

Sponsored Article

\$2,295 Digital

(website and newsletter)

\$3,995

Digital + Magazine

Fuel inbound inquiries by publicizing your expert knowledge to R&D decision-makers around the globe.

Sponsored Content is a unique and powerful opportunity to author content for BONEZONE's readership of R&D decision makers. Topics that are aligned with orthopedic industry challenges and opportunities will perform best— materials, additive manufacturing, supply chain management, product development—to name a few. The goal is to position yourself/your company as subject matter experts and to build awareness and trust in your brand.

**ON AVERAGE,
SPONSORED
ARTICLES RECEIVE
270+ VIEWS WITH
READERS SPENDING
NEARLY THREE
MINUTES ON THE
ARTICLE.**

- Your article will be labeled "Sponsored" to maintain transparency and trust with our readers.
- Your article will be edited by our team. Blatant marketing speak will be removed.
- Only original content will be accepted; BONEZONE won't publish articles from other outlets.

270

Article views

210

Unique article views

2:53

Read time

BONEZONE®

September 2022, Vol. 1 | Subscribe



FDA Cybersecurity Update Takes Aim at Medical Device Quality Systems

FDA's latest guidance takes a broader approach to cybersecurity, recommending comprehensive risk management programs and documentation consistent with device quality systems.

Precision Solutions for your Contract Manufacturing Needs



LEARN MORE

SUPPLIER NEWS

- LincoTek Appoints Andrea Colombo as New CEO
- Guardian Medical Achieves 10-Year Shelf-Life Validation For CapSure Packaging
- Elos Medtech Appoints Stefano Alfonsi, Former Corin and Lima CEO, as New President & CEO
- Nikon to Acquire SLM Solutions

SPONSORED CONTENT

Moving from Innovation to FDA Submission in as Little as 90 Days

A streamlined path to submission makes it more realistic and less complex to get additively manufactured orthopedic implants cleared quickly.



OEM NEWS

- Point Robotics Receives FDA 510(k) for POINT KinGuide Robotic-Assisted Surgery
- Zimmer Biomet Partners To Market HipInsight Mixed Reality System
- eCentric Robotics Gains FDA 510(k) for Surgical Robotic Platform
- First Clinical Use of Medartis LapiPrep System
- Stryker Launches Gamma4 Hip Fracture Nail

FEATURES

- ➔ Article published to BONEZONEpub.com, boasting 455,000 users annually.
- ➔ Article headline, short summary and link featured in one issue of the BONEZONE Newsletter, sent to 16,001+ orthopedic professionals.
- ➔ Article shared on BONEZONE's LinkedIn page to attract new readers and prospective new customers.

Please note: Article must be submitted two weeks prior to assigned newsletter send.





Sponsored Webinars

\$4,995

BONEZONE's readership of orthopedic device company leaders, product development engineers, regulatory professionals, buyers and supply chain managers seek guidance and insights to do their best work. Your sponsored webinar can help.

We'll promote your webinar to drive registrants to the live event. Afterward, we'll produce and publish an on-demand version to BONEZONEpub.com where OEMs can access it anytime. Our editorial team will ensure that the content is relevant and meaningful to optimize engagement and leads.

BENEFITS

- ➔ Gain personal exposure as an expert while showcasing your company's competencies.
- ➔ Nurture personal connections through audience engagement.
- ➔ Arm your team with qualified leads from the opted-in attendee list.
- ➔ Build brand equity and awareness of your company and its capabilities.



**View past webinars
24/7/365 from
[bonezonepub.com/
category/webinars](https://bonezonepub.com/category/webinars)**

FEATURES

- ✓ An expert from your company is the sole presenter or has a seat on a panel.
- ✓ Attendee contact details for opted-in participants are provided post-event.
- ✓ We'll say a few words about your company and its capabilities while showing a slide or video of your brand and contact details.
- ✓ Your company's logo on presentation slides, registration page and in email and social media promotions.
- ✓ Your company's contact details in the post-event "thank you" email to attendees.
- ✓ Professionally edited on-demand version publicly accessible from BONEZONEpub.com for a minimum of one year.



White Papers

\$2,595 each

**You can expect to receive
20+ leads direct to your inbox!**

Establish your company as an industry thought leader by creating a powerful marketing tool to generate new, relevant, qualified leads. White papers can also be used to spread awareness among your audience and create a strong brand association among readers.

Each time your white paper is downloaded, an email containing the reader's contact details will arrive in your inbox. We'll monitor and promote your white paper for the first six months to maximize the quantity and quality of leads.

29

average number of
white paper downloads

BENEFITS

- ➔ Your paper is searchable from BONEZONEpub.com.
- ➔ Contact details for folks who download your paper will be sent to your email.
- ➔ Your paper will be promoted in the BONEZONE Newsletter and on the BONEZONE LinkedIn page.
- ➔ We'll craft an SEO-optimized summary of your paper to encourage downloads from your target customers.

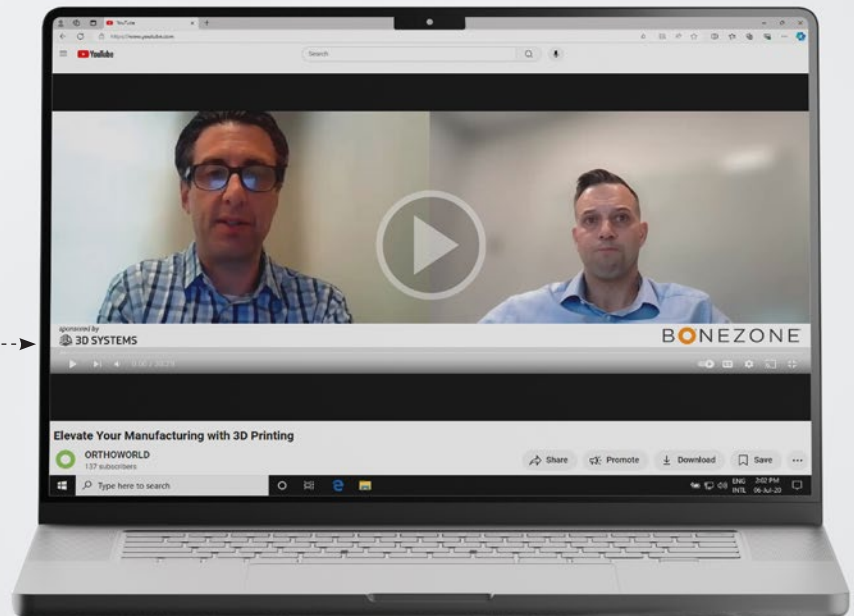
New for 2025!

Ortho Innovators Video Series / 5 Available

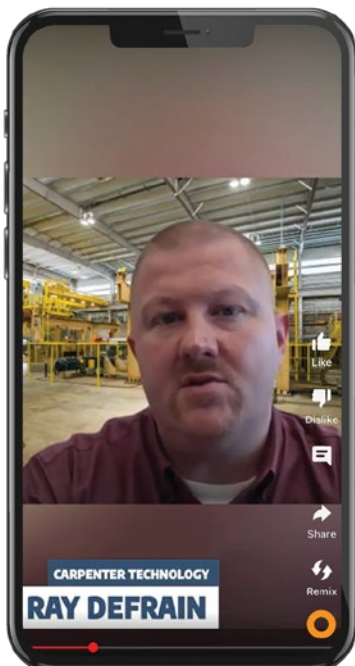
\$1,995

- 1 VIDEO PER SPONSORSHIP
- VIDEOS ARE APPROXIMATELY 5-7 MINUTES IN LENGTH
- CHOOSE FROM FEBRUARY, MAY, JULY, SEPTEMBER OR NOVEMBER.

Introducing our Sponsored Innovator Interview Series: a premium video advertising product that allows your brand to align with the latest breakthroughs in orthopedics. As a sponsor, you'll receive a verbal thank you during our exclusive interview with a leading innovator from an orthopedic device company and your logo will be prominently displayed on the video thumbnail and featured in the corner throughout the interview, ensuring lasting visibility. This is a unique opportunity to position your brand alongside cutting-edge innovation and industry leadership.



sponsored by
3D SYSTEMS

**New for 2025!**

Supplier Video Shorts / 5 Available

\$2,995

- 5 VIDEOS PER SPONSORSHIP
- VIDEOS ARE LESS THAN 1 MINUTE IN LENGTH

We create 5 engaging video shorts featuring exclusive interviews with your company's expert. These bite-sized videos are designed to highlight your expertise, attract attention and build credibility. The video series will be strategically published on our YouTube channel and promoted in Newsletters and on LinkedIn, expanding your reach to a broader audience and boosting your brand's visibility.

