



## **PRESS RELEASE**

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For more information contact:

John Koon

Publisher

+1 (858) 755-4999

johnk@rtcgroup.com

## **Medical Electronic Device Solutions is on its way to becoming the number one Must Read; in the Medical Electronic Embedded Device Community.**

*San Clemente, California* - RTC Magazine announces **Medical Electronic Device Solutions (MEDS)**. Looking ahead, what technology will bring the biggest breakthroughs in electronic medical devices? As more medical devices are being designed with electronic components that enhance the functionality and/or efficiency of the product, it is interesting to think where these electronics will take healthcare. With strong editorial coverage and featured articles by Tom Williams, editor-in-chief of RTC Magazine and one of the most respected editors in the industry; along with contributed articles from leading companies in the medical electronic devices industry.

The health conscious baby boomers in the U.S. contribute to the demand for health care and the growth of medical devices. Frost and Sullivan research is predicting the U.S. medical devices industry is expected to demonstrate a healthy growth rate of 9.0 percent for the period of 2009-2013 and is estimated to reach \$21.5 billion by 2015, according to a new report by the Global Industry Analysts Inc. (GIA; San Jose).

**RTC Magazine** has been regarded as a leading magazine in the embedded systems industry for the past twenty years. It prides itself in reporting on the leading technologies in many areas including the latest advances in processor technologies, system interconnects, embedded computer modules and real-time system development. With electronic medical devices being one of the fastest growing segments in the electronics field Medical Device Solutions will bring the editorial coverage that the medical device industry is looking for.

**Call for Papers:** **Medical Electronic Device Solutions** invites your company to contribute its expertise and technical insight on the future of Medical Embedded Technologies. You will have the opportunity to participate in this section by sharing your technologies and solutions which will help tackle problems or provide a better solution in the medical electronics field.

Please submit a 50 word abstract to Tom Williams ([tomw@rtcgroup.com](mailto:tomw@rtcgroup.com)) no later than June 1, 2010.

In cooperation with RTC Magazine



**Don't miss out** on getting your ad in front of Medical Electronic Engineers and Upper Management Decision Makers.

Print version of the **Medical Electronic Device Solutions (MEDS)** will be distributed with the RTC magazine. RTC will utilize an *additional 5,000 medical device companies* to its already rich database; for a total circulation of 25,000, which does not include the additional distribution at sponsored events. RTC's growing digital distribution is over 17,000 and continues to grow weekly.

**Medical Device Solutions** will be specially packaged with **RTC Magazine**. Other marketing opportunities are available such as a belly band and or promotional bags. Contact your sales rep for more information.

### Special Introductory Issue Rates for Print:

2 Page	\$5,165
Full Page	\$3,444
2/3 Page	\$3,202
1/2 Page	\$2,300
1/3 Page	\$1,680
1/4 Page	\$1,273

### Special Introductory Rates For Standard e-Newsletter/Digital Edition Sponsorship:

Leader Board	728/90	\$3,060
Footer	728x90	\$765
Body	300x250	\$1,530
Skyscraper	120x60	\$1,530
Tile	125x125	\$382

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John Koon  
Publisher  
858.755.4999  
858.729.4018 cell  
[johnk@rtcgroup.com](mailto:johnk@rtcgroup.com)

Shandi Ricciotti  
Eastern Regional  
Advertising Manager  
949.226.2044  
[shandir@rtcgroup.com](mailto:shandir@rtcgroup.com)

Stacy Mannik  
Western Regional  
Advertising Manager  
949.226.2024  
[stacym@rtcgroup.com](mailto:stacym@rtcgroup.com)

Lauren Trudeau  
Western Regional  
Advertising Manager  
949.226.2014  
[laurent@rtcgroup.com](mailto:laurent@rtcgroup.com)

#### About *RTC* Magazine

*RTC* magazine is an industry leading publication, devoted to trends and breakthroughs in the design, development and technology of embedded computers. Because we specialize in the embedded computer market, serving a variety of industrial, commercial, telecom and mil/aero applications we provide unique insight and focus that translates into highly successful results for our clients. Our experience both in marketing to engineers and providing real results for OEM vendors comes from products and services specifically designed to provide highly targeted response. Our in-house staff has an invaluable combination of expertise in marketing, advertising, design and web-development, making us a turn-key solution for companies seeking a comprehensive marketing plan in a rapidly evolving marketplace.

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