



MEDIA KIT 2018



**HEALTH
PROFESSIONAL
RADIO**

www.hpr.fm

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- AU +617 31 77 99 00
- UK +44 020 3515 0011
- US +1800 391 8147

Email: info@verticalinternetmedia.com

Locations

- Level 3, BPO Tower 4, SM Clark, Angeles City, Pampanga, Philippines.
- 332 Given Terrace, Paddington, 4064 Australia
- Level 8, World Trust Tower, 50 Crown Street Hong Kong

ABOUT HEALTH PROFESSIONAL RADIO

HPR

Health Professional Radio is an international online radio service keeping health professionals around the world up to date with the latest medical news, research, interviews, and developments. Broadcasting globally since 2012, Health Professional Radio connects with over 350,000 people per month via its dedicated Australian, UK, USA, Canadian, and Asian streams, website and social media network.

We are a commercial radio network which receives no subsidy from any government. This means our news is never fake or 'alternative', and our producers are independent. We are able to offer advertising, sponsorship, and paid profiles to those wishing to communicate with our audience of medical and health professionals. When we carry sponsored interviews, the announcer will give a brief disclaimer that the guest is a station sponsor.

WHAT CONTENT DO WE CREATE?



ABOUT VERTICAL INTERNET MEDIA

Vertical Internet Media is the parent company of Health Professional Radio. Across our various brands and media properties, we have been making and publishing engaging content globally since 2012. Operated by a team of audio, video, and marketing specialists, we have refined our skills by conducting over two thousand radio and video interviews with health care providers, entrepreneurs, and professionals from a wide array of topics.

Across the different channels that make up Vertical Internet Media, our interviews cover news and topical issues, as well as offering commercial content to help businesses improve their online presence.

Consistently producing original content is the key to increasing your online brand awareness. However, it can be a laborious task as it takes time, effort, skills and equipment. Vertical Internet Media makes the process of creating quality media assets as quick and easy as possible.

OUR AUDIENCE



95%

of our audience around the globe are medical and healthcare professionals. They generally have higher than average incomes, and hold positions of influence which allow them to recommend one product over another.

As such, they are a highly sought after target market, yet are well known for being difficult to reach. We cut through the gatekeeper and communicate directly with them every day.

Health Professional Radio broadcasts 24 hours a day with dedicated Australian, US, UK, and Asian streams with localised content, up to date news, and topical interviews, communicating with an eyes and ears audience of over 350,000 people per month.

All of our content is simultaneously shared on our website and across our social media networks. Transcriptions of all interviews are also published on our site.

We average 50,000 to 60,000 listeners per month listening directly to our radio service, and a further 300,000 people who see HPR content on our social media channels.

Our podcasts have reached over 20,874 downloads.

Reach your targeted health professional audience today with the help of HPR.

WHY CHOOSE HEALTH PROFESSIONAL RADIO?

We broadcast 24 hours a day.

Global and local streams for localised content and targeted marketing.

Content is simultaneously shared on social media and transcriptions are published on our site.

Affordable rates & package options.

All packages can be tailored for individual advertisers.

Reach your target health professional audience with the help of HPR.



OUR PACKAGES



HPR

CHOOSE THE PACKAGE THAT IS RIGHT FOR YOU

For big and small business who wish to reach our hard to reach clinical audience, we accept advertising both on air and on our social media channels. Advertising packages can be tailored to suit your budget, and can target your geographical location

1 Month \$2000

180 advert plays
1x Interview
Interview transcript
Social media posting

3 Months \$5500

540 advert plays
3x Interview
Interview transcripts
Social media posting
1x Product/service
review

6 Months \$8000

1080 advert plays
6x interviews
Interview transcripts
Social media posting
2x Product/service
review
Social media
optimisation
Call to action/lead

12 months \$15,500

2160 advert plays
12x interviews
Interview transcripts
Social media posting
4x Product/service
review
Social media
optimisation
Call to action/lead
generation
Segment sponsorship
Webpage advertising
block included

CONTACT US

For all enquiries regarding advertising, sponsorship, and paid profiles, please contact Wayne Bucklar directly via email: wayne@hpr.fm or via phone on the numbers listed below.

WEBSITE

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MEET THE HPR TEAM



HPR

The Health Professional Radio team are dedicated and passionate bunch spread across four continents but brought together by a love of telling important stories that will be heard around the world.



W A Y N E



T O B Y



DIANNE



CHARMAINE



TJ



KLYNNE



JEFTE



LORIE



NICHOL



SHERWIN



JIM



JONATHAN



HENRY



HARLEY



VINCENT



NEAL



VERTICAL INTERNET MEDIA

We are storytellers and we share our experiences in running our own business through outsourcing and SEO auditing tools.

www.verticalinternetmedia.com



HEALTH PROFESSIONAL RADIO

All original interviews with clinicians, academics and providers in the health sector and reaching an audience of over 400,000.

www.healthprofessionalradio.com.au



SEO-BITES.COM

The easiest way to frequently publish original content on your social media channels and get your website on the front page of Google.

www.seo-bites.com



TALKERS.FM

Australian business media channel formatted as text, and IP Radio stream. Original interviews, smooth music and audience over 40,000 AU.

www.talkers.fm



VIDEOEXPLAINER.BIZ

Animated short video to succinctly explain your product or service published and ranked on your Youtube channel and website.

www.videoexplainer.biz



OUTSOURCING AND OFFSHORING

Weekly podcast for Business Process Outsourcing partners and clients, staff and potential customers.

www.offshoring.com.ph



BOOMSDAY PREPPING

Weekly panel style podcast with Drew Dwyer, Glenn Cappelli, Bron Williams, Amanda Lambros and Brian Hinselwood about Boomers.

www.boomsdayprepping.com



CAM RADIO

Complementary and Alternative Medicine Podcast for patients and practitioners. Original Interviews on complementary, alternative and integrative meds.

www.complementaryandalternativemedicine.health



OUTSOURCINGFIT.BIZ

Consultancy to help prospective outsourcers get started. Clients also hire staff on time and materials basis for general admin work.

www.outsourcingfit.com



AUDITMYSEO.COM

We use SEO tools to check and verify if your SEO provider has done what their bills claim. If you can't see it online, don't pay for it.

www.auditmyseo.com