

BHARAT CPO

2026 LAUNCH MEDIA KIT

REACH THE PEOPLE MOVING INDIA'S O&P PROFESSION FORWARD.

North • South • East • West • North-East

India's platform for celebrating prosthetists, orthotists
and the people who support them.



India – the world's most populous nation and fastest-growing major economy

1.4bn+

people, one profession

Demand for orthoses, prostheses, footwear and rehabilitation is rising faster than the workforce that provides them.

Diabetes, road trauma and an ageing population are driving need, while public schemes such as ADIP and Ayushman Bharat, state programmes, NGOs and CSR-funded camps are expanding access to assistive technology across the country.

101m

Living with diabetes

~2m

Amputations a year

136m

Living with prediabetes

60m

Living with osteoarthritis

26.8m

People with disabilities, one in five with a movement disability

A direct line into one profession.

3.8K CPOs

NEWSLETTER COMMUNITY

Built around prosthetics and orthotics across India.

241

published stories

28

state profiles

7

CPO of the Week profiles

Weekly

newsletter every Wednesday

A growing professional relationship. Not rented reach.

Not broad healthcare reach. The people who specify, fit, teach, buy and build.

01	PRACTITIONERS	Prosthetists • Orthotists • Technicians
02	DECISION MAKERS	Clinic owners • Hospital heads • Government and NGO procurement
03	EDUCATORS	P&O colleges • Trainers • Mentors
04	INNOVATORS	Researchers • Designers • 3D printing and fabrication teams
05	INDUSTRY	Manufacturers • Distributors • Associations

Published in India. Not looking in from outside.

NORTH	SOUTH
EAST	WEST
NORTH-EAST	CENTRAL

Indian professionals, institutions and realities shape the editorial agenda, state by state.



Content professionals recognise themselves in.



28

STATE PROFILES

Market context built from inside India.



CPO OF THE WEEK

Real professionals. Real practice.

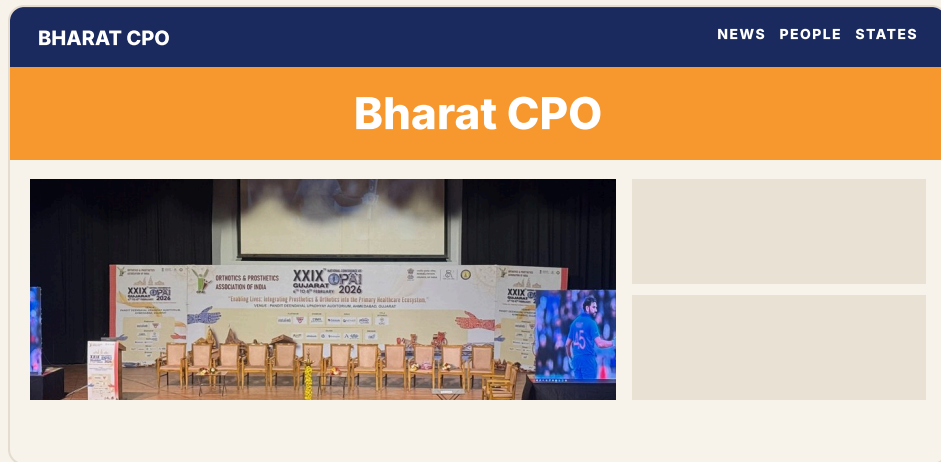


BUSINESS, TECHNOLOGY AND CAMPS

Industry news, innovation, NGOs and limb camps.

Your brand appears beside content the profession chooses to read.

Your brand does not sit beside generic content. It enters a professional editorial environment.



RELEVANT

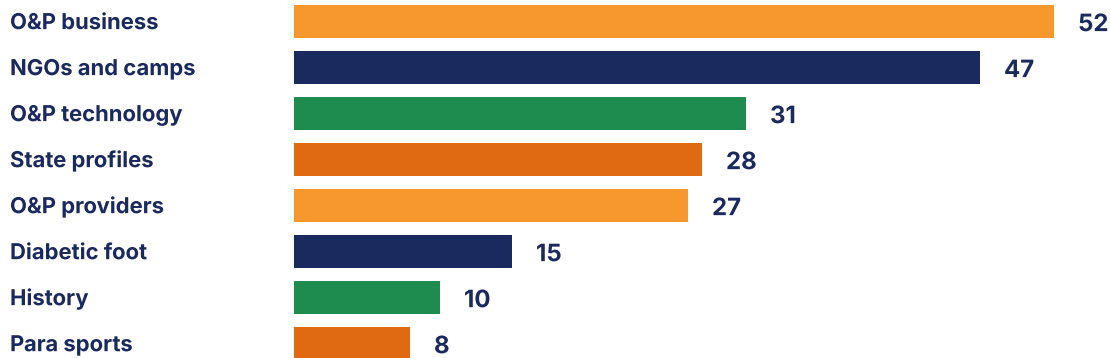
The message appears beside reporting on people, states and progress.

CREDIBLE

A trusted setting that already belongs to the profession.

Right people. Right states. Right context.

Stories built around the business, technology and people of Indian O&P.



Published stories by section, October 2026.

241

stories published since launch

Wed

weekly newsletter, 11:00 Dubai time

Two simple ways to put your brand in front of the profession.

01

WEBSITE

Be visible while professionals read news, profiles and state reporting.

Leaderboard

Medium rectangle

Homepage bundle

02

NEWSLETTER

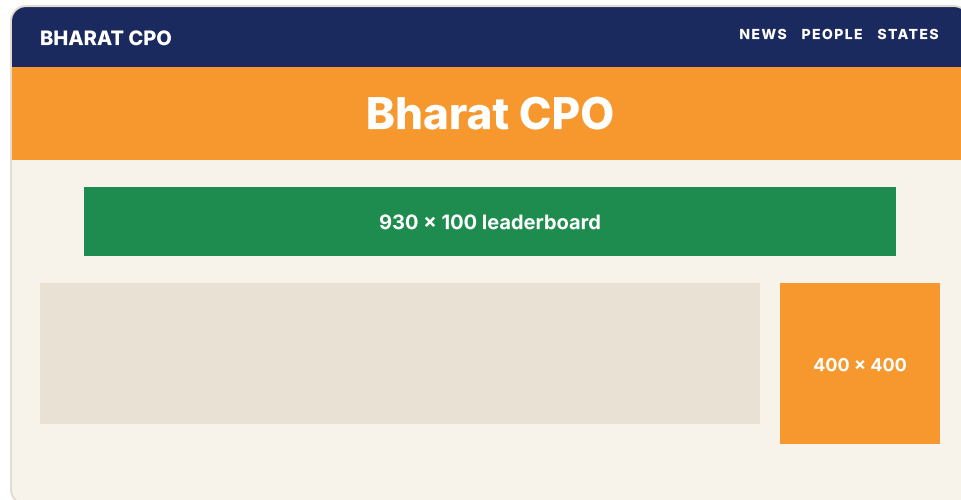
Stay present in the channel that brings readers back every Wednesday.

One sponsor position

One issue at a time

Clear delivery reporting

Be seen while professionals read.



₹35,000

LEADERBOARD • 4 WEEKS

930 × 100 desktop

₹18,000

MEDIUM RECTANGLE • 4 WEEKS

₹45,000

HOMEPAGE BUNDLE • 4 WEEKS

Stay present in the channel people already use.

₹40,000

ONE NEWSLETTER ISSUE

3.8K
community

Weekly
every Wednesday

BHARAT CPO WEEKLY

What India's O&P profession is talking about now

YOUR BRAND IN THE NEWSLETTER • 600 × 200

One clear sponsor position. One familiar professional channel.

Four products. Clear prices.

Book one format or combine placements to build frequency.

WEBSITE
LEADERBOARD

₹35,000

4 WEEKS

WEBSITE
MEDIUM RECTANGLE

₹18,000

4 WEEKS

WEBSITE
HOMEPAGE BUNDLE

₹45,000

4 WEEKS

NEWSLETTER
SPONSOR POSITION

₹40,000

ONE ISSUE

Rates are in Indian rupees and exclude GST at 18%. International advertisers can be invoiced in USD. Final inventory is subject to availability.

Choose the level of presence you need.

START VISIBLE

₹49,000

4 WEEKS

1 medium rectangle
1 newsletter sponsor
Delivery report

Standard value ₹58,000

BUILD FREQUENCY

₹1,20,000

8 WEEKS

1 leaderboard
2 newsletter sponsors
Campaign report

Standard value ₹1,50,000

OWN THE QUARTER

₹2,35,000

12 WEEKS

Homepage bundle
4 newsletter sponsors
Quarterly report

Standard value ₹2,95,000

Launch rates are in Indian rupees and exclude GST at 18%. Client supplies final copy and artwork.

Everything needed to go live and show what happened.

CREATIVE SPECS

930 × 100 desktop leaderboard

400 × 400 medium rectangle

600 × 200 newsletter

CAMPAIGN REPORTING

01 DELIVERY

Impressions • Sends • Placement

02 ATTENTION

Opens • Engaged sessions • Time spent

03 ACTION

Clicks • Registrations • Downloads

04 AUDIENCE

Profession • State • Organisation where available

Reporting is matched to the format and campaign objective.

YOUR AUDIENCE IS ALREADY HERE.

Tell us who you want to reach and what the campaign needs to do. We will recommend the simplest way to start.

Hugh Sheridan • Publisher

hs@deliberate.ae • +971 54 452 4679

bharatcpo.com

Published for India. Shaped by the profession.

