

BONEZONE®



Media Kit 2025



BONEZONE is owned and produced by ORTHOWORLD® Inc., a customer-centric media company which has been solely focused on the global orthopedic market for more than 30 years. ORTHOWORLD's customers include executives and engineers from orthopedic device companies. It is through their voices that BONEZONE was conceived and brought to market in 2002.

BONEZONE is your foremost source on orthopedic product development.

Voice of customer drives our editorial decisions. We leverage our deep orthopedic industry knowledge, expansive network and input from our Advisory Board to keep content stimulating, relevant and useful.

Our editorial priority is to bolster OEMs' product development initiatives by educating their engineers and executives on business-critical topics that fuel prosperity: competitive landscapes, pioneering advancements, market shifts, regulatory changes, human behavior, digital technology and more.

BONEZONE print magazine is accompanied by a digital ePub,

Newsletters, a robust website and relevant videos and webinars. The BONEZONE Supplier Directory, an exclusive network of orthopedic-focused suppliers, bolsters OEMs' networks and expedites their initiatives by facilitating new partnerships.

OEM readers are actively seeking new suppliers and service providers. Every BONEZONE advertising offering is designed to build brand equity, generate leads and grow your OEM customer base.

OEMs trust ORTHOWORLD and its family of brands (ORTHOWORLD, OMTEC®, BONEZONE).

We look forward to welcoming you as an advertiser.

BONEZONE ADVISORY BOARD

"Voice of Customer" has been the driving force behind ORTHOWORLD's offerings since its founding in 1992. In fact, BONEZONE, and later OMTEC, were created in direct response to the manufacturing challenges faced by orthopedic company professionals. In that spirit, the Advisory Board was created in 2005 to formalize the channel through which timely industry issues could be communicated and prioritized for action.



MISSION: To educate, connect and empower the people who build orthopedic products.

Advisory Board Members lend weight and perspective to today's ever-changing business dynamics by giving accounts of their first-hand experiences — what's working and what isn't — and identifying the knowledge gaps and sources of untapped opportunity. Amidst seemingly competing priorities, the Advisory Board keeps education, articles and networking relevant and purposeful.

ACUITIVE TECHNOLOGIES / [Matthew Poggie](#), Senior Vice President of Regulatory and Quality

ARTHREX / [Lance Provance](#), Senior Manager, Supply Chain

CHOICE SPINE / [Benjamin Rennie](#), Supply Chain Manager

PHOENIX KINETICS / [Ryan Belaney](#), President and CEO

SKELETAL DYNAMICS / [Tom Norman](#), Chief Operating Officer

SMITH+NEPHEW / [Mark Hall](#), Global Commodity Leader – Implants, Advanced Surgical Devices

STRYKER / [Kenneth Trimmer](#), Senior Director, Engineering Standards
[Brian White](#), Director of Global Sourcing – Robotics

ULRICH MEDICAL USA / [Eric Lucas, Ph.D.](#), Chief Operating Officer

ZIMMER BIOMET / [Howard Levy](#), Vice President – Global Sourcing
[Ron Walters](#), Associate Sourcing Director – NPI



»»» Newsletters are sent weekly

»»» Magazines are published in March, June, August, October and December.

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

»»» January		»»» February		»»» March		»»» April	
<ul style="list-style-type: none"> Companies to Watch in 2025 Global Regulations in the Year Ahead Set Realistic Professional Goals Improve Product Iteration with Instrument Tracking 		<ul style="list-style-type: none"> Learn from Near-miss Audit Dings Automating Design Controls and Verification Hot Tech at AAOS Startups That Are Worth Watching 		<ul style="list-style-type: none"> Advanced Visualization and Planning Leads to Improved Outcomes Robots Enhance Surgical Precision Implants and Instruments for Smaller Incisions Streamlined Joint Replacement Solutions 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 		<div>MAGAZINE AAOS Issue</div> <ul style="list-style-type: none"> Case Study: We Launched a Product in Less Than 12 Months Packaging Built with End-users in Mind FDA's Outlook for Orthopedics Leverage These Material Trends 	
»»» August		»»» July		»»» June		»»» May	
<ul style="list-style-type: none"> 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 		<div>MAGAZINE Additive Manufacturing Issue</div> <ul style="list-style-type: none"> Orthobiologics: More Hope Than Hype Trends in Joint Replacement Alternatives to ETO Sterilization Problem-solving Skills for Today's Leaders 		<div>MAGAZINE OMTEC Issue</div> <ul style="list-style-type: none"> 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 		<ul style="list-style-type: none"> Navigate the FDA De Novo Pathway Biologics and Treatment of Joint OA Mentoring Young Engineers Technology Trends in Sports Medicine Weigh the R&D Expense for New Surface Technologies 	
»»» September		»»» October		»»» November		»»» December	
<ul style="list-style-type: none"> Trends in Trauma The Realities of Real-world Evidence Beat the Budget on Product Launches Materials and Coatings for Next-Gen Implants 		<div>MAGAZINE NASS/Spine Issue</div> <ul style="list-style-type: none"> 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 		<ul style="list-style-type: none"> AI and Automation Optimize Manufacturing Learn from FDA Feedback During New Product Reviews Can't-miss Companies at NASS Manage Time Pressures During Deadline Crunches 		<div>MAGAZINE Supplier Directory Issue</div> <ul style="list-style-type: none"> 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 	



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

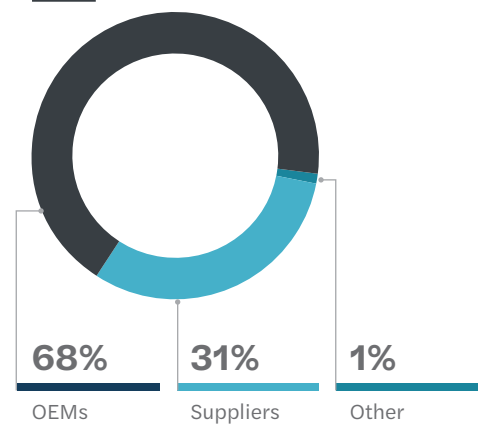
average time spent with the digital edition

MAGAZINE CIRCULATION

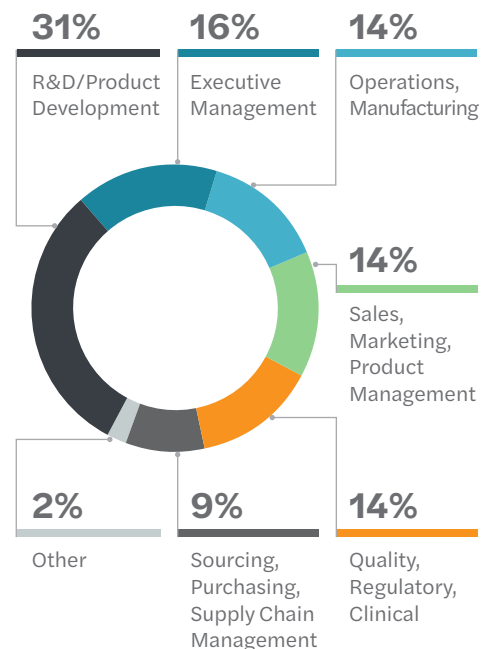
25%

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

Circulation by Company Type



OEM Readers by Job Responsibility



NEWSLETTER CIRCULATION

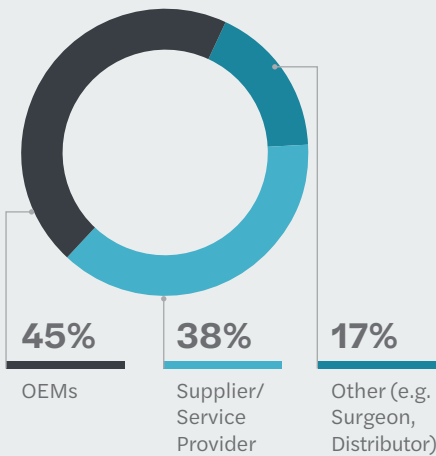
15k+

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

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!

RATES

Full Page	\$3,645
Half Page	\$2,745
Quarter Page	\$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.

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

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

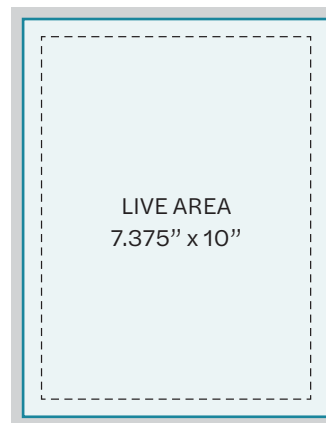
- Artwork should fill entire full bleed size
- Critical elements must be within the live as indicated.
- Suggested margin area is 0.375"

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

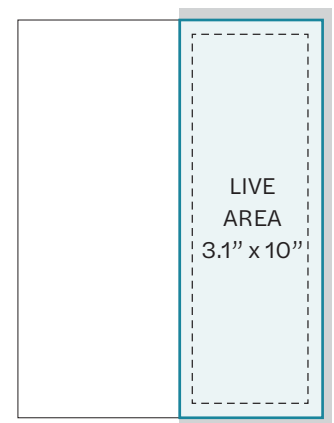


Full Page

Ad/Trim Size: 8.125" x 10.75"

Live Area: 7.375" x 10"

Bleed: 8.375" x 11"



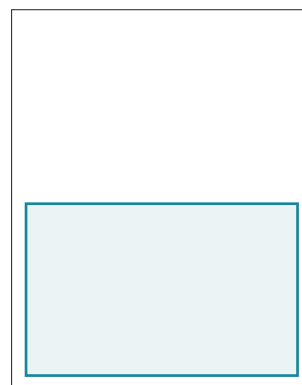
Half Page Vertical

(bleeds on right edge)

Ad/Trim Size: 3.85" x 10.75"

Live Area: 3.1" x 10"

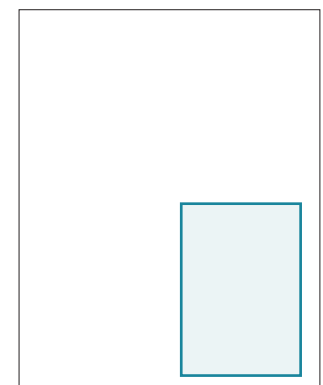
Bleed: 3.975" x 11"



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

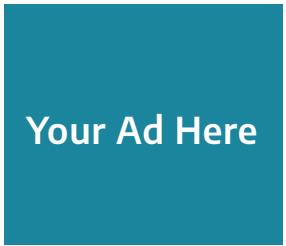
August Issue Alert | Sponsored by NN Medical



Capitalizing on the Growth of the Outpatient Spine Market



Designing Next-Gen Implants for Innovative Spine Surgery



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.

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

The diagram illustrates the layout of the BONEZONE newsletter. At the top, the BONEZONE logo and date (June 22, 2024) are shown. Below this, a 'Top Leaderboard' ad placement area is indicated by callout 1. The main content area features several articles, including 'Orthopedic Executives Identify Top Growth Opportunities at OMTEC' and 'Innovative Solutions for Spine Care and Fracture Repair'. A 'Top Rectangle' ad placement area is indicated by callout 2. Below the articles, a 'SPONSORED CONTENT' section is shown, containing a 'Native Ad' placement area indicated by callout 3. The bottom of the newsletter features 'SUPPLIER NEWS' with articles like 'Intech Unveils A Private-Labelled Modular Retractor' and 'Precision Coating Appoints Vice President Of Business Development'. A 'Middle Rectangle' ad placement area is also indicated by callout 3.

New for 2025!

Special Edition Quarterly Newsletter

Top Leaderboard	Top Rectangle	Middle Rectangle
\$1,895	\$1,795	\$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
Instruments/Cases & Trays	11/26/25	12/9/25

www.BONEZONEpub.com

February 2024

Orthopedic Market Data and Insights

BONEZONE

Sponsors

Thank you to the following companies for sponsoring this relevant market insight.

Ad

Tecomet develops proven, full-spectrum scalable manufacturing solutions for leading medical device companies for whom exceptional quality is critical. With our precision focus and technical expertise, we deliver unparalleled manufacturing excellence in steadfast partnership with clients. When innovation is a must, we deliver the needed results to bring flawless products to market!

GET TO MARKET. FASTER.

PRECISION

Paragon Medical

Your Trusted Partner in Additive Manufacturing

Ensuring Your Success through Our Passion for Service. You can count on Paragon Medical as your strategic partner in medical device manufacturing, offering an end-to-end supply chain solution. Discover how you can experience a consistently remarkable partnership through Paragon Medical's differentiated and personalized solutions designed to exceed your expectations every time.

Schedule:

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

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.

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

BONEZONE

AAOS Conference Preview | February 2024

New Download: Numbers & Trends You Need to Know

Orthopedic sales grew 6.5% last year to \$69 billion worldwide on the heels of a post-pandemic recovery that continued to gather momentum. This BONEZONE download includes a look at current market dynamics, our exclusive three-year forecast for six key orthopedic market segments and important trends that are shaping the industry today.

Orthopedic Market: 2024 Data and Insights

Ad

Tecomet develops proven, full-spectrum scalable manufacturing solutions for leading medical device companies for whom exceptional quality is critical. With our precision focus and technical expertise, we deliver unparalleled manufacturing excellence in steadfast partnership with clients. When innovation is a must, we deliver the needed results to bring flawless products to market!

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Learn more

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Website Ads

BONEZONEpub.com’s traffic has grown significantly over the years as orthopedic professionals leverage their phone, emails and LinkedIn to click through to the business-critical content they seek. Nearly 450,000 readers from around the world visited the BONEZONE website in the last 12 months.

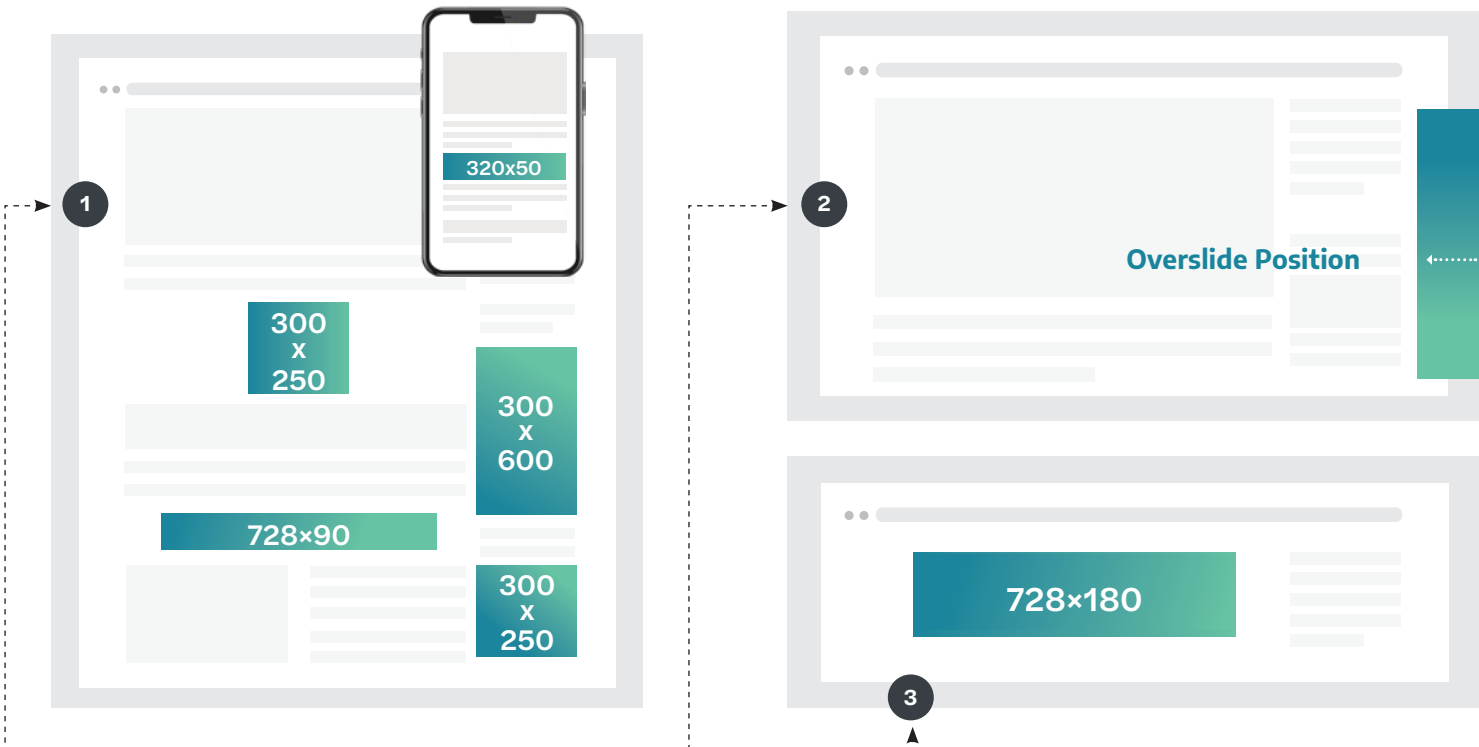
Use our robust website ad offerings to build and drive traffic to your website or landing page and keep customers informed about your company’s orthopedic expertise.

527,449
sessions

742,469
pageviews

444,730
users

Source: Google Analytics Aug 1, 2023 - July 31, 2024



Rotating Display Ads

\$100 per 1,000 impressions
(10,000 impression/min.)

1 Your display ad campaign includes four ad sizes, all of which circulate throughout the website and automatically resize for our mobile visitors.

Image Sizes/Specifications:

- 1456 x 180 pixels Leaderboard
- 600 x 500 pixels Medium Rectangle
- 600 x 1200 pixels Half Page
- 640 x 100 pixels Mobile
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click-thru URL

Overslide Ad

\$2,495 / month

2 Run of site floating banner ad which slides in on the right side and remains throughout the scroll.

Image Sizes/Specifications:

- 120 x 600 pixels Image Banner
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click-thru URL

Premium Banner

\$1,395 / month

3 This ad is an exclusive placement at the top of the home page and main category pages.

Image Sizes/Specifications:

- 728 x 180 pixels Image Banner
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click-thru URL

*** Display ad materials are due on the 15th of the month preceding their publication.**

(Note: We request ads 2x the published size to ensure optimal crispness and quality.)

180,630

sessions

218,736

pageviews

153k+

users



Source: Google Analytics

Supplier Directory

Join BONEZONE's exclusive network of orthopedic-focused suppliers! Engineers, manufacturing executives, supply chain managers and all those who seek to bring innovative, life-changing products to patients around the globe use this directory to identify quality partners.



Orthopedic OEMs use the directory to identify and validate new suppliers.

LISTING OPTIONS / PUBLISH YOUR COMPANY'S LISTING TODAY!

Essential Listing

\$92 / month or **\$1,095** / year

Providing basic visibility and contact options at a more affordable rate, but with limited content showcasing capabilities.

- ✓ Builds brand and capability awareness in the orthopedic industry
- ✓ Features company logo, description, contact details and capabilities
- ✓ Visitors can contact company directly and save to their list of favorite suppliers
- ✓ Company name, contact details and capabilities (no logo) printed in the December Supplier Directory Issue of BONEZONE magazine

BEST VALUE!

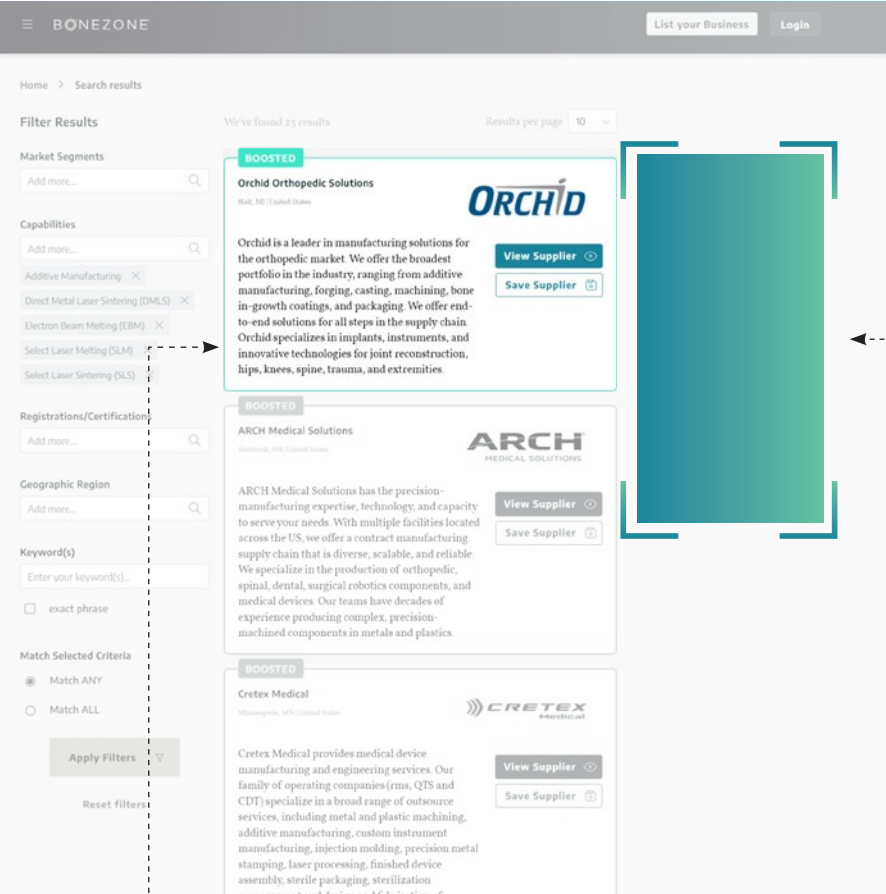
Player Profile

\$304 / month or **\$3,645** / year

Offering comprehensive digital and print exposure along with advanced content showcasing features.

- ✓ The ultimate showcase for your company's expertise in digital, print, 24/7/365
- ✓ Includes everything in an Essential Listing
- ✓ Features a full, modern webpage to highlight technologies with words, images, videos, white papers and brochures
- ✓ Company logo, description and summary of capabilities printed in all 5 issues of BONEZONE magazine
- ✓ Annual summary of visits to your listing provided
- ✓ Access to in-house designers for SEO and engagement optimization

ENHANCEMENT OPTIONS



Supplier Directory
Display Ad

\$995 / month

Your company's ad will be featured on the right side of the search results for all visitors to see. Maximum of two advertisers per month.

3,100

average monthly
ad impressions

16.8

average
monthly clicks

Image Sizes/Specifications:

- 600 x 1200 pixels / 600 x 500 pixels mobile Image Banner
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click-thru URL

Profile Boost


\$750 (one year)

See your Profile higher up in the search results by selecting a profile boost. This will provide your company with more exposure in relevant searches.

BOOSTED

Orchid Orthopedic Solutions

Holt, MI | United States



Orchid is a leader in manufacturing solutions for the orthopedic market. We offer the broadest portfolio in the industry, ranging from additive manufacturing, forging, casting, machining, bone in-growth coatings, and packaging. We offer end-to-end solutions for all steps in the supply chain. Orchid specializes in implants, instruments, and innovative technologies for joint reconstruction, hips, knees, spine, trauma, and extremities.

View Supplier

Save Supplier

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

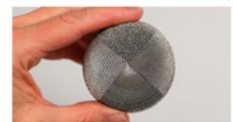
SUPPLIER NEWS

- Lincotek Appoints Andrea Colombo as New CEO
- Guardian Medical Achieves 10-Year Shelf-Life Validation For CapSure Packaging
- Elios 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.



LEARN MORE

OEM NEWS

- Point Robotics Receives FDA 510(k) for POINT Kinquide Robotic-Assisted Surgery
- Zimmer Biomet Partners To Market HipInsight Mixed Reality System
- eCental 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.





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

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.

- ✓ 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

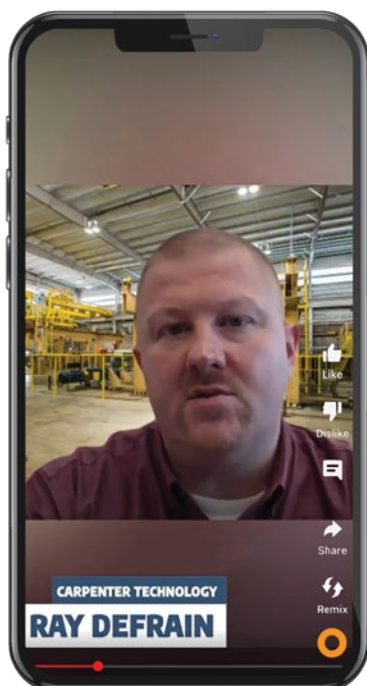
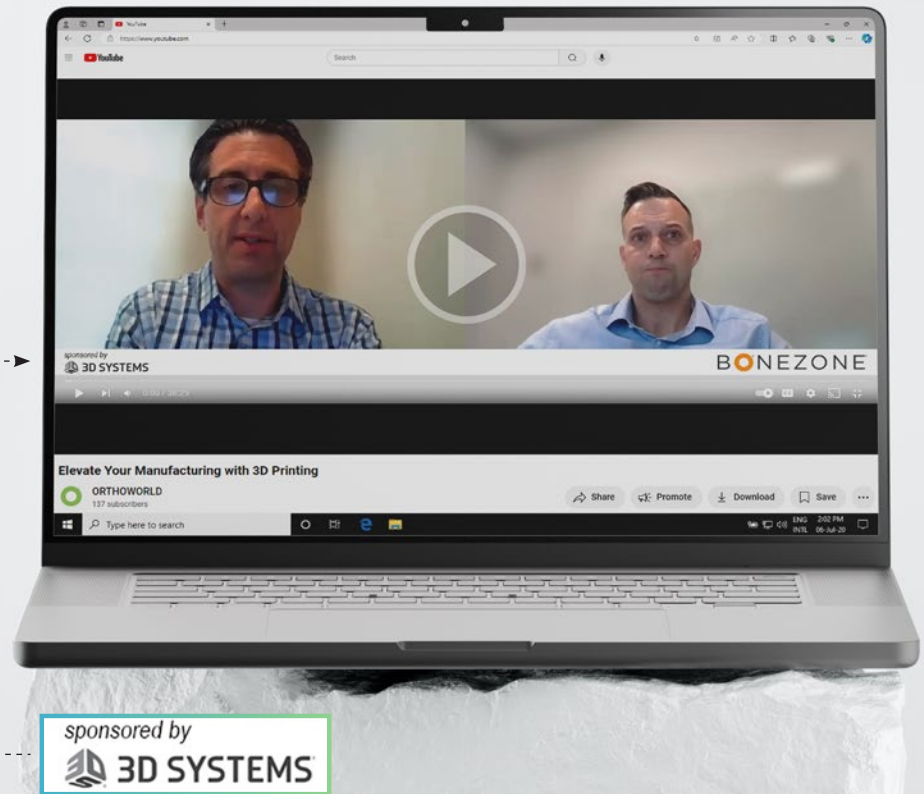
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- ➔ We’ll craft an SEO-optimized summary of your paper to encourage downloads from your target customers.



New for 2025!**Ortho Innovators 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.

**New for 2025!****Supplier Video Shorts** / 5 Available**\$2,995**

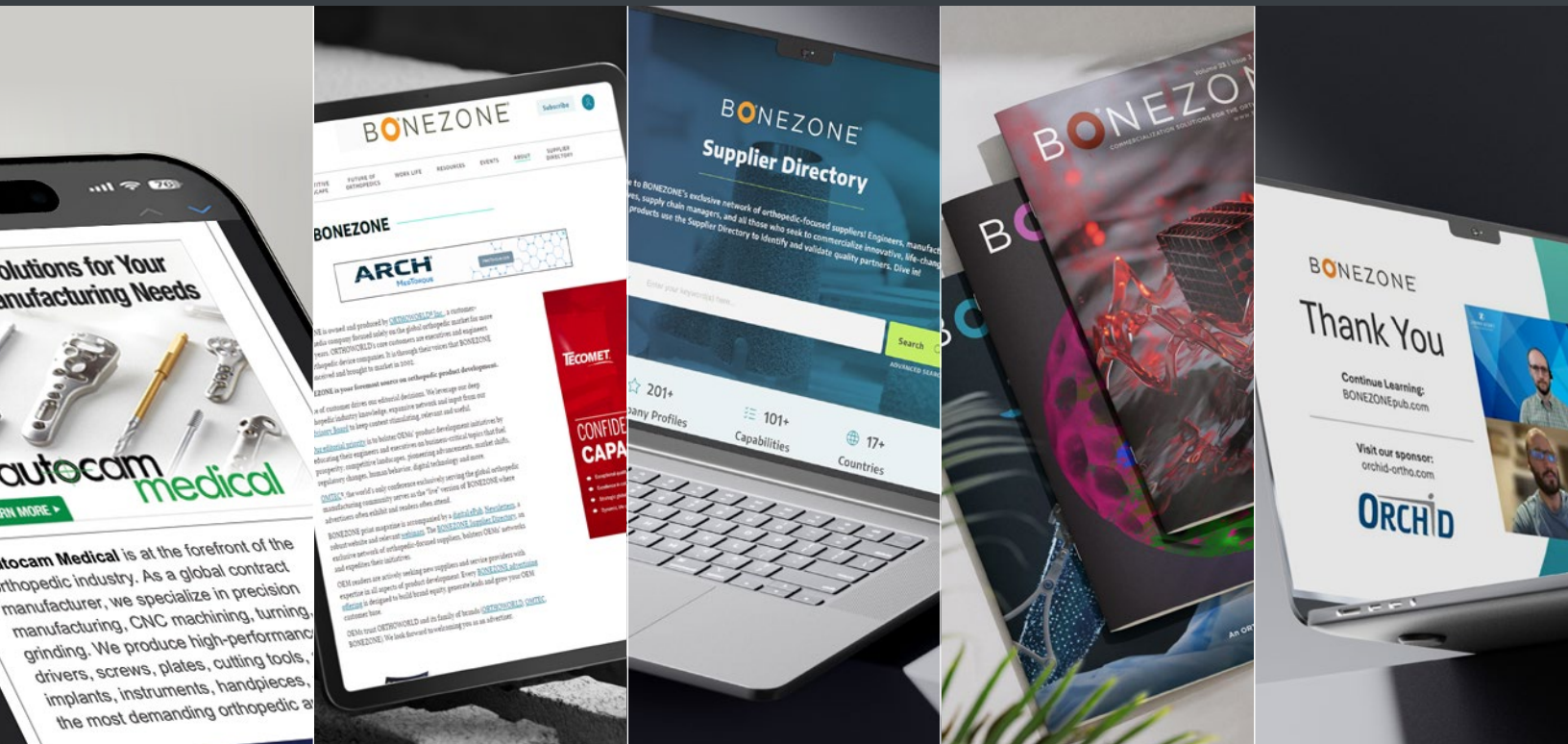
- 5 VIDEOS PER SPONSORSHIP
- VIDEOS ARE LESS THAN 1 MINUTE IN LENGTH

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.



INTEGRATED MARKETING: YOUR KEY TO SUCCESS!

BONEZONE is where your customers are — giving them relevant messages about your brand and your expertise.



EMAIL

Your customer's inbox is under intense scrutiny. We help get you there, and keep you there.

WEB

Building brand equity and driving traffic to your website, white papers, webinars, videos and social networks is our specialty.

DIRECTORY

In the last 12 months, more than 168,000 searches were performed for qualified partners.

MAGAZINE

Print advertising enhances digital channels to drive stronger results.

VIDEOS

Amplify your brand and convert viewers into loyal customers.

CONTACT US

Brad and Fran team up to provide you with focused attention and care. They welcome the opportunity to be of service.

440.543.2101

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brad@orthoworld.com

Fran Bursic:
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IN NEED OF DESIGN SERVICES?

Please inquire about our graphic design capabilities for all things digital and print.

440.543.2101

Brad Frey: brad@orthoworld.com