



If you need to reach healthcare technology professionals, then consider advertising in Telehealth & Telecare Aware

Uniquely, for over 11 years, *Telehealth & Telecare Aware* has been the only internationally focused, *independent* review of digital health for a professional audience.

Our Editors cover international events, news and trends in the fields of mobile health, telehealth, telemedicine and telecare. We express *independent, informed and thoughtful views* on what they mean for different sectors of the industry.

Our eye for the global context means that we also include crucially related areas such as assistive robotics, aging in place, healthcare analytics and data security.

Our readership

Professionals, executives and experts in:

- Healthcare technology: developers, founders, funders, operations, marketers, sales
- Healthcare IT, data security and data analytics
- Healthcare policy makers, providers, clinicians and academics
- Senior housing, home care and 'aging in place'

Readers engage with us

- On the website through comments and guest contributions
- Weekly alerts emails (opt-in)
- Twitter: @telecareaware with 2,500+ followers, and @deetelecare (Editor-in-Chief Donna Cusano with 600+)
- LinkedIn updates and group postings
- Pickups in publications such as [mHealthNews](#), [Mobihealthnews](#) and HITECH Answers

About the Editors

Donna Cusano—Editor in Chief. US-based editor since 2009, EIC since July 2013. Marketing executive in telehealth/RPM, engaged in healthcare technology since 2006.

Charles Lowe—UK-based Contributing Editor since 2013. Managing Director at the Digital Health and Care Alliance (DHACA), President of the Telemedicine and eHealth Council, Royal Society of Medicine

Chrys Meewella—UK-based Contributing Editor since 2008. Independent telecommunications technology consultant.

Steve Hards—UK-based founder of TTA in 2005, formerly with the NHS and independent consultant in the health and social services sector. Currently EIC Emeritus and website administrator.

By the Numbers

Our Readers

	Monthly average over six months to 30 June 2016	Year Totals to 30 June 2016
Sessions (Visits)	4,797	56,364
Users (Unique)	3,360	38,090
Page Views	7,225	86,721
New Visitors	67%	66%
Returning Visitors	33%	34%
Countries: UK	44%	43%
Countries: US	28%	28%
Countries: Other	28%	29%

Our Rates

Advert Type	Size (in pixels - .png .jpg or .gif latter if animated)	GB £ per month	US \$ per month	Euro € per month
Top Banner	600 x 100	£ 290	\$ 380	€ 345
Single-sidebar	145 x 145	£ 155	\$ 205	€ 185
Double-sidebar	300 x 145	£ 310	\$ 410	€ 370
Other sizes and formats, e.g. <i>video adverts</i> and <i>advertorial</i> , by negotiation				
Adverts in Email Alerts (Wednesdays~1,500 opt-ins, ~21% opens)				
Top text message of 3 lines, each 65 characters long; PLUS an advert as double sidebar size if required		per insertion, or 5 for the cost of 4 £ 65	\$ 95	€ 90

The Rest

- We provide stats on numbers of views and click-throughs
- Assistance with advertising design and production is available
- Invoicing issued at start of advertising, net 15 days
- No VAT (value added tax) applicable to advertising, either EU or non-EU based

Contact for advertising and requirements: Donna Cusano, EIC
donna.cusano@telecareaware.com (+1) 917-842-4167