



COMMERCIAL PACK 2018

BY PROFESSIONALS | **FOR** PROFESSIONALS
OF RESCUE | **OF RESCUE**

EMERGENCY **LIVE** ▶

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New digital media guarantee rapid and specific results. Companies which invest in these new technologies obtain quick and efficient feedbacks. Thanks to marketing specialists and experienced technicians who work hard to obtain right results, we can realize customized commercial plans and exclusive partnerships. Our experts are at your disposal to realize interesting and wide-ranging projects.



We are building the most relevant online emergency magazine of all times: entirely focused on pre-hospital care and rescue services which involves Ambulance Services, Civil Defense, Security Forces and Firefighters. The website is daily updated in its five language versions and the reading it totally free. In the expansion of internet, companies need someone who guide them across the web with innovation and efficiency. In this sense, we are into a high gear: we rely on a community of ems fans who support our magazine with enthusiasm and affection. That is why we wish to let you know our plans.

OUR READERS **ALL AROUND THE WORLD**

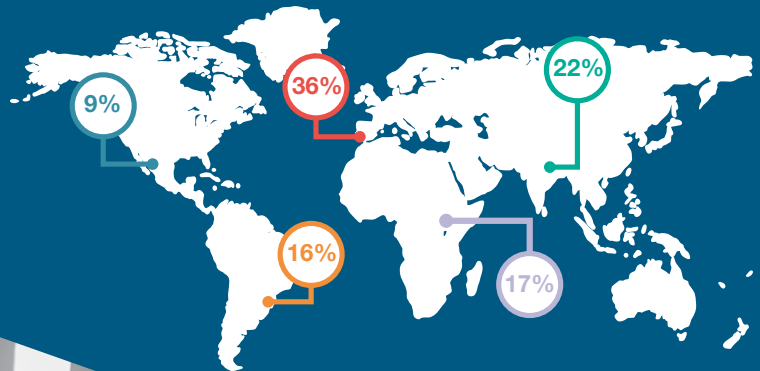
Emergency Live is the most read website in the world of pre-hospital emergency.

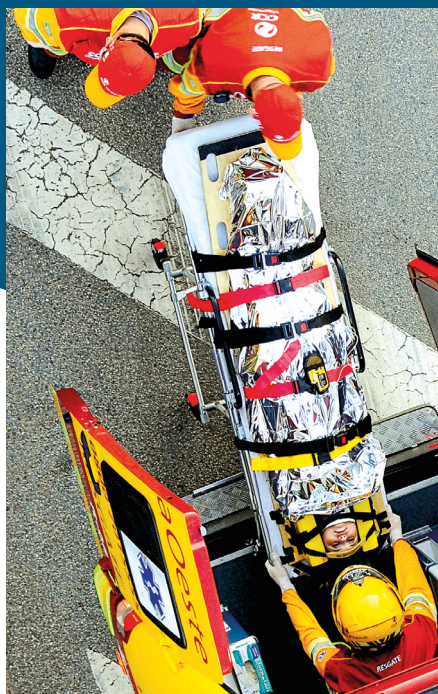
Ambulance Services, Civil Defense, Security Forces and Firefighters are our principal targets. Our website is constantly updated in 5 languages and our assistants come from all over the world. Our aim is to inform and spread news about emergency field.

We believe in a quick response in case of emergency. That is why we have chosen internet as mean of communication: quick and easy to consult.

The most important part of our job, is the marketing strategy of our sponsors. We realize exclusive and efficient commercial proposals to give the highest visibility of our customers on the web.

Our experience in marketing strategies guarantees high level results. Moreover we offer the most extended pre-hospital care audience. With Emergency live you can point at emergency field in other interesting continents like Africa, Asia and Latin America.





ADDITIONAL PARTNERSHIP

WORLD'S BEST REPORTERS

Thanks to our strong network, we are able to create collaborations with the most important journalists and photographers in Europe, realizing impressive reportages.

Marco Gualazzini, Daniele Bellocchio, Costanza Spocci, Gli Occhi della Guerra, il Giornale, the NAM News Network, Red, Dino Marcellino and many more are among our partners.



il Giornale

Native Advertising and photo-video reportages immediately increase the brand equity and fidelization with your customers. Approaching your audience using quality contents can help your communication strategies and guarantee a balanced relation among information and advertising





OUR COMMUNITY **RELIABILITY AND RESULTS**

- ▶ 410.000 PAGE-VIEWS PER MONTH- 960.000 SHARING AND REACTIONS PER WEEK- 150 COMPLETE PROFILES PER MONTH
- ▶ 238.500 COMPLETE PROFILES PER MONTH
- ▶ 50.000 SOCIAL NETWORK MEMBERS
- ▶ 670 PEER-REVIEW ARTICLES



SOCIAL MEDIA MARKETING

REACH YOUR AUDIENCE

Thanks to our long-time experience we can collect information on an extremely profiled audience. Our newsroom is absolutely skilled in social media marketing and editing articles which can reach vast target audience and satisfying feedbacks.

Want to increase your sales with online marketing?

Want to increase your audience?

Want to launch a product or sponsor an exhibition?

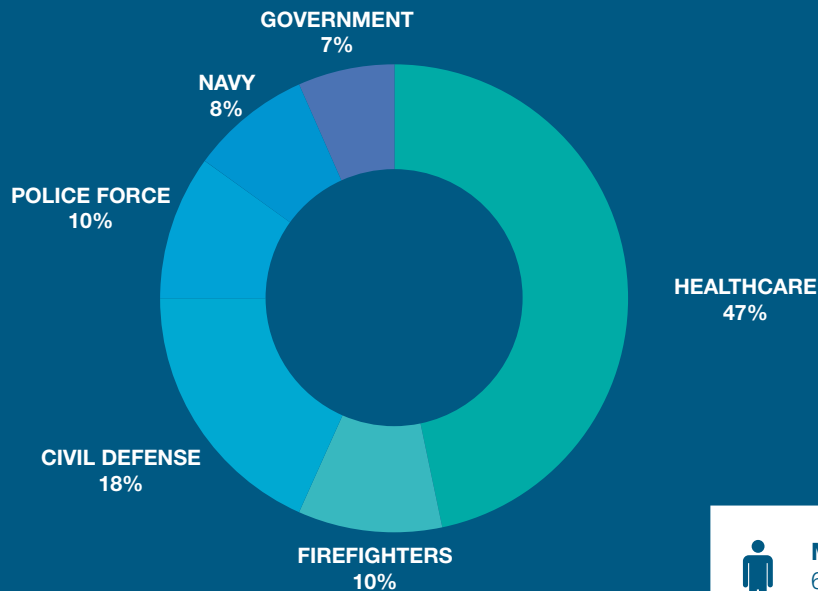
Want to arise awareness on your product with specific adv campaigns?



OUR AUDIENCE

THE GLOBAL NETWORK OF EMERGENCY LIVE

Emergency Live is a specialized magazine and we have a specific target to captivate our readers. Healthcare professionals are our main focus, but it helps us also in reaching professionals and influencers who teach and promote first-aid practice in other branches.



MALE AUDIENCE

64% of all categories



FEMALE AUDIENCE

36% - Most of them are nurses and physicians

OUR READERS



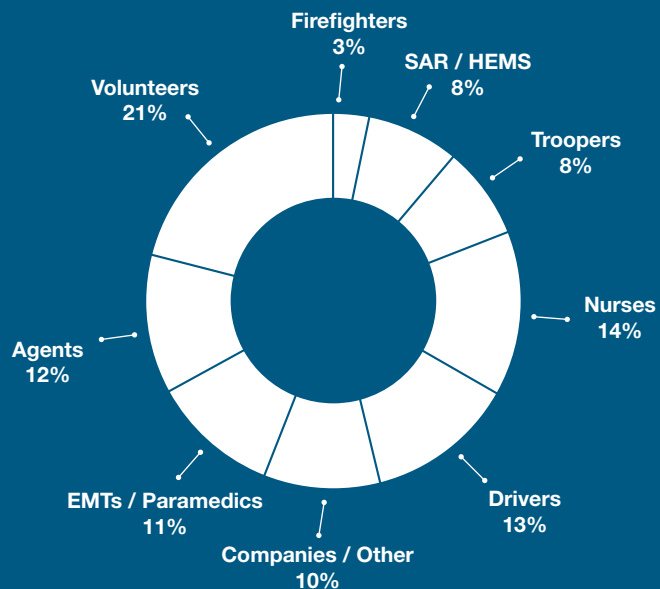
VIA PC
Companies,
Physicians,
Organizations



VIA TABLET
Agents,
nurses,
troopers

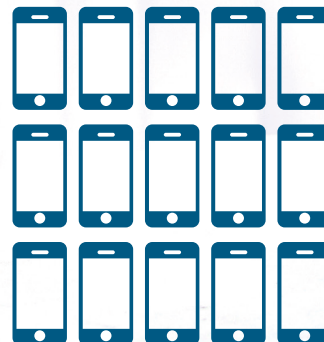


**VIA MOBILE
PHONES**
Paramedics,
Volunteers,
Firefighters



25%

THE PERCENTAGE
OF CONVERSIONS AND LEADS
GENERATED VIA MOBILE
DEVICES



EDITORIAL ACTIVITY

An article can condition the public opinion and lead to the appreciation of a product.

Our editorial activity is a powerful and efficient mean of communication. It allows the generation of direct interactions with customers.

DEM and NEWSLETTERS

320,000 profiled and active contacts. Thanks to our public, communication through DEM reaches new levels. Your direct branding will reach a wider range of audience.

EXHIBITIONS and PHOTOGALLERIES

Collaborators web is vast and express high quality: video makers, photographers, journalists and emergency professionals. This range of collaborators can take part in many exhibitions tied to emergency and pre-hospital care fields.

► BANNERS

Let's struck the reader with Emergency Live! Thanks to banners, the communication is figurative and efficient. The call action is immediate and a few pixels of resolution can make the difference!

► SOCIAL MEDIA MARKETING

Facebook, LinkedIn, Instagram, Twitter, Google Plus: are the most important social media channels to use for a marketing activity. In order to empower and increase the level of circulation of your brand, our team perfectly knows how to use social media.

► WEBSITES and LANDING PAGESE

emergency Live team is composed by informatics specialists who can build efficient websites which can guarantee a wider spread of your brand.



OUR SERVICES

ADDITIONAL SERVICES

REMARKETING

With 5 websites, 14 social media channels, 120 community groups, Whatsapp and Telegram platforms, we are THE media that can provide you the right way of reaching your target and your goals. Just explain us your way, what kind of audience do you wish to engage and... rely on our collaborators! We can arrive wherever you need to reach.

In 2018 we are opening 25 remarketing channels for our partners, and our graphic service is at your disposal for being everywhere in the web!

Special activities

Translation service

Translation service

Exhibitions



SEO strategies

Web Developing

Support

Hobbying

INTERNATIONAL PRICE LIST

SERVICE	PERIOD	PRICE(euro)
1 SPONSORED ARTICLE	6 MONTHS	549
1 SPONSORED ARTICLE WITH CONTACT FORM	6 MONTHS	949
3 SPONSORED ARTICLES WITH CONTACT FORM	1 YEAR	1,549
6 SPONSORED ARTICLES WITH CONTACT FORM	1 YEAR	2,549
TRANSLATION SERVICE	1 LANGUAGE	250
BANNER 728x90 PIXEL HEADER	30 DAYS 6 MONTHS	2,500
BANNER 160x600 PIXEL TOP	30 DAYS 6 MONTHS	1,500
BANNER 360x360 PIXEL PARTNER	30 DAYS 6 MONTHS	1,000
BANNER 468x60 PIXEL UNDERLINE	30 DAYS 6 MONTHS	1,000
STANDARD NEWSLETTER 98.000 USERS	1 CAMPAIGN	800
E-BLAST NEWSLETTER 238.000 USERS	1 CAMPAIGN	1,500
SOCIAL MEDIA STRATEGY	1 MONTH	1,5500
SPECIAL ADV STRATEGY ON FACEBOOK	30 DAYS 6 MONTHS	2,549
HEADING COLUMN SIGNED BY A PROFESSIONAL	6 CAMPAIGNS	6,500
SPECIAL COLUMN WITH QUIZZES	1 CAMPAIGN	2,500
POLLS: 4 SURVEYS WITH 10 QUESTIONS	1 CAMPAIGN	7,500
LIVE WEBINAR WITH EXPERTS FOR CUSTOMERS	1 EVENT	8,500





EMERGENCY LIVE ▶

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