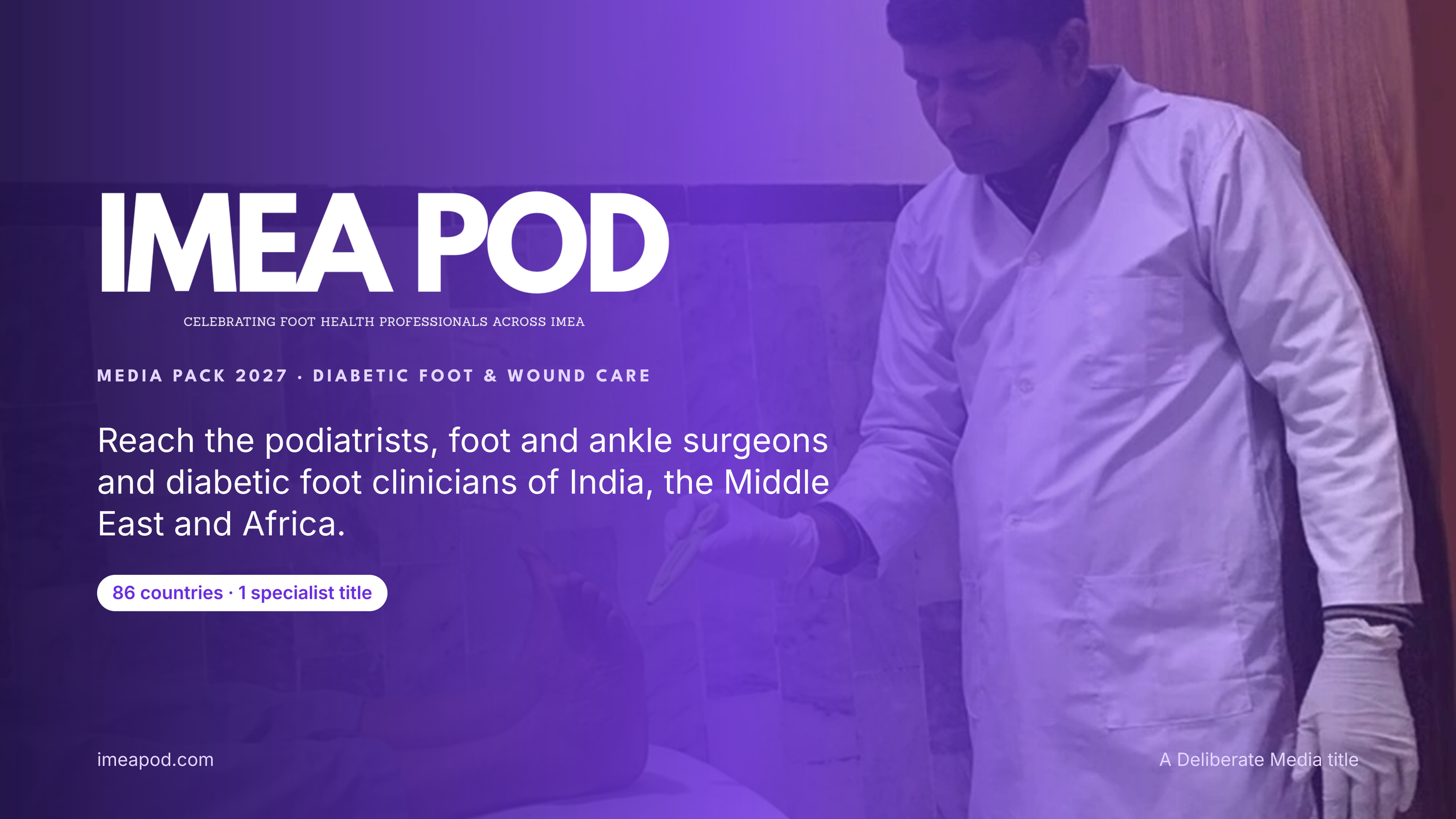
IMEA POD

CELEBRATING FOOT HEALTH PROFESSIONALS ACROSS IMEA

MEDIA PACK 2027 · DIABETIC FOOT & WOUND CARE

Reach the podiatrists, foot and ankle surgeons and diabetic foot clinicians of India, the Middle East and Africa.

86 countries · 1 specialist title



imeapod.com

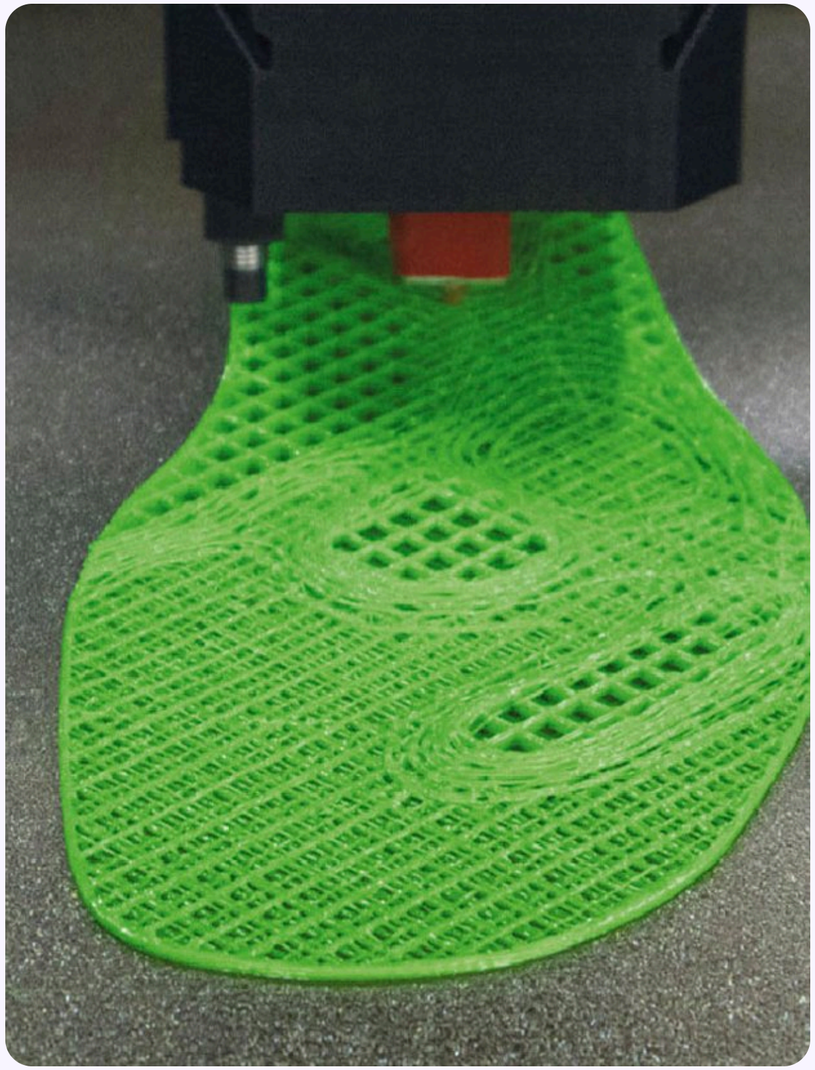
A Deliberate Media title

ABOUT IMEA POD

The specialist title for foot health across 86 countries

For podiatrists, pedorthists, foot and ankle surgeons and diabetic foot nurses.

- **News** on diabetic foot, wound care and limb salvage
- **Jobs board** imported every week
- **Events calendar** and a Monday newsletter



THE MARKET

216 million

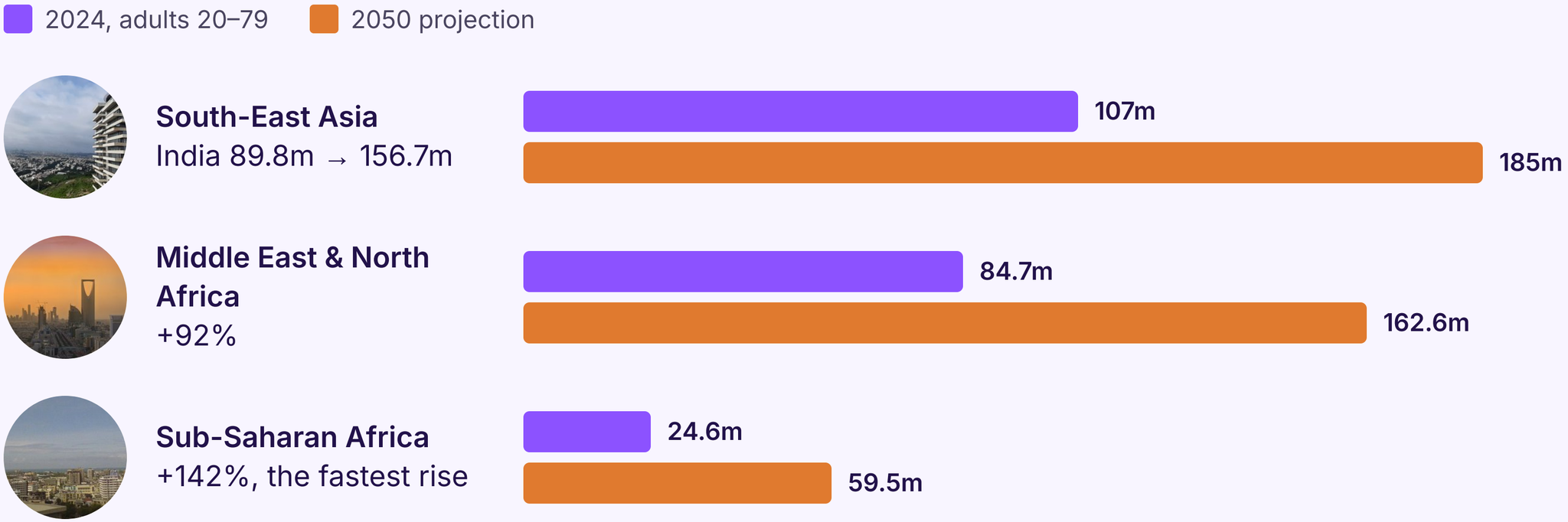
adults live with diabetes across India, the Middle East and Africa: 37% of the world’s 589 million.

Up to a third of them will develop a foot ulcer in their lifetime.

Source: IDF Diabetes Atlas, 11th edition (2025), 2024 estimates for the MENA, Africa and South-East Asia regions; Diabetes Care 2023

GROWTH TO 2050

IMEA diabetes nearly doubles by 2050



Source: IDF Diabetes Atlas, 11th edition (2025), regional and India reports

THE DIABETIC FOOT

One in three will get a foot ulcer



19–34%

Lifetime risk of a foot ulcer for a person with diabetes.

18.6m

People worldwide with a diabetic foot ulcer each year.

~6.8m

Our estimate for IMEA each year, at its 37% share.

33%

Of foot ulcer patients in Middle East studies go on to amputation.

Sources: Diabetes Care 2023; JAMA 2023; Middle East meta-analysis cited in Cureus 2023. IMEA figure is an estimate.

THE SPEND

The money is already moving

$54.5bn Diabetes health spending in 2024: MENA $34.7bn, Africa $10bn, India $9.8bn.

$1.05bn India wound care market, 2025. Foot ulcers drive advanced dressing demand.

$0.5bn+ Middle East & Africa advanced wound care, 2025 (USD 0.45–0.63bn across estimates).



Sources: IDF Diabetes Atlas 2025; IMARC (India); Data Bridge and Market Data Forecast (MEA)

WHO WE REACH

A focused clinical audience



501

Foot health professionals on the IMEA POD list.

800

Foot health clinicians in the publisher’s LinkedIn network.

~7,000

Orthotists and prosthetists via sister title IMEA CPO.

86

Countries covered, plus India through Bharat CPO.

IMEA POD launched in late 2026 · figures as at November 2026, refreshed quarterly

FOUNDING PARTNERSHIP · TWO SLOTS

Own the Diabetic Foot & Wound Care channel

- 12 months’ category exclusivity: one wound care, one pharma partner
- “Supported by” branding across the channel
- Four sponsored articles by our editor
- Two CPD webinars with clinician speakers
- Your banner in every Monday newsletter
- 12 LinkedIn and Facebook posts
- A quarterly audience report

IMEA POD

CELEBRATING FOOT HEALTH PROFESSIONALS ACROSS IMEA

Diabetic Foot & Wound Care

supported by **[Your brand]**

FOUNDING RATE

$15,000

a year, 30% below the $21,000 list rate, if signed by 31 January 2027.

Sponsored content is labelled; editorial stays independent

BUILD YOUR OWN

Or choose single products

CPD webinar

60 minutes, clinician speaker, promoted on both titles.

Sponsored article

Written by our editor, plus newsletter and social.

Product spotlight

A short case study or launch story with images.

Newsletter & web

Monday newsletter banner and site leaderboard.



How a banner runs today: the ZeroSole insole campaign in the IMEA POD Monday newsletter.

Run any product across IMEA POD, IMEA CPO and Bharat CPO for +40%

IMEA POD
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Rates

Product	Includes	Price
Founding Channel Partner	12 months, exclusivity, full bundle	15,000
CPD webinar	Speaker, promotion, recording	4,500
Sponsored article	Article, newsletter, 2 posts	950
Product spotlight	300 words, newsletter, 1 post	650
Newsletter banner	1 send / 4 sends / 12 sends	350 / 1,200 / 3,000
Website banner	Leaderboard / sidebar, per month	400 / 250
Network bundle	Add IMEA CPO and Bharat CPO	+40%

Prices exclude UAE VAT where it applies

WHY NOW

Three reasons to move this quarter



2026

New Gulf guidelines put DFU assessment and dressing choice in front of every Gulf clinician.

+142%

Fastest growth: Africa's diabetes population more than doubles by 2050; MENA grows 92%.

31 Jan

Founding deadline: two slots at 30% off. List rates apply after 31 January 2027.

Sources: Journal of Wound Care 2026; IDF Diabetes Atlas 2025

IMEA POD

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Book a 20-minute call

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Deliberate Media, a trading name of Deliberate Consulting FZ LLC, Ras Al Khaimah, UAE