

Media Kit 2024

SIMZINE

SIMulation magaZINE



simzine.news

ABOUT SIMZINE

SIMZINE is a digital and printed magazine, available in 3 languages (**English, Spanish, and Italian**) that promotes the use of simulation in the education and training of healthcare professionals to ensure greater patient safety.

Our magazine intends to intercept all aspects of simulation: from **scientific research** to **scenario design**; from the development of **trainer skills** to the **technical features of simulators**; and from the practical application in teaching courses to the **legal and management aspects of the Centres**.

And we want to do it in a fun and different way, in the pure spirit of a 'zine'.



simzine.news



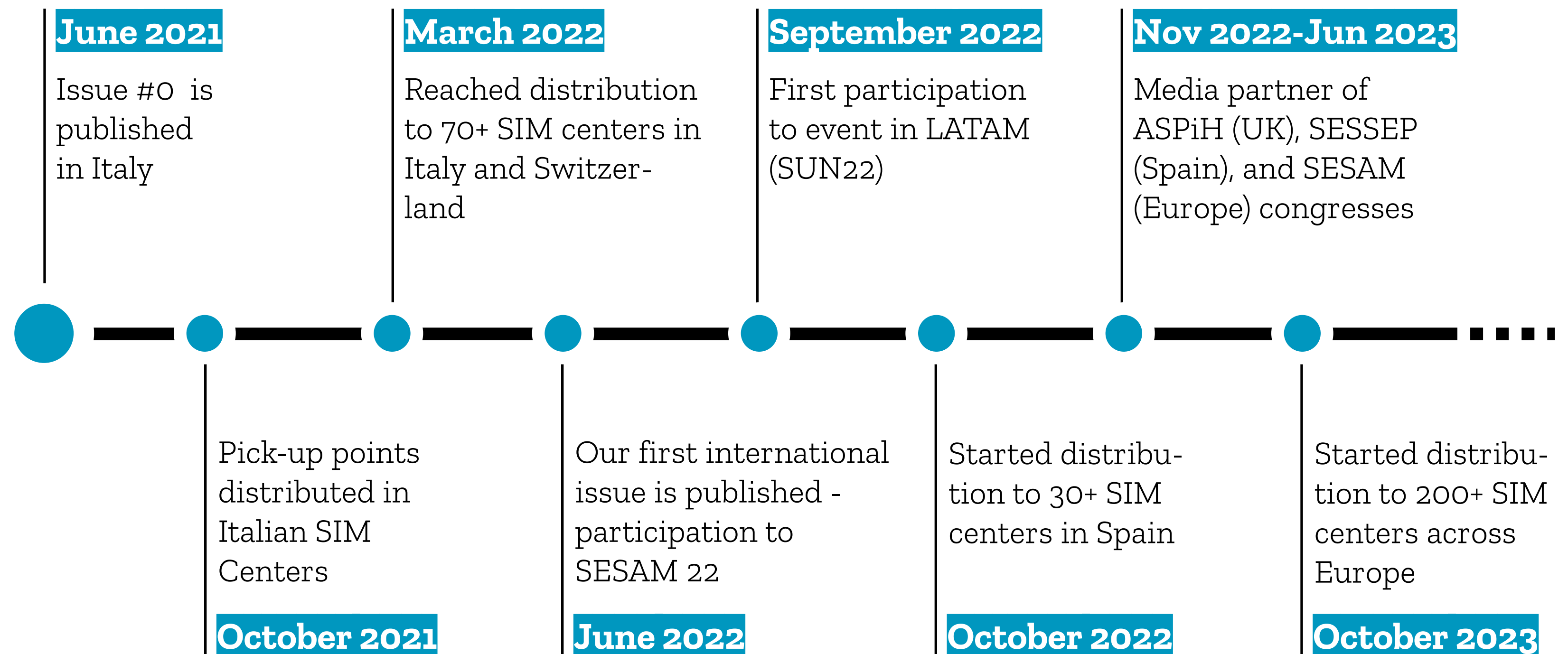


simzine.news    

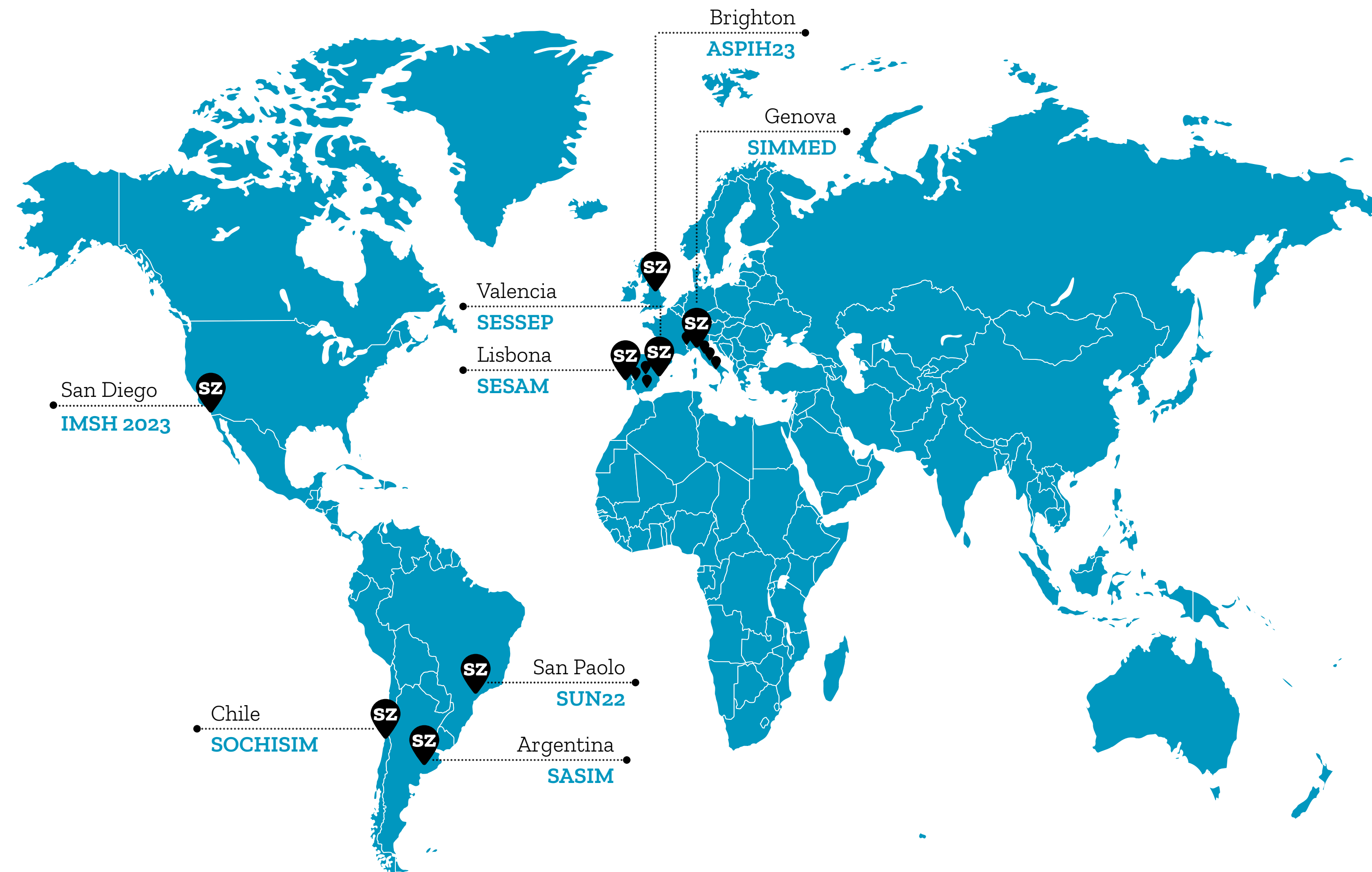
We are the fastest-growing medium in the SIM industry

SIMZINE is the **first multi-lingual magazine** that exploits the full potential of digital media to talk about **medical simulation**.

A **unique editorial product**, which combines **medical contents** with an unprecedented communication style.



INTERNATIONAL REACH


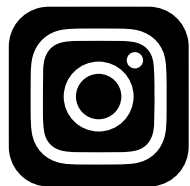



2.000+ printed
copies, distributed
to **200+ SIMcenters**
all over Europe

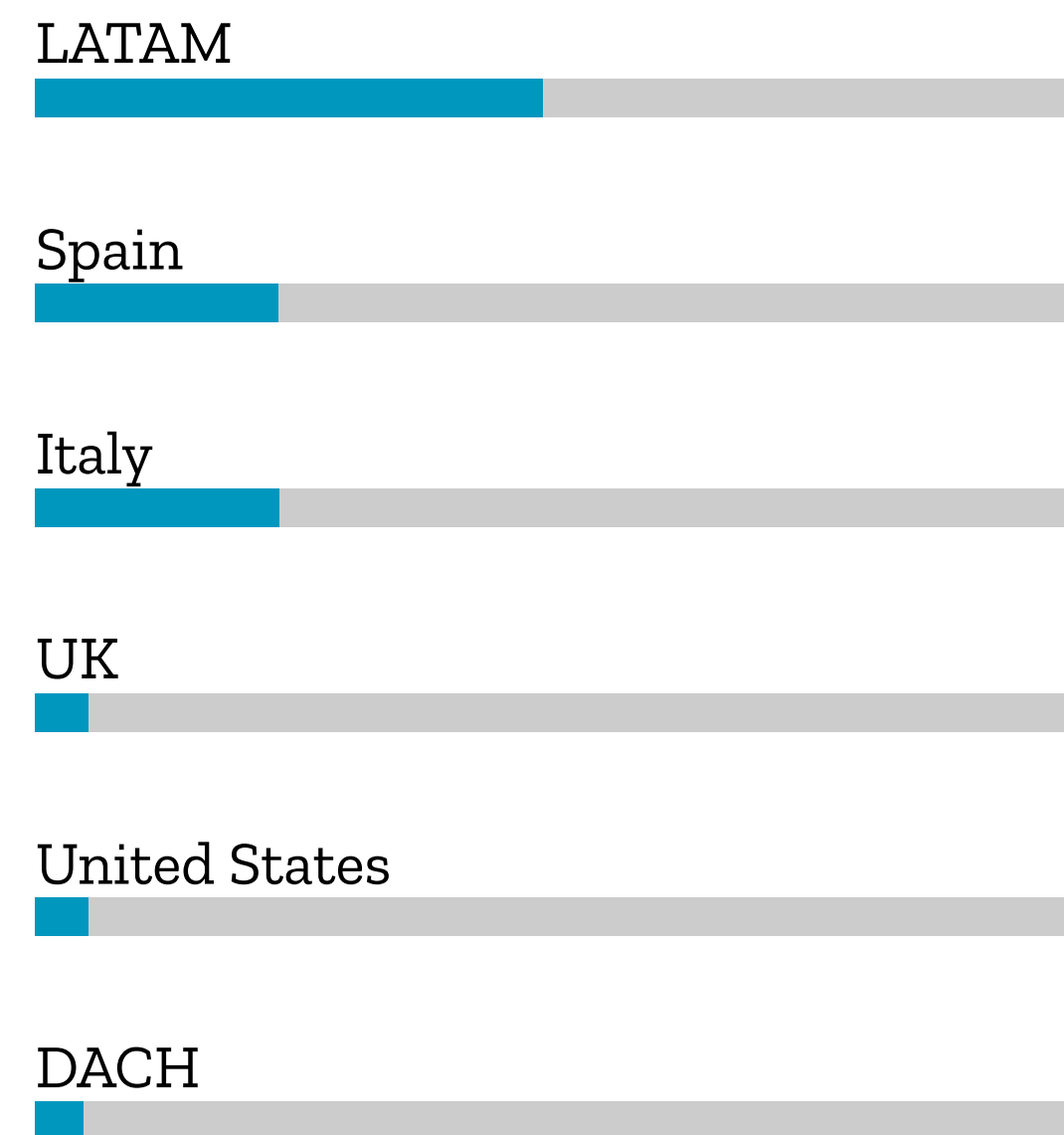


Participation to
**international SIM
events** (e.g. SESAM
conference)

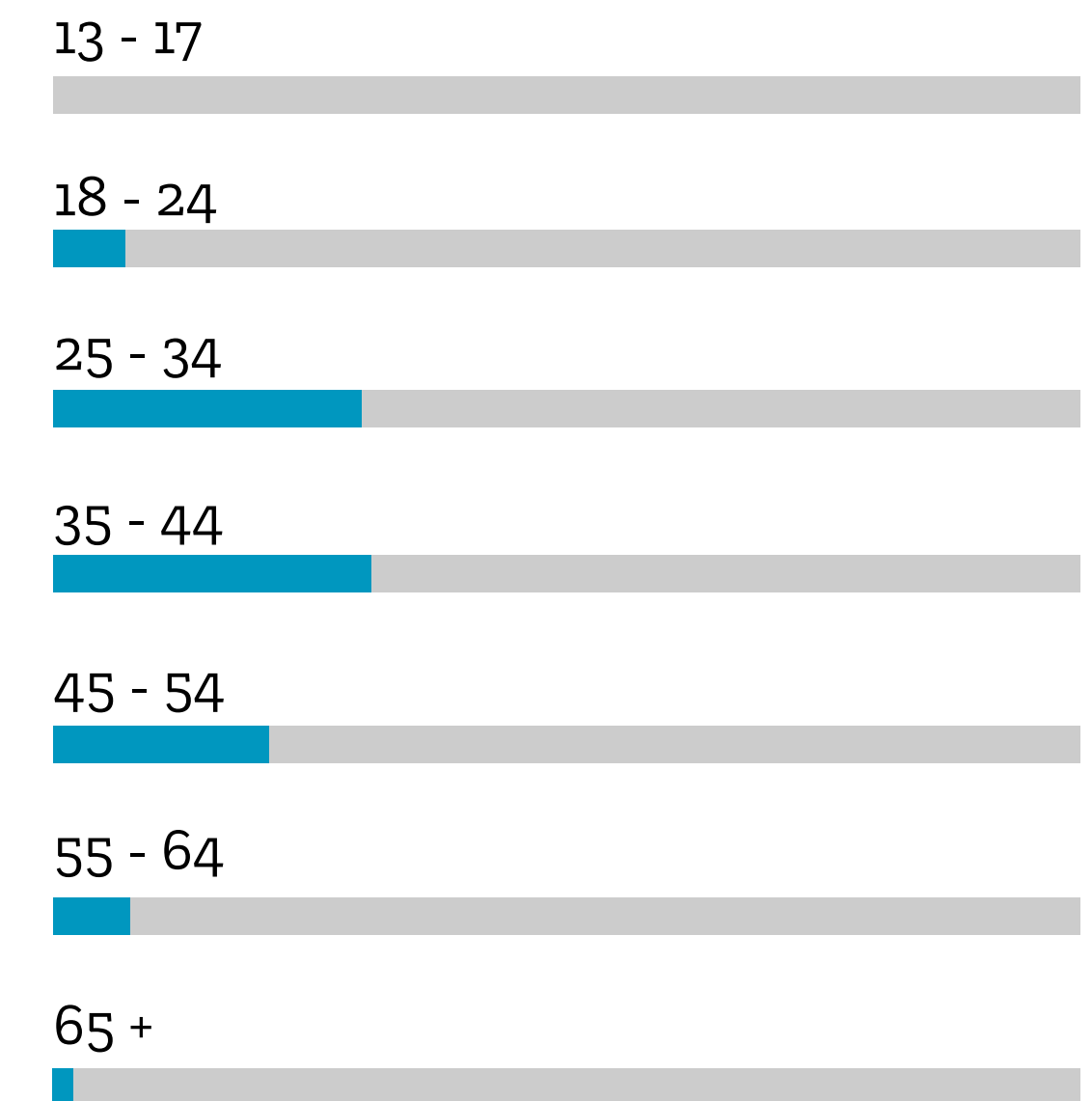
DIGITAL MAGAZINE

- **10.000+** monthly users on simzine.news
- **3.000+**  **+241% YoY**
- **2.500+**  **+322% YoY**
- **2000+**  **+287% YoY**
- **3000+** subscribed readers **+252% YoY**

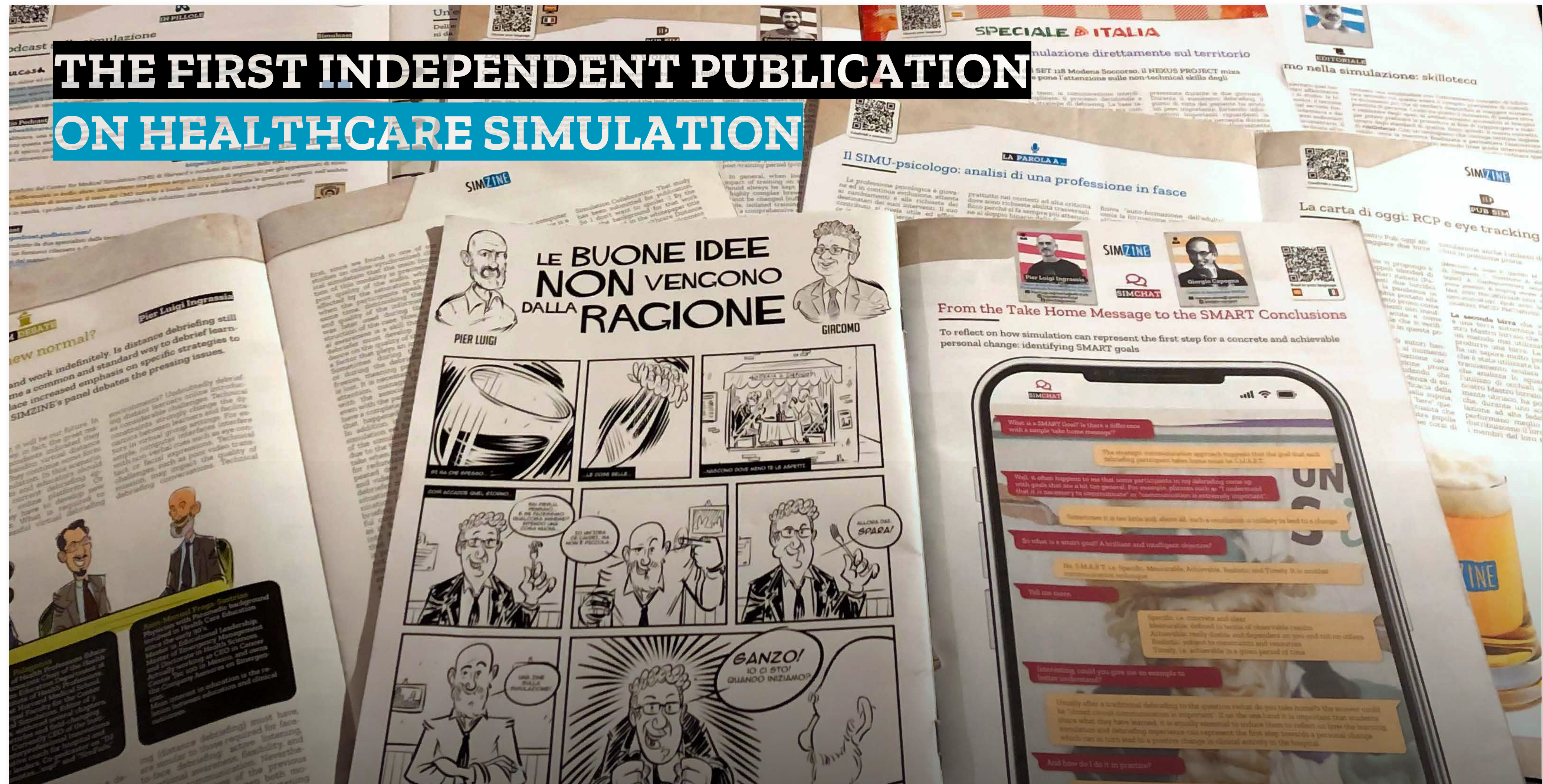
Top Locations



Age Range



THE FIRST INDEPENDENT PUBLICATION ON HEALTHCARE SIMULATION



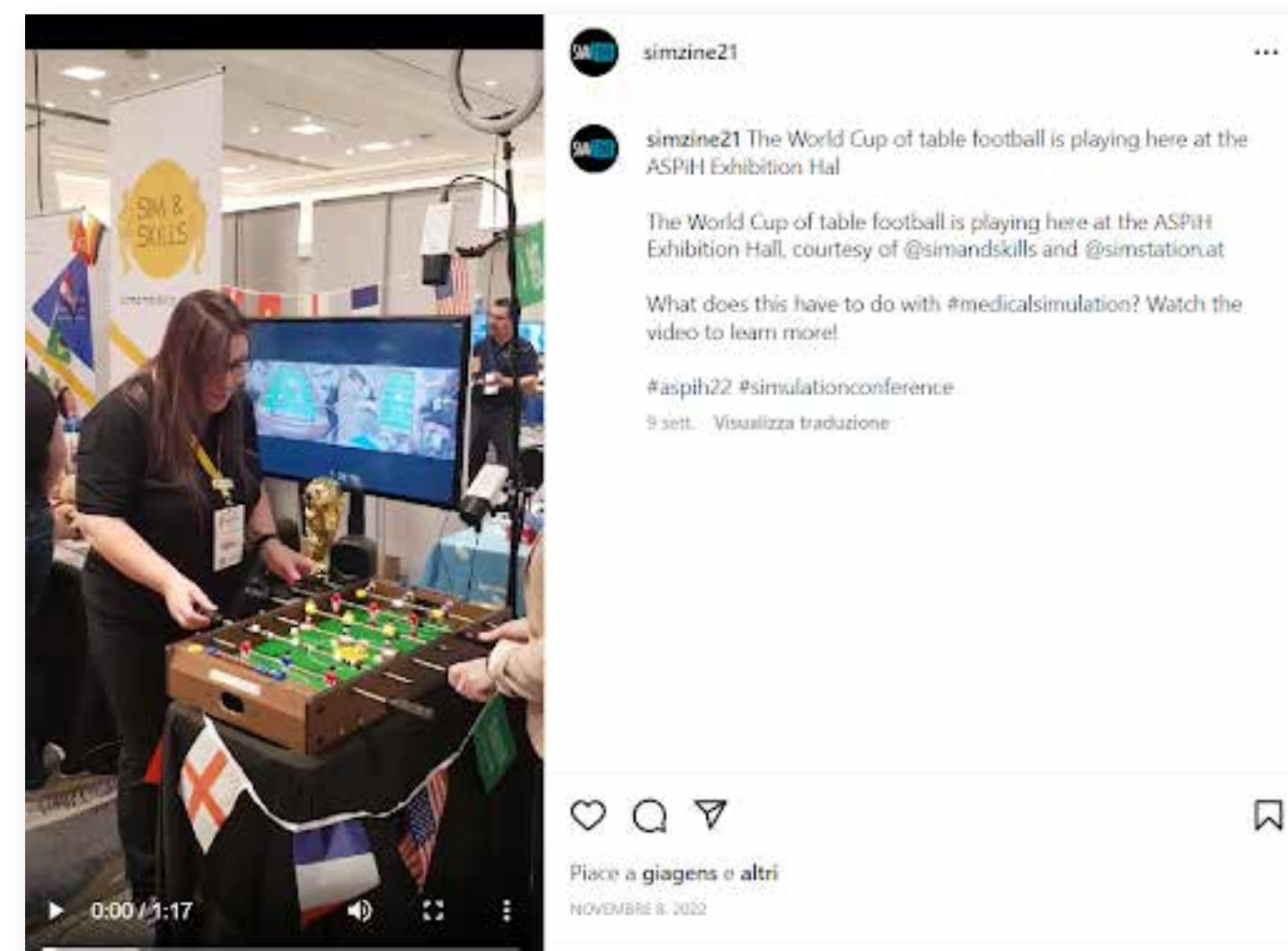
SOCIAL MEDIA & INFLUENCER - ADVERTISING

SOCIAL MEDIA BLASTS

COLLABORATION WITH MICRO INFLUENCERS

PRODUCT PLACEMENT

CONTENT CREATION & CONSULTING



We produce social media content both via our owned media channels and influencers in the simulation niche

MARKETING OPPORTUNITIES FOR YOUR BRAND

- * **Sponsored content** on print and digital version (banner, advertorial, interview, product review...)
- * Promotion on SIMZINE **social media** and **newsletter**
- * **Video** production and content creation in **multiple languages**
- * **Live** and **virtual event** holding



Collaborations:

- CAE Healthcare
- SimX
- Laerdal
- Accurate
- Take The Wind
- Simulkare
- Codimg
- Nume Plus
- Medical-X
- SIMStation
- Lifecast Body Simulation
- SoFraPa
- Witapp
- UpSurgeON

PRINTED & DIGITAL ADS

#SIMULART

MEDCASE
HIGHLIGHTING A SERIOUS GAME

MEDCASE is a medical training software that leverages 3D design to create interactive clinical cases with virtual patients. Try it on desktop, tablet or headset VR.

LIFELIKE SETTING
The 3D environment allows for high-fidelity simulations, with particular focus on patients' non-verbal language and reactions. Learn by interacting with realistic scenarios and emotionally responsive storytelling options.

TRAIN YOUR SKILLS
• Total customization of characters, indicators and simulation objectives

SUN Brasil 2022: la primera visita de SIMZINE a Latinoamérica

Volamos a Sao Paulo en Brasil para participar en el SUN - Simulation User Network, organizado por Laerdal Medical. Aquí está el relato de la experiencia

La primera tormenta oculta de SIMZINE tuvo lugar el pasado mes de septiembre, con motivo del SUN (Simulation User Network) Brasil 2022, el congreso de simulación clínica organizado por Laerdal Medical, Hospital São Luiz y ABRAZIN (Asociación Brasileira de Simulação em Saúde). El primer aniversario de SIMZINE en América Latina se produjo precisamente en el Hospital São Luiz de São Paulo, del 8 al 10 de septiembre de 2022, en presencia de los más grandes profesionales de la simulación de todo el continente americano.

El objetivo de los eventos SUN es compartir los conocimientos más avanzados en simulación, con actividades de formación y networking. En esta ocasión, la conferencia de Laerdal Medical, la simulación clínica ya es una realidad en muchos hospitales de salud, especialmente en los centros de Medicina Intensiva, Urgencias, Emergencias y Enfermería, pero a nivel nacional, los debates relacionados con la seguridad del paciente y la mejora de la calidad en los servicios de salud son temas que se discuten cada vez con mayor frecuencia.

La calidad de la conferencia está garantizada por Laerdal, empresa puntera en la simulación de escenarios clínicos, el Instituto de Educación e Investigación del Hospital São Luiz y una Comisión Científica formada por expertos en simulación que se

encuentran de forma regular en los eventos SUN. La conferencia de Laerdal Medical, la simulación clínica ya es una realidad en muchos hospitales de salud, especialmente en los centros de Medicina Intensiva, Urgencias, Emergencias y Enfermería, pero a nivel nacional, los debates relacionados con la seguridad del paciente y la mejora de la calidad en los servicios de salud son temas que se discuten cada vez con mayor frecuencia.

MedCase: the doctor-patient dialogue is a serious game

Graphically modern and multiplatform, a serious game created to train communication with the patient even in the most complex situations

The simulated patient is a health professional. That said, as you can imagine, the use of people to carry out this type of simulation is not easy and it is not easily replicable around the world. To do this, MedCase comes to the rescue. It is a serious game for PC and tablet.

The factors that affect the realism of a simulation are not that different from those of a course or training session. In fact, we have already said and writing obviously extended out for entertainment but for training.

It is clear that, if the ultimate goal is to train communication with a patient, a script is not an isolated and the role-playing skills of the actors and patients are extremely important. For this, it is necessary to prepare the actors so that they fully understand the health that represents and, above all, the dialogue with a patient who must respond realistically, which is difficult if

este metodología es una herramienta muy útil para preparar a los actores. En la educación de Brasil 2022, interactuamos con algunos de los mejores profesionales de la simulación de todo el continente americano y vimos cómo se utiliza esta metodología en los servicios de salud. La conferencia de Laerdal Medical, la simulación clínica ya es una realidad en muchos hospitales de salud, especialmente en los centros de Medicina Intensiva, Urgencias, Emergencias y Enfermería, pero a nivel nacional, los debates relacionados con la seguridad del paciente y la mejora de la calidad en los servicios de salud son temas que se discuten cada vez con mayor frecuencia.

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SIMZINE

Simulation magaZINE

LATEST PER NUMERO PER CATEGORIA CHI SIAMO SHOP CONTATTACI LOGIN ITA

ACCURATE E DIGIT'ED: IN PRIMA LINEA PER L'EDUCAZIONE CLINICA

LATEST POST

BT Man: Il Manichino ALS Con Una Marcia In Più

Ott 4, 2023 | SIM Review, Simzine10, Tech

Quali Elementi Considerare Nella Progettazione Di Un Centro Di Simulazione?

Ott 4, 2023 | Focus, SIM Debate, Simzine10

Migliorare Le Competenze ABCDE Attraverso La Simulazione

Ott 3, 2023 | SIM

Ott 3, 2023 |

Ott 3, 2023 |

Ott 3, 2023 |

Neurochirurgia 4.0: il Besta NeuroSim Center

Il Besta NeuroSim Center nasce per ridurre il rischio clinico in neurochirurgia. E lo fa attraverso la formazione, la ricerca, lo sviluppo di nuovi dispositivi e le collaborazioni internazionali. Oggi è un'eccellenza in Europa

Il Besta NeuroSim Center (BNSC) è il primo centro di simulazione di neurochirurgia in Europa. Grazie ai più moderni e avanzati simulatori in realtà virtuale e realtà aumentata, il BNSC offre ai neurochirurghi la possibilità di esercitarsi in procedure e gli interventi di neurochirurgia, con il vantaggio di poterli ripetere infinite volte, senza rischi per i pazienti. Il BNSC è un centro medico-legale (PMLE) che si occupa di formazione, ricerca, sviluppo di nuovi dispositivi e collaborazioni internazionali. Oggi è un'eccellenza in Europa.

I pazienti da noi operati vengono studiati, prima della chirurgia, per valutare la realtà virtuale per simulare e ripetere i casi da operare. Il BNSC è un centro medico-legale (PMLE) che si occupa di formazione, ricerca, sviluppo di nuovi dispositivi e collaborazioni internazionali. Oggi è un'eccellenza in Europa.

Collaborazioni e progetti in corso. Da noi il BNSC è un centro medico-legale (PMLE) che si occupa di formazione, ricerca, sviluppo di nuovi dispositivi e collaborazioni internazionali. Oggi è un'eccellenza in Europa.

MEDIA PARTNERSHIPS

We are open to media partnerships with SIM societies and congresses all over the world.

In exchange for Media Partnerships, here's what we require:

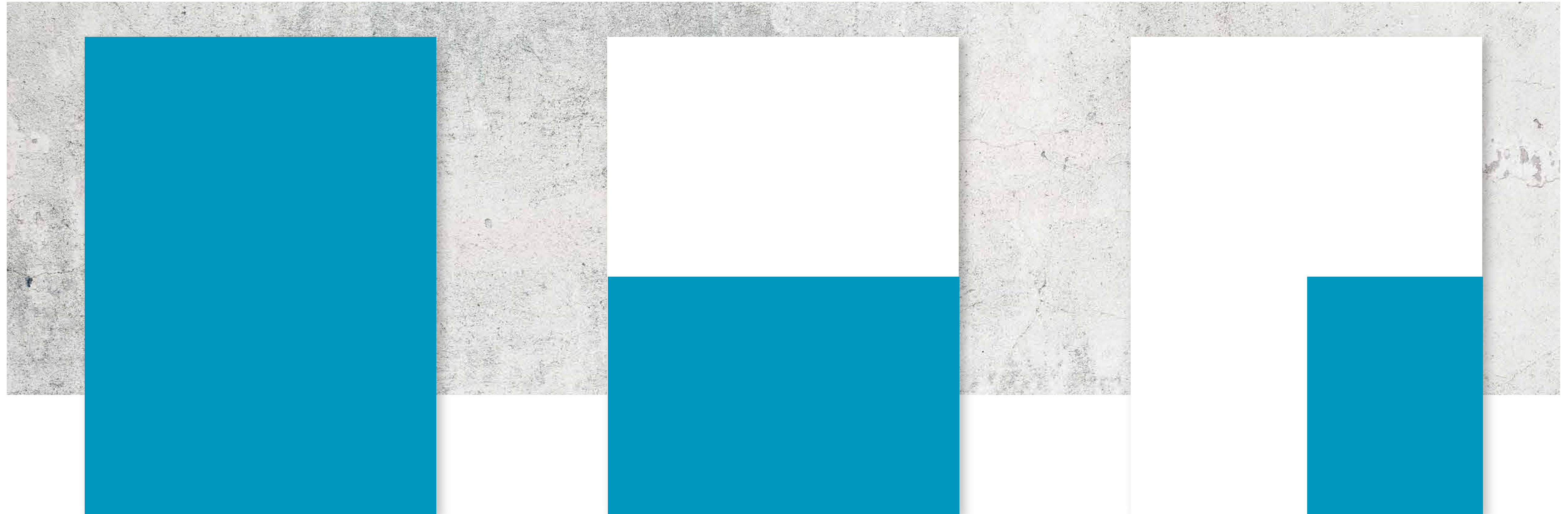
- 2 free "press passes" to the event
- 1 meeting booth/station/spot
- Distribution of in-print magazine to the event attendees
- SIMZINE readers and subscribers 10% discount code
- Linked logo placement in the Media Partnership section of the website and print material
- Announcements of SIMZINE new issues to the members through owned media channels (e.g. newsletter, social media, etc.)



Here's what we can offer:

- Pre-event article with program highlights to publish in digital and in-print format
- Conference abstract to publish in digital format one month before the event
- Banner placement on simzine.it homepage, 30 days prior to the event
- Inclusion in the newsletter one month before the event
- Social Media Promotion
- Event Placement in our SIM Board (Event Calendar)
- Post-event article reporting event's summary and results to publish in digital format

PRINTED MAGAZINE



Full-page
banner

Half-page
banner

Quarter-page banner

EDITORIAL PRODUCTS



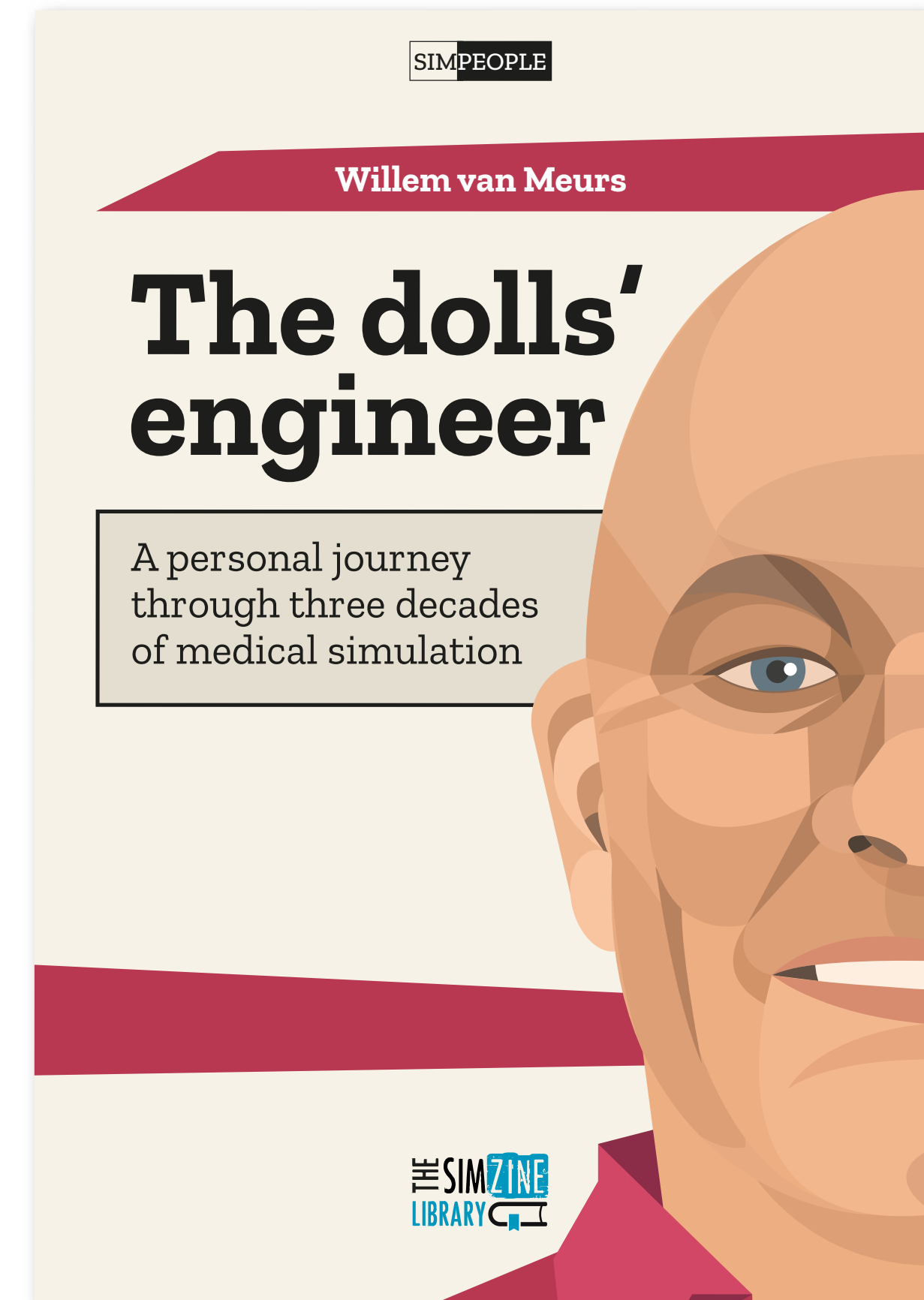
Creation, printing and distribution of a SIMZINE **special issue, books or other editorial products focussed on your brand.**



Texts, graphics, and format are provided, **based on your specific needs.**



Contact us for a **custom quote!**



ONLINE MAGAZINE

BANNER

- Homepage interstitial
- Article interstitials

ADVERTORIAL

- Advertorial
- Interview /
commissioned article
- SIM Review

NEWSLETTER

- Banner on monthly
newsletter
- Sponsored newsletter

Standard marketing solutions

LEAD GENERATION

Set up and management of **lead generation campaigns**, leveraging a wide range of tools:

- Sponsored podcast
- Sponsored webinar



Become a listed vendor on **ZINERVA**, our **AI-powered search engine** for simulation products and services. You will get qualified leads from prospects all over the world.

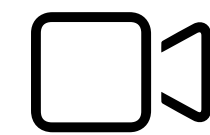
- 1 product category
€2000 + VAT /year
- up to 3 product categories
€3000 + VAT /year
- up to 6 product categories
€5000 + VAT /year

CUSTOM MARKETING SOLUTIONS



Full-service marketing projects

Take advantage of our expertise, platforms and 'zine' tone of voice to produce groundbreaking digital content



Video production

From web series to TV ads and corporate presentations, we create fresh video content for your brand



Content creation and **digital strategy** for social media

SIMZINE

FULL PACKAGES



Congresses are once a year, **SIMZINE is always on!**

FULL PACKAGE

Congresses are once a year,
SIMZINE is always on!

- **1 ADVERTORIAL ARTICLE**
[SIMZINE digital and print]
- **1 BANNER IN SIMZINE DIGITAL**
(30 days)
- **2 DISPLAY IN SIMZINE IN PRINT**
(1 full page, 1 half page)

BRONZE

Subscriptions (1 year)

- Your presence on ZINERVA with **1** product category

€ 4200 + VAT

FULL PACKAGE

Congresses are once a year,
SIMZINE is always on!

SILVER

Subscriptions (1 year)

- **2 ADVERTORIAL ARTICLES** [1 SIMZINE digital + 1 SIMZINE digital/print]
- **1 SPONSORED REVIEW** [in SIMZINE digital e in print]
- **1 BANNER IN SIMZINE DIGITAL** (30 days)
- **3 DISPLAY IN SIMZINE IN PRINT** (1 full page, 1 half page, 1 quarter page)
- **1 space on newsletter**
- Your presence on ZINERVA with up to 3 product categories

€ 6600 + VAT

FULL PACKAGE

Congresses are once a year,
SIMZINE is always on!

GOLD

Subscriptions (1 year)

- **2 ADVERTORIAL ARTICLES** [SIMZINE digital + SIMZINE digital/print]
- **1 COMMISSIONED ARTICLE**
- **1 SPONSORED REVIEW** [in SIMZINE digital e in print]
- **2 BANNER IN SIMZINE DIGITAL** (30 days)
- **3 DISPLAY IN SIMZINE IN PRINT** (1 full page, 1 half page, 1 quarter page)
- **SOCIAL MEDIA PROMOTION** (1 post a month)

- **1 space on newsletter**
- Your presence on ZINERVA with up to 6 product categories

€ 9000 + VAT

FULL PACKAGE

Congresses are once a year,
SIMZINE is always on!

DIAMOND

Subscriptions (1 year)

- **3 ADVERTORIAL ARTICLES** [SIMZINE digital + SIMZINE digital/print]
- **2 COMMISSIONED ARTICLE**
- **1 SPONSORED REVIEW** [in SIMZINE digital e in print]
- **3 BANNER IN SIMZINE DIGITAL** (30 days)
- **4 DISPLAY IN SIMZINE IN PRINT** (1 full page, 1 half page, 1 quarter page)
- **SOCIAL MEDIA PROMOTION** (1 post a month)

- **1 space on 4 newsletter**
- Your presence on ZINERVA with up to 6 product categories

€ 15000 + VAT

Don't miss your chance!



Reach a **targeted audience** across printed and digital channels.

Increase your brand awareness and **boost sales** of your simulation products/services!

Take advantage of the most **creative, disrupting** and **innovative** medium in the SIM industry.

SIMedita

SIMedita is a global publisher of a growing suite of editorial products and services which aim to **support the simulation community**.

Our purpose is to provide essential information and resources by making ideas and knowledge accessible around the world.

SIMedita aims to give an **objective view on global simulation** from the perspective of authors who want to publish their articles or books outside mainstream channels.

Our history

SIMedita was founded in 2021 by **Pier Luigi Ingrassia** and **Giacomo Gensini**. Armed with enthusiasm, intellectual ferment, and a genuine desire to accomplish new things, Pier Luigi e Giacomo came up with the idea of launching an **editorial experiment** in the field of simulation: **SIMZINE**.

Their goal is to broaden healthcare professionals' and educators' vision on the use of simulation as a tool to improve patient care.

More recently they decided to become a **specialist publishing company** in the field of clinical simulation.

Our People

What makes our management, admin, sales, graphic design, and editorial staff so great to deal with is that they're not only talented professionals, but also **genuine and fun-loving** people.

Graphic Design

Our skilled and hard-working graphic designers are in charge of creating eye-catching contents, ads and designs for our magazine and other editorial products, which stand out for their **innovative layouts**.

The logo for SIMZINE, featuring the word "SIMZINE" in a bold, stylized font. The "Z" is particularly prominent, with a thick, blocky design. Below the main text, the words "SIMULATIONS MAGAZINE" are written in a smaller, simpler font.

SIMZINE
SIMULATIONS MAGAZINE

The logo for SIMEDITA, featuring the word "SIMEDITA" in a bold, sans-serif font. The "EDITA" portion of the word is highlighted with a bright orange background, while "SIM" is in black. The entire logo is centered on a white background.

SIMEDITA

A block of text providing the contact information for SIMedita srls. It includes the company name, the street address, and the postal code and city.

SIMedita srls
Via Panciatichi 40/11
50127 Firenze