

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'.



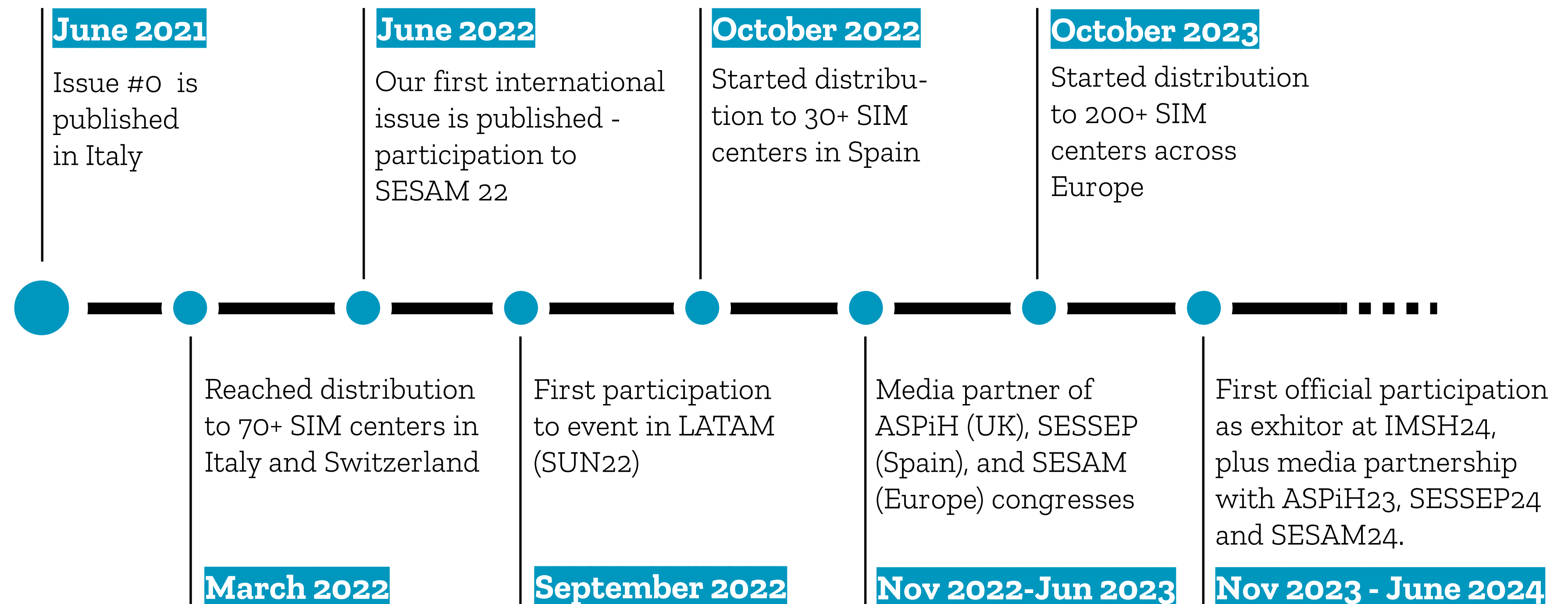
simzine.news



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


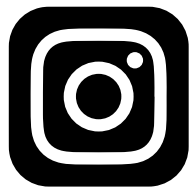



2.000+ printed copies, distributed to **200+ SIMcenters** all over Europe

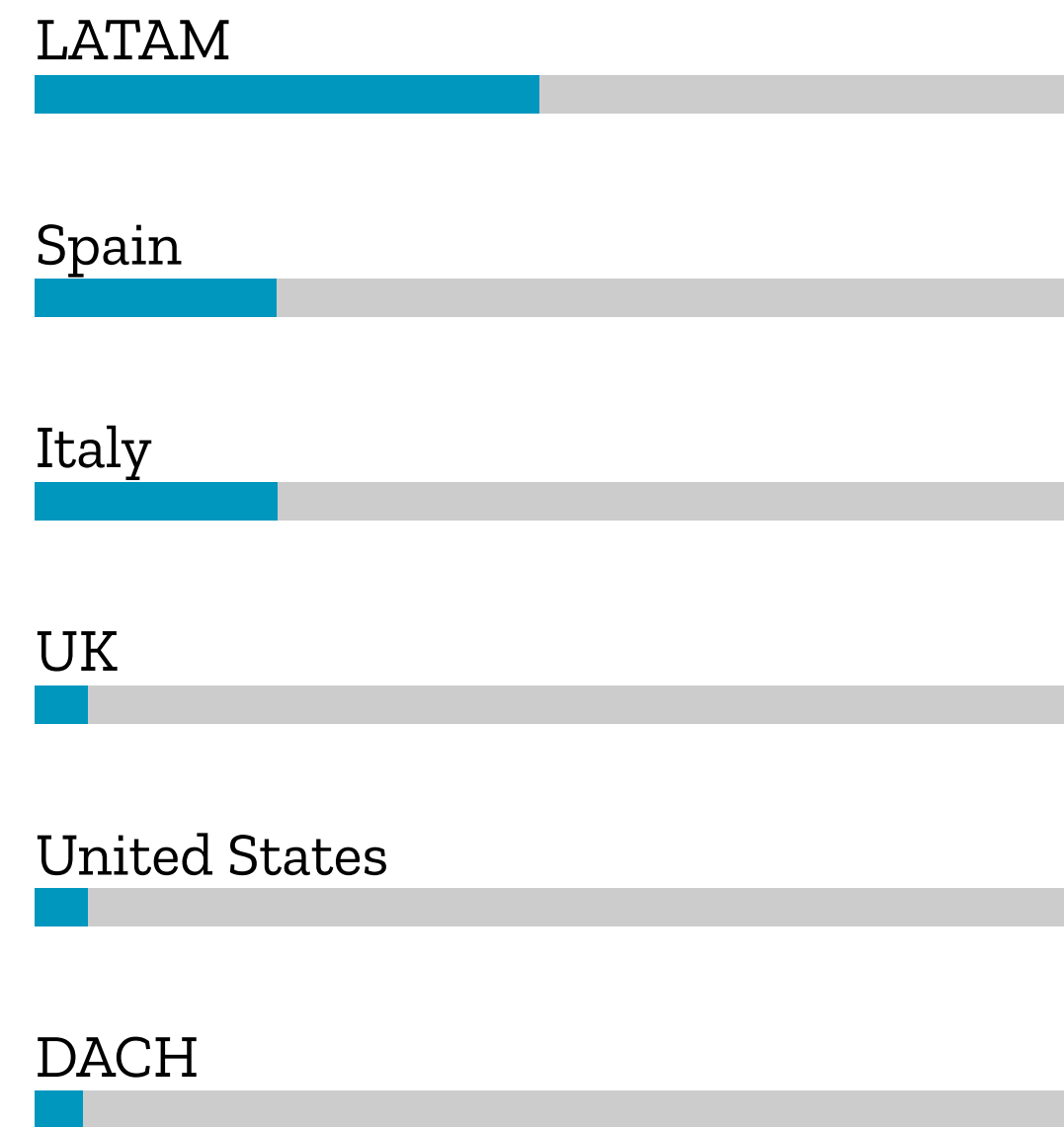


Participation to **international SIM events** (e.g. SESAM conference)

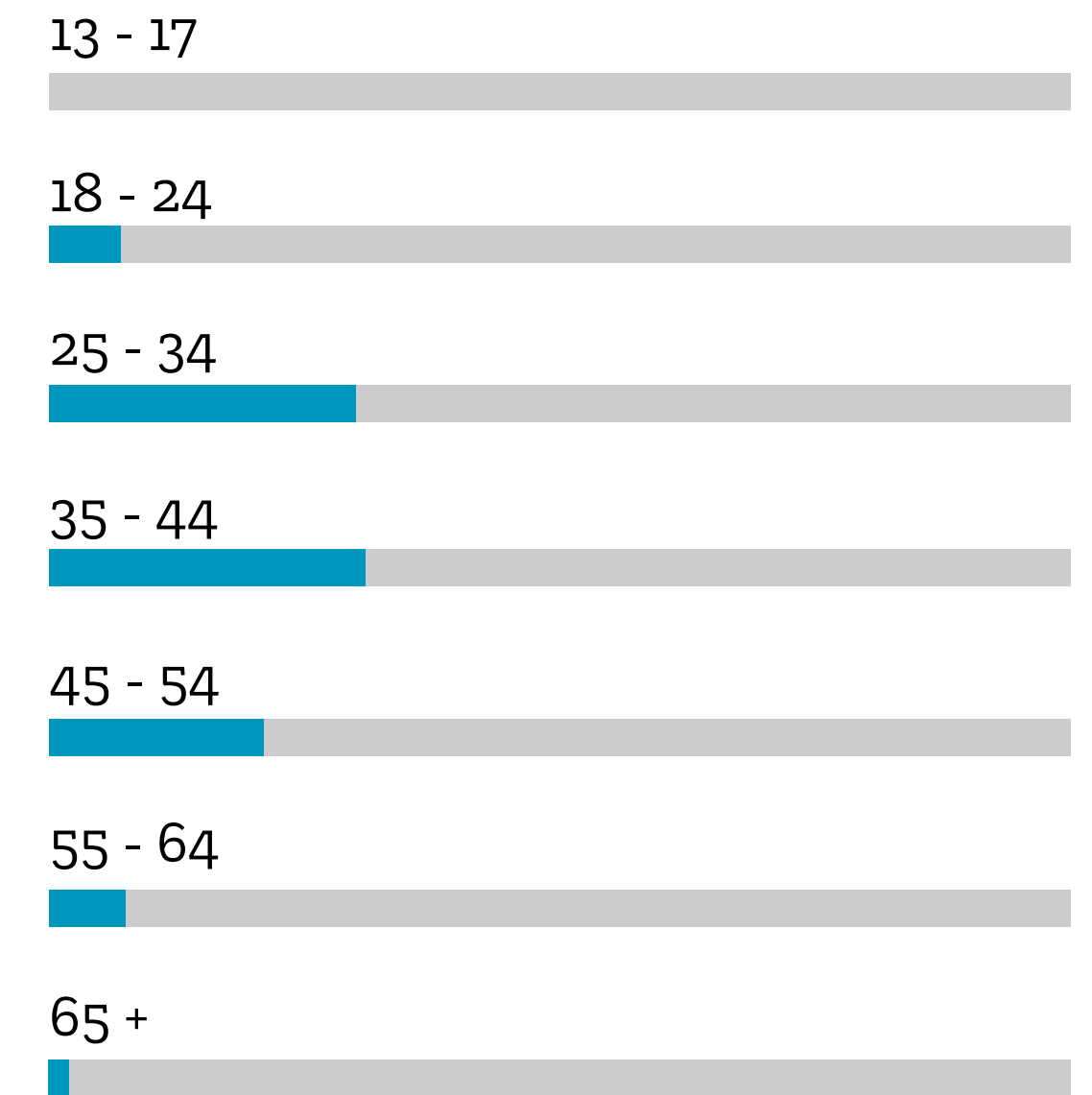
DIGITAL MAGAZINE

- **10.000+** monthly users on simzine.news
- **4.000+**  **+241% YoY**
- **3.500+**  **+322% YoY**
- **2.500+**  **+287% YoY**
- **4000+** subscribed readers **+252% YoY**

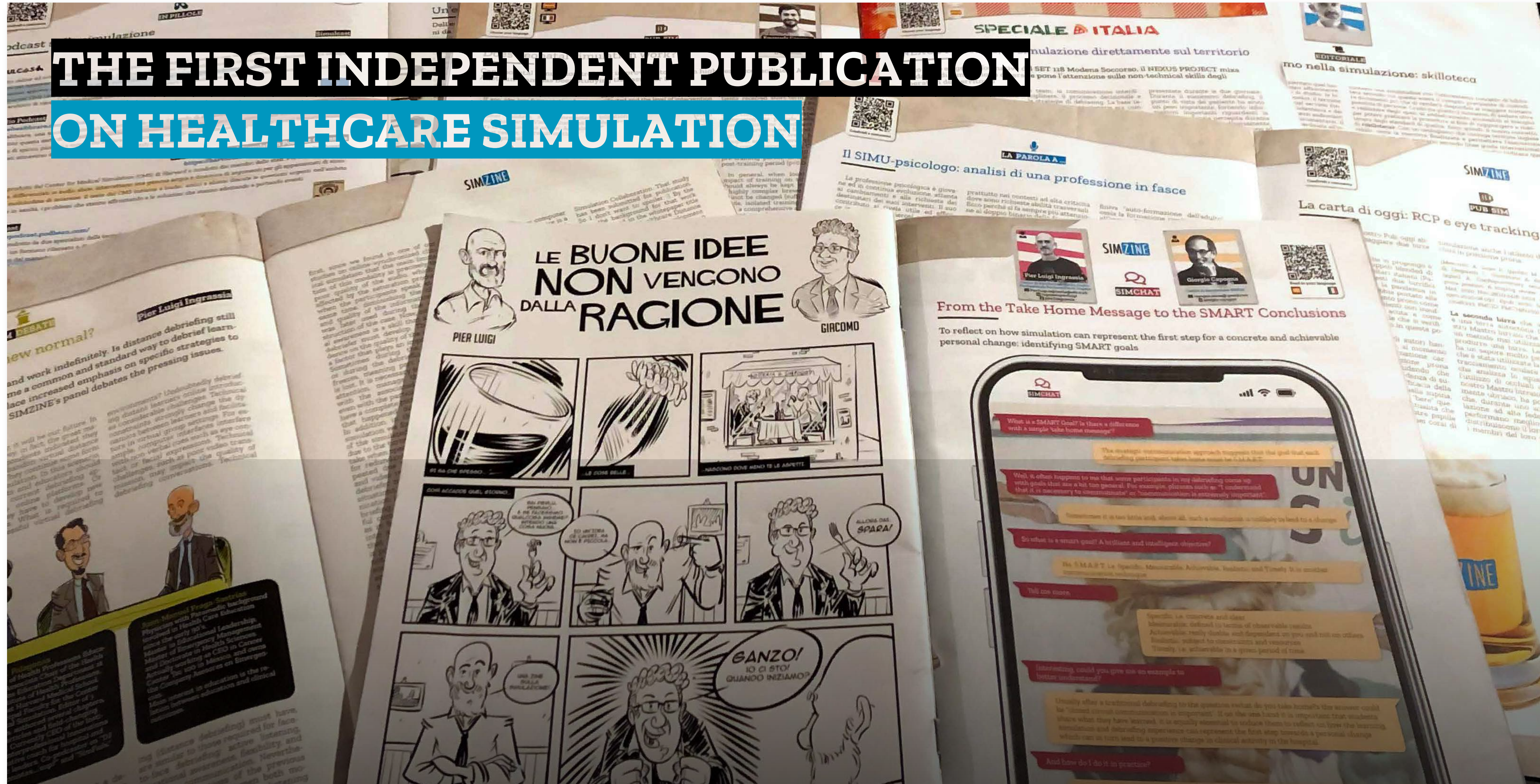
Top Locations



Age Range



THE FIRST INDEPENDENT PUBLICATION ON HEALTHCARE SIMULATION



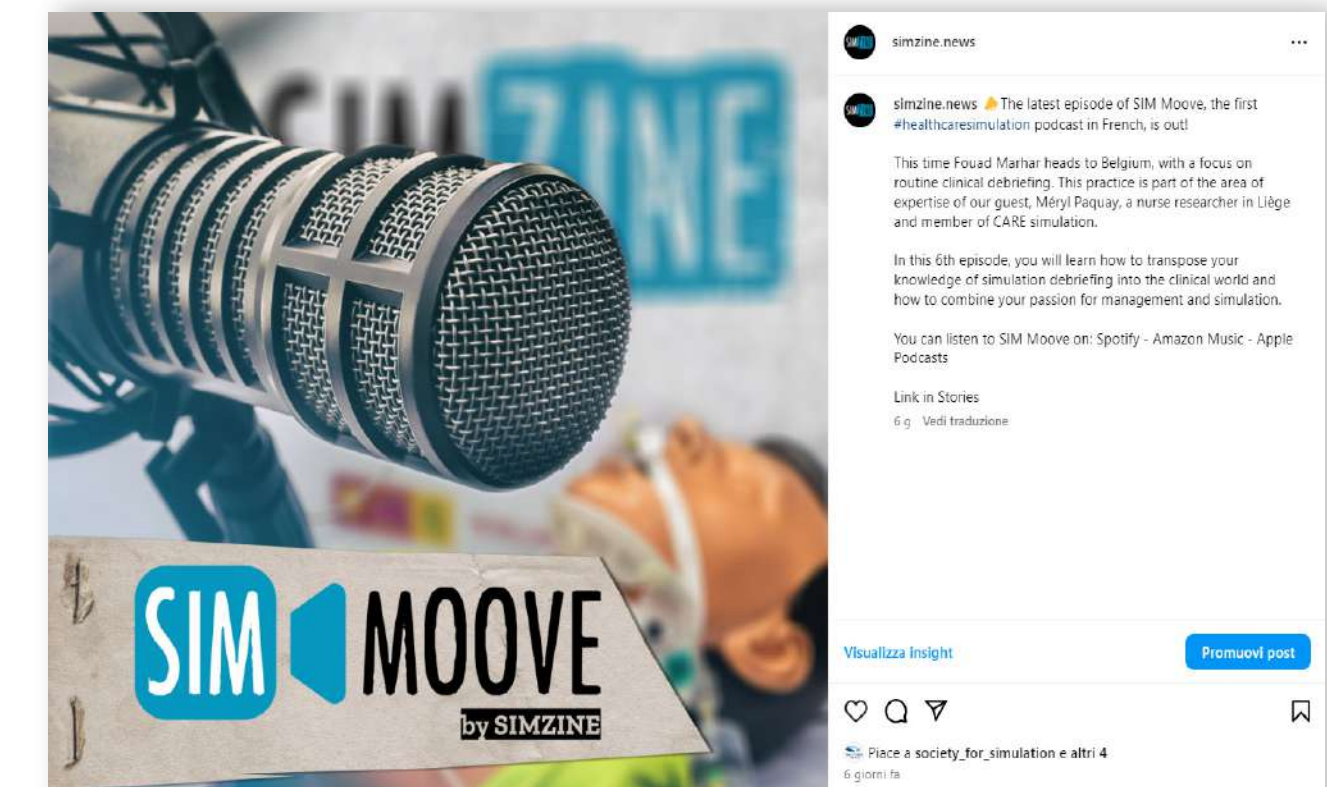
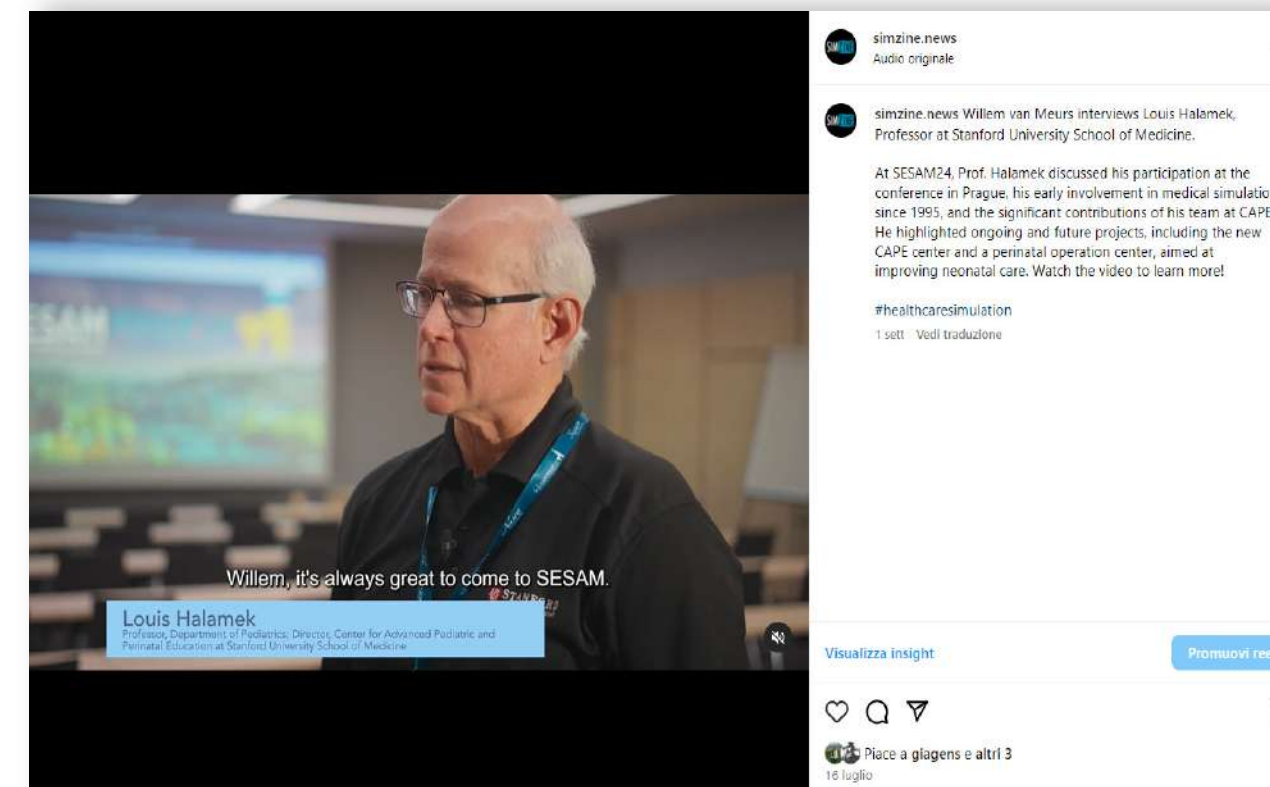
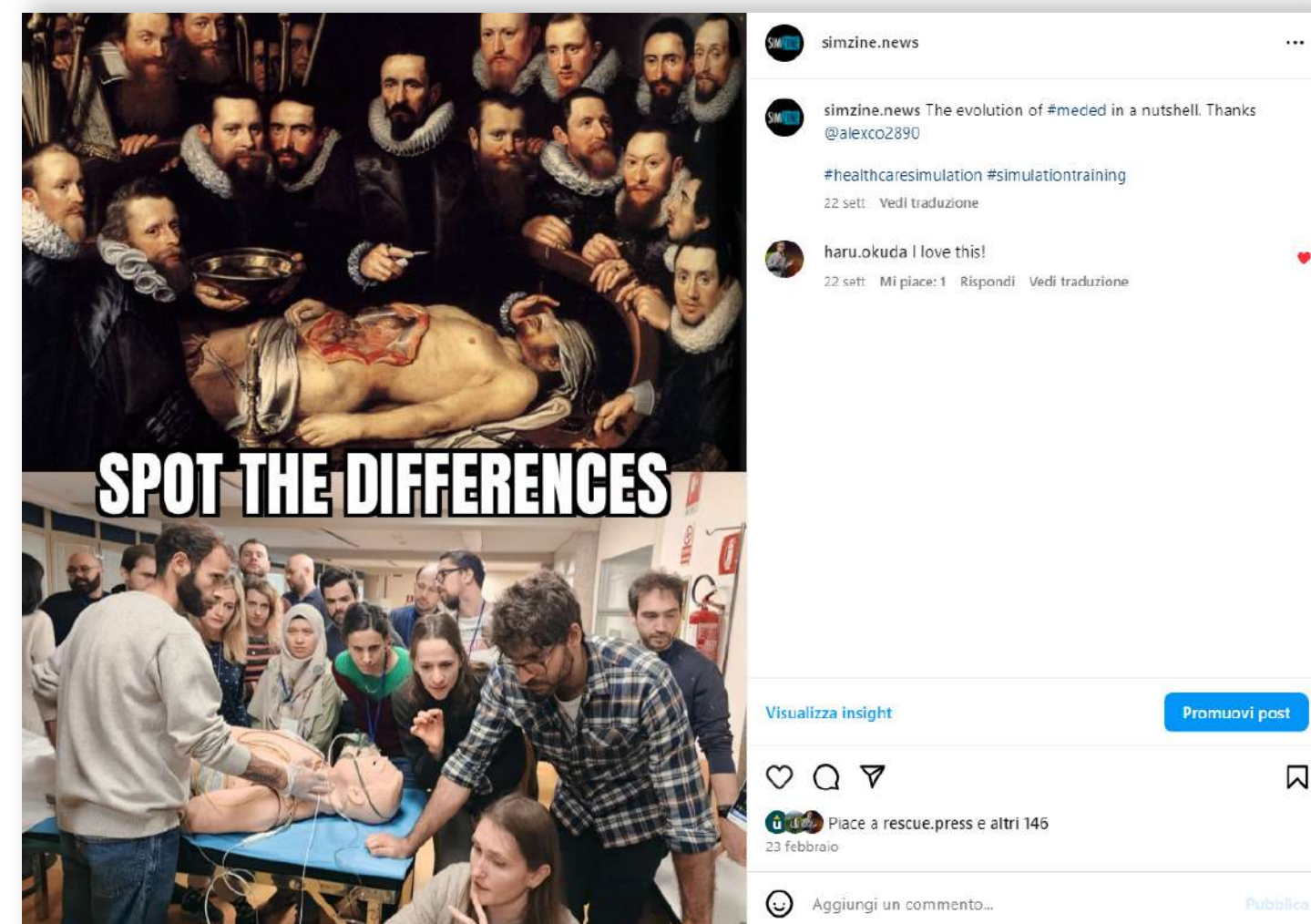
SOCIAL MEDIA & INFLUENCER - ADVERTISING

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:

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

PRINTED & DIGITAL ADS

TECHNOLOGIES FOR DIGITAL HEALTH

DEVELOPMENT OF WEB APPS AND VIRTUAL ASSISTANTS

INNOVATIVE HEALTHCARE TRAINING

IN-PERSON LEARNING & DIGITAL FORMATS

IMMERSIVE SIMULATION

MedCase: the doctor-patient dialogue is a serious game

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

The simulated patient is a health professional who, through a graphical interface, simulates a patient's condition and provides a realistic and interactive experience. The game is designed to be used by healthcare professionals in training and to improve their communication skills.

It is clear that if the ultimate goal is to improve communication with a patient, a serious game developed by WHO and supported by the support of the company...

I had the opportunity to generate the 13 scenarios of MedCase, now part of the curriculum of the course...

SIMZINE

Simulation magazine

By Issue Categories Resources About Us Shop The SIMZINE Library Sign up

Laerdal Innovation Focused on Impact

Educating and improving the competency of healthcare providers demands a wide range of high-quality training solutions.

MamaAnne SimCharacters Paid SimMan Critical Care SimCapture Mobile

Seguridad del Paciente 6º Cumbre Global Ministerial 2024

19-23 de abril 2024, Santiago, Chile

Simulation Purchasing Power

Funding is vital for simulation centers, which rely on institutional or external sources. Center...

Alison Davis - JUL 26, 2024

Caring for victims of sexual violence: the ASL Roma1 pilot experience

Find out how ASL Roma 1 uses simulation to address violence against women in the obstetrics...

Luciana Moschetti - JUL 25, 2024

Neurochirurgia 4.0: il Beata NeuroSim Center

Il Beata NeuroSim Center nasce per ridurre il rischio umano in neurochirurgia. È la risposta italiana a una sfida globale: la sicurezza del paziente in sala operatoria. Oggi, la tecnologia è in grado di simulare...

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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:

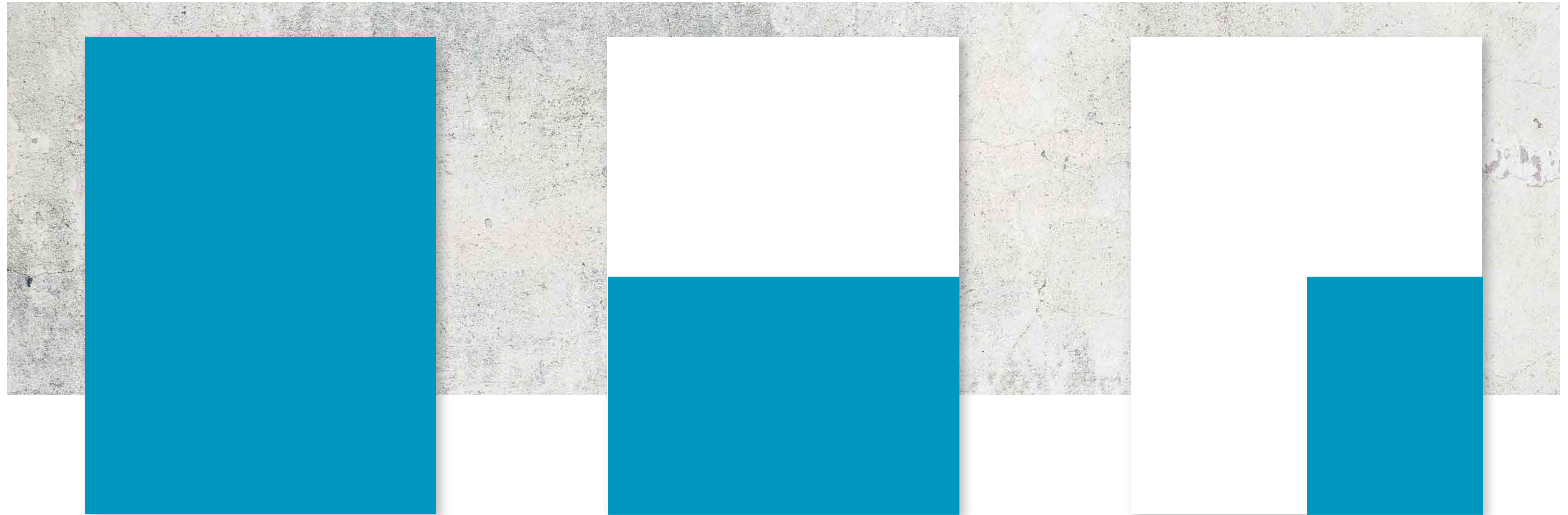
- 2 free "press passes" to the event
- 1 meeting booth/station/spot
- Distribution of in-print magazine to the event attendees
- SIMZINE readers and subscribers 10% discount code
- Linked logo placement in the Media Partnership section of the website and print material
- Announcements of SIMZINE new 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



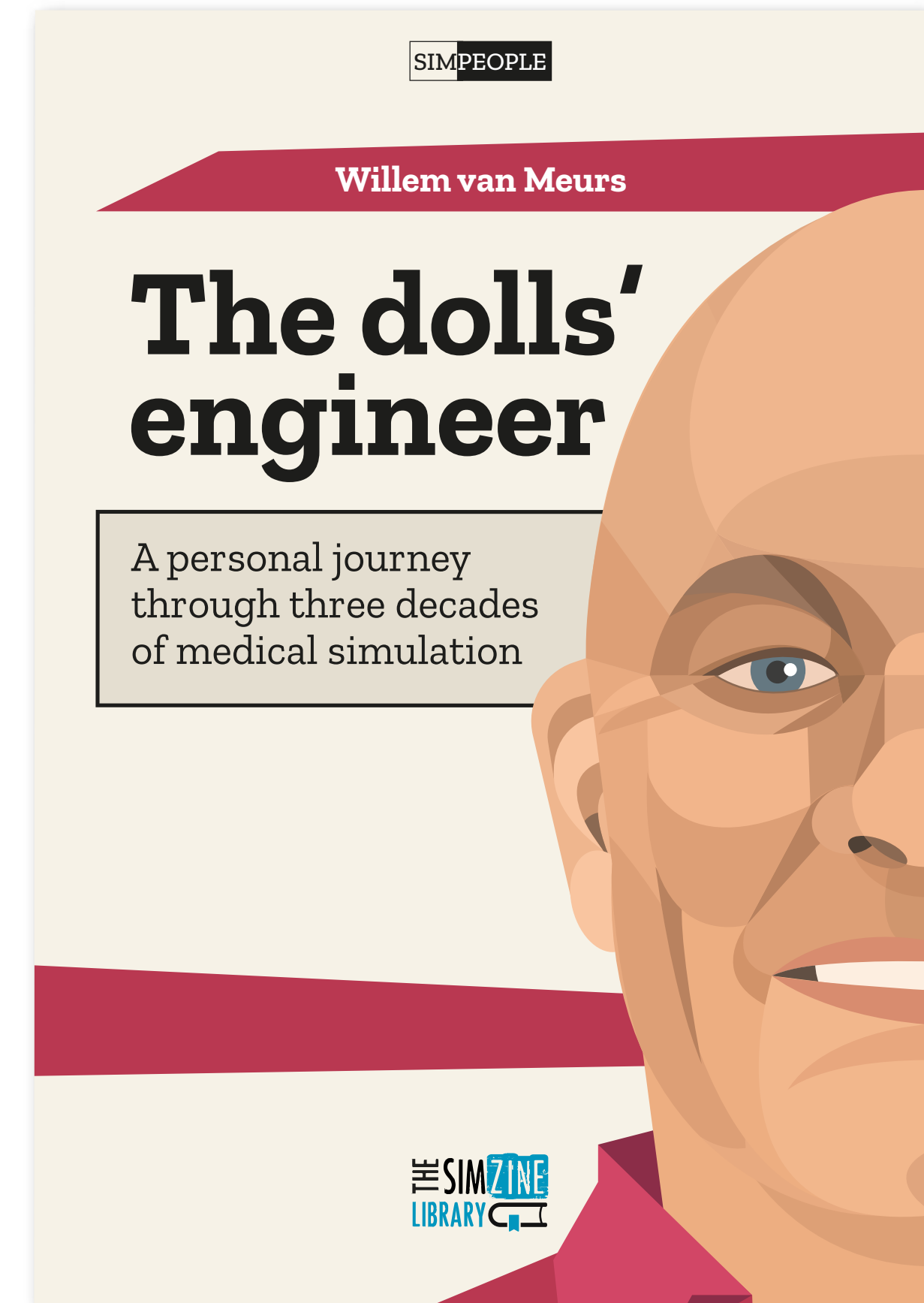
Creation, printing and distribution of a SIMZINE **special issue, books or other editorial products focussed on your brand.**



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



Contact us for a **custom quote!**



ONLINE MAGAZINE

Standard marketing solutions

BANNER

- Homepage interstitial
- Article interstitials

ADVERTORIAL

- Advertorial
- Interview /
commissioned article
- SIM Review

NEWSLETTER

- Banner on monthly
newsletter
- Sponsored newsletter

*** 10% off on the purchase of 1+ ad placements**

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.

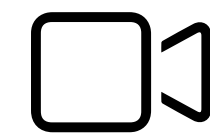
Prices vary depending on the number of product categories activated on the platform. Ask us for a custom quote.

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)

Subscriptions (1 year)

BRONZE

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

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

FULL PACKAGE

Congresses are once a year,
SIMZINE is always on!

- **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)

GOLD

Subscriptions (1 year)

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

FULL PACKAGE

Congresses are once a year,
SIMZINE is always on!

- **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** (2 full page, 1 half page, 1 quarter page)
- **SOCIAL MEDIA PROMOTION** (1 post a month)

DIAMOND

Subscriptions (1 year)

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

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**.

SIMZINE

SIMZINE MAGAZINE

SIMEDITA



SIMedita srls
Via Panciatichi 40/11
50127 Firenze