

IMEA CPO

2026 LAUNCH MEDIA KIT

REACH THE PEOPLE MOVING THE PROFESSION FORWARD.

South Asia • Middle East • Africa

A regional platform for celebrating prosthetics and orthotics professionals.



86
Countries



IMEA – World's Fastest Economic Growth Rate + 49% of Population

12% Annual Growth

Government funded Assistive Technology (AT) is expected to grow faster than the underlying number of people needing AT.

Government funding and reimbursement for AT across IMEA is forecast to expand by approximately 9-12% annually through 2031, potentially increasing the publicly funded addressable market by 55-75% over five years. Growth will be driven by universal health coverage expansion, disability inclusion, population ageing, diabetes, rehabilitation investment and the transition from charitable provision toward structured public procurement and reimbursement.

18.25m

Living with Major Limb Loss

12m

Living with Cerebral Palsy

15m

Living with a DFU –
Diabetic Foot Ulcer

350m

Living with Flat Foot

12m

Living with Scoliosis –
Cobb Angle >10deg

65m

Living with Knee OA

A direct line into one profession.

5.2K CPOs

NEWSLETTER COMMUNITY

Built around prosthetics and orthotics across the region.

374

published stories

86

country profiles

58

CPO profiles

10

Senior mentor profiles

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 • Department heads • Procurement

03 EDUCATORS University faculty • Trainers • Mentors

04 INNOVATORS Researchers • Designers • Fabrication teams

05 INDUSTRY Distributors • Suppliers • Associations

Published here. Not looking in from outside.



CENTRAL & SOUTH ASIA



MIDDLE EAST



AFRICA

Local professionals, institutions and realities shape the editorial agenda.

Content professionals recognise themselves in.



CPO OF THE WEEK

Real professionals. Real practice.



MENTORS AND VOICES

Knowledge and perspective passed forward.

86

COUNTRY PROFILES

Market context built from inside the region.

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, markets and progress.

CREDIBLE

A trusted setting that already belongs to the profession.

Right people. Right region. Right context.

Email already brings the audience back.

49.8%

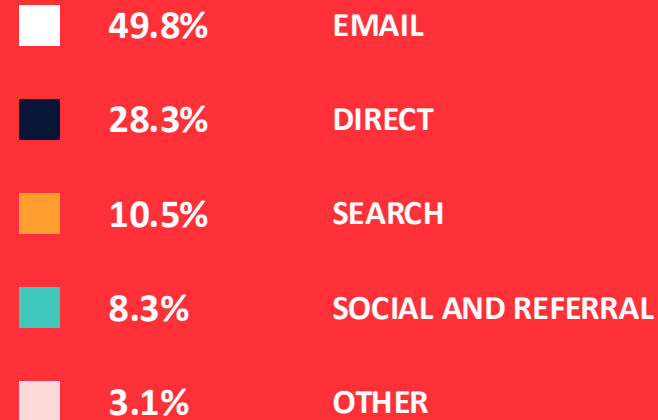
OF SESSIONS COME FROM TRACKED EMAIL

2.3K

tracked email sessions

4.2K

active users per month



Attention already has a route.

Latest supplied analytics snapshot

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

01

WEBSITE

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

Leaderboard
Medium rectangle
Homepage bundle

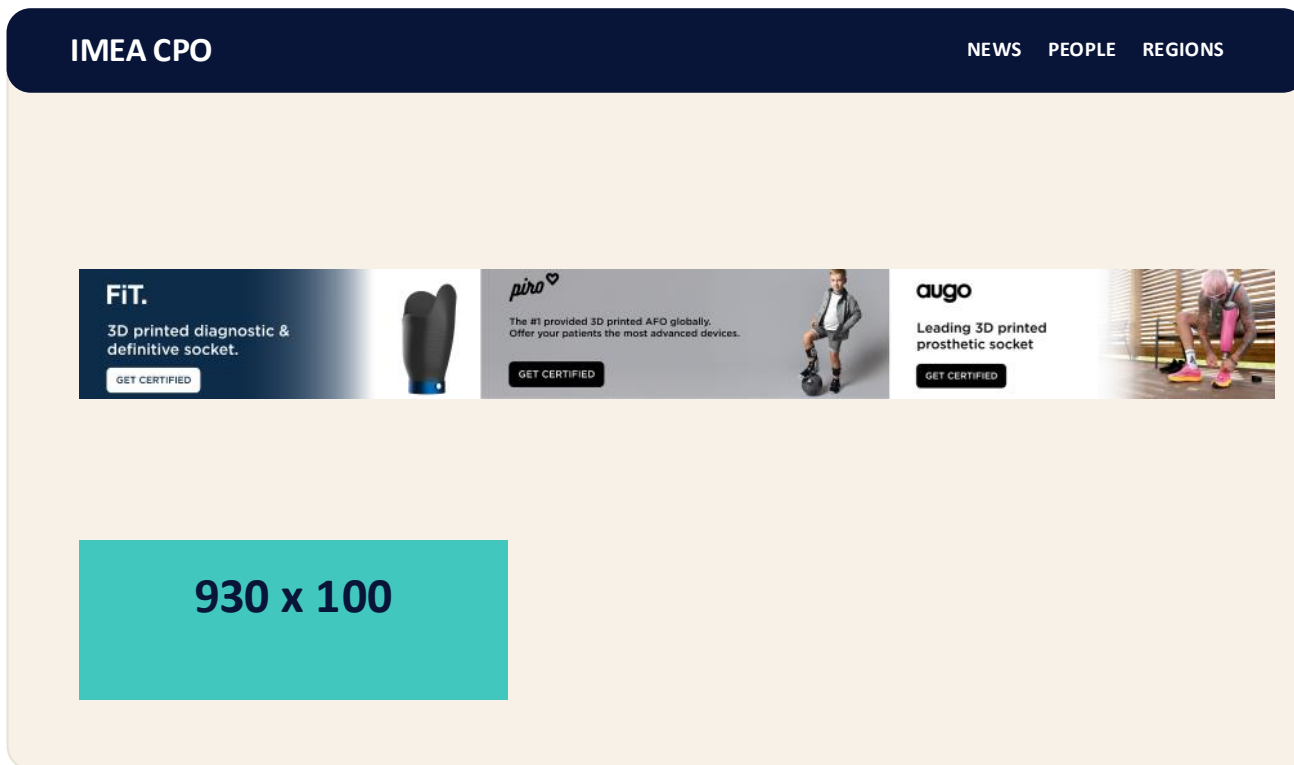
02

NEWSLETTER

Stay present in the channel already bringing readers into the publication.

One sponsor position
One issue at a time
Clear delivery reporting

Be seen while professionals read.



\$800

LEADERBOARD • 4 WEEKS

930 x 100 desktop

\$400

MEDIUM RECTANGLE • 4 WEEKS

\$1000

HOME PAGE BUNDLE • 4 WEEKS

Stay present in the channel people already use.

\$1200

ONE NEWSLETTER ISSUE

5.2K

community

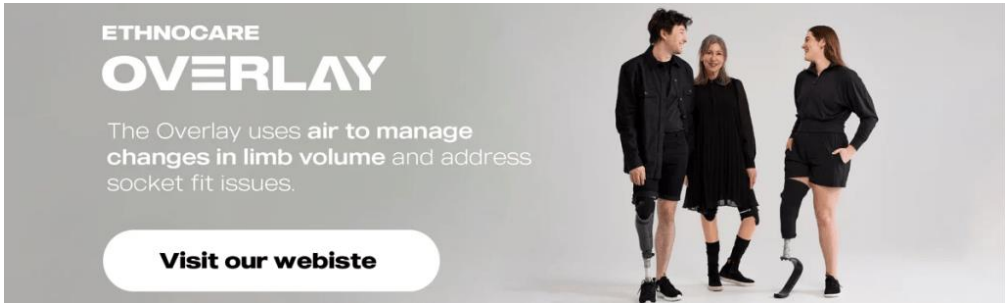
49.8%

email driven sessions

One clear sponsor position. One familiar professional channel.

IMEA CPO WEEKLY

What the profession is talking about now



ETHNOCARE
OVERLAY

The Overlay uses **air** to manage changes in limb volume and address socket fit issues.

[Visit our website](#)

YOUR BRAND IN THE NEWSLETTER

Four products. Clear prices.

Book one format or combine placements to build frequency.

WEBSITE LEADERBOARD \$800 4 weeks	WEBSITE MEDIUM RECTANGLE \$400 4 weeks	WEBSITE HOMEPAGE BUNDLE \$1000 4 weeks	NEWSLETTER SPONSOR POSITION \$1200 one issue
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Standard rates are in USD. Final inventory is subject to availability.

Choose the level of presence you need.

START VISIBLE

\$1,400

4 WEEKS

1 medium rectangle
1 newsletter sponsor
Delivery report

Standard value up to \$1,600

BUILD FREQUENCY

\$3,200

8 WEEKS

1 leaderboard
2 newsletter sponsors
Campaign report

Standard value up to \$4000

OWN THE QUARTER

\$6,250

12 WEEKS

Homepage bundle
4 newsletter sponsors
Quarterly report

Standard value \$7,800

Launch rates are in USD and exclude VAT where applicable. 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 • Country • 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.

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imeacpo.com



**Published from the region.
Shaped by the profession.**