



IMI PLAYBOOK 2026

A GLOBAL
HEALTHCARE
DIGITAL
COMMUNICATIONS
COMPANY

**Infinite Innovative
Superior Solutions**

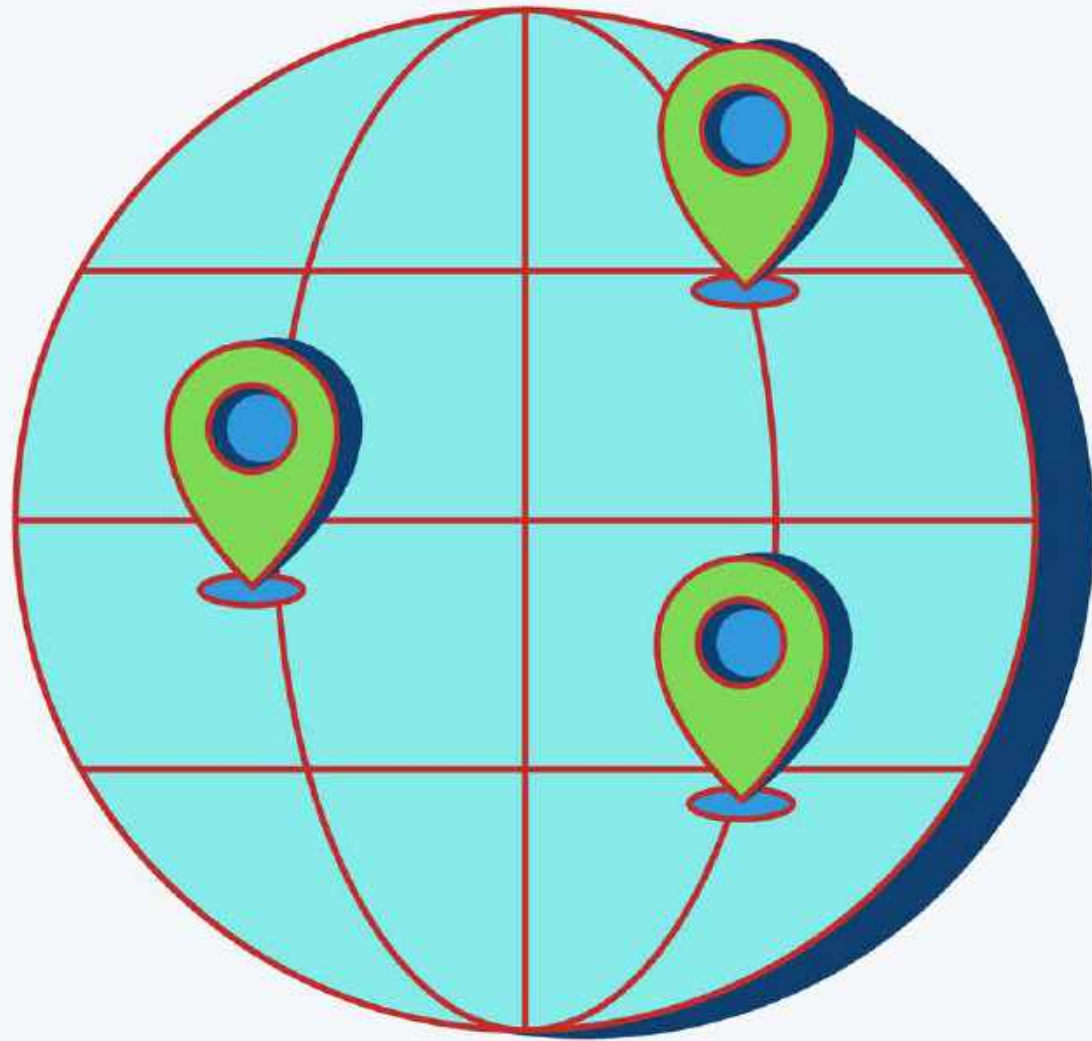


About Us



- Global healthcare digital publisher and communications company serving the medical, pharmaceutical and healthcare sectors
- Publisher of trusted online journals and educational materials read by healthcare professionals worldwide
- 20+ years of experience with a reputation for credibility, reliability and industry leadership
- First in class market leaders - constant horizon-scanning to find new trends and opportunities
- First-to-market with new, effective digital solutions that are practical and measurable
- Proud partner with healthcare brands and clinicians, helping them share knowledge and improve care

Our Global Network



Through IMI, we engage with over **1.6 million** self-identified healthcare professionals (HCPs) worldwide, all **double opt-in** subscribers.

Our reach spans more than **150 specialisms** and interest areas across **73+ countries**, including **800,000 HCPs** in Europe and the UK who subscribe to our online publications and email updates.

- 1,600,000+ HCP global subscribers
- 73+ countries
- 90+ areas of interest
- 12+ internal journals published at least once/quarter
- 'In Discussion With' video and podcast series -
> 380,000 views annually. 80+ interviews, 350+ videos
- 6.8+ million unique emails sent annually

Metric Benchmarks

	OPEN RATE	CTR (CLICK-THROUGH-RATE)	CTOR (CLICK-THROUGH-OPEN-RATE)	DELIVERY SUCCESS	UNSUBSCRIBE RATE
Industry Average	22.42%	2.79%	11.08%	97.89%	0.24%
IMI Global Average	25.82%	4.90%	21.56%	98.21%	0.22%
IMI UK Average	25.08%	3.98%	23.02%	98.84%	0.18%

- IMI consistently outperform industry standards
- Your information, seen by more of the specialities you target
- More interaction, increased brand engagement

SERVICES OVERVIEW



Content and Placement



- Promotional or MedEd
- Second free of charge broadcast to non-openers
- Granular reporting and analytics
- Fully GDPR compliant with AE-reporting
- Multi platform optimisation
- Video integration, driving engagement
- IMI branded emails consistently out perform industry standards
- KOL video interviews, podcasts and editorial

Geo-targeting and Reporting



Geo Location

Please allow for 2 to 3 working days for the data team to obtain results from the region, county, or city only.



3rd Party Cross Match

Currently, we need all email addresses to match with accuracy. We will then allocate the necessary time to achieve the data matching requirement (2 to 3 days).

We require a minimum of two weeks to deliver the report, which will provide a % count of the number of matches only.



Bespoke Reporting

A standard engagement report is sent after each email, highlighting numbers of sends, opens, unsubscribes and click throughs on each link will be provided approximately 2 weeks after the final send / resend.

Bespoke reports are available at an additional cost on all sends and can provide an engagement breakdown on one of the following per report. First send vs resend, A/B testing, country, or speciality.

Video and Content Creation

**Bespoke and engaging content solutions
'In Discussion With' and 'In The Spotlight'**

Interviews with KOLs (CEO/senior researcher) who have a product or service that could have a significant influence on healthcare and pharma

80+ interviews, 350+ videos produced to date

IMI provides professional interviews via Zoom, writing and all pre- / post-production editing, intros, outros and hosting

'Rinse and repeat' powerful content across multiple platforms and bigger audiences

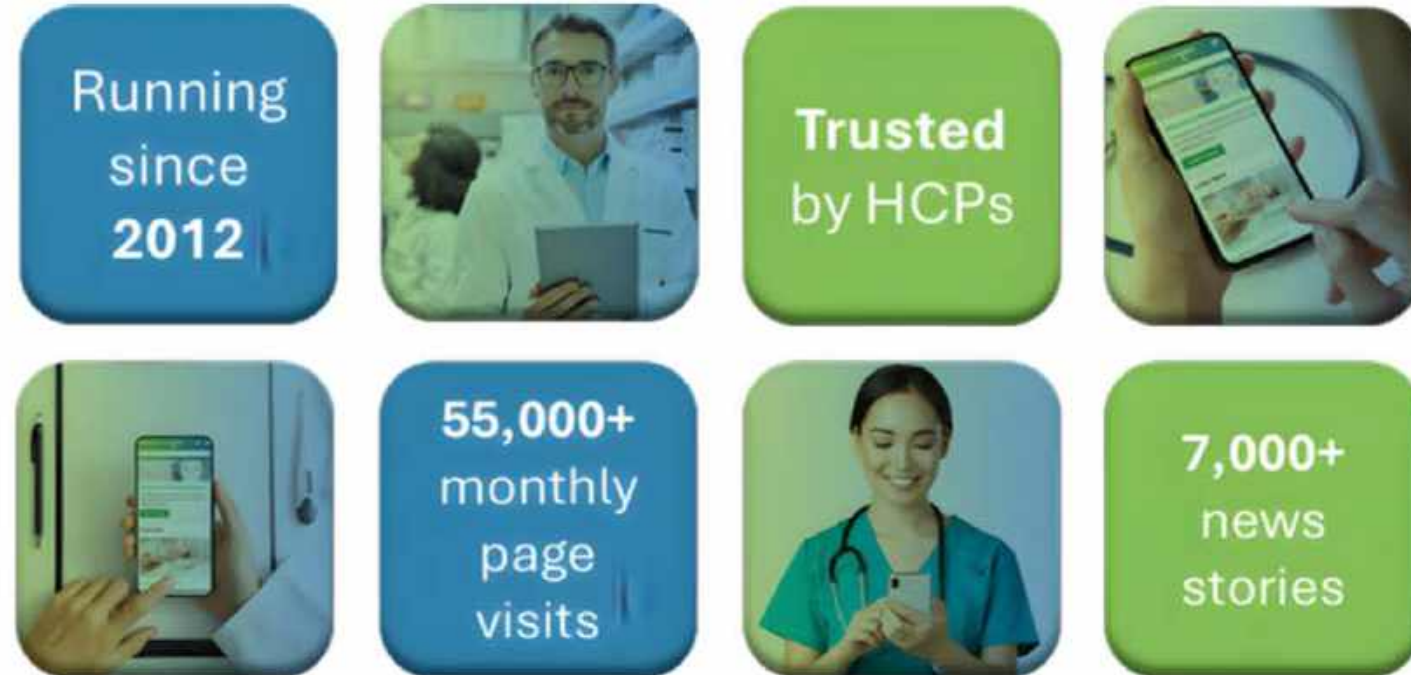
Extend reach and impact of webinars and events

Social, email and web distribution



Banner Advertising

Medical Update Online



A/B testing

Test ads to maximise performance and boost ROI



Device split

55% desktop traffic, 35% mobile, 10% tablet*



Granular insight

Page, date and speciality breakdown via bespoke report



Geography

55% of site traffic from the UK, 75% of traffic from EU 5*

Allergy | Anaesthesia | Artificial Intelligence | **Cardiology** | Care of the Elderly | COVID-19 | Dermatology | **Diabetes & Endocrinology** | ENT | Gastroenterology | **Haematology** | Hepatology | Immunology | Infectious Diseases | Male & Female Health | Mental Health | Microbiology | Nephrology | **Neurology** | Nutrition | Obstetrics & Gynaecology | Occupational Health | **Oncology** | Ophthalmology | Orthopaedics | Osteoporosis | Paediatrics | Pain | Palliative Care | Pathology | Pharmacology | Pharmacy | Primary Healthcare | Psychiatry | Psychology | Radiology | Respiratory | **Rheumatology** | Sports & Exercise | Surgery | Transplant | Urology

Contact us for a current list of specialities

Pharmacy Update Online



A/B testing

Test ads to maximise performance and boost ROI



Device split

50% desktop traffic, 30% mobile, 10% tablet*



Granular insight

Page, date and speciality breakdown via bespoke report



Geography

60% of site traffic from the UK, 70% of traffic from EU 5*

Medicines and Therapeutics | Allergy | Central Nervous System | COVID-19 | Dermatology | Ear, Nose and Throat | Endocrine System | Infectious Disease | Internal Medicine | Mental Health | Musculo-Skeletal and Joint System | Nutrition | Obstetrics and Gynaecology | Oncology and Haemato-Oncology | Ophthalmology | Paediatrics | Pain and Anaesthetics Practices and Services | Diagnostics | Legislative and Regulatory | Pharmacy Services | Service Developments **Devices and Technology** | Artificial intelligence | Medical Devices | Pharmaceutical Technology | Robotics

Contact us for a current list of specialities

Compliance and GDPR



GDPR

IMI has a dedicated GDPR Officer. There is a link to our GDPR policy on every broadcast.



Positive Opt-in

IMI has always been compliant to unbundled, granular, informed and unambiguous consent from HCPs to receive both promotional and non-promotional content in their chosen therapy areas.



AE Reporting

IMI staff are trained on Supplier Adverse Event Reporting.



Trusted IP

IMI have used the same dedicated sending IP for 20+ years. A reputation of value and leading communication delivery.



Live Contacts / Unsubscribes

IMI takes database maintenance seriously. There is a one click opt out unsubscribe facility on every email.

We have a dedicated email address that is continuously monitored for our broadcasts.

Content Timeline

Bespoke email specifications

01



Time-frame

Content should be supplied to us no later than 2 weeks before the scheduled send date.

02



Proofing

We request a send date early in the proofing process to allow adequate time for amends and approval.

03



Dates

Calendar dates cannot be reserved until we have received full content files and subject line(s).

04



Action

Editorial content approval and sign off.

05



Resend

1 week post-send: Email resend to all non-openers.
2 weeks post resend: Email report is sent.

Pricing Overview

DATA COUNT	2025 RATE	4/3 DISCOUNT
1 - 5,000	£4,990	£14,970
5,001 - 10,000	£6,750	£20,250
10,001 - 15,000	£7,750	£23,350
15,001 - +	BESPOKE ON APPLICATION	BESPOKE ON APPLICATION

SERVICE	2025 RATE
GEO LOCATION TARGETING	£1,500
AUDIENCE CROSS MATCH	£2,000 (up to 2,500 records. + £100 per additional records)
BESPOKE REPORTING	£833 (pre-send) £1,500 (post-send)

Prices are also available in € and \$

Summary



20-year reputation for credibility, longevity, and industry leadership

We are a trusted organisation with an excellent reputation amongst Healthcare Professionals

Given our global reach of 1.6M subscribers, we can offer multiple markets through a single supplier

- Suite of services providing a range of activities across various markets
- Targeted industry compliant email campaigns
- Conference Connect and webinar engagement
- Banner advertising and in-house publications
- 'In Discussion With' – our in-house videos and podcasts featuring KOLs and industry specialists
- Peace of mind for medical affairs and sign off
- Fully compliant with PECR, GDPR and AE-Reporting
- Granular reporting and actionable insights help justify investment

Connect With Us

IMI: A digital communications publisher
for the medical, pharmaceutical and
healthcare industries

Name:

Website: medicalimi.com

Email:

Number:

