page views per issue

16,302

average unique page views per issue

10:21

average time spent per issue



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