

INFECTIOUS DISEASES

MEDIA PLANET

Infectious Diseases are leading the cause of death globally killing over 17 million people a year. It is imperative to raise important questions, awareness and support the epidemic concern with up-to-date insight with up-to-date insight from experts and patients.

MEDIAPLANET UK IS RUNNING THE INFECTIOUS DISEASES CAMPAIGN AND KICK-STARTING THE CAMPAIGN LAUNCH INTO THE INDEPENDENT NEWSPAPER AND ONLINE VIA GLOBALHEALTHACTION.CO.UK FOR WORLD AIDS DAY ON 1 DECEMBER 2015.

The themes of the campaign include Global Challenges featuring patient case studies, Access to Medicine and Immunisation, Strategies for Elimination and Stigma, exploring Research and Development in Clinical Trials.

We invite you to align yourselves with one of the following topic areas for organisations and corporate supporters to position themselves as leaders in advocating care and as an active supporter for Infectious Diseases.

Sandy SY Lee
Project Manager
D: +44 (0) 20 3642 0739
M: +44 (0)7415 363 936
sandy.lee@mediaplanet.com

EDITORIAL FOCUS AREAS

HIV/AIDS

According to WHO, HIV has claimed more than 34 million lives so far. In 2014, 1.2 million people died from HIV-related causes globally. There is currently no cure for HIV infection and it is emerging to pose additional threats. However effective treatment can control the virus so that people with HIV can enjoy healthy and productive lives. We explore strategies to tackle HIV and AIDS with an expert panel to discuss future progress.

Malaria

Malaria is a life-threatening disease with about 198 million cases of Malaria in 2013 and an estimated 584,000 deaths. However Malaria is preventable and curable with increased prevention strategies and control measures in many places. The value of vaccine and immunisation is imperative as it is estimated about 3.2 billion people, almost half of the world's population are at risk of malaria.

Tuberculosis

WHO states Tuberculosis is second only to HIV/AIDS as the greatest killer worldwide due to a single infectious agent. It is also a leading killer of HIV-positive people causing one fourth of all HIV related deaths. In 2013, 9 million people fell ill with TB and 1.5 million died from the disease. Through TB diagnosis and treatment, the TB death rate dropped 45% between 1990 and 2013 to achieve the Millennium Development Goal to reverse the spread of TB by 2015.

Water-borne diseases and Rotavirus

Water, sanitation and hygiene are important factors on both health and disease. Inadequate drinking-water, sanitation and hygiene are estimated to cause 842 000 diarrhoeal disease deaths per year. In 2012, WHO estimates that globally 453 000 child deaths occurred during 2008 due to rotavirus infection. It is also the most common cause of severe diarrhea in children and infants worldwide.

Neglected Tropical Diseases

Neglected tropical diseases (NTDs) are a group of chronic disabling infections affecting more than 1 billion people worldwide, mainly in Africa and mostly those living in remote rural areas, urban slums or conflict zones. NTD control is explored to raise profile for NTDs and explaining what they are as they represent a largely untapped development opportunity to alleviate poverty in the world's poorest populations, with direct impact on the achievement of the Millennium Development Goals.

WHO WE ARE, WHAT WE DO

Mediaplanet specialises in the production and distribution of content marketing campaigns covering a variety of key topics in the areas of health, business, finance, lifestyle, technology, corporate social responsibility, industry, and education.

We provide our readers with insightful and educational editorial in the fields of their interest, designed to motivate them to take action. Our unique ability to pair the right leaders, with the right readers, in the right platforms, has made Mediaplanet into a global powerhouse in content marketing over the last 13 years.

We continue to explore and expand our network of partners and clients through the shared interest of providing our readers the best experience possible.

PRINT

The report will be distributed nationally within The Independent.

READERSHIP	391,000
CIRCULATION	69,055
FORMAT	Tabloid
PAGES	8-16 pages

DIGITAL

Alongside the print report, we will create a custom campaign site featuring exclusive digital content.

We drive traffic through high quality networks including some of the most credible news sites in the UK such as The Telegraph, The Guardian, The Daily Mail, BBC News, Sky News and many more.

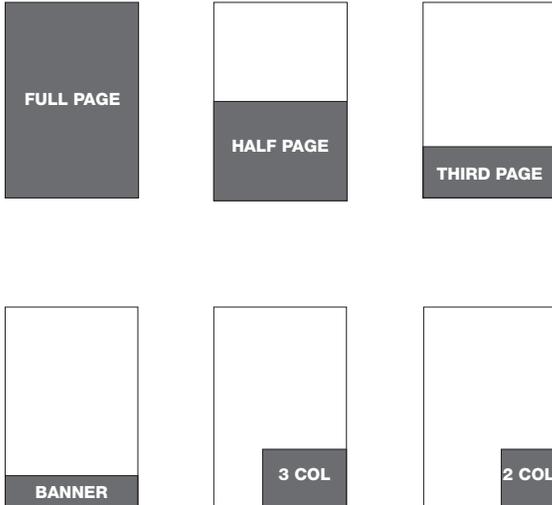
A traffic breakdown is provided to those involved in the digital campaign, including page views, traffic sources, geographical breakdown and engagement time.

See page 2 for further information on distribution.



RATE CARD

PRINT



BACK PAGE/PAGE 3 (258mm x 336mm)	£17,290
FULL PAGE ADVERT (258mm x 336mm)	£15,872
HALF PAGE ADVERT (258mm x 166mm)	£8,290
THIRD PAGE ADVERT (258mm x 112mm)	£5,610
FRONT PAGE BANNER (258mm x 50mm)	£4,720
3 COLUMN (153.2mm x 112mm)	£3,420
2 COLUMN (100.8mm x 112mm)	£2,550

COMMERCIAL FEATURES/ADVERTORIALS

FULL PAGE (258mm x 336mm)	£22,220
HALF PAGE (258mm x 166mm)	£11,606

PRINT PACKAGES INCLUDE

- Complimentary hard copies for PR/promotional use
- Distribution within: The Independent

DIGITAL



LARGE PACKAGE: £8,950

- 10,000 guaranteed readers
- 3 display adverts
- 3 exit links
- 1 widget
- Exclusivity alongside a relevant article of your choice

MEDIUM PACKAGE: £4,950

- 5,000 guaranteed readers
- 3 display adverts
- 3 exit links
- 1 widget
- Exclusivity alongside a relevant article of your choice

SMALL PACKAGE: £2,850

- 2,500 guaranteed readers
- 3 display adverts
- 3 exit links
- Exclusivity alongside a relevant article of your choice

CONTENT CREATION

- We have a dedicated team of professional specialist journalists who are able to write a custom piece for our campaign site for a small extra cost. Please ask for more details.

DIGITAL PACKAGES INCLUDE

- Full license to the digital campaign for promotional use
- Detailed analytics upon digital campaign's conclusion
- Online distribution through our vast partner network including: The Telegraph, The Daily Mail, BBC News and many more.

CLIENT, PARTNER AND READER FEEDBACK

'It was an absolute pleasure working with Mediaplanet. They have a great team who reflect the perfect balance of creativity, enthusiasm, editorial and journalistic talent and business sense. The end product was fantastic and will become a key piece of collateral for us. I hope to work with them again in the future.'

Kirsten MacKenzie, Creative Skillset

'Working with Mediaplanet has enabled QA Apprenticeships to promote our brand and raise awareness of apprenticeships in a respected newspaper, The Guardian. Mediaplanet were very easy to communicate with, quite flexible and always willing to assist when required.'

John Lestourgeon, QA Apprenticeships

'The World Diabetes Day report which IDF worked with Mediaplanet on was simply amazing. The editorial team made it easy for us to convey our messages and stories. The report website layout was great and very user friendly. All-in-all an impressive experience.'

Sara Webber, International Diabetes Federation

'It was a pleasure doing business with you and Mediaplanet. You are customer focused, pro-active and you have a clear overview on your project. Thanks for your great support!'

Nathalie Geets, Dafra Pharma International

'We have had very strong feedback from the article about our Tech City Apprenticeships scheme in the Creative Careers Guardian supplement. The journalist who contacted us and wrote the piece was clearly a professional — which for me separated this high quality publication from some of the lesser 'advertorial' opportunities in the press. We are proud to be a part of this project. Thank you.'

Ruth Lomax, Hackney College

'The supplement on Skills for Growth in City AM was fantastic and really conveyed our key messages around youth unemployment and skills development. Thanks once again for this, I hope we will be able to work together again in the future.'

Isabel Allanwood, CIPD