

MX Business Strategies for Medical Technology Executives

MX July/August 2002

Sales & Marketing Issue

“30% of *MX* readers are planning to outsource market research services in the next two years—28% plan to hire a full-service advertising agency.”*

Editorial Highlights


MMA's 2002 In-Awe Winners Announced

This article showcases the industry's brightest marketing, communications, and advertising firms—the Medical Marketing Association's (MMA's) 2002 International Awards of Excellence (In-Awe) winners.

Award-Winning Marketing Strategies

When it comes to effective product marketing, what do the experts advocate? The use of time-honored techniques, new technology, or both? In this article, In-Awe winning companies share their formulas for successful marketing.

Value-Added Marketing Opportunities

- Specially priced **Corporate Profiles**—full-page advertorials that run in addition to your regular ad insertion.
- Focused **Commercial Resource Guides**—Advertisers are listed for FREE. Readers can quickly look up your company's name and contact information.
- **InfoDirect**— Advertisers are posted on-line at NO EXTRA CHARGE! Located on *MX*'s Web site, **InfoDirect** directs visitors straight to your homepage.

Bonus Distribution

Advertise in the July/August issue and you'll reach more than just our subscribers! This issue will be distributed to attendees at the **American Association for Clinical Chemistry's Annual Meeting**.



Please call to reserve your space!

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Or visit our Web site at

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Materials Deadline:

May 29, 2002

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