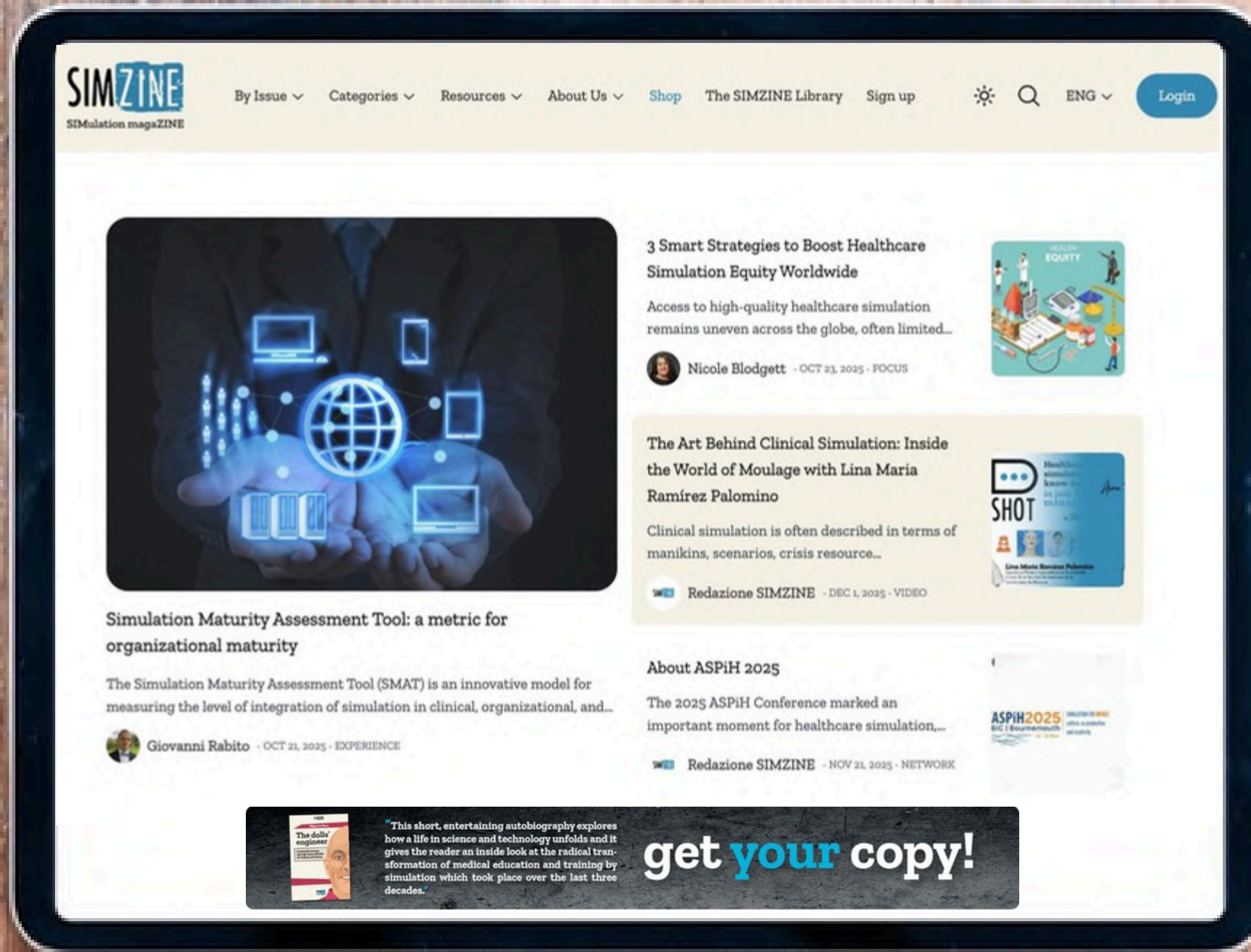


# Media Kit 2026

## The Simulation Ecosystem



simzine.news

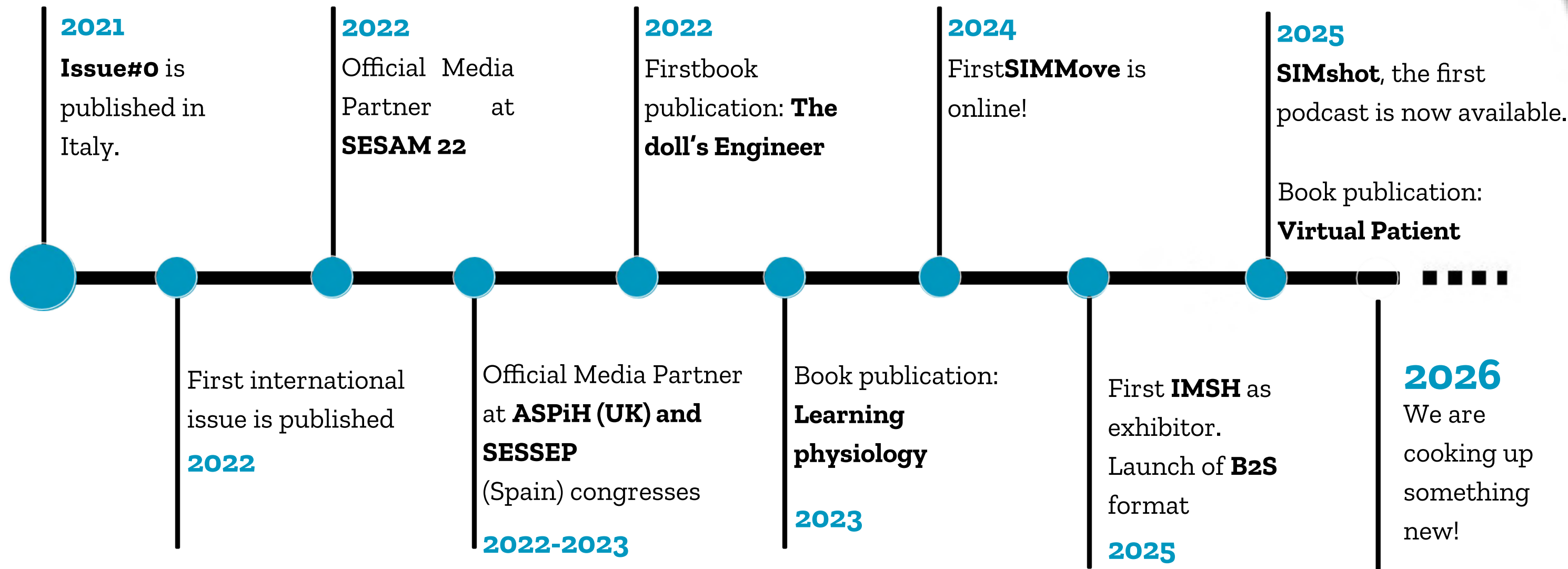


**SIMZINE**  
SIMulation magaZINE

## 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.





# ABOUT SIMZINE

SIMZINE **has evolved from a simple multilingual magazine into an independent ecosystem of products and services centred around the brand.**

This includes everything from the printed publication to a wide range of digital solutions designed for the global community of simulation professionals.

Through various formats such as **podcasts, vodcasts, webinars, video interviews, talk shows, media partnerships and structured editorial processes**, SIMZINE creates content and tools that explore and support simulation in all its dimensions. These include scientific research, scenario design, trainer skill development, the technical features of simulators, hands-on use in teaching programmes and the legal and management aspects of simulation centres.

**AndSIMZINE does it in a fun and different way, in the pure spirit of a 'zine'.**



SIMZINE







# SIMZINE ECOSYSTEM REACH

 **4.000+**

 **3.700+**

 **3.400+**

**4500+** subscribed readers

**6000+** newsletters  
subscribers

## Top Locations

UNITED STATES



LATAM



SPAIN



UK



ITALY



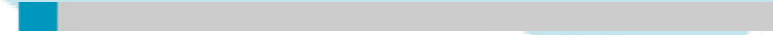
SWITZERLAND



FRANCE



CANADA



DACH



## Job Function

HEALTHCARE SERVICE



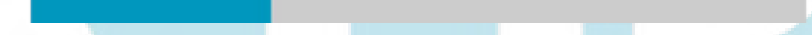
EDUCATION



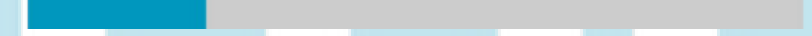
BUSINESS DEVELOPMENT



SALES



OPERATIONS



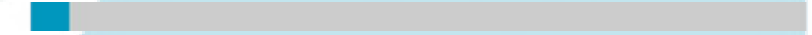
ENGINEERING



SALES

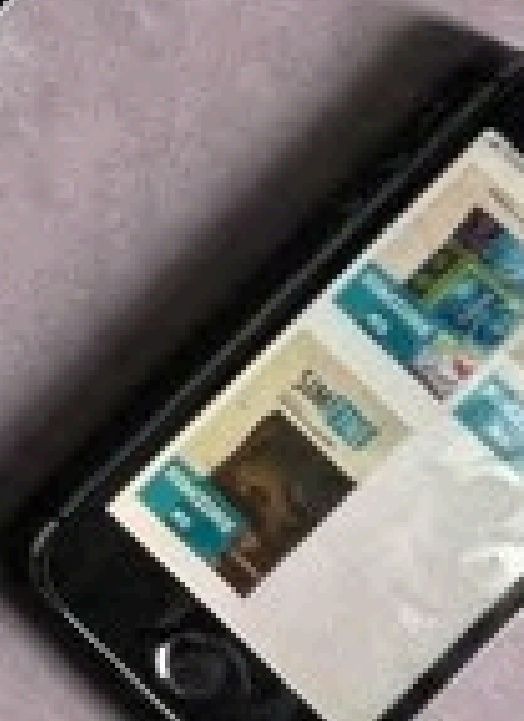
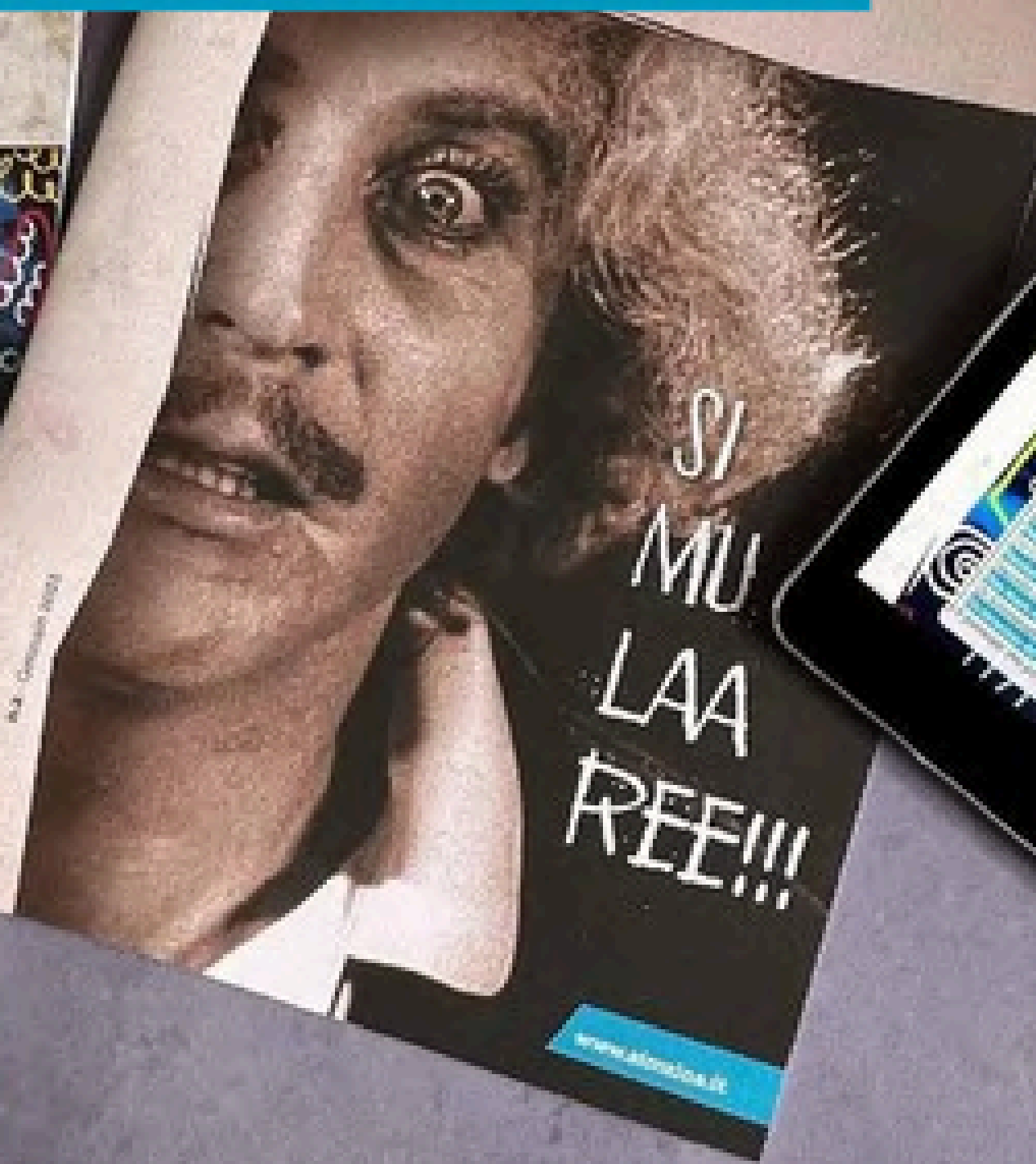
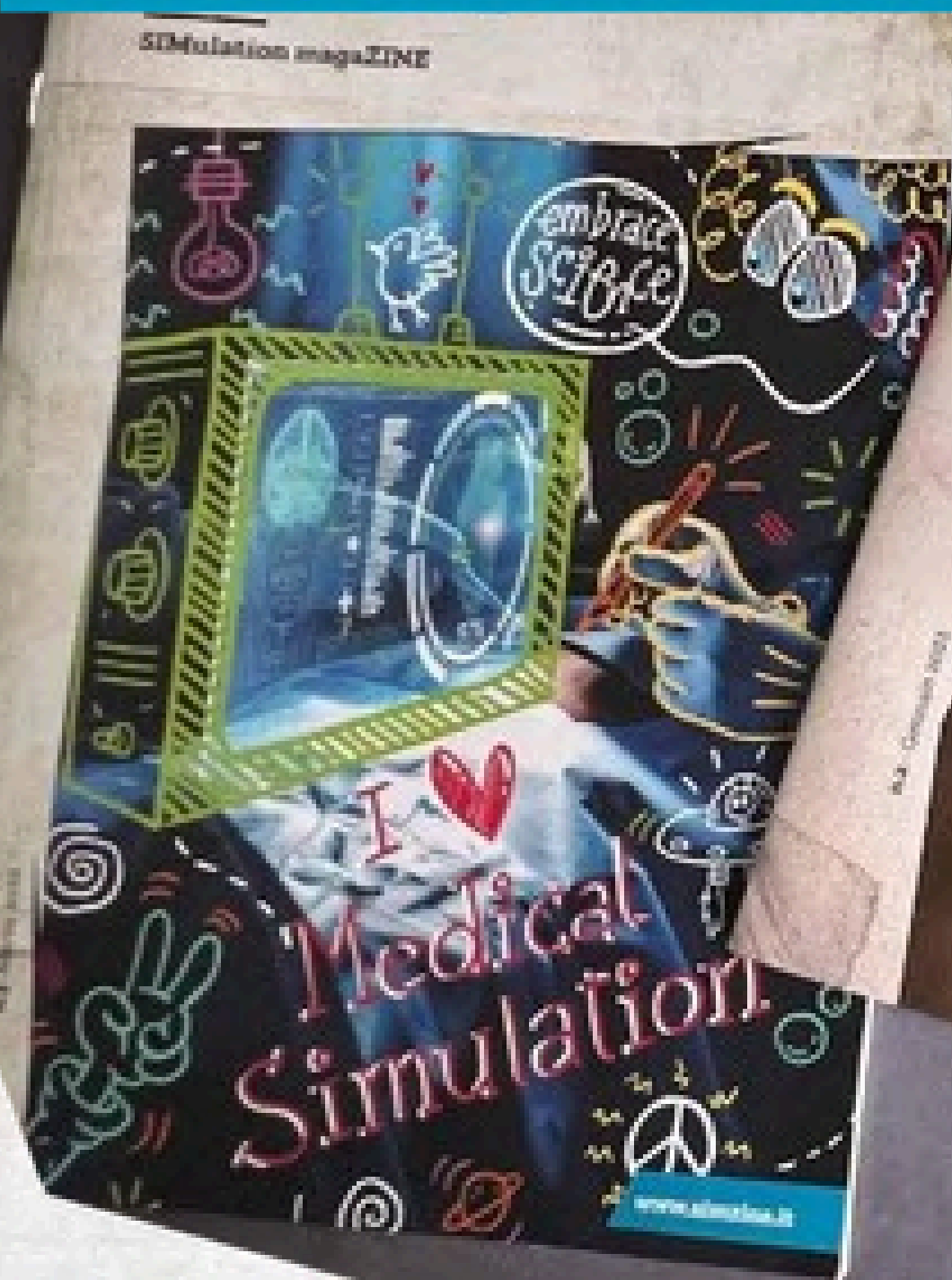


OTHER



SIMZINE

# THE FIRST INDEPENDENT PUBLICATION ON HEALTHCARE SIMULATION





# BEYOND the MAGAZINE:

The SIMZINE Ecosystem

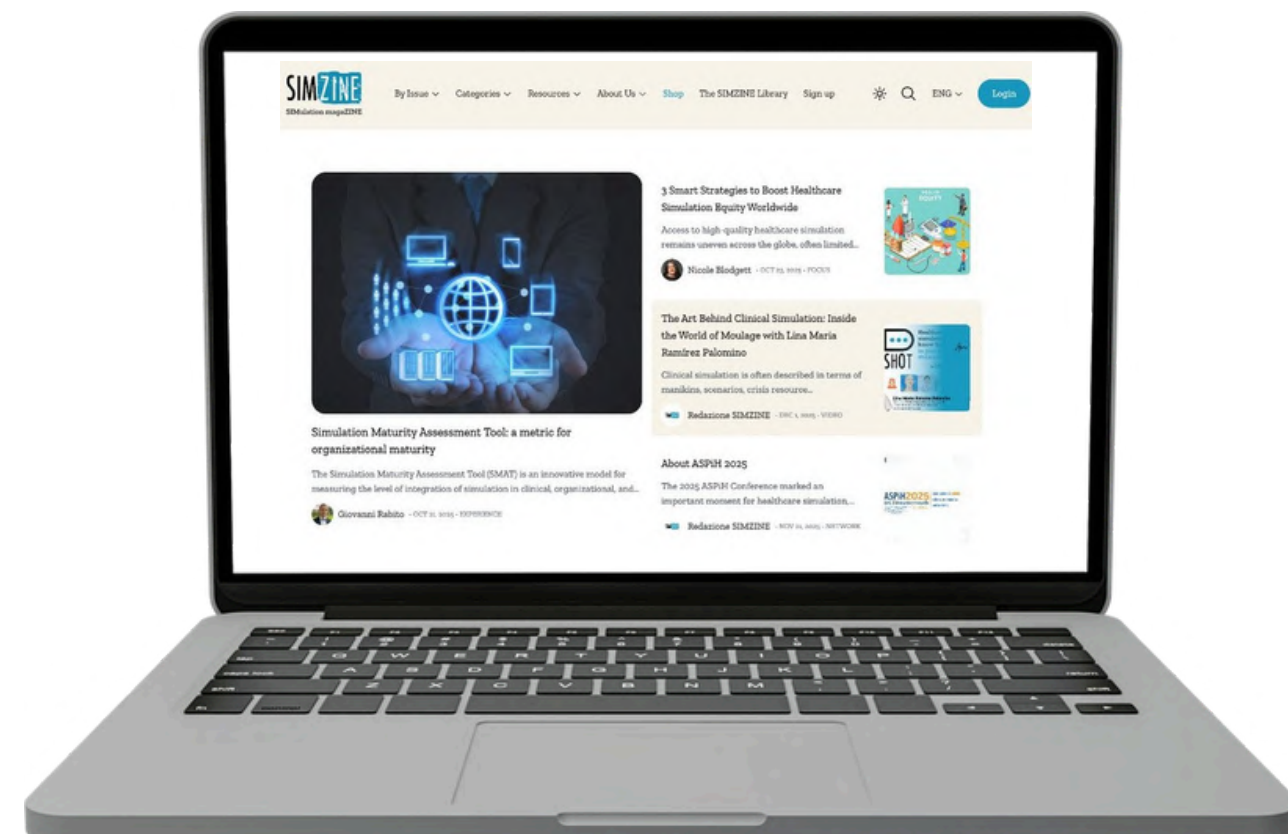
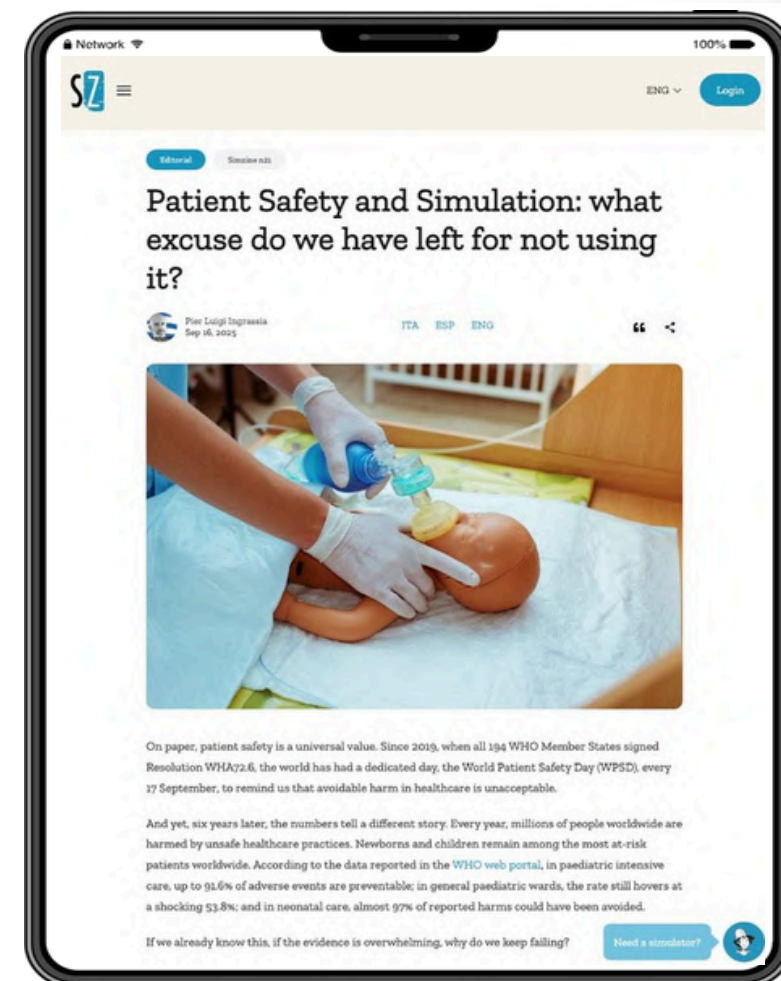
- Digital magazine
- Printed teaser
- Marketing products
- Audio/Video production
- Editorial activity
- SIMVentory





# NEW SIMZINE FORMAT: 4 digital editions per year

## DIGITAL MAGAZINE





## ONLINE MAGAZINE:

SIMZINE

## ADVERTORIAL & ARTICLES

**Advertorial** → an article written by the customer and published following a review.

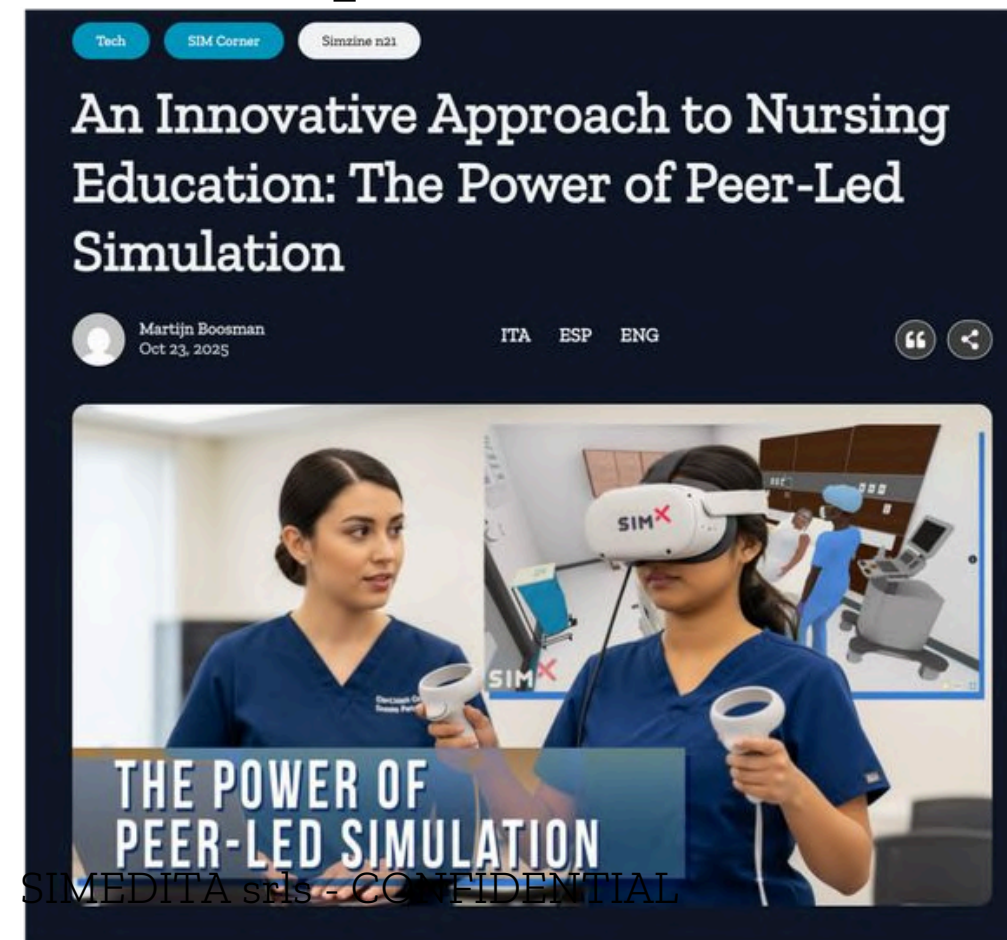
**Interview/commissioned article** → an article/interview written by us and published after customer approval.

**SIM Review** → a review of a specific simulation product.



### Final verdict

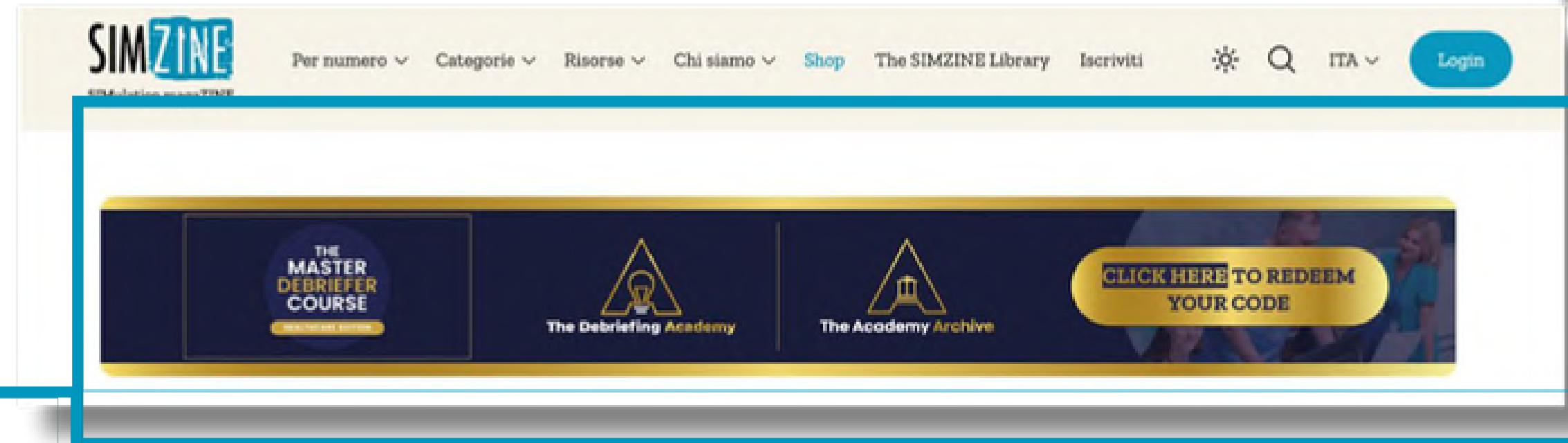
The WBS CRU-R is a high-end simulator that excels in advanced trauma and emergency simulation, especially in complex settings such as military and tactical scenarios. Its robustness and clinical realism make it a valuable investment. Ultimately, the WBS CRU-R is an excellent choice for those seeking a powerful, versatile, and highly realistic adult patient simulator. It may not be for every day, but for focused simulations it is truly a top solution. I, for one, would not hesitate to rent it right away to take full advantage of its potential!





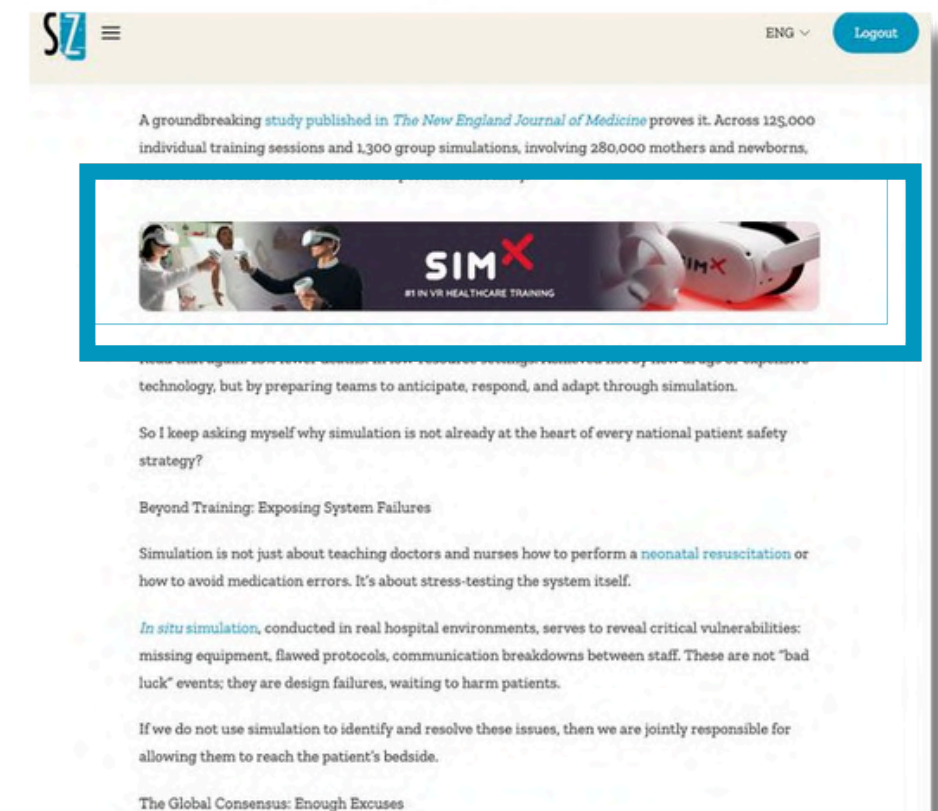
# ONLINE MAGAZINE: BANNERS

Homepage banner →



← Lateral banner

Interstitial banner →





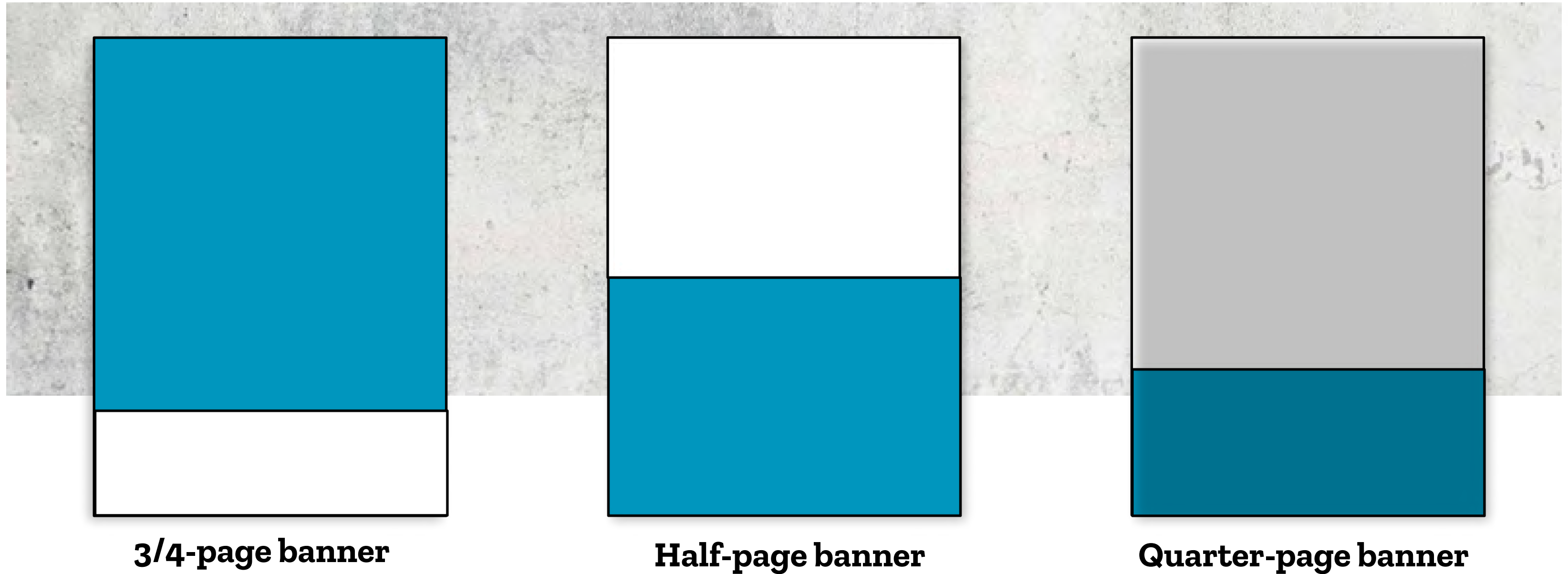
**NEW SIMZINE FORMAT:**  
**4 digital editions per year**  
**PRINTED TEASER** (4 pages,  
including article highlights  
and banner)

**SIMZINE**





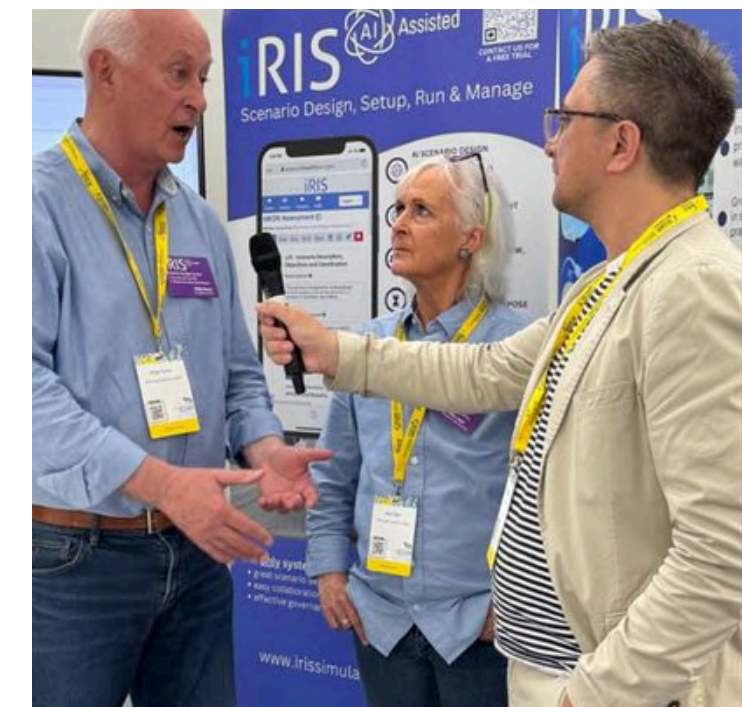
## TEASER ADS OPTIONS





# VIDEO PRODUCTION/LIVE/ON DEMAND

- **Live Video Interviews**
- **Talk Show**
- **Vodcast**
- **Webinar**
- **Photo/video reportage during simulation conferences**

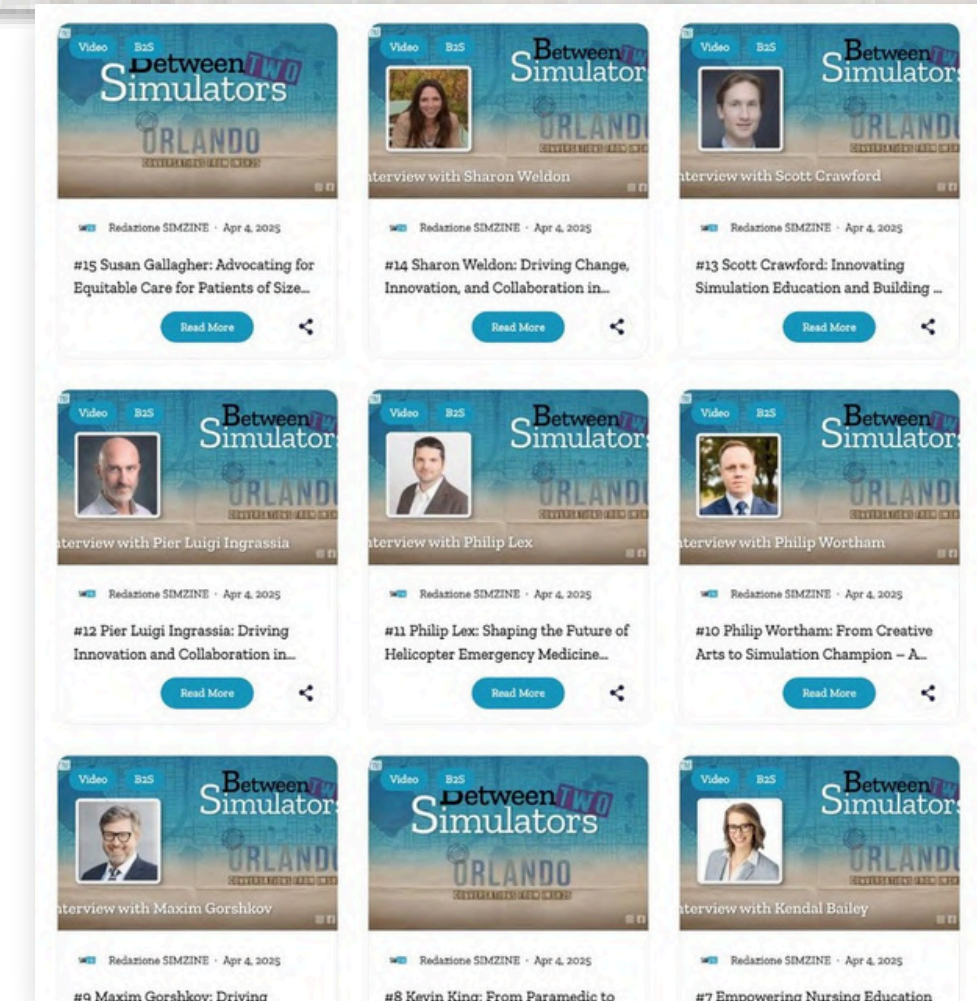




# BETWEEN 2 SIMULATORS

Between 2 Simulators' is a vodcast where healthcare simulation leaders share bold insights and unfiltered opinions on innovation, regulation, and the future of medical education.

- Debates on fidelity vs. functionality, diversity, and VR in healthcare
  - training
  - Tough questions about device misuse, regulation, and industry challenges
- Deep dives into patient simulation, task training, and AR/VR technologies



## BETWEEN 2 SIMULATORS – Live Show



## BETWEEN 2 SIMULATORS – Remote





## VODCAST VIDEO PRODUCTION

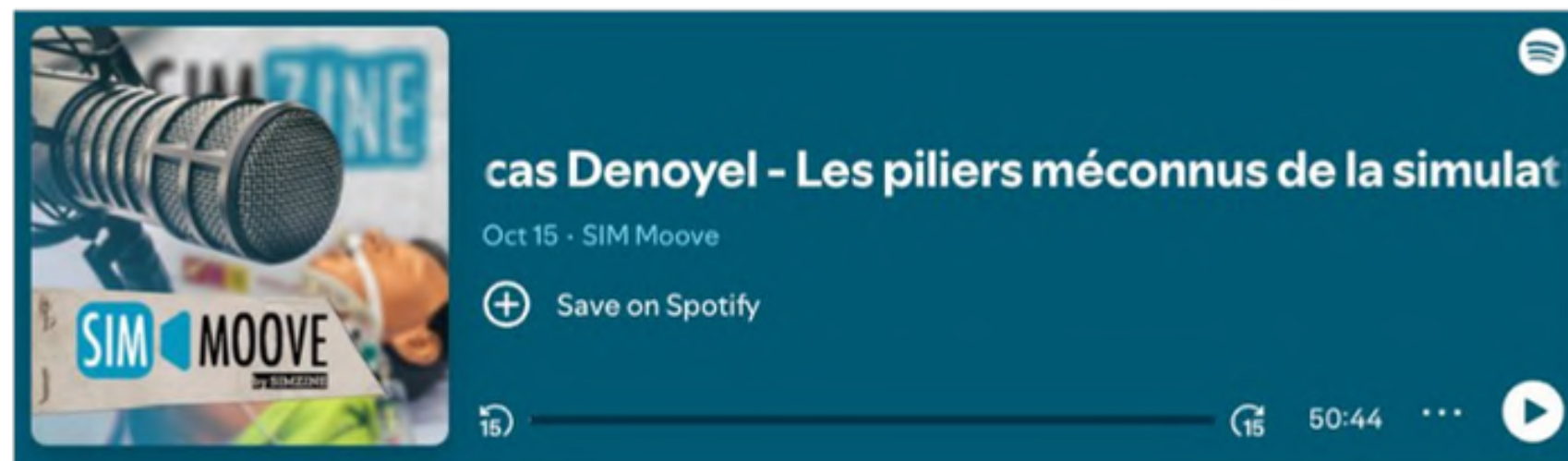
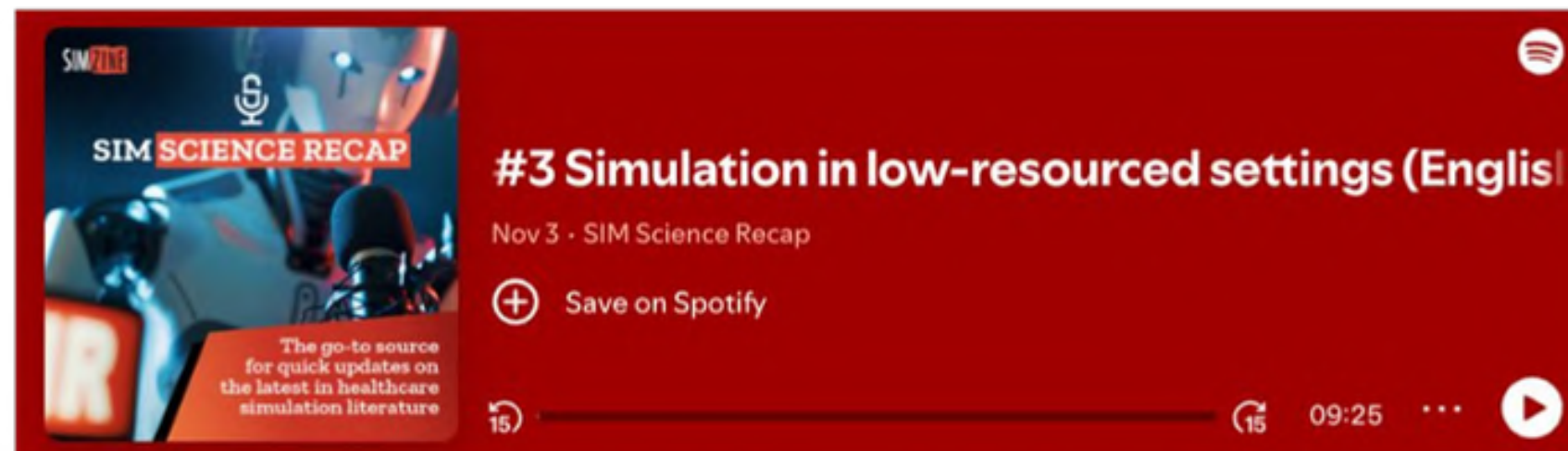
- **ASPiH → voices perspective from UK sim community**
- **SIMshot → short webinars to be shared as a shot on sim topics**
- **"Today at ASPIH"**
- **Live video interviews**





## AUDIO PRODUCTION - PODCAST

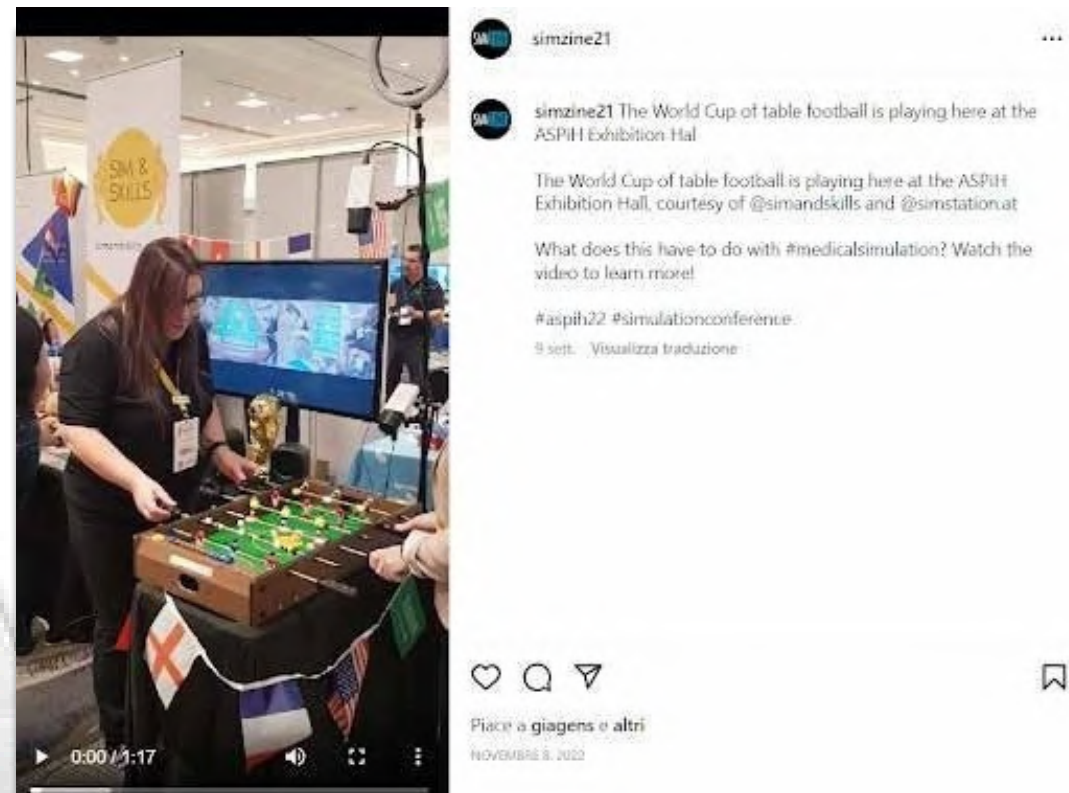
- **SIMMoove** → 1st French Simulation podcast
- **SIM Science Recap** → AI generated podcast



# SOCIAL MEDIA & INFLUENCER ADVERTISING

- Social media blasts
- Collaboration with micro influencers
- Product placement
- Content creation & consulting

SIMZINE

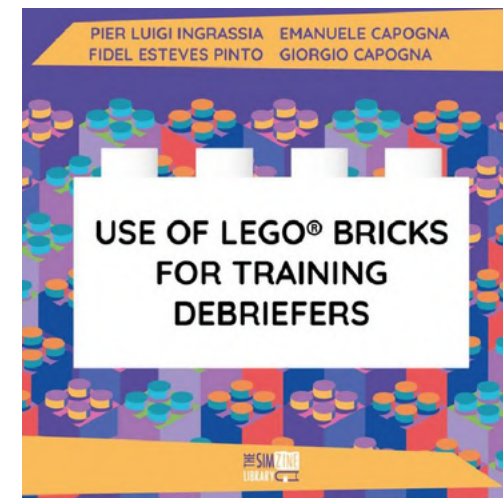
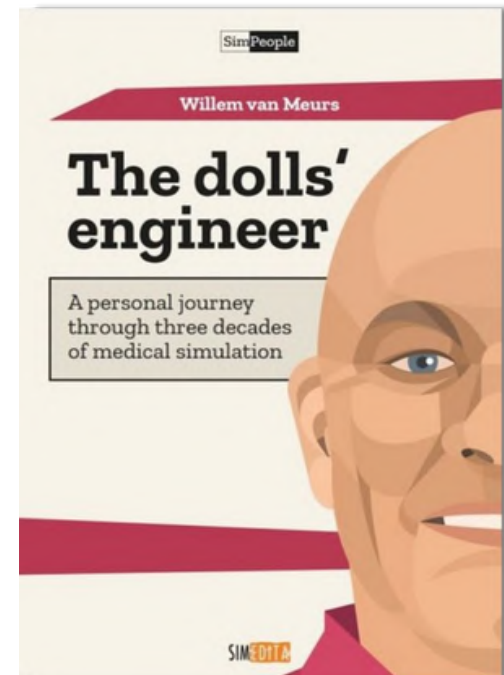
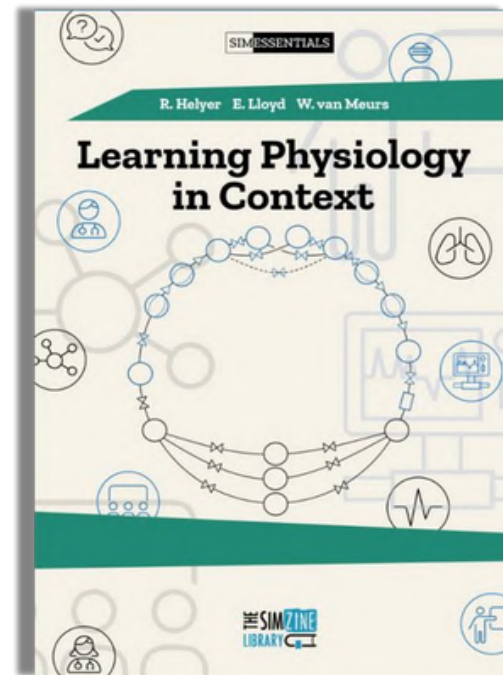
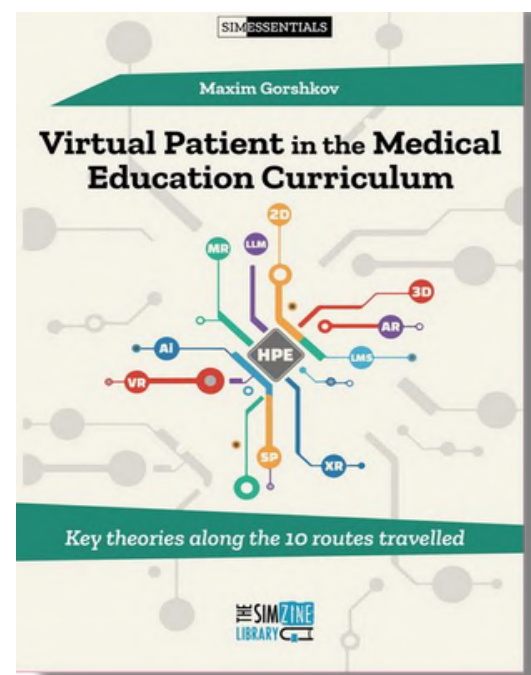


We produce **social media content** both via our owned media channels and influencers in the simulation niche.



## EDITORIAL PRODUCTS

We can **create**, **print** and **distribute** a **special issue** of SIMZINE, books or other editorial products focused on your brand.



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

Contact us for a **custom quote!**



SIMZINE

## SPECIAL FORMAT:

Choose the SIMZINE format that suits you best and

Customize it fully with your own articles.

Everything from the layout to the content can be tailored to reflect **your brand's voice, style and goals**, giving you a publication that is uniquely yours.





# SimVentory

**SIMventory** is a **resource designed to provide a clear and comprehensive overview of simulation devices used in healthcare education and clinical risk reduction.**

This collection offers detailed fact sheets containing technical information and key parameters, as well as reviews based on user experience.

**SIMventory** serves as an intuitive guide for **students, educators and institutions, helping them to navigate the increasingly large market for simulation tools and software and find the best fit for their training needs.** The collection features a diverse range of simulators, including **task trainers** for developing practical skills, **virtual reality software, screen-based simulators** for honing surgical abilities, and **wearable devices** for simulating patients.



Category

360° Immersive Room

Accessory

Full body simulator (electronic enhanc...

Full body simulator (NOT electronic e...

Management System

Screen-based device

Screen-based simulator with haptic d...

Task trainer

Virtual reality


Wearable device

Manufacturer

Discipline

Feedback


Search ...



Ultrasound-Guided Pericardiocentesis Simulator

Synthetic model of torso for needle insertion under ultrasound guidance.


Open



Adult Male Obesity Simulation Suit


A suit to resemble the look and size of an obese patient. Also weight can be added...

Open



Knee Aspiration & Injection Trainer

Task trainer



Airway management task trainer

## Ultrasound-Guided Pericardiocentesis Simulator



Description: Synthetic model of torso for needle insertion under ultrasound guidance.

Category: Task trainer

Manufacturer: Kyoto Kagaku

Learn More

| Educational value         | Operational value   | Costs |
|---------------------------|---|-------|
| Fidelity                  | <div><div>?</div><div>Physical</div><div><div></div><div></div><div></div><div></div><div></div></div></div> <div><div>?</div><div>Conceptual</div><div><div></div><div></div><div></div><div></div><div></div></div></div>   |       |
| Ease of staging           | <div><div>?</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div></div>  |       |
| Required familiarization  | <div><div>?</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div></div> <div><div>?</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div></div> |       |
| Single-user vs Multi-user | <div><div>?</div><div><div></div><div></div><div></div></div></div>   |       |
| Required replacements     | <div><div>?</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div></div>  |       |
| Feedback type             | <div><div>?</div><div><div></div><div>NONE</div></div></div>  |       |
| Storage footprint         | <div><div>?</div><div><div></div><div></div><div></div><div></div></div></div>  |       |

**SIMZINE**

**FULL PACKAGES**



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



# 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.

SIMZINE

SIMZINE MAGAZINE

SIMEDITA

**SIMedita srls**

Via Panciatichi 40/11

50127 Firenze