

Weekly Newsletter

BONEZONE's weekly Newsletter is opened by an average of 4,848 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	2	3
Top Leaderboard	Top Rectangle	Middle Rectangle
\$1,195	\$1,095	\$995

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

\$1,495 / set of 2

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

1

BONEZONE®

June 22, 2024 | Subscriber

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.

2

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

Native Ad

WHITE PAPER

Material Advancements for Medical Device Instrumentation

WEBINAR

Learn How to Build Resilient Supply Chains Designed for Growth

3

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

NEWSLETTER CIRCULATION

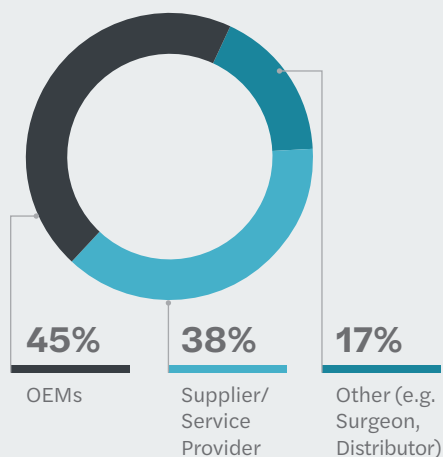
15k+

NEWSLETTER
CIRCULATION

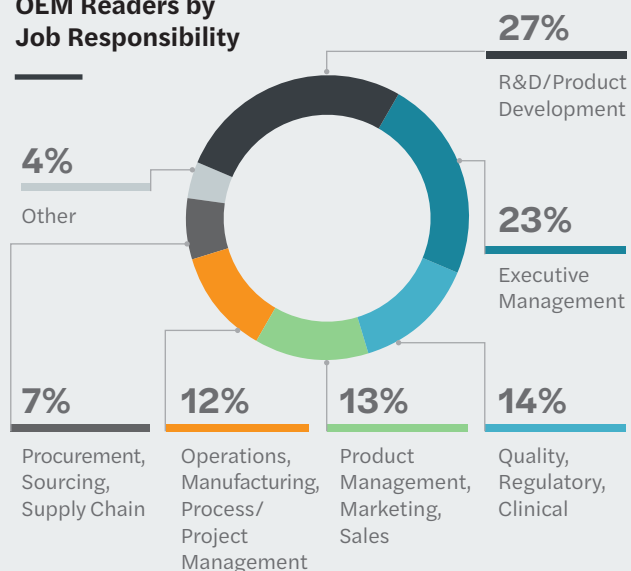
31%

AVERAGE
OPEN RATE

Readership 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®

DePuy Synthes
THE ORTHOPAEDICS COMPANY OF Johnson & Johnson

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!

New for 2025!

Special Edition Quarterly Newsletter

Top
Leaderboard
\$1,895

Top
Rectangle
\$1,795

Middle
Rectangle
\$1,595

This targeted advertising opportunity aligns your brand with timely and relevant topics in orthopedics. Each email highlights a pressing issue or trend and offers helpful insights to our engaged audience. As an advertiser, you'll associate your brand with valuable content while building recognition and trust among orthopedic professionals.



SCHEDULE

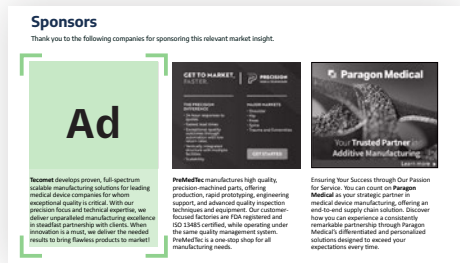
Topic	Materials Due	Email Date
Sterilization/Packaging	12/19/24	1/21/25
Materials/Surface Technologies	3/27/25	4/15/25
Additive Manufacturing	8/28/25	9/16/25
Artificial Intelligence	11/26/25	12/9/25



Conference Preview and Market Update

\$1,295

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.



Schedule:

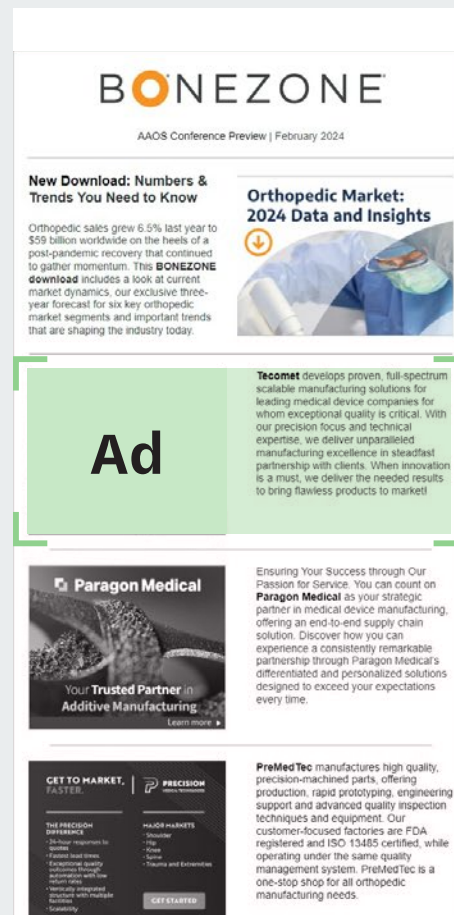
Issues	Materials Due	Email Date
AAOS Preview	2/13/2025	3/10/2025
NASS Preview	10/16/2025	11/12/2025

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



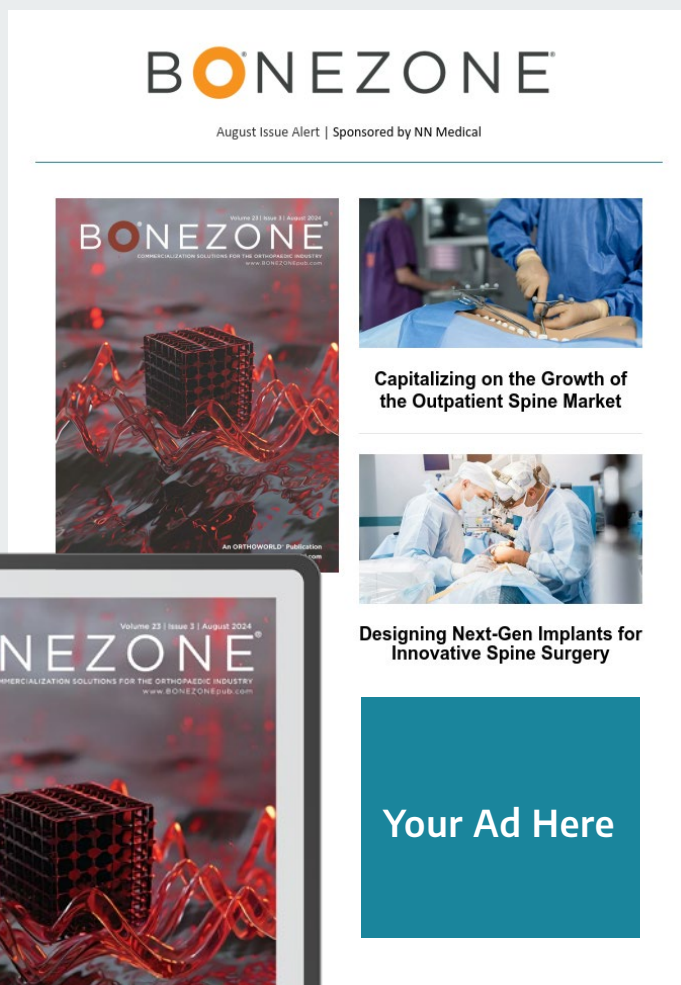
Digital Edition Sponsorship

\$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



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



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