



**MEDICAL TOURISM
ASSOCIATION**

MEDIA KIT AND RATE CARD 2026

Reach the people who travel for care

Advertising and partnership rates across Better,
medicaltourism.com, Medical Tourism Magazine and the Medical
Tourism Association.

6 million

visits a year across our sites

300,000+

social media reach

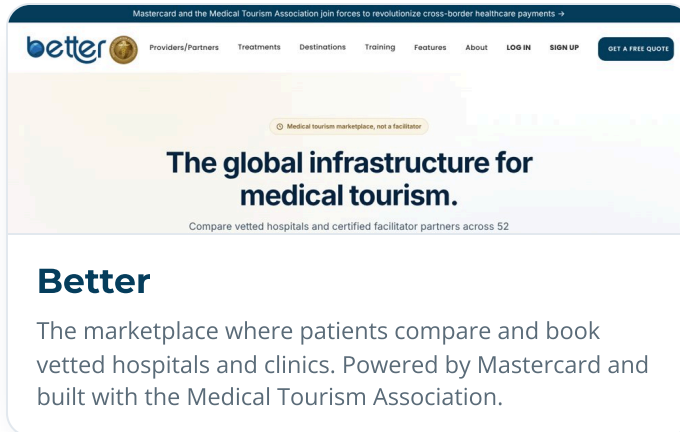
80,000

email subscribers

OUR NETWORK

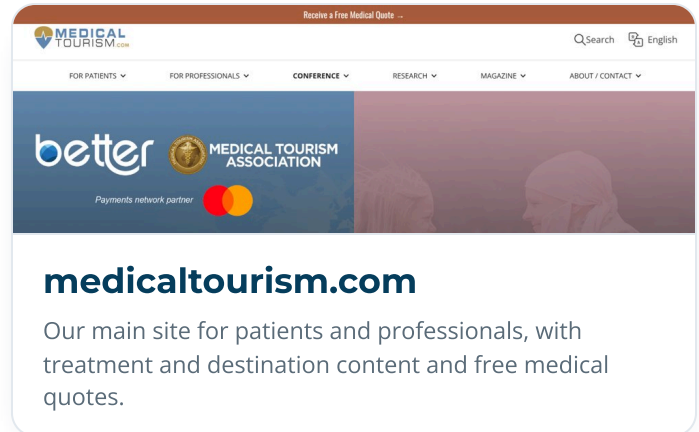
Four sites, one audience

Our sites reach medical, wellness and longevity travelers and the hospitals, clinics and professionals who serve them. A partner can appear across all four.



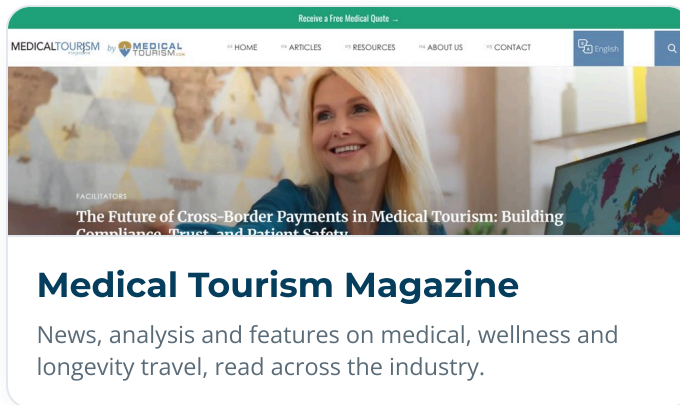
Better

The marketplace where patients compare and book vetted hospitals and clinics. Powered by Mastercard and built with the Medical Tourism Association.



medicaltourism.com

Our main site for patients and professionals, with treatment and destination content and free medical quotes.



Medical Tourism Magazine

News, analysis and features on medical, wellness and longevity travel, read across the industry.



Medical Tourism Association

The association for the medical tourism industry, home of the Global Medical Tourism and Insurance Summit.

Who you reach



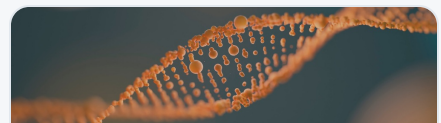
Medical travelers

Patients traveling abroad for surgery and treatment



Wellness travelers

Travelers booking wellness stays and retreats



Longevity travelers

Clients investing in longevity programs



Hospitals and clinics

Providers serving international patients



Facilitators and travel advisors

The professionals who arrange the trip



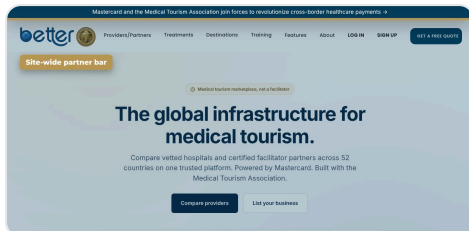
Employers and insurers

Building medical travel into benefits

BETTER

Placements on Better

Better is where patients compare providers and book treatment. These placements put your brand in front of them while they decide.

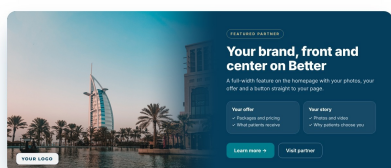


EVERY PAGE

Site-wide partner bar

Your logo and message in the bar across the top of every page on Better, linked to your page or offer.

\$21,500
PER MONTH

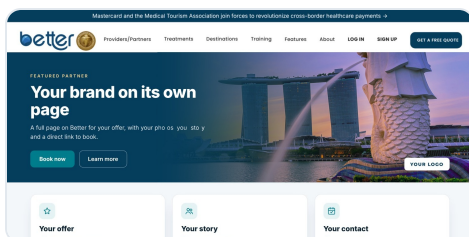


HOMEPAGE

Homepage feature

A full-width section on the Better homepage with your imagery, your offer and a button to book.

\$9,000
PER MONTH

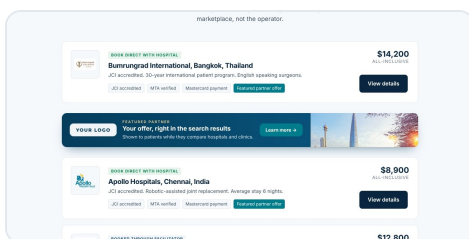


MAIN MENU

Partner page

A dedicated page on Better, listed in the main menu, that explains your offer in full.

\$8,500
PER MONTH

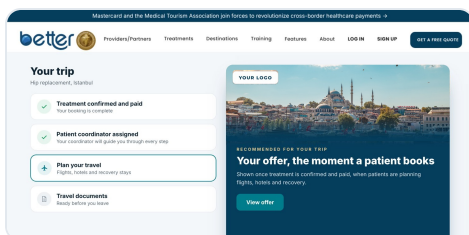


SEARCH AND PROFILES

Listing and provider placements

Badges on provider listings and profiles, plus your card inside search results, where patients compare hospitals and clinics.

\$13,000
PER MONTH



AFTER BOOKING

Booking flow and patient emails

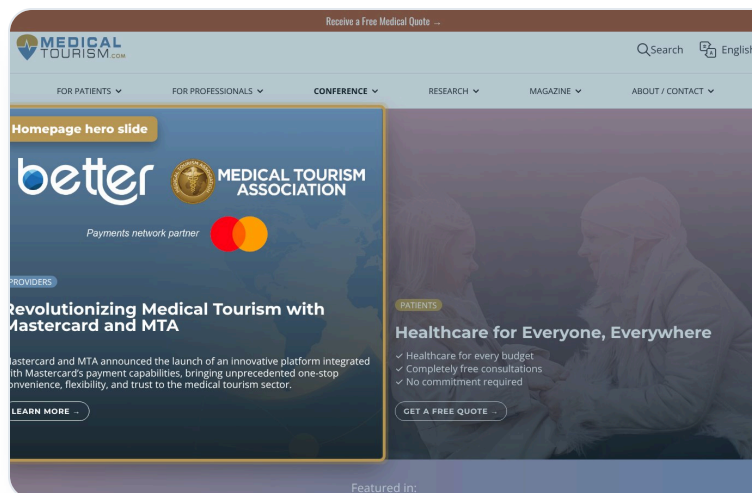
Your offer on the booking confirmation, in the patient account and in confirmation emails, once a patient has committed to travel.

\$2,000
PER MONTH

MEDIA SITES

Homepage placements

The top of each homepage, the first thing readers see on our three media sites.



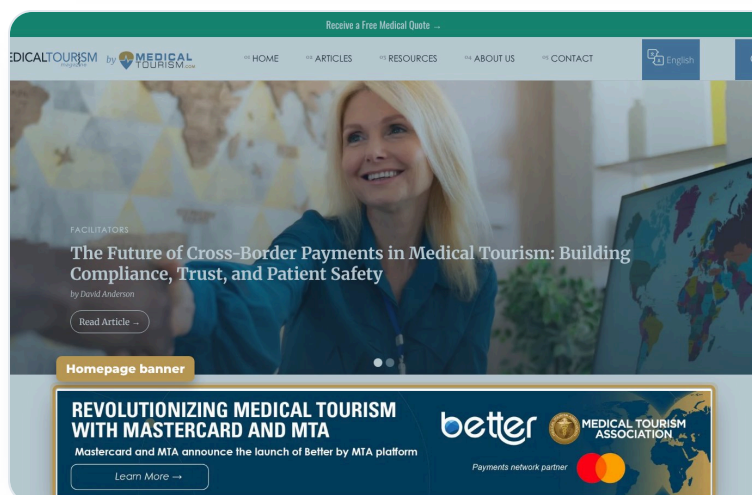
MEDICALTOURISM.COM

Homepage hero slide

Your partnership as a slide in the homepage hero, with your logo, headline and a link to your page.

\$12,500

PER MONTH



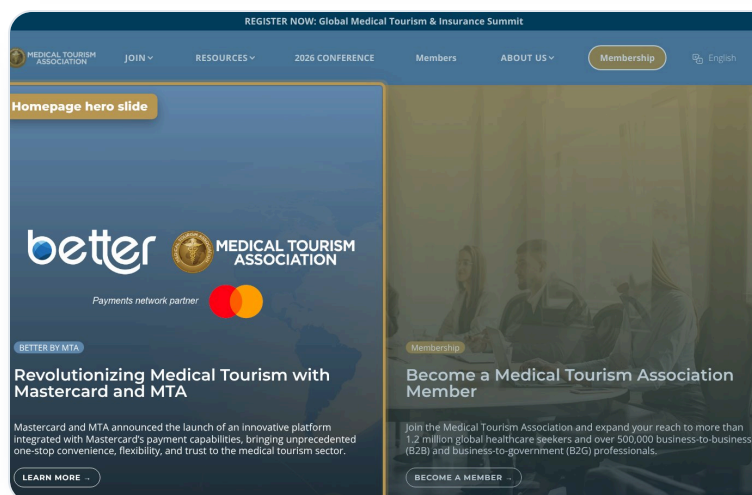
MEDICAL TOURISM MAGAZINE

Homepage banner

A full-width banner in the main banner position on the magazine homepage.

\$3,500

PER MONTH



MEDICAL TOURISM ASSOCIATION

Homepage hero slide

Your partnership as a slide in the homepage hero, seen by our members, providers and partners.

\$3,000

PER MONTH

CONTENT

Articles and destination guides

Content keeps working long after it goes live. Readers find it through search and come back to it when they plan a trip.

SPONSORED ARTICLE

Your story in our publications

An article about your company, offer or program, written by our team, approved by you, and published on medicaltourism.com and Medical Tourism Magazine.

\$1,000

PER ARTICLE

FEATURED ARTICLE

Your story on the homepage

Your article published and placed in the featured spot on the medicaltourism.com or Medical Tourism Magazine homepage, the first story visitors see.

\$5,000

PER ARTICLE

DESTINATION GUIDE

The complete guide to one destination

Our most complete article. A destination guide covers one city in full, so a traveler can plan the whole trip from a single page and book from it.

\$3,500

PER GUIDE

Every guide includes

- ✓ Medical, wellness and longevity travel to that city, in one place
- ✓ The treatments and programs travelers go there for
- ✓ Every hospital and clinic on Better in that city, linked so readers can book
- ✓ What to expect, from planning the trip to recovery
- ✓ Your brand, your offer and a link to book with you
- ✓ Photos, and updates as new providers join



Building a guide series

10

destinations

×

1

guide each

=

10 guides

live on our sites

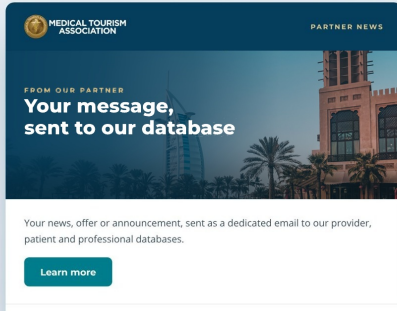
=

\$35,000

total

Direct to our audience

Messages sent straight to the people on our lists and in our groups.

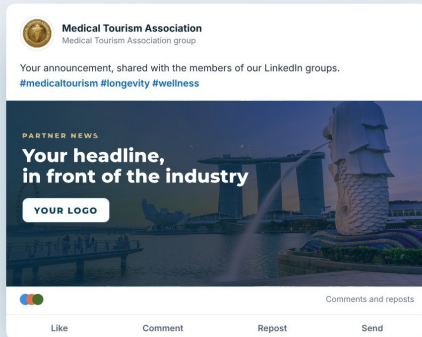


EMAIL

Dedicated email

An email about your offer, sent to our 80,000 providers, patients and professionals, the largest database in medical tourism.

\$10,000
PER SEND

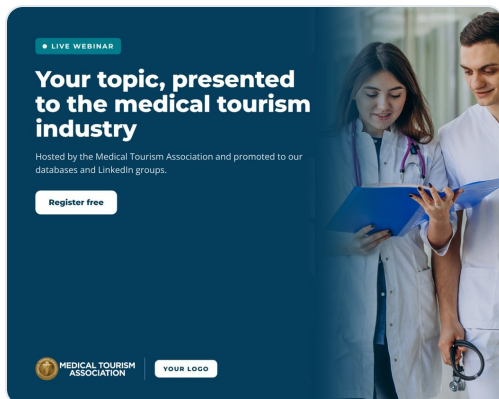


LINKEDIN

Sponsored post

A post about your offer across our LinkedIn groups and company pages, part of a social reach of more than 300,000.

\$2,500
PER POST



WEBINAR

Sponsored webinar

A live webinar on your topic, hosted by our team and promoted through our email and LinkedIn.

\$25,000
PER WEBINAR

RATES

Rate card

All rates are in US dollars.

BETTER

Site-wide partner bar Every page on Better	\$21,500 per month
Homepage feature Better homepage	\$9,000 per month
Partner page Dedicated page in the main menu	\$8,500 per month
Listing and provider placements Search results, listings and provider profiles	\$13,000 per month
Booking flow and patient emails Booking confirmation, patient account and emails	\$2,000 per month

MEDIA SITES

Homepage hero slide medicaltourism.com	\$12,500 per month
Homepage banner Medical Tourism Magazine	\$3,500 per month
Homepage hero slide Medical Tourism Association website	\$3,000 per month

CONTENT

Sponsored article medicaltourism.com and Medical Tourism Magazine	\$1,000 per article
Featured article Featured spot on the medicaltourism.com or Magazine homepage	\$5,000 per article
Destination guide A complete guide to one destination	\$3,500 per guide

EMAIL, LINKEDIN AND WEBINARS

Dedicated email 80,000 providers, patients and professionals	\$10,000 per send
Sponsored post LinkedIn groups and company pages	\$2,500 per post
Sponsored webinar Hosted and promoted by our team	\$25,000 per webinar

How it works

- Monthly placements run for a full calendar month.
- You approve every placement, article and email before it goes live.
- Send us your creative, or our team will design it for you.

Advertising and partnerships

daniel@medicaltourismassociation.com
medicaltourismassociation.com
medicaltourism.com