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# 2026 MEDIA KIT

PROVIDING MEDICAL DESIGN PROFESSIONS WITH A COMPREHENSIVE RANGE OF SERVICES, INCLUDING PRODUCT DEVELOPMENT, DESIGN SOLUTIONS, LATEST INDUSTRY NEWS, AND CONTRACT MANUFACTURING OF MEDICAL DEVICES AND EQUIPMENT.

**MEDICAL**  
**DESIGN** & DEVELOPMENT

ADVERTISING@CEN-MEDIA.COM | (608) 628-8718  
WWW.MEDICALDESIGNDEVELOPMENT.COM

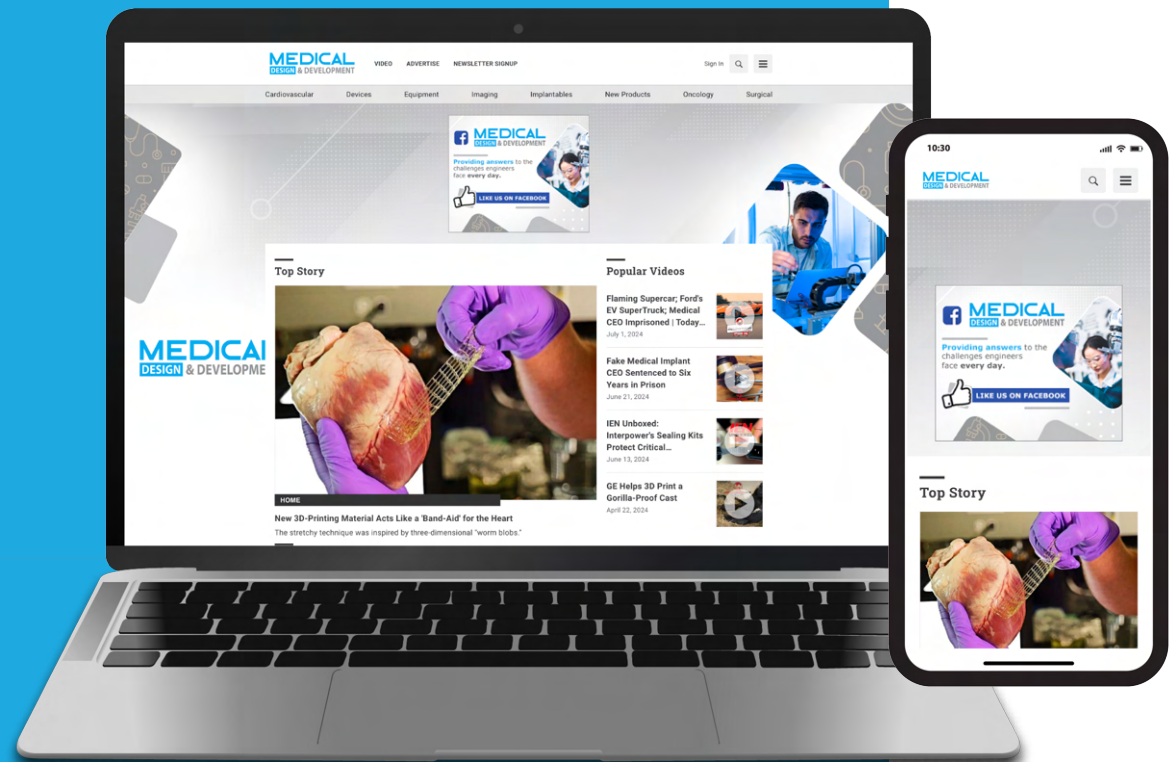


# ABOUT US

## WE COVER THE DESIGN, DEVELOPMENT & MANUFACTURE OF MEDICAL DEVICES & EQUIPMENT

Our dedicated team will help execute your marketing strategy. MDD's custom approach will help marketers create brand awareness, drive leads and position their companies as thought leaders.

- ✓ Content Creation (Whitepapers, eBooks, Infographics, Video)
- ✓ Content Syndication
- ✓ Custom Newsletter
- ✓ Customer Research
- ✓ Daily Newsletter
- ✓ Lead Generation (MQL or CPC)
- ✓ Native Advertising
- ✓ Sponsorships
- ✓ Video (Whiteboard, 360, 5 Minutes With, Sales Brochure, Unboxing)
- ✓ Video Ads
- ✓ Video Podcasts (New Webinar Format)
- ✓ Website Display



# MEDICAL DESIGN & DEVELOPMENT

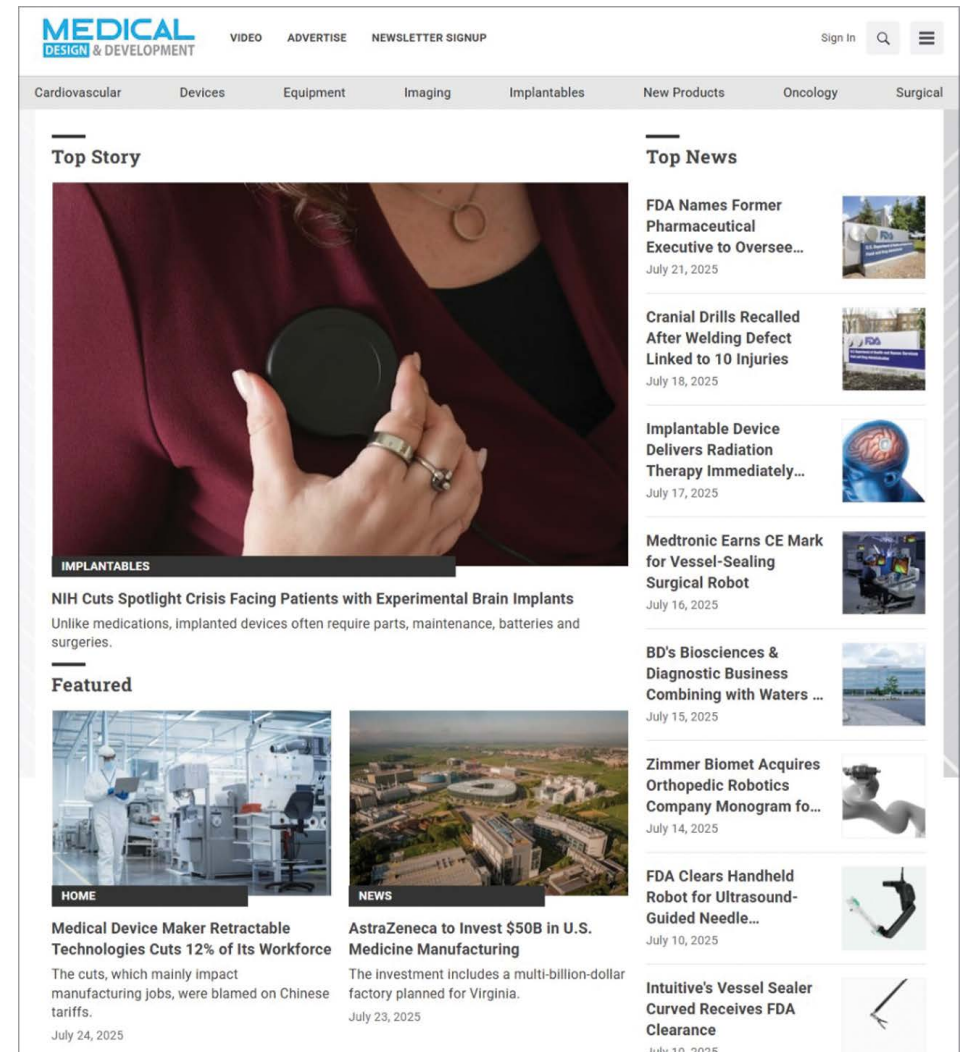
## THE NEW OPTION FOR MEDICAL DESIGN PROFESSIONALS

Medical Design & Development (MDD) serves medical design engineering professionals.

MDD offers innovative content marketing and custom publishing programs, as well as traditional sponsorship opportunities alongside targeted digital and video content.

MDD's daily newsletter reaches 16,000+ subscribers. Each newsletter is a blend of news, analysis, video and new product information.

Every day, the publication highlights the latest technologies and trends in medical product development and provides details on the market conditions and regulatory issues that impact how new medical products go to market.

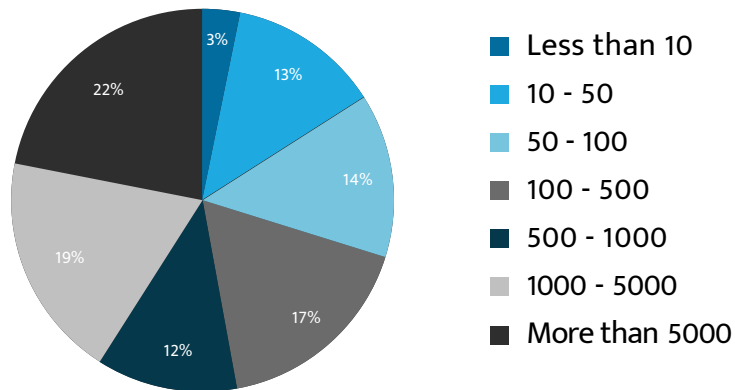


# REACH

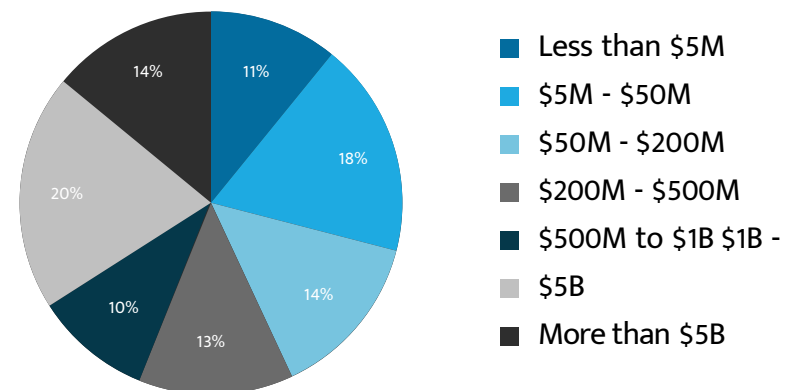
## WHO WE ARE

We serve medical design professionals and cover technical advances in the design, development and contract manufacturing of medical devices and equipment.

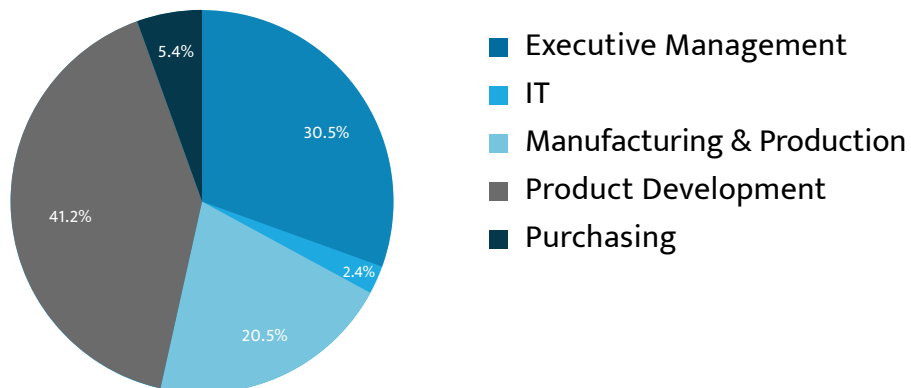
### MDD BY EMPLOYEE NUMBER



### MDD BY ANNUAL SALES



### MDD BY TITLE



# TOP COMPANY ENGAGEMENT

Top decision makers from companies of all sizes turn to Medical Design & Development to stay up to date on the latest industry trends, new products and technology. Our content is updated daily, creating a highly engaged user and offering the perfect environment for your marketing message.

- STRYKER
- CIRTEC MEDICAL
- VARIAN
- ABBOTT
- ALCON
- EDWARDS LIFESCIENCES
- ORTHOFIX
- BAXTER
- STERIS
- BOSTON SCIENTIFIC
- ALIGN
- WELCH ALLYN
- SIEMENS
- SMITH-NEPHEW
- METRONIC
- WERFEN COMPANY
- DRAEGER
- ENOVIS
- CONFLUENT MEDICAL
- ATRICURE
- PHILLIPS
- JOHNSON & JOHNSON
- GLAUKOS
- DENTSPLY SIRONA
- BIOMERIEUX
- CONMED
- MSA SAFETY
- PERKIN ELMER
- ADVANCED BIONICS
- INTEGRA LIFESCIENCES
- COOK MEDICAL
- HENRY SCHEIN
- ANGLODYNAMICS
- ACUMED
- TERUMO MEDICAL
- INTUITIVE SURGICAL
- MEDLINE
- ICU MEDICAL
- 3M.COM
- DEPUYSYNTHES
- DEXCOM

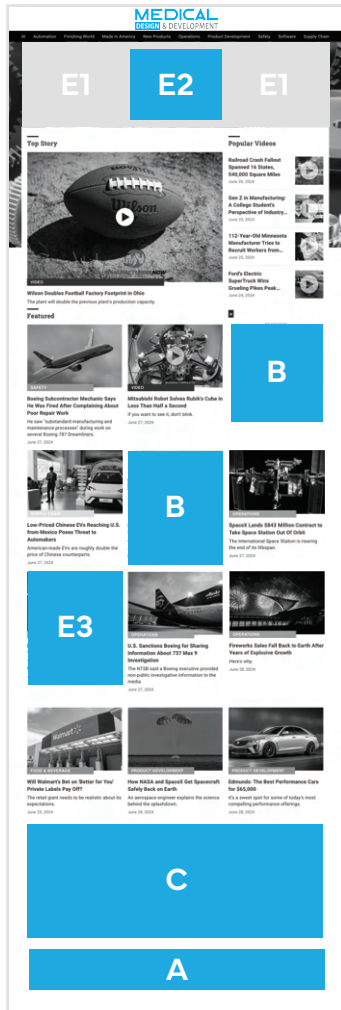
# EDITORIAL

## 2026 EDITORIAL CALENDAR

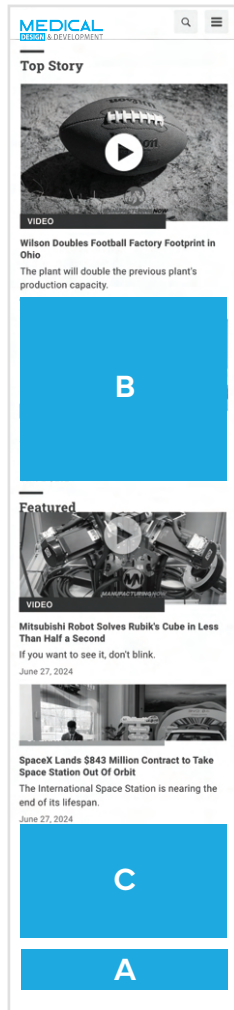
EDITIONS	MARKET FOCUS	PRODUCT SPOTLIGHT	SPECIAL FOCUS	SHOW COVERAGE
JANUARY	Cardiovascular	Capacitors, Clamps, Power Supplies	3D Printing	CES 2025
FEBRUARY	Oncology	Drives, Plugs, Valves	Cleanroom	MD&M West
MARCH	Implantables	Dispensing, Enclosures, Sealers	Assembly Services	
APRIL	Orthopedic	Adhesives, Couplings	Contract Manufacturing	RAPID + TCT
MAY	Cardiovascular	Motors, Testers	Machining	MD&M East
JUNE	Imaging	Collars, Stages	Packaging	
JULY	Wearables	Connectors, Enclosures	Prototyping	
AUGUST	Surgical	Dispensing, Power Cords	Software, Design & Manufacturing	
SEPTEMBER	Neurological	Electric Connectors & Terminals, Tubing	Quality Control	MEDevice Boston
OCTOBER	Digital Health	Converters, Laser Processing	Finishing	MD&M Minneapolis
NOVEMBER	Diagnostics	Flow Control, Integrated Devices	R&D	MEDevice Silicon Valley
DECEMBER	Patient Monitoring	Bearings, Holders	Molding	

# MEDICALDESIGNDEVELOPMENT.COM

## WEBSITE ADVERTISING OPTIONS & RATES



DESKTOP



MOBILE

A

### Leaderboard:

\$85 CPM | 970x90 Desktop, 728x90 Tablet, 300x50 Mobile

B

### Boombox:

\$85 CPM | 300x250

C

### Billboard:

\$85 CPM | 970x250 Desktop, 300x250 Mobile

E

### Reveal Ad:

\$225 CPM | Requires 3 independent creatives as outlined in E1, E2, and E3 below.

E1

2500x1450 background image

E2

300x250 transparent PNG (messaging/call-to-action should go here)

E3

300x250

**Native Ads \$90 CPM** - Use high quality content coupled with relevant placement to drive engagement with your brand. Native campaigns provide a seamless environment with editorial to increase meaningful engagement.

**Native Advertising Assets:** Articles, infographics, videos, case studies, whitepapers, podcasts and ebooks are some of the assets used in native ad campaigns.

**Native Ad Specs** -20-75 Character headline-40-120 character body-600X400 pixel image (.jpg or .png ONLY) with no text on image. -Logo 300pixel wide max., centered on top of image for best display options - URL

**Integration:** Seamless self managing campaigns using our Native Advertising Dashboards.

### AD SPECS:

- Maximum file size: 90KB
- Rich Media: looping animation & Flash included
- Flash, include .fla file (for lead tracking), .swf, & alternate .gif or .jpg
- .gif, .jpg, .swf, or redirect tags (.gif can be animated)
- Include linking URL for ad units

# DAILY NEWSLETTER

## 2026 DAILY NEWSLETTER SPECS & RATES

Our e-newsletters offer a unique combination of industry news, original editorial, and new technology updates. Each deployment features fresh content, giving subscribers a compelling reason to open and engage with them.

### LYNCH MEDIA LEADS THE MARKET WITH THE HIGHEST OPEN RATE AND CTOR IN THE INDUSTRY\*

*\*Omeda Benchmark Study*

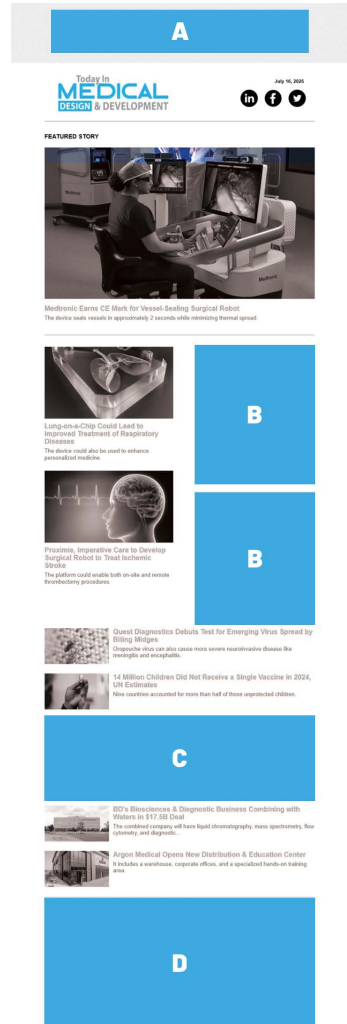
#### PRICING:

Today in Manufacturing Business Technology Daily:  
Monday - Friday

A - LEADERBOARD	\$2,995
B - TOC TEXT & IMAGE	\$2,995
C - INLINE	\$2,495
D - FEATURED VIDEO POSITION	\$2,995

#### AD SPECS:

- Leaderboard: 600x100 pixels & link
- TOC Text & image ad: 50 character headline, 250 characters of text, 150x125 pixel image and link
- Inline text & image ad: 50 character headline, 250 characters of text, 150x125 pixel image and link
- Maximum File Size: 1MB
- File Type: .jpg
- Featured Video Position: .jpg, headline, 60 characters of text, description of the video
- Include linking URL for ad units



# SMART ENGAGEMENT

Leverage our AI-powered platform to reach your ideal audience with precision. Choose from three tailored programs for impressions, engagement, or qualified lead generation.



## UNIFIED SUBSCRIBER DATA:

The Smart Engagement Platform aggregates Lynch Media subscriber and reader data from multiple channels providing a 360-degree view of the customer.

## IMPROVED DATA ACCURACY:

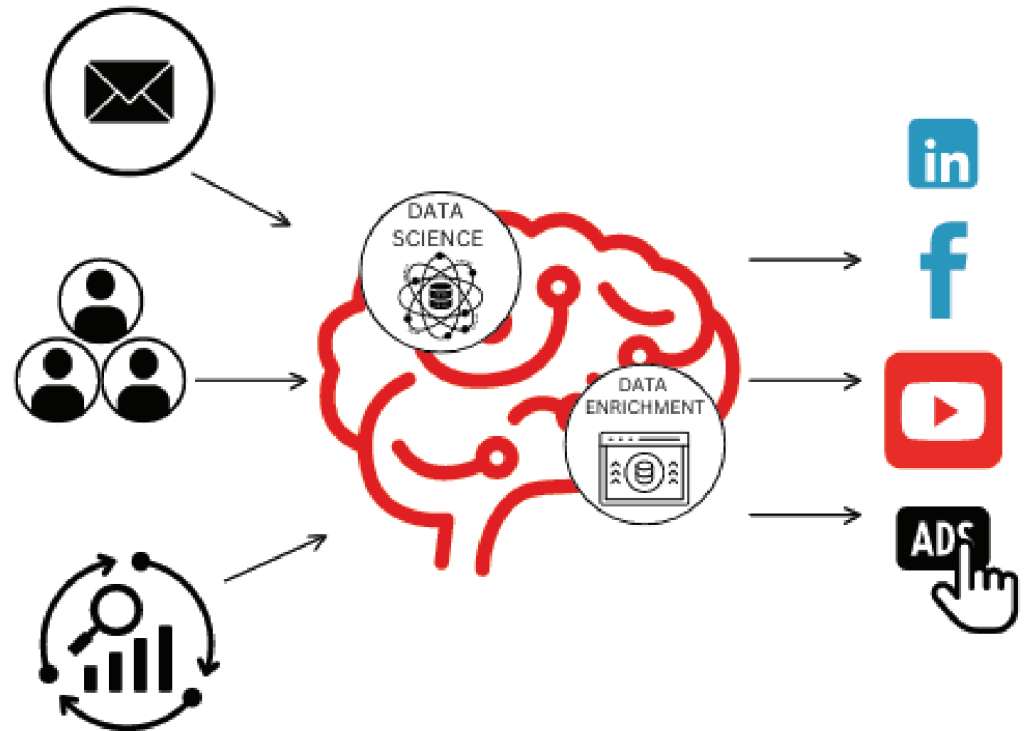
By unifying and cleaning data, The Smart Engagement Platform ensures that the customer information is accurate and up-to-date.

## DATA-DRIVEN DECISIONS:

The Smart Engagement Platform provides insights and analytics that help in making informed marketing decisions and optimizing strategies.

## REAL-TIME MARKETING:

The Smart Engagement Platform enables marketers to react quickly to customer behavior and deliver timely messages.



# LEAD GENERATION

## HIGH LEVEL MQL LEAD GENERATION PROGRAM

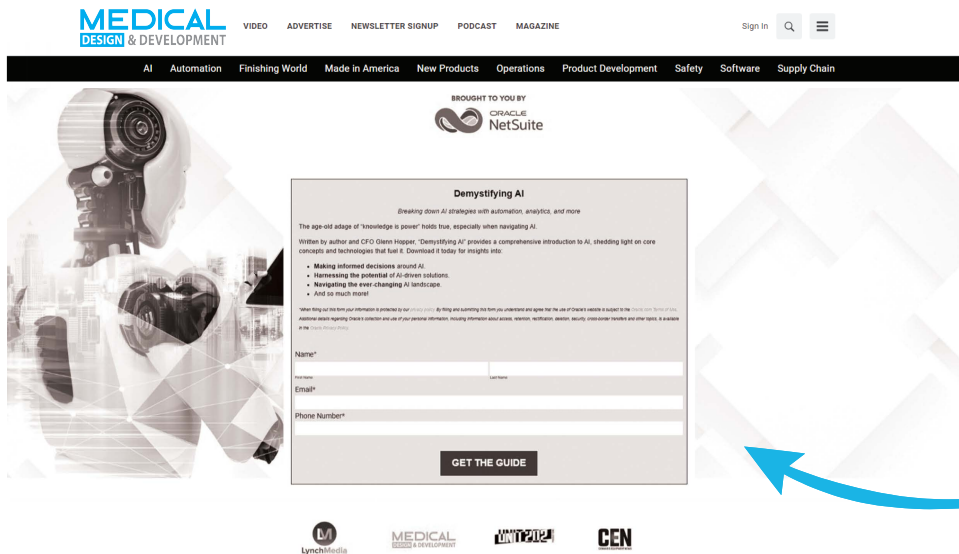
Effortlessly extend your reach across MD&D while generating high-quality registration leads through our Marketing Qualified Lead program. We utilize your valuable content to precisely target your chosen audience, delivering guaranteed leads.

### WHAT WE NEED FROM YOU:

Simply provide us with three or more of the following:

- Whitepapers
- E-books
- Videos
- Infographics
- Research Studies
- Webinars

(Be sure to include a high resolution logo, and that is it.)



### WHAT HAPPENS NEXT:

Our production team will create a custom landing page and all promotional materials. We employ various channels, such as e-newsletters, custom deployments, and social media to optimize your campaign in delivering the best return on your marketing investment.

### LANDING PAGE EXAMPLE

# VIDEO PODCAST / WEBINAR

## WEBINAR FORMAT THAT USES VIDEO TO ENGAGE YOUR TARGET AUDIENCE

A new webinar format that uses video to engage your target audience. Video Podcasts are interactive, easy to consume and offer more shelf life than a traditional webinar.

Traditional webinars are time consuming and require company resources at a time where marketers are stretched thin and don't have several hours to create powerpoint presentations. Video Podcasts require a fraction of the time while the end result is a better quality product that can be used to generate qualified leads across all marketing channels.

Video Podcasts are pre-recorded, edited and approved by sponsors before the canned video podcast is presented “live”.

### STEP 1:

Work with our content sales representative to identify your topic & target audience.

### STEP 2:

Schedule a 30 minute call with our sales representative, video director & editor to discuss video podcast talking points.

### STEP 3:

Live video recording (60 minutes).

### STEP 4:

In 7 business days or less, sponsor receives the 1<sup>st</sup> draft of the video podcast for review & modifications. New drafts will be returned within 2 days for approval.

### STEP 5:

Custom registration page that includes First name, Last name, Company and email address will be provided.

### STEP 6:

Video Podcast live date is set and promotion begins in our daily newsletters, & dedicated text based eblasts.

### STEP 7:

Weekly lead delivery begins two weeks after the live date. Leads are sent via .xlsx file.

# VIDEO

## VIDEO ADS BY UNIT202 VIDEO PRODUCTIONS

Video is a powerful medium for connecting with customers and prospects. B2B video marketing is highly effective, with 92% of B2B prospects consuming online videos.

All videos can be combined with a marketing campaign including daily newsletters, pre-rolls for our daily editorial video, display ads, video showcases, targeted eblasts and social media. Video production and campaigns are completely turnkey can be used to generate brand awareness, generate leads to digitize your entire library of product releases

### VIDEOS:

#### PRODUCT VIDEOS

- Product Release Video (20-30 seconds)
- Video Ads (up to 1 minute)
- Extended Product Video (1 to 1.5 minutes)
- Social Media (up to 20 seconds)
- 360 Videos (up to 2 minutes)
- Sales Brochure Video (up to 1 minute)
- Unboxing Video (up to 3 minutes)

#### EDUCATIONAL CONTENT VIDEOS

- 5 minutes with MD&D is a new short format that uses video to engage with your target audience.
- Video Podcasts (New webinar format, up to 50 minutes)
- Video Whitepapers
- Whiteboard Videos (up to 3 minutes)
- Marketing Research Videos
- Made In America/Corporate Videos: Made in America series highlights manufacturers who remain committed to U.S.-based manufacturing. Each episode includes exclusive interviews with company executives, as well as a guided tour of the manufacturing facility with the MDD Editorial staff (up to 15 minutes)

Unit 202 Video Productions, a division of Lynch Media, LLC, specializes in providing professional video services dedicated to the U.S. manufacturing sector.



# CUSTOM EBLASTS



## TARGETED HTML OR TEXT BLASTS

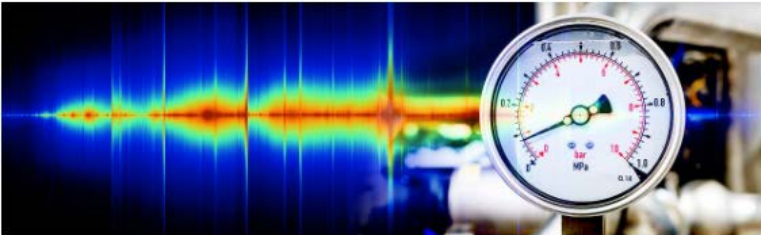
- Subscribers can be targeted by publication or segment our entire database by titles & industries
- All subscribers are first party data that have opted into newsletters and emails
- Generates click leads of readers who engaged with the dedicated email send.
- Great for building your database

## CUSTOM EBLAST SPECS

- HTML file formatted for Email
- Subject line (255 character max including spaces)
- Teaser\* (100 characters max including spaces)
- From Name (company or client affiliate name)
- Test Recipient/s
- Final Approver
- Seed List\*

*\*Optional*

[Read the web version of this email](#)



### Does your team spend more hours looking for leaks than fixing them?

Now you can locate leaks during normal operations, even during the noisiest times. Best of all, you can quickly reinspect the repair to verify that the leak has truly been fixed.

**Introducing the Fluke ii900 Industrial Acoustic Imager**

- Reduce leak detection time
- Make leak detection part of your typical maintenance routine
- Train the team in a matter of minutes

Get a demo

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# RATES

## DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
<b>DAILY NEWSLETTERS</b>			
Leaderboard	Deploys Monday-Friday   600x100 + link		\$2,995
TOC Inline Text & Image	Deploys Monday-Friday   50 character headline including spaces, 250 character text, 150x125 pixel + link		\$2,995
Inline Text & Image	Deploys Monday-Friday   50 character headline including spaces, 250 character text, 150x125 pixel + link		\$2,495
Newsletter Sponsorship	One month sponsorship, sponsors logo at top of newsletters and online ad for four weeks		\$15,995
Campaign Optimization	Optimized campaign with guaranteed leads   240 CPC		\$10,000
<b>WEEKLY NEWSLETTERS</b>			
Leaderboard	Deploys Monday for five consecutive weeks   600x100 + link		\$3,695
TOC Inline Text & Image	Deploys Monday for five consecutive weeks   50 character headline including spaces, 250 character text, 150x125 pixel + link		\$3,695
Inline Text & Image	Deploys Monday for five consecutive weeks   50 character headline including spaces, 250 character text, 150x125 pixel + link		\$2,995
<b>MONTHLY NEWSLETTERS</b>			
Video Showcase	Specs: Image 640x360 pixels, headline 80 characters max, body 250 character, link		\$1,050
<b>SMART ENGAGEMENT</b>			
Pre-Targeting & Social Optimization	Influence marketing driving clicks & Ad impressions		\$3,000/month
Content Optimization	Engaged users, page/site visits	YES	\$11,995/month
Content Optimization/Leads	Convert page/site visits, Engaged users, MQL leads	YES	\$20,000/month
<b>EBLASTS</b>			
eBlast Rates	See eBlast Specs Page		\$350/m
eBlast Rates	Includes a second send to opens		\$450/m
<b>WEBSITE</b>			
Leaderboard	970x90 Desktop, 728x90 Tablet, 300x50 Mobile		\$85/m
Billboard	970x250 & 300x250 (Mobile)		\$85/m
Boombox	300x250		\$85/m
Reveal Ad	BIG IMPACT POSITION		\$225/m
Native Ads	Great for content advertising   Targeted Campaigns		\$90/m
<b>CONTENT</b>			
Content Syndication	100 Registration Leads (client provides minimum three pieces of gated content)	YES	\$11,995
Whitepaper	100 Registration Leads & includes 1500 Word Whitepaper	YES	\$14,845

# RATES

## DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
eBook	100 Registration Leads & includes 2600 Word eBook	YES	\$16,990
eBook Multi-Sponsored	100 Registration Leads & includes 2600 Word eBook	YES	\$8,995
Custom Research	Custom		\$29,995
Content Creation	Custom		\$1.90/word
VIDEO / WEBINARS			
Video Podcast (New Webinar Format)	100 Registration Leads	YES	\$16,990
Traditional Webinar (Slide Presentation)	100 Registration Leads	YES	\$22,995
Video Whitepaper	100 Registration Leads	YES	\$14,995
5 Minutes with Videos			\$4,495
Market Research Video	100 Registration Leads	YES	\$14,995
Video Podcasts Multi-Sponsored	100 Registration Leads	YES	\$9,995
CUSTOM PRODUCT VIDEOS			
Social Media Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$3,495
Video Ads	Includes one week in daily newsletter or 10k pre-roll		\$3,495
Sales Brochure Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$3,495
Whiteboard Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,495
360 Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,495
Unboxing Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,495
CORPORATE VIDEOS			
Corporate Video	Custom Pricing   \$1,500 + expenses per day		
Made In America Video	Custom Pricing   \$1,500 + expenses per day		
EDITORIAL PRE-ROLL VIDEOS			
Pre-Roll	Video   Runs on daily editorial videos	Sponsorship	\$260/m
Pop-Out Video Player	Video runs on website home page / Select Secondary Pages	Sponsorship	\$190/m

# MEDICAL

## DESIGN & DEVELOPMENT

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