

MDET

Medical Device Education and Training
The official journal of NAMDET

Media
Information
2020-2021

Media Information and Rate Card

View all editions and volumes of MDET via the NAMDET website www.namdet.org

MDET is the official journal of NAMDET (National Association of Medical Device Educators and Trainers) and is free to all members. The journal has become the leading medical devices publication in the UK. The journal focuses on views, learning and best practice within the medical device education and training arena.

There is no charge to share your articles, stories of interest or educational achievements in the journal, and to date NAMDET has over 1,100 members from UK, Ireland, Europe and the USA that receive their e-version of MDET, that is also free to forward to others to share. In addition, the journal is free to download, share, print and copy. NAMDET members include: MDSO (Medical Device Safety Officers), medical device trainers, NHS and industry, equipment managers, those involved in medical device risk, equipment procurement, management and governance.

MDET is published at least three times per year and includes editorials from leading professionals and key organisations and regular commentaries from:

- **MHRA**
- **NHSE & NHSI**
- **Association of Peri operative Practice (AfPP)**
- **Healthcare Skills International**

All MDET articles will require editorial review, and in some instances may be peer reviewed by colleagues with a special interest in the subject field being shared. Articles are meant to be informal, giving those with limited experience a chance to develop their writing and publishing skills. For those articles with references and bibliography a 'Harvard' style is preferred.



MDET Circulation includes:

- **All NAMDET members in the UK, Ireland, Europe and USA**
- **Medical Device Educators and Trainers**
- **Industry partners**
- **EBME Managers**
- **Nursing Staff**
- **Key NHS Leaders**
- **MDSO (Medical Device Safety Officers)**
- **MHRA, NHSE & NHSI**
- **Medical Device Procurement**
- **Risk and Governance Managers**

NAMDET is a not for profit organisation and as in any journal there are opportunities for commercial involvement (similar to those traditionally available in all medical publications) in helping to maintain MDET in all its formats.

For articles and any editorials appearing in MDET then the authors in no way constitute any support for any of the manufacturers or companies that may also be advertising in the same space. Without continued financial support and funding MDET is not able to maintain its commitment to produce 3 copies per annum and requires full support of its NHS and industry partners.

NAMDET would be delighted to discuss any ideas you have regarding how you would like to work with us on any special projects, articles of interest, innovation, event reports or product launches.

Rate Card

For each MDET edition:

Full page advertisement £750

Half Page advertisement £450

For special positions please contact us for details: www.namdet.org

Sponsored editorial:

Sponsored feature £2,000
(2 pages approximately 1200 words)

Copy is provided by the sponsor and needs to be informative for the journal audience in a wider context than just product information. All content will require editorial approval prior to publication to ensure it meets the journal requirements

The copy will be laid out in the MDET journal house style with the sponsorship noted with company logo.

Copy provided by regulatory or NHS organisations (e.g. NHS Trusts, MHRA, NHSE & NHSI, HSIB) can be included for free provided it meets the same journal requirements.

Product News (editorial)

Half page (approx 250 words) £300

Quarter page (approx 150 words) £150

A product or company news item will allow companies and organisations to provide news and content for members about new and innovative devices, product launches and updates about medical device education and training.

Technical Specifications

Double page spread (full 2 page):

Trim area 297 x 420 mm

Type area 277 x 380 mm

Allow 10mm clearance for spine information being lost in the gutter

Full page:

Trim area 297 x 210 mm

Type area 277 x 190 mm (10mm margin)

Half page:

Trim area 148.5 x 210 mm

Type area 128.5 x 190 mm (10mm margin)

Artwork requirements

Please provide double page spreads as 2 x single pages

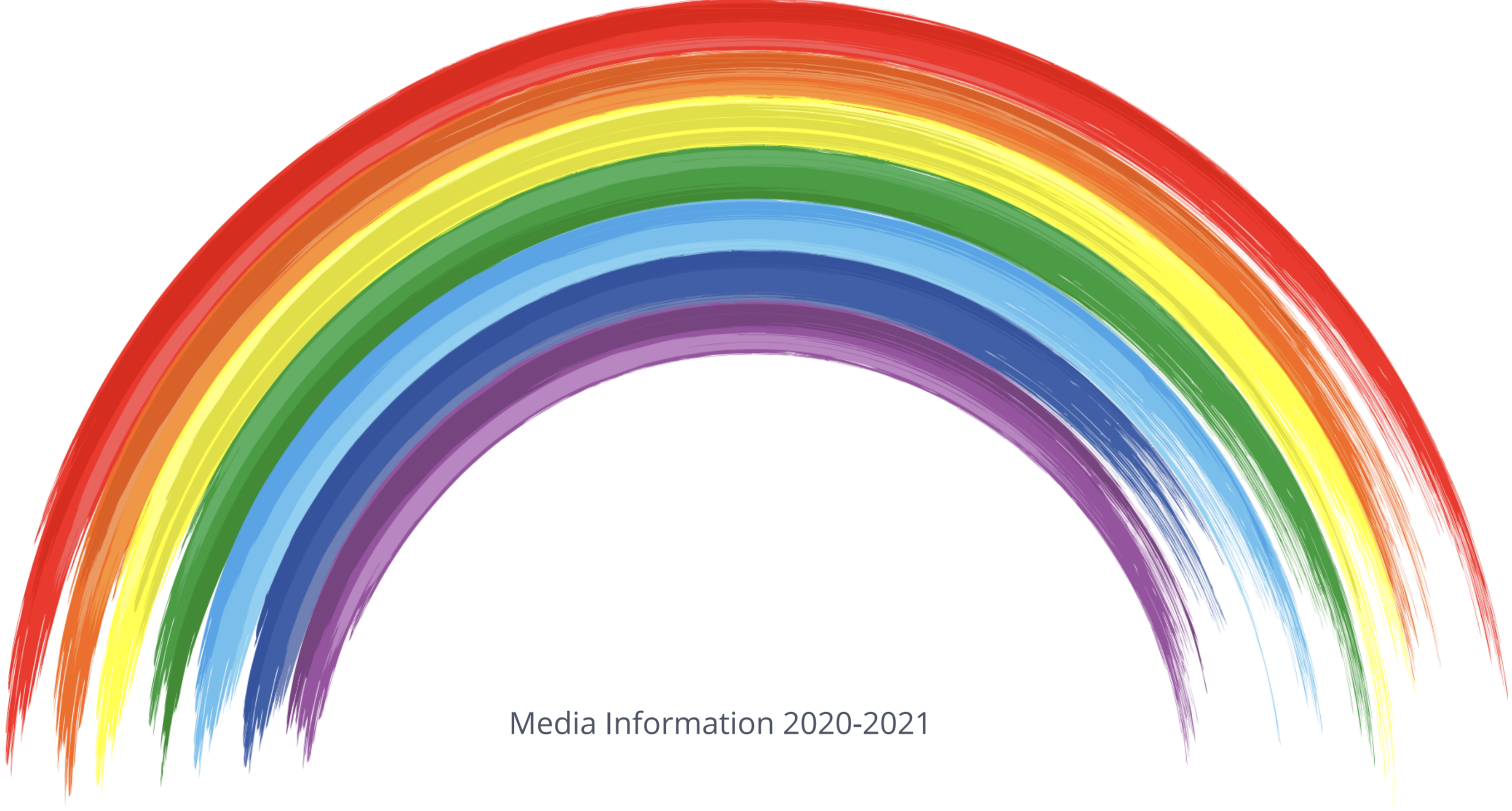
We require the advert to be saved as a WORD document so that it can be easily embedded into the e-version software

Please ensure that all pictures / logos are supplied as high resolution and/or CMYK formats.

Special Packages:

Commit to all three MDET editions for the year and receive 15% discount





Media Information 2020-2021

our objectives



status & standing

Raise the status and standing of Medical Device Trainers and Educators



mutual support

Provide a forum for mutual support and assistance between members



represent

Represent the consensus views and opinions of members at regional and national level



inform & improve

Inform and improve national policy and the regulatory landscape by communicating NAMDET member positions on issues of importance



contribute

Positively contribute to reducing adverse medical device incidents