



Med Brief Africa

South Africa's only **FREE** daily medical news app for all medical professionals.



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Warren Hickenbotham - MD

17 years business-to-business publishing, both print and digital experience
Launched first to market digital magazines to the medical market

Dick White - Medical sales director

Previous owner of Medical Chronicle
30 years medical publishing experience

Roy Watson - Editor

45 years medical journalism experience
Founder of Health management Review magazine
Head SAMA journalist and editor of SAMA Insider

Marietjie van den Berg - Editor

40 years breaking news journalism experience
Ex news editor of Medical Chronicle
Current freelance journalist for SABC

Jacqui Rowe - Key Accounts Manager

10 years experience in the medical industry
4 years working for Dick and Warren at SA Media Holdings

John Green - Association Liaison

40 years experience in the medical industry, including experience with MLS bank
in the funding of medical practices, pharmaceutical sales, medical data sales



MEET OUR TEAM



Downloads.....	2 957
Average visits per month.....	10 426
Average live banners per month.....	56
Total banner impressions generated.....	20 399
Average monthly impressions per banner.....	402
Average click rate of	6,7% (above the industry norm of 2% to 3%)

You can see that in as little as a few weeks, the numbers have increased and will continue to do so exponentially as we gain more and more momentum.

One of the key things we've found since launch is that the golden number of 10 000 Drs in total, that historically we've been led to believe was the essential market of private practice Drs, is in fact misleading. While there are indeed that number of Drs and more, the total market of Drs actively consuming media, both news and otherwise, is in fact far less, and for the first time we are able to prove this through real time stats and analytics.

The aging status of many of our specialists is a great contributor to this, and for the first time, as we are able to measure every interaction we get on the app, we're getting a better understanding of the actual market size that is reachable through media.

Whilst we need at least another year to get a truly qualified opinion, I would say at this stage that the number will be around 5000. That said, this will begin to increase as Drs get more tech savvy and younger specialists come through.

We anticipate hitting the 6000 figure by August 2018. We are already the largest provable reach in the industry.

Benefits



- **Unlimited distribution** - print is hamstrung by budget in terms of how many can be printed and posted
- **Guaranteed read** - Because our users come to us to download, one can rest assured they are interested.
- **100% measurable** - Downloads, give us monthly visits, gives us impressions, gives us clicks, and we provide this monthly.
- **Inexpensive** - Between R7K and R1,5K per month per feed, allowing any brand to get exposure no matter how small the budget
- **Unlimited editorial** - Being a live feed Vs set pages in a magazine, we can give clients unlimited posts on the company, its products, its people, its facilities, the market, research, clinical info etc...
- **Video content** - Obviously print cannot carry video, and digital magazines slow down to an unusable state when video is added. Mobile was built to deliver rich media.....

MORE

Benefits



- **Targeted read with the ability to browse** - No other platform allows users to navigate and read only content that applies to them, but at the same time have access other interest areas at the flick of a thumb.
- **Association backing** - Med Brief Africa is officially endorsed by many associations and management organizations, who use the platform to disseminate their own information. SAPPF, ASAIPA, HASA, NETCARE, MEDICROSS, BHF, MPC, PROFNET, SASA, SA Heart and HealthMan to name a few.
- **Higher advert exposure** - Because our readers are reading live news, they visit frequently, resulting in between 2 and 40 exposures per month per user. In the magazine environment, whether print or digital, you only get one exposure as they only read the mag once.
- **Call to action advertising** - All banners and articles are linked to yourselves, so a user can click to get more info or to get in touch.



LAST FEW

Benefits



- **Varied material usage** - Banner material can be changed as many times as you like, and due to the high frequency of exposure, we suggest a minimum of once a month. 3 slide GIF and animation can be used seamlessly to generate attention and excitement.
- **Up to date news** - News happens now, and we as consumers of news want it now. It's the way we now are, and any platform not delivering up to the minute news to a doctor's pocket, will fall away.
- **Accessibility** - Our phones are always with us, even in surgery. NO other platform can achieve this.



Make your use of the Med Brief Africa platform is as effective as possible....

1 -The banner advert is important as its your your top of mind awareness driver, and the use of a 3 slide GIF is recommended in order to allow you to get as much info across as possible, as well as create movement to attract the users eye.

2 - Within the digital environment, content is king. It is unlimited, and as an advertiser you can make unlimited use of it to drive a brand positioning. Case studies, research, testimonials form Drs etc.... the more the merrier. All posts will be credited to your brand as the provider and a link to your website included.



3 - Rich Media - The mobile environment was built for consumption of rich media like video, animation and audio. Editorial posts as such do not have to be text. Video posts can, and should form a big part of your "editorial" communications plan through the Med Brief Africa platform.

4 - Keep it fresh - Your material should be changed at least monthly. Due to the much higher frequency of impressions in the news feed environment, an ad that runs longer than a month can start to be overlooked and unnoticed.

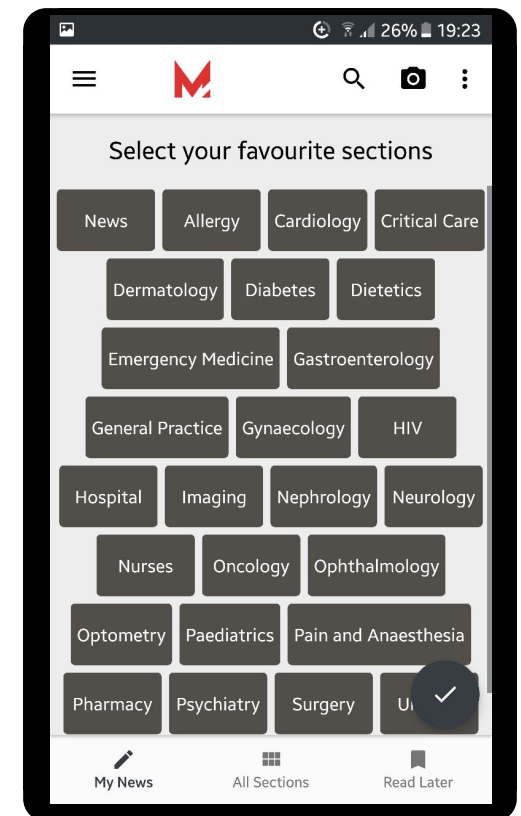


These are the feeds we have available...

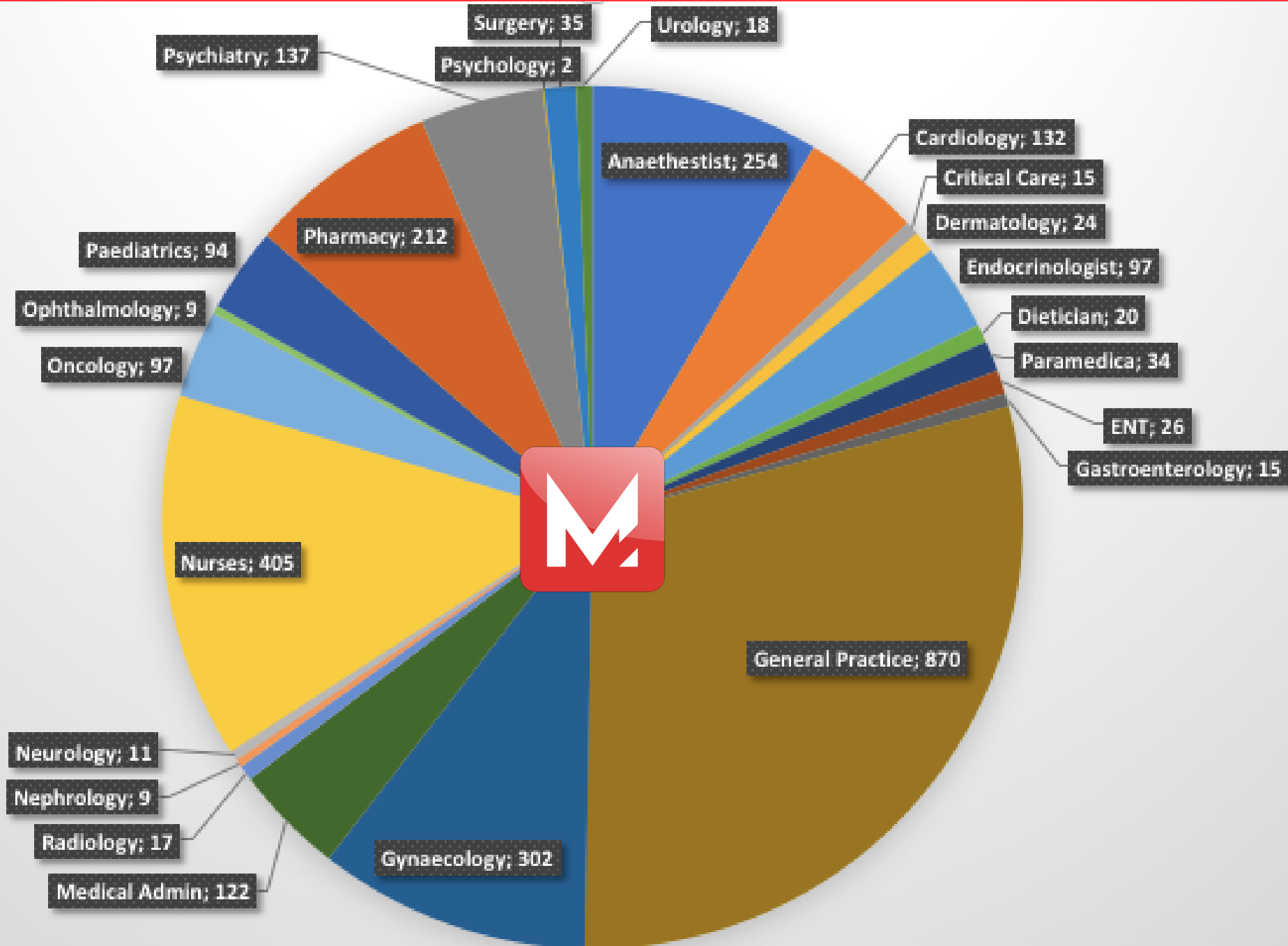
Allergy
Cardiology
Critical Care
Dermatology
Diabetes
Dietetics
Emergency Medicine
Gastroenterology
General Practice
Gynaecology

HIV
Hospitals
Imaging
Nephrology
Neurology
Nurses
Oncology
Ophthalmology
Optometry
Paediatrics
Pain and Anaesthesia
Pharmacy
Psychiatry
Psychology
Surgery

Urology
Practice Management
Conferences
CPD (launching
March)



Breakdown of the Med Brief Africa doctor numbers



* Figures as of January 2018



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