

ADVERTISE WITH US

We help your company to connect with a targeted audience of healthcare professionals involved in transfusion medicine and associated therapies



A STRONG SENSE OF COMMUNITY

The **International Society of Blood Transfusion** is a scientific society that was **founded in 1935**. Since that time the ISBT has grown in to an international society where transfusion medicine professionals from across the globe come together and do the one thing they do best: **share knowledge to improve the safety of blood transfusion worldwide**.

We believe that with the power of knowledge we can improve the safety of blood transfusion worldwide. Professionals from over 106 countries already share their knowledge with this international transfusion medicine community by being a member of ISBT.

OUR MISSION:

ISBT is a global community of professionals sharing knowledge to enhance transfusion practice. We do this by:

- Providing opportunities for advancing knowledge and education
- Advocacy for the welfare of blood donors and patients

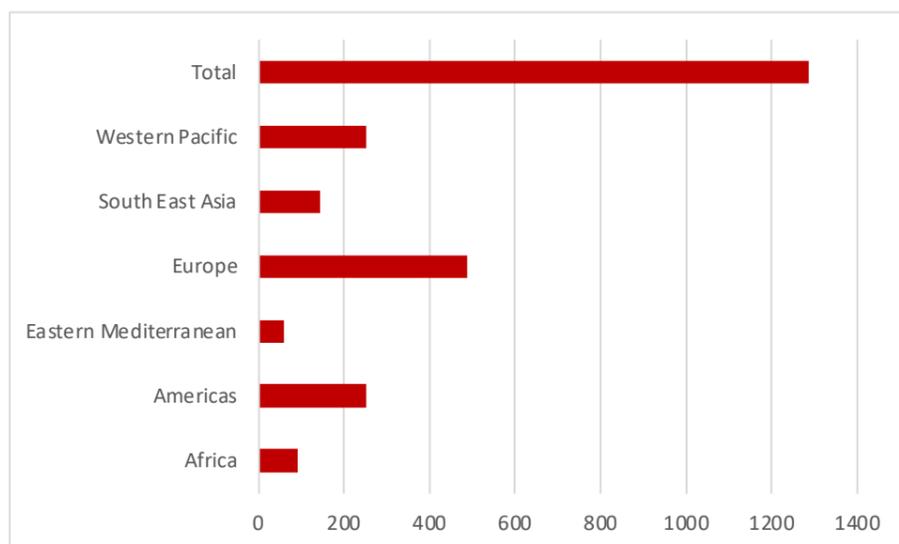
OUT KEY ACTIVITIES ARE::

- Providing resources and webcast libraries with scientific and education
- Sharing knowledge through the ISBT website with resources such as toolkits, guidelines, an extensive webcast library and e-learning
- Organising International and Regional ISBT congresses
- Hosting international webinars and digital workshops
- Encouraging and supporting the ISBT scientific Working Parties focusing on specific areas of the transfusion chain
- Publishing the scientific journal Vox Sanguinis and providing other high quality educational print and electronic material
- Supporting and participating in regional workshops, seminars and congresses
- Providing financial support to professionals from low and medium development index countries

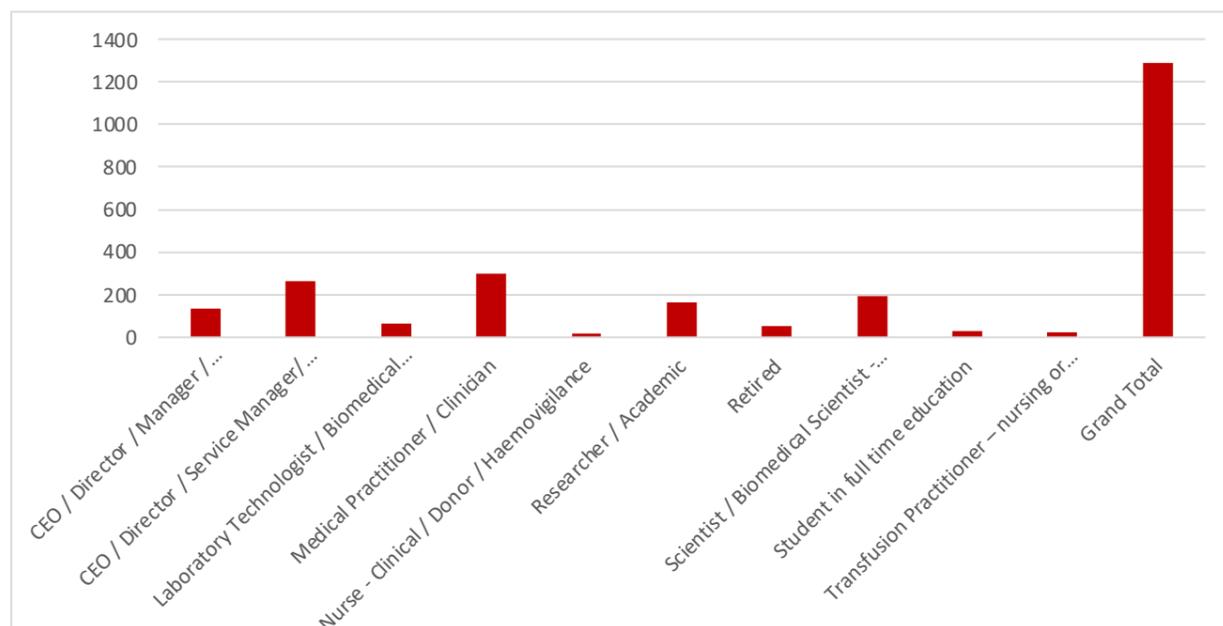
ESTABLISH CREDIBILITY WITH TRANSFUSION MEDICINE FUTURE LEADERS

ISBT members work in areas covering the whole of the transfusion medicine supply chain from donors to the patient. A wide range of positions are represented amongst the ISBT members.

AUDIENCE PROFILE



JOB FUNCTIONS



ISBT IMPRESSIONS

ISBT channels are updated constantly by our experienced editorial team with pertinent transfusion news.

TRANSFUSION TODAY IMPRESSIONS



4,500 IMPRESSIONS
(PRINT + DIGITAL + CONGRESS)

WEB TRAFFIC

21,000+ MONTHLY SESSIONS
2M 19S AVERAGE STAY



SOCIAL MEDIA



12,400+ FACEBOOK FOLLOWERS
9,100+ LINKEDIN FOLLOWERS
3,300+ TWITTER FOLLOWERS
3,200+ INSTAGRAM FOLLOWERS

EMAIL BLAST

4,500+ EMAIL ADDRESSES
49.1% OPEN RATE
WE SEND OUT EMAILS EVERY WEEK/MONTH
REGARDING CONGRESSES, WEBINARS AND ISBT PUBLICATIONS

Transfusion Today

Transfusion Today provides our audience of influential scientists, researchers, doctors, transfusion practitioners and young professionals with critical science insight and unparalleled access to global Blood Transfusion information. Transfusion Today is produced by Transfusion Medicine professionals who have a desire to show transfusion medicine activities in their countries.

TO ADVERTISE, CONTACT:

Beatriz Galindo
Marketing Officer
marketing@isbtweb.org



TRANSFUSION TODAY IMPACT

Transfusion Today “both paper and digital” issues reach key transfusion medicine contacts at the following institutions:

- AABB
- ACSLM
- ANZSBT
- ABHH
- AMMTAC
- BBTS
- CSTM
- Danish society of Clinical Immunology
- DGTI
- DSKI
- Dubai Blood Donation Centre
- Nigeria Haematology and Blood Transfusion Society
- Hellenic Society of Blood Transfusion Centre
- Health Science Authority Singapore
- IAABG
- IAAPBTG Hong Kong -
- Indonesian Association of Transfusion Medicine
- Kazakhstan Society of Transfusion Medicine
- Kazakhstan Scientific Centre of Transfusiology
- Macedonian Society for Blood Transfusion
- Macao Blood Transfusion Service
- Malaysia Blood Transfusion Society -
- Mexican Society of Blood Transfusion Centre
- National Centre for Transfusion Medicine Mongolia
- Nederlandse Vereniging voor Bloedtransfusie
- Norwegian Society for Immunology and Transfusion Medicine
- SETS
- Sociedad Chilena de Hematologia
- Swedish Society of Clinical Immunology and Transfusion Medicine
- Taiwan Blood Services Foundation
- Taiwan Society of Blood Transfusion
- Thai Red Cross Society
- Transfusion Doctors in Albania
- Welsh Blood Service
- ZTM Blood Transfusion Centre Slovenia
- AND MORE...



INSIDE TRANSFUSION TODAY

We give our readers access to **global blood transfusion information**, while offering premium advertisers a multi-platform stage for their brands with an affluent audience.

Transfusion Today is published in **January, April, July and October** and it is received **by all the society members**.

Each issue includes topical articles related to transfusion medicine and information from the regions that the membership represents and features one of the 15 ISBT Working Parties.

CIRCULATION:
APROX. 2,000

FREQUENCY
4 ISSUES PER YEAR

2023 PRINT EDITORIAL CALENDAR

The deadlines for submitting artwork are as follows

n° 134 (January 2023), artwork to be delivered before Monday December 5, 2023

GLOBAL BLOOD SAFETY WORKING PARTY

n° 135 (April 2023), artwork to be delivered before Monday February 7, 2023

RARE DONORS WORKING PARTY

n° 136 (July 2023), artwork to be delivered before Monday May 9, 2023

CLINICAL TRANSFUSION WORKING PARTY

n° 137 (October 2023), artwork to be delivered before Monday August 8, 2023

CELLULAR THERAPY WORKING PARTY

FOR DEADLINES, CUSTOM PACKAGES AND TO SECURE ADVERTISING SPACE,

PLEASE CONTACT:

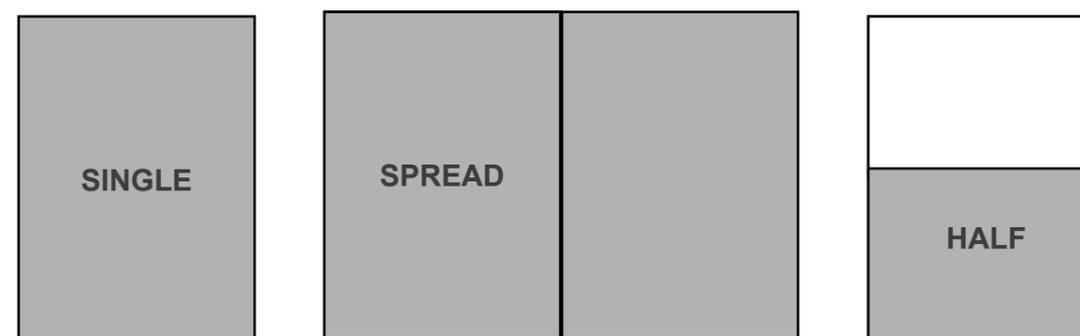
Beatriz Galindo

Marketing Officer

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ADVERTISING SPECIFICATIONS & RATES

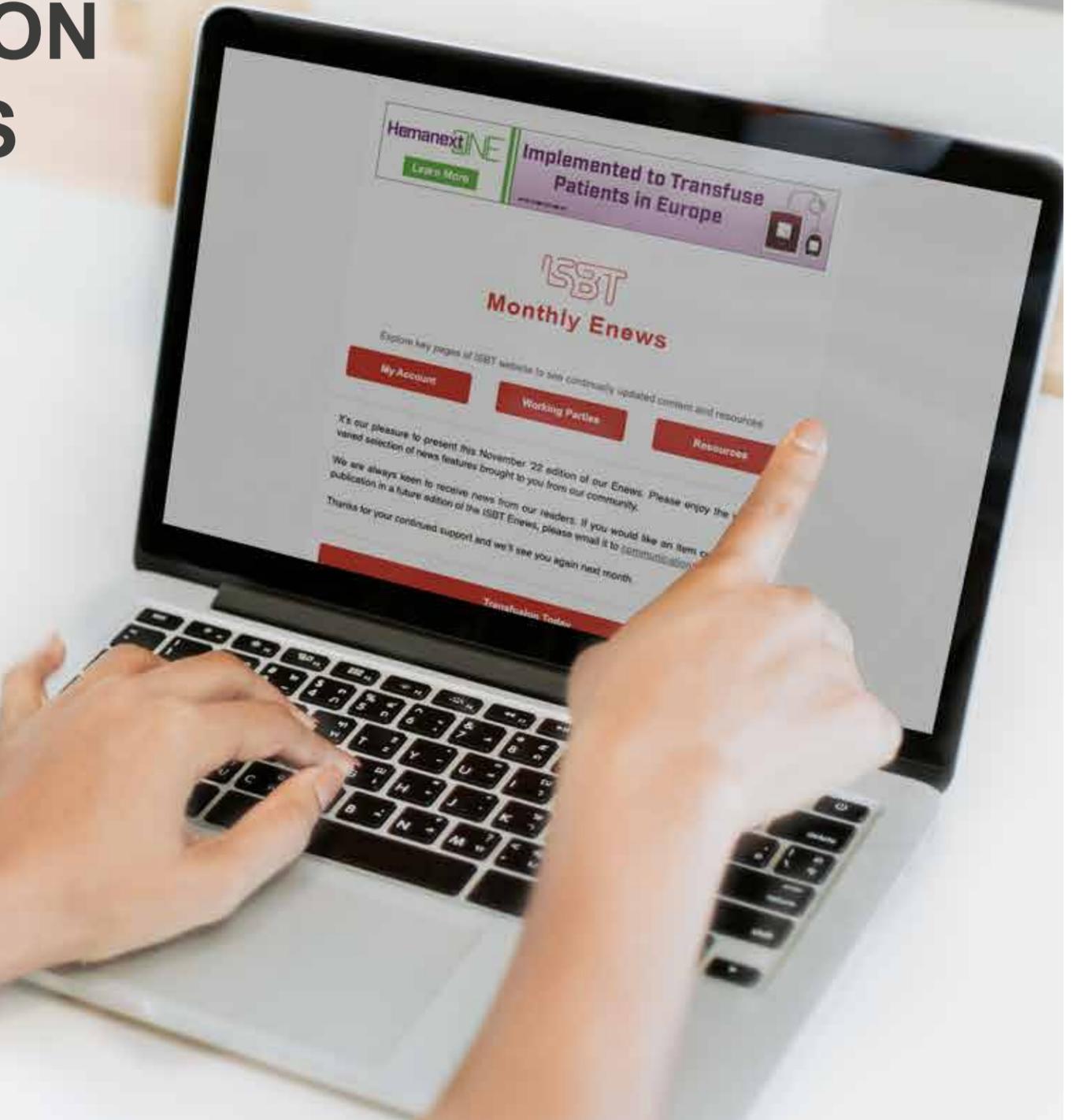
AD SIZE	SIZE (width x height)	1X	2X	3X	4X
SINGLE PAGE	200 x 280 mm	€ 2,370	€ 2,300	€ 2,180	€ 2,010
SPREAD	400 x 280 mm	€ 4,150	€ 4,030	€ 3,820	€ 3,530
HALF PAGE	200 x 140 mm	€ 1,770	€ 1,720	€ 1,630	€ 1,500
INSIDE FRONT PAGE	200 x 280 mm	€ 2,960	€ 2,870	€ 2,720	€ 2,520
INSIDE BACK PAGE	200 x 280 mm	€ 2,960	€ 2,870	€ 2,720	€ 2,520
BACK COVER PAGE	200 x 280 mm	€ 3,550	€ 3,440	€ 3,270	€ 3,020



ADVERTISING FILE SUBMISSION

The live area margins are **3 mm** for the outside, top and bottom. And **6 mm** for the inside. Please send the artwork as a **PDF, including bleed and with crop marks**.

ISBT ENEWS - TOP STORIES DELIVERED TO OVER 3,000 TRANSFUSION MEDICINE PROFESSIONALS MONTHLY



GET EXTRA EXPOSURE WITH A DIGITAL ENHANCED BANNER

All ISBT members and Affiliate Members receive the monthly ISBT electronic newsletter. This newsletter is sent online and includes the latest ISBT news, e.g. congress news, ISBT Education updates, information about awards and prizes.

In addition, a separate adapted eNewsletter is sent to **subscribers of our newsletter** who are not ISBT members but are nevertheless interested in our news, reaching well over **2,340**. Please note that these are people that consented to receiving updates from ISBT after the European GDPR came into effect.

2022 OPEN RATE

49.1%

FREQUENCY

MONTHLY

FORMAT

**HTML
email**

CIRCULATION

2,500+
(opt-in subscribers)

ADVERTISING SPECIFICATIONS & RATES

AD SIZE	SIZE (width x height)	1x	3X	6X	12X
TOP BANNER	590 x 98 px	€ 470	€ 450	€ 400	€ 330
BOTTOM BANNER	590 x 98 px	€ 350	€ 330	€ 300	€ 250

Please send the artwork as a **JPG or PNG**.

FOR DEADLINES, CUSTOM PACKAGES AND TO SECURE ADVERTISING

SPACE, PLEASE CONTACT:

Beatriz Galindo

Marketing Officer

marketing@isbtweb.org



ISBT
Monthly Enews

Explore key pages of ISBT website to see continually updated content and resources

[My Account](#)

[Working Parties](#)

[Resources](#)

It's our pleasure to present this November '22 edition of our Enews. Please enjoy the wide and varied selection of news features brought to you from our community.

We are always keen to receive news from our readers. If you would like an item considered for publication in a future edition of the ISBT Enews, please email it to communication@isbtweb.org

Thanks for your continued support and we'll see you again next month.

Transfusion Today



[Read the latest issue here](#)

The new issue of Transfusion Today is out!

This edition of Transfusion Today is dedicated to Blood Components. We'd like to thank the ISBT WP for Blood Components for this edition's "In Focus" articles. They are at the forefront of issues facing blood services worldwide such as navigating the path to non-DEHP blood bags. This month also saw the launch of an International Coalition for Safe Plasma Proteins (ICSPP) described on page 18.

Don't forget to log in as a member to access the latest issue!

Upcoming events:

30 September - 2 December

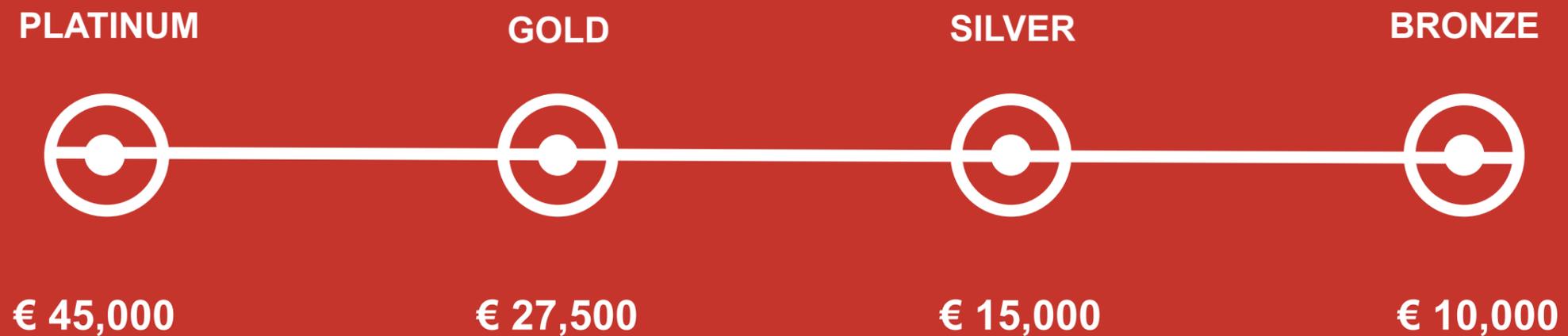
Patient Blood Management for Health Services

November 10-11

BOOST YOUR EXPOSURE

BECOME AN ISBT CORPORATE PARTNER

FOUR DIFFERENT LEVELS OF PARTNERSHIP



Become an ISBT Corporate Partner

ISBT is unique among transfusion medicine organizations. We are a trusted global brand and are also innovative – improving, adapting and expanding our congresses and education to achieve the most impact in the most efficient way possible.



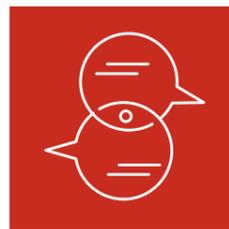
Priority booking

Corporate Partners offered sponsorship opportunities first



Profile recognition

Reach 1000s of transfusion professionals worldwide through ISBT



Networking

Attend exclusive meetings with ISBT Board of Directors and Working Parties



Save money

Complimentary membership for your staff and discounted advertising opportunities



Host webinars

Participate in a joint ISBT Educational Webinar and contact the audience after the event



Measure engagement

Get quarterly reports about the performance of your presence at ISBT website

What is the Corporate Partner Programme?

The Corporate Partner Programme provides a forum for companies and organizations to market themselves to decision-makers. Over the last years, ISBT Corporate Partners have formed lasting partnerships with ISBT members and professionals from the field.

The current program has expanded to include four levels of partnership: **Platinum, Gold, Silver, and Bronze**. Organizations have always had the freedom to choose the level that fits best with their wants and needs, but new features have been added to increase the freedom for our Partners to choose solutions to customize their connections and visibility within the blood transfusion community.

Through this program, ISBT provides industry leaders with quality opportunities to connect with the transfusion medicine field professionals.

ISBT's mission is to **share knowledge across our professional network** to enhance transfusion practice.

ISBT is a trusted global brand
We are also innovative – improving, adapting and expanding our congresses and education to achieve the most impact in the most efficient way possible.

A stable membership with **around 1,500 members** from all WHO regions. We also connect with many more transfusion professionals through our social media channels, newsletters, publications, webinars.

A proven ability to manage large-scale, complex congresses.
ISBT's regional and international congresses are organized in different countries, providing a global reach. Each congress the scientific programme is accompanied by a large industry exhibition. Successful adaptation to virtual events during the pandemic and increasing global engagement with virtual educational workshops and webinars.

	PLATINUM (€ 45,000)	GOLD (€ 27,500)	SILVER (€ 15,000)	BRONZE (€ 10,000)
YEAR-ROUND RECOGNITION OF YOUR CORPORATE PARTNERSHIP , highlighted on the ISBT website, ISBT Education Portal, ISBT Mobile App	YES	YES	YES	YES
ACKNOWLEDGEMENT IN ISBT PUBLICATIONS	YES	YES	YES	YES
INDIVIDUAL ISBT MEMBERSHIP FOR YOUR STAFF : provides access to members-only content, complimentary educational events, member discounts, and more	4	3	2	1
ACCESS TO EXPERTS - EXCLUSIVE PARTICIPATION IN ANNUAL ISBT WORKING PARTY BUSINESS MEETINGS (max of 2 representatives)	YES	YES	Only 4 WP meetings	Only 2 WP meetings
DISCOUNT ADVERTISEMENT IN TRANSFUSION TODAY	50%	50%	25%	-
COMPLIMENTARY INVITATIONS TO ISBT WEBINARS/ONLINE EVENTS TO SHARE AMONG YOUR STAFF OR/AND CUSTOMERS (excluding congresses)	20 invites	10 invites	5 invites	-
OPPORTUNITY FOR PARTICIPATION IN AN ANNUAL MEETING WITH MEMBERS OF THE BOARD OF DIRECTORS	YES	YES	-	-
PARTICIPATE IN A JOINT ISBT EDUCATIONAL WEBINAR - after the event ISBT will provide attendee and registration list - ISBT will create a promotial campaign to promote the webinar* (Social Media, ISBT Mobile App, ISBT Website, mailing)	Up to 3 (open access)	1 for ISBT members	-	-
A FREE ADVERTORIAL IN TRANSFUSION TODAY	YES	-	-	-
A COMPLIMENTARY SINGLE PAGE ADVERTISEMENT IN TRANSFUSION TODAY	YES	-	-	-
A COMPLIMENTARY ADVERTISEMENT ON ISBT MOBILE APP OUTSIDE OF ISBT CONGRESSES	YES	-	-	-

*In case Gold Partners want to host an extra webinar, there is a possibility to purchase an extra one for € 3,000

BENEFITS FOR ISBT INTERNATIONAL AND REGIONAL CONGRESSES

	PLATINUM (€ 45,000)	GOLD (€ 27,500)	SILVER (€ 15,000)	BRONZE (€ 10,000)
PRIORITY ASSIGNMENT AT ISBT CONGRESS EXHIBITIONS	YES	YES	YES	YES
RECOGNITION OF CP IN THE CONGRESS BOOK, AND IN THE ATTENDEE GIVE-AWAYS WITH SPECIAL SIGNAGE AT ISBT CENTRAL OFFICE BOOTH	YES	YES	YES	YES
FULL COMPLIMENTARY REGISTRATION TO ISBT CONGRESSES	5	2	1	-
OPPORTUNITY FOR EDUCATIONAL SATELLITE SYMPOSIA AT ISBT CONGRESSES	YES	YES	YES	YES
PRIORITY BOOKING OF ADVERTISING ON ISBT MOBILE APP DURING ISBT CONGRESSES	YES	-	-	-
ONE WEEK EARLY BIRD ACCESS TO BOOKING FOR EXHIBITION AND SPONSORSHIP AT ISBT CONGRESSES	YES	-	-	-

These benefits may vary in the event of a virtual congress with equivalence maintained wherever possible.

IF YOU WANT TO KNOW MORE ABOUT HOW BECOMING A CORPORATE PARTNER CAN BENEFIT YOU, PLEASE CONTACT:

Beatriz Galindo
Marketing & Stakeholder Coordinator
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INTERESTED IN ADVERTISING WITH US?

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ISBT